



The Association of Indian
Management Scholars International

Tenth AIMS International Conference on Management

January 6-9, 2013
IIM, Bangalore

Theme:
Managing Services in Competitive Environment



PLENARY SESSIONS

Session 1: Monday, January 7, 2013, 2:15-3:30

Session Chair: U. Dinesh Kumar, IIMB

Speaker: Ananth N. Rao

Apollo Hospitals

Service Excellence- The Apollo Way!

Customer service excellence is difficult to define. The closest definition to the real feeling could be something like this: Service excellence is the consistent delivery of a service/ experience, day after day, year after year, regardless of who happens to be on the front lines of the delivery process. A product or price advantage can be easily duplicated, but a strong “customer service culture” can’t be just copied. This is the true essence of our business today. It is no more the focal point of the sales team to sell products, it is more imperative that one convinces customers of the service that is to be offered. More often than not, quality of the product / service finds several parallels; the service excellence delivered assumes the significance of being the ‘only’ differentiator. Identifying loyal customers needs to be the priority of all customer service desks, in fact it’s the job of everybody in the organization!

Role of leadership is paramount in driving the culture to the grass root levels of the company. A successful cultural transformation is often what ensures legendary service delivery. Measures of service excellence are the reflectors for the efficiency of the processes that have been employed towards the goal / mission of the organization. Key process indicators chosen need to represent every sensitive change that may affect the outcomes. After all, we at Apollo Hospitals, relish doing things right, every time-every encounter with our customers. We do not believe in Service excellence as a process set, but as a system that undergoes constant change towards continuous improvisation.

Dr. Ananth N. Rao is a senior consultant and head of Quality Cell, Apollo Hospitals, and Bangalore. He is a Fellow of Royal Society (London, U.K.), Fellow of Asian & Mideast Institute of Chemists, and Fellow, of Academy of General Education, India. He has several awards to his credit, most notably Bharat Jyoti 2008 award, and Best Citizen of India 2008 award. His interests are in process engineering, re-engineering, activity based costing and service excellence matrices.

Dr. Rao has focused his efforts on customer loyalty and retention by utilizing Voice of Customer (Voc) and understanding Mind of the Customer (MoC). He has numerous national and international publications. He has been widely invited to be a speaker at national and international conferences.

Session 2: Monday, January 7, 2013, 2:15-3:30

Session Chair:

Speaker: Arun Pai

Larsen & Toubro

Session 2: Tuesday, January 8, 2013, 12:15-1:10

Session Chair: V. Nagadevara, IIMB

Speaker: Rakesh Sarin

University of California Los Angeles, USA

Engineering Happiness

We develop and apply a unique and novel application of analytics and Decision Analysis to the study of “happiness”. Our results should be useful to individuals seeking to become happier and to organizations that wish to improve customer and employee satisfaction and productivity. Our model begins with the fundamental equation: $HAPPINESS = REALITY - EXPECTATIONS$. Following this, we propose a set of six laws that modify the fundamental equation, making it more precise and applicable to a wide range of situations and choices.

Dr. Rakesh K. Sarin is the Paine Professor of Management at the UCLA Anderson School of Management. He received a Bachelor's Degree in Mechanical Engineering at the M.R. Engineering College, Jaipur, an MBA at the Indian Institute of Management, Ahmedabad, and an MS and PhD in Operations Research at UCLA.

Prof. Sarin's research interests are in decision making under uncertainty and he has applied his research to earthquake safety, environmental protection, and new product development decisions. He has published two books and over sixty papers in scholarly journals on decision analysis, fairness and equity, and optimizing happiness. He was awarded the Ramsey Medal for his contributions to Decision Analysis in 2009. At the UCLA Anderson School, he has been recognized for his leadership of the faculty through the La Force Leadership Award and for his teaching through the Neidorf "Decade" Teaching Award and the Executive MBA Teaching Award.

His interest in happiness research is motivated by a desire to improve joy in everyone's life. Manel and Rakesh have been working together for the past ten years and share the same belief that happiness is guided by specific, discoverable laws. By following these laws, everyone has the chance to improve their happiness.

