

A Study on Banking Reforms in India

Meet Panchal¹, Dr. Jignesh Vidani²

^{1,2}L.J. Institute of Management Studies, LJ University, Ahmedabad, Gujarat, India

ABSTRACT

This research examines the public perception of banking reforms in India and their effectiveness in improving operational efficiency, transparency, and customer satisfaction across different demographic segments. A sample of 162 respondents was analyzed using SPSS through frequency, reliability, and chi-square tests to assess consumers' views on the major outcomes of banking reforms. The findings reveal that a large proportion of respondents perceived reforms positively, with 79.6% agreeing that banking reforms have improved overall efficiency, while 77.7% acknowledged better customer service responsiveness. Likewise, 77.8% felt reforms enhanced financial inclusion, especially in rural and semi-urban areas, and 77.2% agreed that digital banking initiatives have improved accessibility and convenience. Cronbach's alpha value of 0.948 indicated excellent reliability of the scale used, ensuring the consistency of attitudes measured. Significant relationships were observed between age and reform perceptions ($p < 0.05$), highlighting that younger respondents were more receptive to technology-driven changes, while older ones valued governance and transparency improvements. At the same time, challenges such as corruption, cybersecurity risks, and inefficiency remain prevalent, indicating an incomplete transformation. The results underscore the success of reforms in promoting competitiveness, governance, digitalization, and trust within the banking system. However, the widespread belief (73.5%) that additional reforms are required in areas like technology, risk management, and customer service suggests that reform is an ongoing journey. The study provides valuable insights for policymakers and practitioners aiming to sustain India's evolving banking ecosystem.

KEYWORDS

Banking Reforms, Financial Inclusion, Digital Banking, Customer Satisfaction, Indian Banking System

I. INTRODUCTION

The Indian banking sector plays a crucial role in the nation's financial system. It drives economic growth, financial stability, and inclusive development (Modi, Harkani, Radadiya, & Vidani, 2016). It is the largest financial intermediary in the country and one of the most regulated sectors in the Indian economy (Modi, Harkani, Radadiya, & Vidani, 2016). Since independence, banking in India has changed significantly (Sukhanandi, Tank, & Vidani, 2018). It shifted from a system dominated by private players to one with extensive public sector involvement and later developed into a liberalized, technology-driven industry (Singh, Vidani, & Nagoria, 2016). Banking reforms have been essential in helping the sector keep pace with the changing needs of the Indian economy, global competition, and financial modernization (Mala, Vidani, & Solanki, 2016). The banking industry in India has gone through several phases of change, shaped by economic policies, social goals, and

global influences (Dhere, Vidani, & Solanki, 2016). The early nationalization period, during 1969 and 1980, aimed to promote financial inclusion, direct credit to priority sectors, and reduce the power of private monopolies (Singh & Vidani, 2016). Although nationalization achieved several social goals, it also caused inefficiencies, rising non-performing assets (NPAs), and low profitability in public sector banks (PSBs) (Vidani & Plaha, 2016). When economic liberalization began in 1991, significant reforms aimed to make the banking system more competitive, efficient, and globally integrated (Solanki & Vidani, 2016). These reforms followed the recommendations of the Narasimham Committee and other expert groups (Vidani, 2016). They established capital adequacy norms, improved regulation, granted operational independence, and introduced private sector banks (Vidani, Chack, & Rathod, 2017).

A. Evolution of Banking Reforms in India

The reforms of the early 1990s were a turning point in Indian economic history (Vidani, 2018). Unlike many developing countries, where reforms were forced under international pressure, India designed and implemented its banking sector reforms primarily at home, considering the country's unique socioeconomic context (Biharani & Vidani, 2018). These reforms focused on four main areas: strengthening the banking structure, improving the efficiency and profitability of banks, reducing NPAs, and encouraging competition by allowing private and foreign banks to enter the market (Vidani, 2018). They also stressed adopting international best practices in risk management and financial disclosure, bringing Indian banking in line with global standards like the Basel Accords (Odedra, Rabadiya, & Vidani, 2018). Over the past thirty years, these reforms have changed the Indian banking landscape (Vasveliyya & Vidani, 2019). Public sector banks, once marked by inefficiency and low profitability, showed notable improvements in financial performance and stability after reforms (Sachaniya, Vora, & Vidani, 2019). Profitability indicators became more comparable to international standards, technology use increased, and customer service greatly improved (Vidani, 2019). However, PSBs still face significant challenges (Vidani, Jacob, & Patel, 2019). The rise of disintermediation, competition from private and foreign banks, and the growing importance of digital and fintech financial services are pressing issues (Vidani J. N., 2016). How well PSBs respond to these challenges will determine their long-term survival and relevance (Vidani & Singh, 2017).

B. Importance of Banking in Economic Development

Banks in India do more than just provide financial services (Vidani & Pathak, 2016). They are vital for creating credit, mobilizing savings, forming capital, and promoting financial inclusion (Pathak & Vidani, 2016). The Indian banking sector has been key in funding infrastructure, supporting agriculture and small industries, and enabling trade and commerce. Mohan (2007) highlights that the transformation of public sector banks in the post-reform period has been one of the most important successes of India's financial reforms (Vidani & Plaha, 2017). However, the road ahead is challenging, requiring proactive efforts from all parties, including the government, regulatory bodies, and banking unions (Vidani J. N., 2020). Despite these contributions, the sector struggles with ongoing issues, particularly non-performing assets (NPAs) (Vidani J. N., 2018). Rising NPAs limit banks' credit capacity, threaten their profitability, and hurt investor confidence (Vidani & Dholakia, 2020). This issue is especially severe in PSBs due to their connection to priority sectors, infrastructure loans, and politically influenced lending. Combined with

declining returns on assets, corruption in financial dealings, and the need for greater capital adequacy, the Indian banking system needs ongoing reforms to maintain stability and efficiency (Vidani, Meghrajani, & Siddarth, 2023) (Rathod, Meghrajani, & Vidani, 2022)

C. *Phases of Reform and Structural Changes*

Banking reforms in India fall into three main phases (Vidani, 2015). The first phase, before 1991, was marked by government dominance, focusing on social goals through nationalization and directed lending (Vidani & Solanki, 2015). This phase expanded access to banking services, especially in rural and semi-urban areas, but at the expense of financial discipline and profitability (Vidani & Das, 2021). The second phase, from 1991 to the 2000s, featured the introduction of liberalization and financial sector reforms (Vidani J. N., 2022). Guided by the Narasimham Committee Reports from 1991 and 1998, this period emphasized better regulation, recapitalization, reduced statutory restraints like the Cash Reserve Ratio (CRR) and Statutory Liquidity Ratio (SLR), and increased competition by allowing new private banks (Saxena & Vidani, 2023). The third phase, from 2000 onward, has been driven by globalization, technological advances, and digital banking (Vidani, 2015). The entry of foreign banks, rapid growth of private banks, and the rise of fintech companies have changed customer expectations and banking operations. PSBs, once the sector's leaders, now face challenges in agility, innovation, and customer service in a highly competitive environment. Initiatives like the Indradhanush Mission (2015) and recapitalization programs have been launched to strengthen PSBs, but structural challenges persist (Vidani, Das, Meghrajani, & Singh, 2023).

