

**Good Adviser Qualities in Kulacchirai Nayanar Puranam a Part of Periyapuram – Tamil Literature**

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**Abstract:**

Periyapuram is the greatest religious literature in Tamil deals with lot of information about historical messages, science, management and philosophies this research work intended to reveal the good adviser qualities in kulacchirai nayanar puranam from the book of periyapuram written by Sekkizhar. For this study, only one devotee's devotional life has been selected for the conceptual study and the data is collected from the secondary data. Mode of writing style is Modern Language Association format.

**Introduction of periyapuram:**

Periyapuram narrates the story of sixty three saints who are better known as Nayanmargal. It is compiled as the 12th Thirumurai and also known Thiruthondarpuranam; the greatest work of epic in the world of Saivism which hold a unique position. The author of Periya Puranam; Sekkilar peruman who was also the King's minister, had written this grand epic at the request of King Kulothungga II.

**Objectives of the study:**

The main objective of the study is to identify the periyapuram related to management concept of good adviser qualities.

**Research methodology:**

Total number of saints in periya puranam is 63 nayanmars and many other characters. For this Article the Sample size is only one saint from the Periyapuram. Study conducted as a conceptual study by the experience and knowledge of researcher. Sources of data are from secondary sources and the article made by the format of MLA writing style.

**Data Colletion:**

**Secondary data:**

In this study researcher narrates the management Concepts from Periyapuram by the way of his knowledge and experience in the field of Periyapuram and management concepts and so the data collected from the Periyapuram books, Managaement Books, Journals, News Papers and Internet sources.

**Adviser**

The business advisor is an important part of the business organization that provides superior suggestions and recommendations for amplifying the earnings and financial gains of the organization. He holds a great responsibility of changing the business routine of the organization. He is a professional who possesses a broad knowledge about the workings of a productive organization.

**The Qualities of a Good Adviser**

At times, making decisions on your own proves to be too taxing, and turning to an adviser can prove a wise choice. With the help of an adviser, you can make decisions with more confidence. It is particularly smart if the decision you are seeking to make is one that requires expertise that you do not possess; the adviser can use his knowledge and experience to help you make a more informed decision. While the exact characteristics an adviser should possess vary depending on the topic on which the individual will be advising, some qualities are characteristic of good advisers.

### **Trustworthiness**

In many cases, before an adviser can help you make a decision, you must share with her information of a personal nature. Because you need to share this information, it is best if the adviser is trustworthy. If the adviser is not someone you can trust, you may hold back, making the advice she gives you potentially less useful.

### **Knowledge**

It is often beneficial if the individual advising you possesses a strong base of knowledge. This is particularly beneficial if the individual is providing advice regarding complex matters, such as money related issues. If the adviser possesses knowledge that the advisee doesn't, he can allow the individual whom he is advising to benefit from his knowledge.

### **Communication Skills**

To effectively communicate their advice, advisers must have strong communication skills. These communication skills should include the ability to both listen and speak. If the individual is not skilled at listening, she won't be able to obtain the information she requires to give advice to the advisee. Similarly, if the individual is not skilled in speaking, she won't be able to verbally communicate her advice with much success.

### **Compassion**

Sometimes the topics on which advisers are giving advice are emotional in nature. When an adviser is going to speak about topics that are tied to human emotions, it is beneficial if he is compassionate. If he lacks compassion, he may not be able to effectively present the emotionally charged advice in a manner that the advisee can appreciate.

### **Optimism**

While not entirely requisite, optimism is a useful trait for an adviser to possess. If an adviser is optimistic, she can more likely make the individuals she is advising feel good during the advice giving process. This ability to put individuals at ease and see the bright side in potentially difficult situations can make the adviser enjoyable to be around and potentially more desirable to those seeking advice.