CONTRIBUTED PAPERS

1 B January 6, Sunday 11:50-1:10 PM
Session: Corporate Governance (1 B1)
Session Chair: Pavak Vyas
Amrut Mody School of Management

149 Corporate Restructuring Transactions and Creation of Shareholder Value

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This paper examines the theory and conceptual understanding of Shareholder value creation and existing literature on the Corporate Restructuring by various authors. This literature is voluminous, diverse, and quite old. The focus is on recent contributions to that subset of the diversification literature that is in my judgment is most influential in setting the agenda for financial research. This study of diversification at the corporate level can be grouped into one of two bodies of literature: cross-sectional studies of the link between corporate restructuring and firm value and longitudinal studies of patterns in corporate restructuring through time. It is prevailing wisdom among financial researchers throughout much of the last decade has been that diversified firms sell at a discount. Hence, this paper reviews the literature on the factors that influence the wealth effects associated with the announcements of various corporate restructuring and diversification transactions like Mergers and Acquisition, Equity Carve outs, Sell-offs and Spin-offs.

252 Role of Board of Directors in Improving the Financial Performance Among BSE 200

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This research paper is the result of a detailed analytical study carried out to understand the role of the board of directors in the governance of corporate form of organization, with special reference to the banking sector companies. The core objective of this paper is to comprehend the relationship between the size of the board, composition of the board, and the frequency of meetings on the one hand and performance of the banks, measured in terms of net profit, return on assets and Tobin's Q on the other. The results of the study reveal that there is no significant cause effect relationship between board and performance.

327 Empirical Study of Board Practices in C G & Its Impact on Performance of Company

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Corporates are failing in terms of accountability part whenever question of governance has come. Mousa F Al Manaseer 2012 expressed that the BOD is the primary internal governance mechanism charged with overseeing executive decisions. Cullinan and Sutton 2002 found that the CEO and other insiders were involved in 90 of the companies fraud in their sample from 1987-1999. Furthermore Baysinger and Butler 1985 found that companies perform better if boards include more outsiders. Researcher will analyse corporate performance on the basis of Board performance with respect to CG through using chi-square and brings performance data of top Indian corporate.

662 Corporate Governance in Indian Banks

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Today's corporate governance means to do everything better and provides for risk assessment, risk cover, early warning systems against failure as well as prompt corrective action. This paper focuses on the importance of corporate governance in Indian banks. In addition, we suggest that the increased competition resulting from the entrance of foreign banks may improve the corporate governance of developing economy banks.

Session: Banking-I (1 B2)
Session Chair: Manvinder Singh Pahwa
University of Petroleum and Energy Studies

43 Countercyclical Lending by Foreign Banks during Three Recessions

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This study examines the lending behavior of foreign banks during three recessions in the U.S., 1990, 2001 and 2008. Using a unique sample of foreign banks paired against domestic control banks by size and geographical proximity, we find that foreign branches increased their lending for two of the recessions, 1990 and 2008, and decreased them in 2001. We test the hypothesis that the absence of countercyclical lending in 2001 was the result of an uncertain regulatory environment, when legislators sought to weaken the equal treatment of foreign banks in favor of reciprocity by foreign countries. The results support the hypothesis.

218 Internal-marketing-mix on Customer-pyramid-oriented Banking Service Performance

Krishnaswamy Natarajan, Annamalai University, krishnaadhy@yahoo.com

Internal Marketing (IM, Berry, 1976) Mix delineates reward/compensation, internal communication, supervisor/senior leadership, intangible benefits and intermediary [Liao, Jun-Fang, 2009] that facilitate internal customers [employees] to add corporate, brand and customer value. The research aims at assessing interlinkages among employees of Tier I, Tier II and Tier III. Photo Elicitation Technique [PET] and ZMET, survey and interview methods used for data collection. Employees of City Union Bank Limited

[CUB] about 500 have been selected in three stratifications among four levels of customer pyramid [Zeithaml et al., 2001]. Interlinkages among employees have been assessed using Logistic regression and structural equation modeling.