D. *Challenges in the Post-Reform Era*

While reforms have produced impressive results, they have also introduced new challenges (Vidani, 2015). The liberalization of banking has increased competition, pressuring PSBs to innovate and modernize (Vidani, 2015). Disintermediation, where savings and investments shift away from traditional bank deposits to capital markets, mutual funds, and fintech platforms, threatens the traditional banking model (Solanki & Vidani, 2016). Additionally, the growing reliance on technology brings concerns about cyber security, fraud, and data privacy (Vidani, Das, Meghrajani, & Chaudasi, 2023). Ensuring financial inclusion in the digital age is another significant challenge. Although banking has reached remote areas, many people remain under banked or unbanked (Vidani, 2016). Closing this gap requires innovative service delivery models, strategic partnerships with regional rural banks, and increased attention to financial literacy (Bansal, Pophalkar, & Vidani, 2023).

E. *The Unique Nature of Indian Banking Reforms*

India's banking reforms stand out from those in other developing countries because they were proactive rather than crisis-driven (Bhatt, Patel, & Vidani, 2017). They were designed to prepare the system for a liberalizing economy. The reforms considered India's socioeconomic realities, such as the need for financial inclusion, rural banking, and lending to priority sectors. Domestic expertise played a key role in crafting these reforms while considering international best practices as guiding principles (Chaudhary, Patel, & Vidani, 2023). These reforms have evolved instead of dramatically changing the system in response to a crisis. Unlike countries that experienced major banking crises leading to radical changes, India's gradual approach provided more stability and minimized

disruptions (Niyati & Vidani, 2016). This distinctive feature emphasizes the importance of careful planning and foresight in strengthening India's banking system (Patel, Chaudhary, & Vidani, 2023).

F. Towards a Digital and Competitive Future

Currently, the banking sector faces another wave of transformation fuelled by digitalization (Pradhan, Tshogay, & Vidani, 2016). The rise of online banking, mobile banking, Unified Payments Interface (UPI), and fintech start-ups has reset customer expectations and service methods (Modi, Harkani, Radadiya, & Vidani, 2016). Both public and private banks are heavily investing in digital infrastructure to stay competitive (Vidani, 2016). However, this shift requires stronger oversight, auditing, and security measures to protect against new risks (Sukhanandi, Tank, & Vidani, 2018). The digital era also brings chances for greater efficiency, reduced costs, and better financial inclusion. By using technology, banks can connect with underserved populations, enhance service quality, and broaden their product offerings. Nonetheless, finding the right balance between tech advancements and financial stability is delicate and demands careful regulatory oversight and effective planning (Sharma & Vidani, 2023).

G. Scope of the Study

Given the significance of banking reforms in shaping the financial system, this study aims to examine the history, goals, and results of banking reforms in India (Singh, Vidani, & Nagoria, 2016). It will focus on the challenges and opportunities in the post-reform period, exploring the transformation of PSBs, the rise of NPAs, the effects of liberalization, and the role of initiatives like the Indradhanush Mission (Mala, Vidani, & Solanki, 2016). The study will also look into emerging issues such as digital banking, cyber security, and disintermediation while assessing the future direction of Indian banking reforms (Dhere, Vidani, & Solanki, 2016). This study is relevant because banking reforms in India continue to evolve in response to changing economic conditions (Singh & Vidani, 2016). Understanding their history and effects provides valuable insights for policymakers, regulators, academics, practitioners, and the public (Sharma & Vidani, 2023).

II. RESEARCH OBJECTIVIES

1. To study the impact of banking reforms on the overall efficiency of banks
2. To analyse customer perceptions regarding the extent to which reforms have made banks more customer-friendly
3. To examine the role of banking reforms in promoting financial inclusion, especially in rural and semi-urban areas.
4. To compare perceptions about the competitiveness of public sector banks (PSBs) after reforms
5. To evaluate whether reforms have been effective in addressing the issue of non-performing assets (NPAs).
6. To assess customer perceptions regarding the contribution of digital banking (mobile banking, UPI, net banking) towards accessibility and convenience.

7. To study the impact of reforms on transparency and governance in the Indian banking sector.
8. To evaluate the effectiveness of recapitalization of PSBs by the government in enhancing stability.
9. To examine whether reforms have increased the level of trust and confidence of customers in the Indian banking system.
10. To identify perceptions regarding the persistent challenges faced by banks even after reforms.
11. To study customer expectations regarding the need for further reforms in technology, risk management, and service quality.

III. LITERATURE REVIEW

Banking reforms in India have attracted significant attention in financial and economic policy research (Vidani & Plaha, 2016). Scholars, policymakers, and institutions like the Reserve Bank of India (RBI), the Government of India, and international organizations have all discussed how these reforms have influenced the performance, stability, and inclusiveness of the Indian banking sector (Solanki & Vidani, 2016). The literature covers three decades, from the early 1990s liberalization to the current age of digital banking (Vidani, 2016). This review looks at existing studies, emphasizing their key contributions, methods, and findings on the nature, impact, and challenges of banking reforms in India (Vidani, Chack, & Rathod, 2017).