### **Review of Literature**

Family firm advisors have expertise and skills that can significantly contribute to the long-term success of family-owned and/or family-managed enterprises. However, as noted by **Strike (2012)**, so far there has been very little research attention focused on these advisors and the services they provide. In the early days of Family Business Review (FBR), many advisors contributed articles describing their practice in an effort to share knowledge and improve their collective ability to provide helpful services for clients (**Sharma, Chrisman, & Gersick, 2012**). In fact, providing assistance to advisors in understanding family firms was one of the many reasons cited for FBR's creation in the first issue: "Hence, lawyers and accountants as well as business consultants and family therapists are seeking to learn more effective ways of helping their clients" (**Lansberg, Perrow, & Rogolsky, 1988,**). Strike reports in her thorough and insightful review on family firm advising:

In the first article of this issue, **Davis et al. (2013)** address how an advisor's goal orientation affects his or her ability to generate high quality feedback from clients in order to adapt and innovative advising behavior to appropriately guide the client. The authors surveyed 314 advisors affiliated with the FFI, including family enterprise advisors, family wealth advisors, and wealth consultants. Advisors' goal orientation relates to how advisors demonstrate ability in achievement settings, such as providing guidance to a client. Goal orientation consists of three types: "learning," "proving," and "avoidance" orientations. Advisors with a learning orientation are those who believe that increased effort can result in greater learning and ability. Proving orientation and avoidance orientation individuals assume that personal ability is stable and unchanging. As advisors are often required to adapt quickly to client needs and the changing dynamics of the client's firm, a goal orientation that solicits needed feedback is valuable. Feedback quality measures how well feedback provided from the client helps the advisor better understand his or her performance and how to improve performance. Advisors to family firms must be highly creative in problem solving and achieving goals for the client. Personal bricolage measures how effectively advisors were able to combine existing resources to reach solutions. Individual

innovative behavior measures how well advisors introduced new ideas and procedures for their client. The authors found that advisors with a learning orientation were able to increase feedback quality from clients, whereas those with a proving orientation yielded reduced client feedback. The learning orientation of the advisor, in the presence of quality feedback, leads to increased personal bricolage and innovative behaviors of the advisor. Alternatively, a proving orientation, even in the presence of quality feedback, resulted in reduced advisor personal bricolage and innovative behaviors. Given that family firm advisors work in complex firms, coupled often with complex family issues, advisors must be able to solicit client feedback and provide adaptive solutions. This study demonstrates that those advisors with a learning orientation are more likely to do so than advisors with either a proving or avoidance orientation. These results demonstrate that some advisors at least those with a learning orientation are able to self-manage in creative ways to reconfigure and recombine their available resources to provide innovative solutions to clients. The authors conclude by offering a prescriptive model of desired advisors' approaches depending on the degree of task complexity and the amount of openness of the family firm client.

Next, **Salvato and Corbetta (2013)** investigate how advisors can improve the process of succession by taking a strong role in mentoring the next generation leadership. Their article is titled "Transitional Leadership of Advisors as a Facilitator of Successors' Leadership Construction," and we see that this new look at succession highlights important new insights. As the authors state, the "form of temporary shared leadership" identified has previously not been "reported in either family business succession or leadership literatures". And yet it is clear that this temporary shared leadership could be so very effective in preparing the next generation for their future leadership role. Through their in-depth qualitative interviews with family firm advisors as well as "senior" and "junior" firm leaders, the authors have shown us not only how important such a temporary shared leadership can be to the success of the junior leader but also how the firm can benefit as a result. Interestingly, one of the key activities the advisor must plan for undertake is the staged withdrawal of his or her mentoring support, because junior leaders must move forward to their full leadership positions. By focusing attention on this special role that family firm advisors can play, we see that Salvato and Corbetta make an important contribution to our understanding of the potentially holistic relationship between advisors, successors, and family firms. This conceptualization of dynamic relationships and the simultaneous development of all dimensions of a family firm provide a foundation that we believe will hold significant potential for understanding the succession process.

In the third article, **Su and Dou (2013)** offer an interesting and important look into the effectiveness of multidisciplinary teams of family firm advisors, from the perspective of the advisors. Their article, titled "How Does Knowledge Sharing Among Advisors from Different Disciplines Affect the Quality of the Services Provided to the Family Business Client? An Investigation from the Family Business Advisor's Perspective," is based on qualitative data from interviews with advisors who work in such interdisciplinary teams. These advisors believe that the quality of services provided through a teamwork approach is far superior to services provided by independent professionals. The authors suggest that service quality is improved through the following actions: (a) improving the accuracy of issue identification, (b) achieving systematic analysis of the issue, (c) arriving at an integrated total solution, and (d) increasing the credibility of the solution provided. Their study provides an important first step in opening up the question of whether (and how) interdisciplinary teams of advisors can be valuable for family firms. By shedding light on the mechanisms that advisors see as critical to improving their advisory role, the stage is set for further research that investigates this important question from other perspectives.