355 Factors Affecting Non Performing Asset in Public & Private Sector Banks in India

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The paper attempts to make a comparative analysis of factors affecting npas of public and private sector banks in India. Wide disparities in the nature of NPAs of public and private sector banks has motivated the researchers to conduct this study which may result in development of a framework for effective management of NPAs. The banks selected are taken on the basis of the ratio of NPAs to the total outstanding assets as per recent RBI report. The variables will be identified from literature review of and questionnaire will be administered to middle level bank managers for data collection.

612 Internal Marketing Mix on Customer-pyramid-oriented Banking Service Performance

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Internal Marketing (IM, Berry, 1976) Mix delineates reward/compensation, internal communication, supervisor/senior leadership, intangible benefits and intermediary [Liao, Jun-Fang, 2009] that facilitate internal customers [employees] to add corporate, brand and customer value. The research aims at assessing interlinkages among employees of Tier I, Tier II and Tier III. Photo Elicitation Technique [PET] and ZMET, survey and interview methods used for data collection. Employees of City Union Bank Limited [CUB] about 500 have been selected in three stratifications among four levels of customer pyramid [Zeithaml et al., 2001]. Interlinkages among employees have been assessed using Logistic regression and structural equation modeling.

Session: Brand Management–I (1 B3)

Session Chair: Nalina K. G.

K L N College of Engineering

175 Brand Loyalty: The psychology of preference

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What drives brand loyalty? The psychology behind human behavior as it pertains to brand selection can be both rudimentary and complicated at the same time. We will explore this conundrum by investigating noted authors' insight into the realm of brand preference. By unveiling current research and opinions of experts, a convergence of ideologies will advocate techniques in order to deepen current and potential relationships. Methods will be introduced which evoke the use of our five senses to evaluate, develop, and drive a deeply-rooted brand preference. Let's begin by understanding how we interact with our surroundings.

249 Online Brand Equity: A Review and Agenda for Future Research

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The topic online brand equity has been studied in various countries and context since early 2001. The offline brand equity: its definition and measurement models are backed by ample amount of researches including the brand equity model of Aaker and Keller. Researchers are trying to extend such models from the offline space to the online space. But the fragmented and dispersed determinants of online brand equity are the main hurdle. In the view of this, this paper will provide an exhaustive review of the literature available on online brand equity from the perspective of consumer behavior theories.

397 Roles of Powerlessness and Relationship Type in Consumer Alienation by Brands

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The construct of alienation (i.e., perceived exclusion) is introduced within the domain of consumer-brand relationships. A process-model that maps the linkages between powerlessness (specifically, felt helplessness in changing unfavourable brand decisions) and consumer-brand relationship type (communal versus exchange) is conceptually developed. Results of three laboratory experiments suggest greater consumer alienation, and relationship transformation from communal to exchange, as perceived power over reversing unfavourable brand decisions declines. The moderating effects of perceived treatment meted out by the brand, and sincerity of apologies proffered are also examined. Insights into strategies for inoculating brands against consumer reactions to unpopular corporate decisions are intended.

419 Measuring Customer-based Brand Equity in Color Television Industry

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Anbudevi A. C., K. L. N. College of Engineering, acanbudevi@gmail.com

Consumer durable market is a broad concept in various classifications like refrigerator, mixer grinder and television. In that Color television (30%) has got major market share. The problem of the choice of the brand preference on color television depends on various dimensions which may be grouped under brand management and brand equity analysis. This paper studies why people prefer the particular brand in a color television market using Factor analysis, and discriminant analysis.

January 6, Sunday 11:50-1:10 PM (1 B)

Session: Business Environment-I (1 B4)

Session Chair: Preeti Kasliwal

160 Environmental Analysis- An Edge for Business Development

Preeti Kasliwal, preeti.kasliwal@smsl.co.in

Industry Structure drives competition and Profitability. The analysis of underlying forces like Technological Advancement, Socio Economic Changes, Intensity of Competitors helps in strategic context to identify opportunities and Threats. We realign Strategy in our structure to address Business practices. Environmental scanning helps to know the major events and trends in environment, Speculate about important issues and their implications which are summarized to identify feasible strategic option to deal with evolving environment. Value chain analysis help us know the value each set of activity add to the organization. Thus reviewing strategy help deciding position and direction of our company.