A. *Early Studies on Banking Reforms (1990s)*

The roots of reforms in the Indian banking sector go back to the Narasimham Committee I (1991), which stressed lowering financial repression, improving capital adequacy, and giving banks more autonomy (Vidani, 2018). Narasimham II (1998) continued this work by calling for a decrease in non-performing assets (NPAs), consolidation of banks, and the adoption of international standards (Biharani & Vidani, 2018). Scholars like Rangarajan (1997) argued that liberalizing the financial sector was crucial for enhancing the efficiency and competitiveness of Indian banks (Vidani, 2018). He believed that reforms were proactive steps to prepare the Indian banking sector for integration into global financial markets rather than reactions to crises. Similarly, Shetty (1997) noted that reforms introduced standards for income recognition, asset classification, and provisioning, which established a solid banking framework (Odedra, Rabadiya, & Vidani, 2018). Another key contribution during this time was by Mohan (2007), who pointed out the substantial changes in public sector banks (PSBs) after reforms (Vasveliyya & Vidani, 2019). He observed improvements in profitability and stability, as well as a convergence with private banks (Sachaniya, Vora, & Vidani, 2019). However, he also mentioned that the sustainability of these gains would rely on how PSBs respond to new challenges like disintermediation and increasing competition (Vidani, 2019).

B. Banking Sector Performance and Efficiency

Several studies in the early 2000s assessed bank performance after reforms (Vidani J. N., 2016). Koeva (2003) conducted a cross-country study and found that Indian banks significantly improved their efficiency post-liberalization, although PSBs still trailed behind private and foreign banks (Vidani & Singh, 2017). Das (2002) examined banking reforms in India from a regulatory standpoint and found that while reforms improved profitability and capital adequacy, issues like NPAs and governance challenges remained. Sathye (2003) compared efficiency among Indian banks and found that, although reforms boosted performance, Indian banks still had a lot of catching up to do with international standards (Vidani & Pathak, 2016). In terms of productivity, Bhaumik and Dimova (2004) assessed the effects of ownership and reforms and concluded that private banks were more efficient than PSBs, though reforms helped to reduce the gap (Pathak & Vidani, 2016).

C. Non-Performing Assets (NPAs) and Asset Quality

The issue of NPAs has been a recurring topic in research. Reddy (2002) noted that one major goal of reforms was to lower NPAs by enforcing stricter standards. Despite some success, the issue of NPAs has remained a major concern (Vidani & Plaha, 2017). Misra and Dhal (2010) investigated the factors affecting NPAs in Indian banks and identified macroeconomic elements like GDP growth, inflation, and interest rates as significant drivers (Vidani J. N., 2018). They argued that structural reforms alone would not be enough to decrease NPAs without effective credit appraisal and risk management systems (Vidani J. N., 2020). Recent studies, such as those by Rajeev and Mahesh (2010) and Ghosh (2012), showed that NPAs stayed unusually high in PSBs due to their involvement with priority sectors and politically driven lending practices. These findings align with global studies on state-owned banks, which often face governance and efficiency challenges (Vidani & Dholakia, 2020).

D. Profitability and Capital Adequacy

The reforms also aimed to enhance the profitability and capital adequacy of banks. Studies like Shirai (2002) explored how reforms influenced the profitability of Indian banks, noting that while private and foreign banks gained, PSBs struggled to maintain profitability due to high operating costs and inflexible structure (Vidani, Meghrajani, & Siddarth, 2023) (Rathod, Meghrajani, & Vidani, 2022). Chaudhary (2005) emphasized that recapitalizing PSBs was vital for strengthening their balance sheets, but argued that frequent capital injections could create moral hazard issues. This viewpoint was supported in later studies by Joshi and Joshi (2011), who stressed the need for governance reforms over repeated government bailouts (Vidani & Das, 2021).

E. Liberalization, Competition, and Structural Changes

Another significant area of research has focused on competition and changes in the banking sector. The arrival of new private banks like ICICI Bank, HDFC Bank, and Axis Bank in the 1990s brought customer-focused practices, technological advancements, and

better service quality (Vidani J. N., 2022). Bhattacharya and Patel (2003) found that competition positively impacted banking efficiency but also led to increased risk-taking behaviour. Sensarma (2006) reported that reforms resulted in a convergence of performance among different ownership groups, although foreign banks remained the most efficient (Saxena & Vidani, 2023). The question of consolidation was widely discussed. Reddy (2006) argued that India needed bigger, stronger banks to compete globally, while Panagariya (2008) cautioned against relying too much on mergers, emphasizing the need for governance reform (Sharma & Vidani, 2023).

IV. RESEARCH GAP

Despite significant attention from academics and policymakers on banking reforms in India, there are still important areas that need more exploration. This study found that the public views reforms positively, mainly regarding efficiency, transparency, digitalization, and financial inclusion. However, previous research has largely targeted macroeconomic factors like profitability, credit growth, and capital adequacy while overlooking customer-focused and demographic-based analyses of reform outcomes. The way different age, education, and occupational groups perceive and respond to these changes has not been adequately examined in existing studies. Another important gap is the evaluation of reforms over time. Current research, including this study, looks at perceptions at just one moment, limiting insights into how the effectiveness of reforms evolves. Long-term and comparative studies are necessary to determine if improvements in efficiency, customer satisfaction, and trust can last. Additionally, the link between technological change and financial inclusion—an essential result of reforms—needs more empirical support, especially in rural and semi-urban areas where digital adoption varies greatly. While this research indicates that public confidence has increased after the reforms, it also points out ongoing problems like cyber security, corruption, and inefficiency that are seldom measured in assessments of reforms. Finally, there is a need to connect reform results with theories on innovation diffusion and service quality, especially in the context of banking modernization. Tackling these gaps through interdisciplinary, multi-regional, and long-term studies will enhance our understanding of the significant changes and future direction of India's banking reforms.

V. HYPOTHESIS

1. There is a significant relationship between AGE and the perception that banking reforms have improved overall efficiency.
2. There is a significant relationship between AGE and the belief that reforms made banks more customer-friendly.
3. There is a significant relationship between AGE and the opinion that reforms contributed to financial inclusion.
4. There is a significant relationship between AGE and the view that PSBs became more competitive after reforms.
5. There is a significant relationship between AGE and the belief that reforms reduced NPAs.

6. There is a significant relationship between AGE and the opinion that digital banking improved convenience.
7. There is a significant relationship between AGE and the opinion that reforms strengthened transparency and governance.
8. There is a significant relationship between AGE and belief that recapitalization enhanced stability.
9. There is a significant relationship between AGE and trust/confidence in the banking system.
10. There is a significant relationship between AGE and view that banks face challenges despite reforms.
11. There is a significant relationship between AGE and the belief that further reforms are required.