In their article titled "Do I Need to Use an Accountant? The Growth and Survival Benefits to Family SMEs," **Barbera and Hasso (2013)** investigate whether the use of an external accountant in family small and medium-sized enterprises (less than 200 employees) increases the likelihood of firm sales growth and survivability, and if external accountants are used, whether strategic planning processes increase the likelihood of firm sales growth and survivability. This article builds on growing interest in the nature of accounting in family firms (**Salvato & Moores, 2010**). The authors used longitudinal data from the Australian Bureau of Statistics' Business Longitudinal Survey, which allowed the performance variables of sales growth and survivability to be lagged in order to capture the time-delayed effect of the study variables. The study results show the positive impact of family firm advisors on family firms: the utilization of external accountants decreased the likelihood of firm failure; the utilization of highly embedded accountants (those advisors who provided frequent advice) improved

sales growth of family firms and decreased the likelihood of failure; and the utilization of highly embedded accountants, while also using a documented, formal strategic planning process, led to increased sales growth. In sum, when family firms in the sample used a highly embedded advisor, both sales growth and survival benefits were found.

### **History of Kulacchirai Nayanar**

In devotion to Siva Bhaktas, Kulacchirai Nayanar excelled. He was born in Manamerkudi, in the Pandyan kingdom. This place was frequently graced by Siva Bhaktas. Kulacchirai Nayanar was the leader as well as the supporter of the people. To him adoration of Siva Bhaktas was equal to adoration of Lord Siva Himself. He saw no difference between Siva Bhaktas and Siva. He was the Prime Minister of the Pandyan king. Yet, he regarded himself as the slave of Siva Bhaktas. He was the richest man in the place: yet, to him wealth was only dust. Nothing belonged to him: it was the property of Siva Bhaktas. Even Sambandar extolled his virtuous qualities in a song. Nayanar was an able soldier and administrator. Yet, his mind was ever absorbed in the Lord. He helped the queen in stemming the tide of the evil influence of Jainism. Nayanar invited Sambandar to Madurai to fight this evil influence. The Jains set fire to Sambandar's camp. Sambandar sang a song. The fire was extinguished. The Pandyan king had high fever, which the Jains could not cure, but which was cured by the sacred ash which Sambandar applied on him. Sambandar argued with the Jains and defeated them. Kulacchirai sent the defeated Jains to the gallows. He served the Siva Bhaktas and finally attained Siva's Abode.

### **Discussions and conclusion:**

From this study the researcher mentioned adviser role is more important in the organization or family Superior suggestions and recommendations for amplifying the earnings and financial gains of the organization. He holds a great responsibility of changing the business routine of the organization. He is a professional who possesses a broad knowledge about the workings of a productive organization. The authors **Davis et al. (2013), Salvato and Corbetta (2013) and Su and Dou (2013)** address how an advisor's goal orientation affects his or her ability to generate high quality feedback from clients in order to adapt and innovative advising behavior to appropriately guide the client

From this story Kulacchirai Nayanar was the leader as well as the supporter of the people. To him adoration of Siva Bhaktas was equal to adoration of Lord Siva Himself. He was the Prime Minister of the Pandyan king. Yet, his mind was ever absorbed in the Lord. He helped the queen in stemming the tide of the evil influence of Jainism. From this statement Kulacchirai nayanar played a good role as leader and as well as an adviser.

Even Sambandar extolled his virtuous qualities in a song and the song tell kulacchirai nayanar qualitis Trustworthiness, Knowledge, Communication Skills, Compassion, Optimism. Kulacchirai nayanar use his knowledge and experience to help queen make a more informed decision. Advisors can improve the process of succession by taking a strong role in mentoring the next generation leadership.

Therefore Kulacchirai Nayanar story which deals the decision making of advisor and administrators role has been revealed.

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