267 Managing Workforce Diversity in Competitive Environment

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India has a high level of workforce diversity, particularly in global companies. Managing workforce diversity is a primary challenge in current globalized world. As an increasing number of women, racial minorities, people from different religion, culture, geographic area, experience, education, language and individual with disabilities seek employment and opportunity to take advantage of an expanding talent pool presents itself. More companies, than ever before, are using a range of measures to boost productivity by using the diversity of their workforce. Well-managed diverse teams outperform homogeneous teams as they tend to be more creative, and effective at problem-solving.

304 Information Technology for Managing Services in Competitive Environment

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In today's competitive environment, management of services is key issue for organizations. Information technology is playing important role in availing and managing services in electronic way. E-services have become buzz word. Organizations of all types including commercial, charitable or academic; management of e-services became important for their survival and growth. Information and communication technology has made available many tools for offering e-services. Mobiles and tablets became popular gazettes for using e-services. In this paper we present as how Information Technology is contributing in managing services for organizations.

759 Organisational Excellence: Key to Managing Services in Competitive Environment

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Yogesh Funde, Thakur Inst. Of Mgmt. St., ycfunde@gmail.com

Organisational excellencies is defined as achieving and sustaining superior level of performance that meet or exceed stakeholder expectations as per European Foundation for Quality Management. Thus, OE can be attained by a firm that successfully integrates needs of its stakeholders, converts it into actionable objectives, adopts the right processes and attracts the right talent to attain it. It also requires strategic leadership, facilitating organisational culture, discipline and commitment. This research paper explores dimensions of organisational excellence required to manage and sustain superior services in present environmental context.

Session: OB-I (1 B5)

Session Chair: Appa Rao Korukonda

Bloomsburg University of Pennsylvania

40 Uses And Abuses of Theories in Management

Appa Rao Korukonda, Bloomsburg University of Pennsylvania karao2009@gmail.com

Following Popper, falsifiability is an important criterion if not the most important criterion for a theory to be considered significant. However in some disciplines literature is replete with tautologies masquerading as theories. For example all Need theories of motivation can be shown to be tautological and so is the case with concepts such as Locus of Control which are invoked to explain one's outlook toward life and one's degree of control over his/her destiny. In this presentation, the author demonstrates the uses and abuses of theories in Organizational Behavior using some examples.

486 Service Recovery: Online Public Complaints

Anjali Singh, GSIP University angel_singh2000@yahoo.com

The paper examines how an online complaint can impact an organization and what kind of service recovery would be effective. Design Conceptual Paper based on qualitative analysis- extracts data from secondary sources, primary data and draws on service theories. Originality/Practical ImplicationThe paper provides an insight into the importance of online presence for the services organisations. It provides a case for the service organisations to have a service recovery model that takes into account the virtual world too.Findings:Online complaint can transcend geographical and time, have long term negative impact on company/brand equity.

611 Generational Differences: An Examination of Work Values of Gen Y

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As we face the prospect of younger generation becoming a major part of the workforce employers and managers of the organizations are forced to revisit the generational differences in the work values of employees. It is imperative for them to understand Gen Y's expectations and work values so that they can be more creative in accommodating those changing set of values. This paper empirically examines the work values of Gen Y in the Indian context. The findings will have implications for managerial practices in terms of attraction and retention, changing the leadership styles and building inter-generational collaborations at workplace.

668 Stress & Burnout among Police Personnel

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This paper aims to highlight the significance of Stress and Burnout among Police personnel. It focuses on reviewing the pertinent literature on antecedents and consequences of stress and burnout in the police force. The findings of this paper contribute to guiding academicians by throwing light on the gaps in the literature and is of pragmatic value to the Police officials as it illustrates the causes and impact of stress and burnout. This paper adds value by identifying variables and gaps in the literature and future prospects for research.