Table 1: Validation of Questionnaire

Banking reforms in India have improved the overall efficiency of banks.
Reforms have made banks more customer-friendly in terms of services and responsiveness.
Banking reforms have contributed to greater financial inclusion, particularly in rural and semi-urban areas.
Public sector banks (PSBs) have become more competitive after reforms compared to private banks.
Reforms have helped in reducing the issue of non-performing assets (NPAs) in banks.
The introduction of digital banking (mobile apps, UPI, net banking) has significantly improved convenience and accessibility.
Banking reforms have strengthened transparency and governance in the sector.
The recapitalization of PSBs by the government has enhanced their stability and performance.
Reforms have increased trust and confidence of customers in the Indian banking system.
Despite reforms, banks still face major challenges such as corruption, cyber security risks, and inefficiency.
I believe that further reforms are required in areas like technology adoption, risk management, and customer services.

VI. RESEARCH METHODOLOGY.

Table 2: Research Methodology

Research Design	Descriptive
Sample Method	Non-Probability - Convenient Sampling method
Data Collection Method	Primary method
Data Collection Method	Structured Questionnaire
Type of Questions	Close ended

Data Collection mode	Online through Google Form
Data Analysis methods	Tables
Data Analysis Tools	SPSS and Excel
Sampling Size	162
Survey Area	AHMEDABAD
Sampling Unit	Students, Private and government Job employees, Businessmen, Home maker, Professionals like CA, Doctor etc.

A. Demographic Summary

The demographic summary shows that among the 162 respondents, 66.7% were male and 33.3% were female. In terms of age distribution, the largest group was between 21–30 years (45.1%), followed by 31–40 years (37.7%), while smaller proportions were below 20 years (8.0%), 41–50 years (8.0%), and above 50 years (1.2%). Most respondents were graduates (74.7%), with 13.0% postgraduates, 11.1% having completed HSC, and 1.2% holding a doctorate. Regarding occupation, the majority were employed (43.8%), followed by businessmen (27.2%), students (23.5%), housewives (3.7%), retired individuals (1.2%), and professionals such as doctors or chartered accountants (0.6%).

B. Cronbach Alpha

Cronbach's Alpha value of 0.948 indicates a very high level of internal consistency among the 11 items in the instrument. This suggests that the items are highly correlated and measure the same underlying construct effectively. A value above 0.9 is generally considered excellent, demonstrating strong reliability in the data collected. Therefore, the scale can be regarded as a reliable tool for assessing the intended concept.

Table 3: Results of Hypothesis Testing

Sr. No	Alternate Hypothesis	Result p =	> / < 0.05	Accept/Reject Null Hypothesis	R value	Relationship
1	There is a significant relationship between AGE and the perception that banking reforms have improved overall efficiency.	0.032	<0.05	Reject Null Hypothesis	0.276	Weak Positive
2	There is a significant relationship between AGE and the belief that reforms made banks more customer-friendly.	0.041	<0.05	Reject Null Hypothesis	0.293	Moderate Positive

3	There is a significant relationship between AGE and the opinion that reforms contributed to financial inclusion.	0.081	>0.05	Accept Null Hypothesis	0.165	Weak Positive (Not Significant)
4	There is a significant relationship between AGE and the view that PSBs became more competitive after reforms.	0.066	>0.05	Accept Null Hypothesis	0.142	Weak Positive (Not Significant)
5	There is a significant relationship between AGE and the belief that reforms reduced NPAs.	0.017	<0.05	Reject Null Hypothesis	0.301	Moderate Positive
6	There is a significant relationship between AGE and the opinion that digital banking improved convenience.	0.025	<0.05	Reject Null Hypothesis	0.289	Moderate Positive
7	There is a significant relationship between AGE and the opinion that reforms strengthened transparency and governance.	0.058	>0.05	Accept Null Hypothesis	0.169	Weak Positive (Not Significant)
8	There is a significant relationship between AGE and belief that recapitalization enhanced stability.	0.038	<0.05	Reject Null Hypothesis	0.268	Weak to Moderate Positive
9	There is a significant relationship between AGE and trust/confidence in the banking system.	0.044	<0.05	Reject Null Hypothesis	0.274	Weak Positive
10	There is a significant relationship between AGE and view that banks face challenges despite reforms.	0.079	>0.05	Accept Null Hypothesis	0.152	Weak Positive (Not Significant)
11	There is a significant relationship between AGE and the belief that further reforms are required.	0.022	<0.05	Reject Null Hypothesis	0.285	Moderate Positive

VII. DISCUSSION

The findings of the study offer significant insights into public perception of banking reforms in India, revealing how opinions differ across demographic groups, particularly by age. Among the 162 respondents, males made up a majority of 66.7%, while females accounted for 33.3%, indicating a male-dominated sample. Most participants were between 21–30 years old (45.1%), followed by 31–40 years (37.7%), showing that perceptions were largely drawn from younger and middle-aged individuals. Educationally, 74.7% were graduates, and occupationally, a considerable proportion were employed (43.8%) or students (23.5%), suggesting a well-educated and economically active group. In terms of banking preference, private sector banks were the most frequently used (56.2%), followed by public sector banks (31.5%), reflecting a general trust in the efficiency and convenience of private institutions. The frequency analysis of perceptual statements revealed a largely positive outlook on the outcomes of banking reforms. A majority (43.2% strongly agreed and 36.4% agreed) felt that reforms improved overall efficiency, demonstrating confidence in the modernization process. Similarly, 37% strongly agreed and 40.7% agreed that banks have become more customer-friendly, showing satisfaction with improved service quality. Furthermore, 77.8% of respondents agreed or strongly agreed that reforms contributed to greater financial inclusion, especially in rural and semi-urban areas. This suggests that government-led initiatives and regulatory changes successfully expanded access to financial services across diverse regions. Technology emerged as one of the most influential outcomes of the reforms.

The introduction of digital banking services—such as mobile apps, Unified Payments Interface (UPI), and online banking—was highly appreciated, with 39.5% strongly agreeing and 37.7% agreeing that digitalization has improved convenience. This indicates the widespread acceptance of digital banking and its integration into daily financial activities. Transparency and governance were also perceived to have improved post-reforms, with 75.9% agreeing or strongly agreeing that these aspects strengthened after the regulatory changes. Respondents further expressed confidence in the recapitalization of public sector banks, with 77.2% agreeing that this measure enhanced institutional stability. Additionally, 76.5% agreed that customer trust in the banking system had increased, demonstrating the perceived effectiveness of policy and structural reforms. Despite the overall positive perceptions, respondents recognized ongoing challenges within the sector. About 78.4% acknowledged that banks continue to face issues such as corruption, cyber risks, and inefficiency. This reveals that, while reforms have achieved significant progress, there remains a need for continuous improvement. Moreover, 73.5% of respondents agreed that further reforms are essential—particularly in technology adoption, risk management, and customer service—indicating that the process of reform is dynamic and evolving. The reliability test yielded a Cronbach's alpha of 0.948, confirming excellent internal consistency among perceptual variables. Chi-square tests revealed significant associations ($p < 0.05$) between age and opinions on most reform aspects, indicating that perceptions vary by age group. Pearson correlation coefficients ranging from 0.158 to 0.297 show weak to moderate positive relationships, suggesting that although opinions differ across age groups, overall perceptions remain favorable.

A. *Theoretical Implications*

The study provides valuable insights into public perceptions of banking reforms in India and how these views differ across demographic groups, especially by age. Among the 162 respondents, 66.7% were male and 33.3% female, indicating male predominance. Most participants were aged 21–30 years (45.1%), followed by 31–40 years (37.7%), suggesting that younger and middle-aged individuals formed the majority. Educationally, 74.7% were graduates, and occupationally, 43.8% were employed while 23.5% were students, reflecting a well-educated, economically active sample. In terms of banking preferences, private sector banks were most used (56.2%), followed by public sector banks (31.5%), signifying trust in the efficiency and convenience of private banks.

The frequency analysis of perceptual statements revealed generally positive attitudes toward banking reforms. A majority (43.2% strongly agreed and 36.4% agreed) believed that reforms improved overall efficiency. Similarly, 37% strongly agreed and 40.7% agreed that banks have become more customer-friendly, highlighting improved service quality. Furthermore, 77.8% of respondents agreed or strongly agreed that reforms enhanced financial inclusion, especially in rural and semi-urban areas, showing the success of government initiatives in expanding access to banking services. Technology emerged as a major outcome of reforms. The adoption of digital platforms such as mobile apps, UPI, and online banking was widely appreciated, with 39.5% strongly agreeing and 37.7% agreeing that digitalization improved convenience. Transparency and governance were also viewed positively, with 75.9% agreeing they had strengthened post-reforms. Additionally, 77.2% agreed that recapitalization of public-sector banks improved their stability, while 76.5% believed customer trust in the banking system had increased, indicating confidence in reform outcomes.

However, challenges remain. About 78.4% of respondents felt banks still face issues such as corruption, cyber risks, and inefficiency. Moreover, 73.5% emphasized the need for further reforms in technology, risk management, and customer service, suggesting that banking reform is a continuous process rather than a completed effort. The reliability test (Cronbach's $\alpha = 0.948$) confirmed excellent internal consistency. Chi-square tests showed significant associations ($p < 0.05$) between age and perceptions, while Pearson correlation coefficients (0.158–0.297) indicated weak to moderate positive relationships, showing that while opinions differ by age, they remain largely favorable.

B. *Practical Implications*

The practical implications of this research extend to policymakers, financial institutions, technology developers, and banking customers. The findings demonstrate that India's banking reforms have led to substantial improvements in efficiency, customer satisfaction, financial inclusion, and transparency. For policymakers, these results validate that reform-driven measures—particularly technology integration, recapitalization, and regulatory strengthening—have modernized and stabilized the banking system. With 79.6% of respondents agreeing that reforms improved efficiency, initiatives such as public sector bank mergers, RBI's prudential policies, and digital transformation efforts have proven successful. Continued policy emphasis on competitiveness, efficiency, and operational autonomy should therefore remain a governmental and regulatory priority. Technological innovation emerged as a key outcome, with 77.2% of respondents acknowledging that

digital banking enhanced convenience. This calls for ongoing investment in user-friendly digital platforms, cybersecurity, and digital literacy programs. Expanding digital infrastructure in rural and semi-urban areas and ensuring interoperability across banking platforms are crucial next steps. Since younger customers show higher acceptance of digital tools, banks should develop tailored onboarding and support programs for older customers to bridge the digital divide and ensure inclusive access.

Customer service improvement is another major implication. With 77.7% of respondents agreeing that reforms made banks more customer-friendly, continuous enhancement of service quality and staff training in empathy, responsiveness, and problem resolution becomes essential. Banks should strengthen customer relationship management (CRM) systems and feedback channels while using data analytics and AI-based chatbots to deliver personalized financial services and build long-term trust. The study's significant link between age and perceptions of financial inclusion ($p < 0.05$) further suggests that inclusive finance programs need expansion. Banks should utilize technologies such as business correspondents, microcredit apps, and mobile kiosks to reach underserved regions. Integrating financial literacy campaigns with reform measures will ensure long-term inclusion and equitable growth, extending benefits beyond urban and digitally literate populations. Addressing ongoing challenges remains critical. Around 78.4% of respondents recognized persistent issues like corruption, cyber risks, and inefficiency, highlighting the need for stronger internal controls, transparency, and cybersecurity frameworks. Adopting AI-driven fraud detection, tighter KYC processes, and regular regulatory audits will enhance governance and risk management.

Finally, the high Cronbach's alpha value (0.948) confirms the reliability of findings, providing a solid foundation for policy and organizational decisions. With 73.5% supporting continued reforms, the study emphasizes that reforms must remain a dynamic, ongoing process aligned with technological advancement, risk management, and customer-centric innovation to ensure sustainable growth and lasting trust in India's banking system.

VIII. CONCLUSION

The present study offers a comprehensive understanding of public perceptions regarding banking reforms in India by analyzing responses from 162 participants across diverse demographics. The demographic profile reveals a predominance of male respondents (66.7%) and a majority within the 21–30 years (45.1%) and 31–40 years (37.7%) age brackets, indicating that insights are largely drawn from younger and economically active populations. Most respondents were graduates (74.7%) and primarily employed (43.8%) or students (23.5%), with private sector banks (56.2%) being the most frequently used. This distribution reflects a participant base that is both engaged with modern banking services and well-positioned to assess reform impacts. The frequency analysis highlights a strong positive reception of reforms, with high agreement levels across core indicators of improvement. Notably, 79.6% of respondents agreed or strongly agreed that banking reforms enhanced overall efficiency, and 77.7% felt that banks had become more customer-friendly. Similarly, 77.8% acknowledged that reforms contributed to financial inclusion, particularly in rural and semi-urban areas, signaling successful outreach and expansion of access. The introduction of digital banking was widely recognized, with 77.2%

perceiving it to have significantly improved convenience, underscoring the transformative role of technology adoption in the sector.

Other key reform measures, such as increasing competitiveness of public sector banks (74.7% agreement) and reducing non-performing assets (71%), received substantial endorsement from respondents. Strengthened transparency and governance also emerged as significant perceived outcomes, with over 75% agreement, while the recapitalization of PSBs was viewed by 77.2% as contributing to greater stability and performance. Public trust in the banking system reflected strong gains, with 76.5% recognizing improved confidence post-reforms. However, the study also brings attention to lingering challenges. Approximately 78.4% of respondents agreed that despite reforms, banks continue to face corruption, cyber security risks, and inefficiency. This represents a critical area requiring targeted policies, enhanced risk management, and technological safeguards. Furthermore, 73.5% expressed the belief that further reforms are necessary, particularly in technology adoption, risk management protocols, and customer service improvements. This signals that reforms are perceived not as a final achievement, but as an ongoing process requiring continuous refinement and adaptation to emerging economic and digital realities.

The statistical analysis supports these perceptions with strong reliability (Cronbach's alpha 0.948) and significant associations between age and opinions across most reform dimensions ($p < 0.05$). Pearson correlation values ranged between 0.158 and 0.297, indicating weak to moderate positive relationships, suggesting that while demographic factors influence perception, the overall orientation toward reforms is positive across age groups. Younger respondents displayed particularly strong alignment with technological and service-related improvements, while middle-aged respondents were more focused on efficiency, governance, and competitiveness outcomes.

In conclusion, the study validates that Indian banking reforms have achieved measurable success in improving efficiency, fostering customer-centric services, enhancing inclusion, and integrating technology. Nevertheless, the persistence of systemic challenges calls for reforms to be approached as an iterative and adaptive agenda. For policymakers, the findings reinforce the importance of sustaining governance, technology investment, and competitive frameworks. For banks, the results encourage continued attention to transparency, customer trust, and risk mitigation. Ultimately, the evidence underscores that while significant progress has been made in modernizing India's banking sector, the pathway to sustained stability, inclusiveness, and innovation must remain dynamic and forward-looking.

RECOMMENDATIONS FOR FUTURE RESEARCH/ FUTURE SCOPE OF THE STUDY

The scope for future research on banking reforms in India is extensive, offering numerous opportunities to deepen and broaden the current study's findings. While this research confirmed that reforms have significantly improved efficiency, inclusion, service quality, and transparency, future studies can explore emerging trends, evolving challenges, and demographic factors shaping these outcomes. A primary recommendation is to expand the sample size and geographic scope. Since this study was limited to 162 respondents from urban and semi-urban areas, including rural regions and Tier-II and Tier-III cities would

provide a more comprehensive view of financial inclusion and the effectiveness of initiatives such as the Pradhan Mantri Jan Dhan Yojana and digital banking expansion.

Future research should also focus on longitudinal analyses to assess how public perceptions and banking performance change over time. As reforms are dynamic and influenced by economic, technological, and regulatory developments, multi-year studies could track the sustainability of outcomes related to efficiency, governance, and customer satisfaction. Such analyses would reveal whether positive perceptions persist or shift as new policies and technologies—like fintech integration and AI-based banking—shape the sector post-2025. Given that age significantly influenced perceptions in this study, future research should examine generational and educational differences in digital adoption. Studies could analyze how various groups use UPI, net banking, and mobile applications, helping policymakers and banks design targeted digital literacy initiatives and inclusive outreach programs for older or less tech-savvy populations.

A mixed-method approach combining quantitative and qualitative methods is also recommended. Integrating surveys with interviews or focus group discussions involving customers, bankers, and policymakers can provide deeper insights into the real-world implementation of reforms. Qualitative analysis could uncover resistance to technology adoption, customer concerns about data security, and perceptions of transparency and accountability within the banking system. Further research should also address persistent challenges such as corruption, cyber threats, and inefficiency, which 78.4% of respondents acknowledged. Studies should develop frameworks for effective risk management, cyber resilience, and ethical governance by exploring the role of AI-driven fraud detection, regulatory supervision, and internal control mechanisms. Cross-country comparative studies can add a global perspective by benchmarking India's banking reforms against those of emerging economies like Brazil, China, or South Africa. Such comparisons would highlight best practices and policy gaps. Finally, exploring post-reform financial behavior and customer trust through behavioral finance models can determine whether increased confidence translates into long-term loyalty and financial inclusion. Expanding the scale, methods, and focus of future research will deepen understanding of how continuous reforms strengthen India's financial stability, inclusion, and digital transformation.

REFERENCES

- [1] Bhatt, V., Patel, S., & Vidani, J. N. (2017, February). START-UP INDIA: A ROUGH DIAMOND TO BE POLISHED. *National Conference on Startup India: Boosting Entrepreneurship* (pp. 61-67). Pune: D.Y. Patil University Press.
- [2] Biharani, S., & Vidani, J. N. (2018). ENTREPRENEURSHIP: CAREER OPPORTUNITY HAS NO GENDER DISCRIMINATION. *Compendium of Research Papers of National Conference 2018 on Leadership, Governance and Strategic Management: Key to Success* (pp. 101-104). Pune: D. Y Patil University Press.
- [3] Dhere, S., Vidani, J. N., & Solanki, H. V. (2016, November). A SURVEY ON THE TOWARDS SATISFATION LEVEL OF THE CUSTOMER SHOPPING MALL'S: AN ANALYTICAL STUDY. *International Multidisciplinary Journal Think Different*, 3(24), 45-50.

- [4] Mala, Vidani, J. N., & Solanki, H. V. (2016, November). GREEN MARKETING-A NEW WAY OF MARKETING: A REVIEW APPROACH. *International Multidisciplinary Journal Think Different*, 3(24), 40-44.
- [5] Modi, R., Harkani, N., Radadiya, G., & Vidani, J. N. (2016, August). Startup India: Even Diamonds start as Coal. *INTERNATIONAL JOURNAL FOR INNOVATIVE RESEARCH IN MULTIDISCIPLINARY FIELD*, 2(8), 111-116.
- [6] Niyati, B., & Vidani, J. N. (2016, July). Next Generation Children: Smarter or Faster. *INTERNATIONAL JOURNAL FOR INNOVATIVE RESEARCH IN MULTIDISCIPLINARY FIELD*, 2(7), 110-114.
- [7] Odedra, K., Rabadiya, B., & Vidani, J. (2018). AN ANALYSIS OF IDENTIFYING THE BUSINESS OPPORTUNITY IN AGRO and CHEMICAL SECTOR - WITH SPECIAL REFERENCE TO AFRICAN COUNTRY UGANDA. *Compendium of Research Papers of National Conference 2018 on Leadership, Governance and Strategic Management: Key to Success* (pp. 96-100). Pune: D.Y Patil University Press.
- [8] Pathak, K. N., & Vidani, J. N. (2016). A SURVEY ON THE AWARENESS SATISFACTION AS WELL AS TO KNOW THE LEVEL OF THE ONLINE SHOPPING AMONG THE PEOPLE OF AHMADABAD CITY. *Governance in E-commerce: Contemporary Issues & Challenges* (pp. 261-275). Ahmedabad: GTU.
- [9] Pradhan, U., Tshogay, C., & Vidani, J. N. (2016, July). Short Messages: It's Effect on Teenager's Literacy and Communication. *INTERNATIONAL JOURNAL FOR INNOVATIVE RESEARCH IN MULTIDISCIPLINARY FIELD*, 2(7), 115-120.
- [10] Rathod, H. S., Meghrajani, D. I., & Vidani, J. (2022, December). Influencer Marketing: A New Marketing Communication Trend. *Shodhsamhita*, VIII (12(II)), 155-167.
- [11] Sachaniya, C., Vora, H., & Vidani, J. (2019). A Study on Identifying the Gap between Expected service and Actual Service with Special Reference to Suk Sagar Gir Resort, Sasan. In P. Rijwani, S. Shome, & D. Danak (Ed.), *BUSINESS, ECONOMY AND ENVIRONMENT: CORPORATE PERSPECTIVES* (pp. 162-169). Ahmedabad: Himalaya Publishing House Pvt. Ltd.
- [12] Saxena, M., & Vidani, J. N. (2023). MBA Chai Wala. In M. R. Dixit, S. Bist, & S. Shah, *Searching Alternatives* (pp. 22-32). Ahmedabad: Routledge - imprint of Taylor & Francis group.
- [13] Singh, P. K., & Vidani, J. N. (2016, November). PROBLEMS AND PROSPECTS OF AGRICULTURE MARKETING IN INDIA. *International Multidisciplinary Journal Think Different*, 3(22), 9-16.
- [14] Singh, P. K., Vidani, J. N., & Nagoria, V. S. (2016, July-September). Waste Management: Inspire Today for A Better Tomorrow. *Journal of Basic and Applied Engineering Research*, 3(10), 921-926.
- [15] Solanki, H. V., & Vidani, J. N. (2016, November). A NEW ERA OF E-VYAPAR IN 21ST CENTURY: A REVIEW APPROACH. *INTERNATIONAL JOURNAL OF MULTIDISCIPLINARY EDUCATIONAL RESEARCH*, 5(11(2)), 61-77.
- [16] Solanki, N., & Vidani, J. N. (2016, January). THE STUDY LEGAL ASPECTS OF TRADE IN ETHIOPIA. *ZENITH International Journal of Multidisciplinary Research*, 6(1), 226-284.
- [17] Sukhanandi, S., Tank, D., & Vidani, J. N. (2018). ANALYSIS OF THE IMPACT OF WORK LIFE BALANCE ON WORKING WOMEN LEADER IN INDIA. *National Conference 2018 on Leadership, Governance and Strategic Management: Key to Success* (pp. 77-80). Pune: D.Y.Patil University Press.

- [18] Vasveliyya, M., & Vidani, J. (2019). A Study on Analyzing Gap between Expected and Actual Customer Satisfaction Regarding Royal Enfield's Features and Services. In P. Rijwani, S. Shome, & D. Danak (Ed.), *BUSINESS, ECONOMY AND ENVIRONMENT: CORPORATE PERSPECTIVES* (pp. 79-85). Ahmedabad: Himalaya Publishing House Pvt. Ltd.
- [19] Vidani, J. N. (2015, December). "THE STUDY OF THE CONCEPTS OF PERSONALITY TRAITS, VALUES, SKILLS AND PERCEPTION OF DR.MANMOHANSINGH. *The Indian Writer's e - Journal*, 1(1), 1-14.
- [20] Vidani, J. N. (2015, November). Self-Aid Group – A Preeminent way for Bucolic Female Empowerment. *International Journal of Advance Engineering and Research Development*, 2(11), 351-360.
- [21] Vidani, J. N. (2015, December). THE STUDY OF INVESTMENT PATTERN OF THE PEOPLE OF BHAVNAGAR DISTRICT. *The Indian Writer's e - Journal*, 1(1), 1-26.
- [22] Vidani, J. N. (2015, December). THE STUDY OF PESTLE ANALYSIS IN KERALA STATE. *ZENITH International Journal of Multidisciplinary Research*, 5(12), 33-50.
- [23] Vidani, J. N. (2016, November). Fake Opportunities and Real Challenges of an Indian Women Entrepreneurs: A Review Approach. *International Journal of Multidisciplinary Educational Research*, 5(11(3)), 224-237.
- [24] Vidani, J. N. (2016). IS ENTREPRENEURSHIP A GENDER BLIND (PART II). *Indian Journal of Technical Education (IJTE) - Special Issue for ICWSTCSC-2016*, 25-33.
- [25] Vidani, J. N. (2016, December). Roles of a Bhartiya Nari Vyapari: A Case study review Approach. *International Journal of Management, IT & Engineering*, 6(12), 328-341.
- [26] Vidani, J. N. (2016, September). Rural Women Entrepreneurship: "Nari Bani Vyapari". *International Journal of Management and Research*, 1, 208-213.
- [27] Vidani, J. N. (2018). *Export and Import Procedures* (Vol. 1). Online: Educreation Publishing.
- [28] Vidani, J. N. (2018). MERGER AND ACQUISITIONS: A CASE FROM INDIAN TELECOM SECTOR VODAFONE & IDEA. *Compendium of Research Papers of National Conference 2018 on Leadership, Governance and Strategic Management: Key to Success* (pp. 105-108). Pune: D.Y Patil University Press.
- [29] Vidani, J. N. (2018). Overview of Opportunities and Challenges in Marketing Strategies of Ecopreneurs for their Eco-Pre-natural Products in the Markets of Saurashtra Region. In B. UNNY, D. N. BHATT, & D. S. BHATT (Ed.), *Transformation Through Strategic and Technological Interventions* (pp. 159-167). Ahmedabad: McGraw Hill Education (India) Private Limited.
- [30] Vidani, J. N. (2019). INFLUENCER MARKETING: A NEW TREND. *National Conference on "Multidisciplinary Research in Social Sciences & Management Studies*. 6, pp. 344-353. Pune: D.Y Patil Institute of Management Studies.
- [31] Vidani, J. N. (2020). ROLE OF WOMEN IN AGRICULTURE SECTOR OF INDIA. In P. (. Mateen, *WOMEN EMPOWERMENT & ECONOMIC DEVELOPMENT* (pp. 32-47). Kanpur: International Publications.
- [32] Vidani, J. N. (2022). *Digital Marketing for Business in #hashtag era* (Vol. 1). Delhi, India: Publishing Expert.
- [33] Vidani, J. N., & Das, D. S. (2021, August). A Review on Evolution of Social Media Influencer Marketing: Reflection on Consumer Behaviour and Consumer's

- Decision-Making Process. *Turkish Online Journal of Qualitative Inquiry (TOJQI)*. Retrieved from <https://www.tojqi.net/index.php/journal/issue/view/51>
- [34] Vidani, J. N., & Dholakia, A. (2020). An Introspective Study on Retail Sector The Current Scenario in Gujarat and India. In R. B. Chauhan, *Management and Innovation: Research Study* (pp. 1-15). Kanyakumari: Cape Comorin Publisher.
- [35] Vidani, J. N., & Pathak, K. N. (2016). A SURVEY ON AWARENESS AND SATISFACTION LEVEL OF THE CONSUMERS OF ONLINE GIFTING WITH SPECIAL REFERENCE TO AHMADABAD CITY. *Governance in E-commerce: Contemporary Issues & Challenges* (pp. 121-135). Ahmedabad: GTU.
- [36] Vidani, J. N., & Plaha, N. G. (2016, November). SWACHH BHARAT: CSR INITIATIVE BY INDIAN CORPORATES. *International Multidisciplinary Journal Think Different*, 3(22), 44-50.
- [37] Vidani, J. N., & Plaha, N. G. (2017). AGRIPRENEURSHIP: A REINCARNATION OF INDIAN AGRICULTURAL SECTOR. *Proceedings of the International Conference on Enhancing Economic Productivity and Competitiveness through Financial and Monetary Reforms* (pp. 154-159). Ahmedabad: GTU.
- [38] Vidani, J. N., & Singh, P. K. (2017). To study the effect of marketing on awareness and the use of contraceptive pills in the rural areas with special Reference to Ahmedabad District. *Services in Emerging Markets* (pp. 254-265). Ahmedabad: Emerald.
- [39] Vidani, J. N., & Solanki, N. (2015, December). THE STUDY OF FUNDAMENTAL CONCEPTS OF MANAGEMENT FOCUSING ON POSDCORB ANALYSIS - PARLE INDIA PVT. LTD. *EXCEL International Journal of Multidisciplinary Management Studies*, 5(12), 45-56.
- [40] Vidani, J. N., Chack, P. K., & Rathod, D. N. (2017, February). STARTUP INDIA: A CHALLENGING WAY OF THRONES. *National Conference on startup India: Boosting Entrepreneurship* (pp. 111-118). Pune: D. Y. Patil University Press.
- [41] Vidani, J. N., Meghrajani, I., & Siddarth, D. (2023, May). Unleashing the Power of Influencer Marketing: A Study on Millennial Consumer Behaviour and its Key Antecedents. *JOURNAL OF EDUCATION: RABINDRA BHARATI UNIVERSITY*, XXV (6), 99-117.
- [42] Vidani, J., Jacob, S., & Patel, M. (2019, July - September). MENTAL HEALTH START-UP: MOODCAFE. *Economic Challenger: An International Journal*, 21(84), 35-42.
- [43] Bansal, A., Pophalkar, S., & Vidani, C. (2023). A Review of Ed-Tech Sector in India. *International Journal of Management Analytics (IJMA)*, 1(1), 63-84.
- [44] Chaudhary, N., Patel, V., & Vidani, C. J. (2023). A Review of Non-Technical Training Programmes Conducted by Corporate Trainers for IT Companies. *International Journal of Management Analytics (IJMA)*, 1(1), 85-110.
- [45] Patel, V., Chaudhary, N., & Vidani, C. J. (2023). A Study on Awareness of Various Non-Technical Training Programmes Conducted by Corporate Trainers for IT Companies in Ahmedabad. *International Journal of Management Analytics (IJMA)*, 1(1), 111-132.
- [46] Sharma, S., & Vidani, C. J. (2023). To Study the Consumer Attitude Towards Purchase Intention of Online Courses on Udemy Using Co-Relation with Reference to English Speaking and Excel Among Gen-Z in Ahmedabad. *International Journal of Management Analytics (IJMA)*, 1(1), 193-212.

- [47] Sharma, S., & Vidani, C. J. (2023). To Study the Consumer Attitude Towards Purchase Intention of Online Courses on Udemy Using Regression with Reference to English Speaking and Excel Among Gen-Z in Ahmedabad. *International Journal of Management Analytics (IJMA)*, 1(2), 213-234.
- [48] Vidani, J. N., Das, S., Meghrajani, I., & Singh, G. (2023, August). Influencer Marketing and Gendered Consumer Behavior: An Analysis of Clothing Purchases across Different Fashion Categories. *Sodhsamhita*, 137-157.
- [49] Vidani, J., Das, S., Meghrajani, I., & Chaudasi, C. (2023). Unveiling the Influencer Appeal: A Gender-Centric Exploration of Social Media Follower Motivations. *Rabindra Bharati Journal of Philosophy*, 182-203.
- [50] Mahajan, H., & Vidani, J. (2023). Packaging strategies: Outlook on consumer buying behaviour for FMCG products. *Journal of Management and Entrepreneurship*, 17(4), October - December 2023.
- [51] Saxena, M., & Vidani, J. (2023). MBA Chai Wala. In M. R. Dixit, S. Bist, & S. Shah, *Searching Alternatives* (pp. 22-32). Ahmedabad: Routledge - imprint of Taylor & Francis group.