Session: Consumer Behaviour-I (1 B6)

Session Chair: Sathyapriya P

ICFAI Business School

382 Impact of Dynamic Pricing on Customer Loyalty

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Though the concept of 'dynamic pricing' is comparatively recent; it has got wide application in the sectors like airlines, tourism, restaurants, online businesses like Ebay, Amazon and so on. The profitability from the 'dynamic pricing' is questioned in the recent researches. This is because the customer loyalty gets replaced by 'switching behavior'. The present paper attempts to explore the impact of dynamic pricing on customer loyalty. Airline sector is selected as it was one of the early adopters of dynamic pricing. Primary research in this area would help the policy makers to make critical pricing decisions.

455 Consumer Behaviour Towards Online Search for Airfares

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According to Technology Acceptance Model individual's beliefs determine their attitude towards using the system and in turn their attitude develops the intention to use. The intention influences the decision to actually use the technology. Theories of consumer behaviour and adoption of information technology explain the factors that influence consumer behaviour. This research is primarily aimed at understanding and classifying the airline consumers based on their online search behaviour. Also to explore and empirically test the impact of attitudinal changes of consumers with usage of internet for airline ticket booking. SEM technique is used to test the hypotheses.

536 Factors Influencing the Customers in their Supermarket Choice

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Since early nineties, all the cities in India, including Coimbatore have attracted organised retailers in the food and grocery category, especially in the supermarket format. This study was conducted to find out the factors that have influenced the customers of these supermarket chains in choosing a supermarket. The findings would help the managers to gain knowledge about the important factors that influence the customers in their supermarket choice and providing these attributes matching to the expectations of the customers would result in more customer satisfaction and loyalty.

623 Study of Consumer Attitude and Behavior towards Energy Conservation

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Energy conserved is energy created, but the biggest challenge is how to motivate domestic consumers to conserve energy. The energy conservation behaviour is largely based on our beliefs, values and attitude. Hence, it is important to understand the behavioral dimensions of consumer towards energy conservation and assess the factors affecting attitude towards energy conservation. The paper identifies the factors which differentiate between consumers who have a positive attitude towards energy conservation from those who have a negative attitude using discriminant analysis. The study suggests a theoretical framework that can help in formulating positive attitude towards energy conservation.

January 6, Sunday 11:50-1:10 PM (1 B)

Session: Entrepreneurship-I (1 B7)

Session Chair: Preeti Agarwal

North Maharashtra University

137 Challenges and Opportunities faced by Entrepreneurs in Kerala State

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Sonia Katherin Mathew, Mahatma Gandhi University

Entrepreneurship is generally perceived as an engine of social and economic growth (Audretsch 2005). The phenomenon of entrepreneurship has been described as the most powerful economic force known to humankind (Kuratko 2009). Kerala is rich in its cultural heritage long history of trading ties with nations from the farthest corners of the world, abundant natural resources, highly educated people and high levels of political awareness but Kerala is poor in Entrepreneurship and backward in developing Entrepreneurs. This article makes an attempt to understand the challenges and opportunities faced by Entrepreneurs in Kerala state.

179 Entrepreneurship in Economic Development

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Entrepreneurship in developing countries remains a relatively under-researched phenomenon, so by surveying the current state of research, and by discussing the role of entrepreneurship in dual economy models of structural transformation and growth, a secondary objective of this paper is to identify avenues for further research. Finally, the policy implications from the economic literature suggest that a case for government support exists, and that this should focus on the quantity, the quality, and the allocation of entrepreneurial ability. Many routinely adopted policies for entrepreneurship, such as provision of credit and education, are shown to have more subtle effects, not all of which are conducive to growth-enhancing entrepreneurship.

407 Performance of Micro, Small and Medium Enterprises in India during Pre and Post Liberalization Period

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Micro, Small and Medium Enterprises (MSMEs) in India contribute significantly towards production, employment, export, utilization of local resources and removal of regional imbalances. The Govt. has withdrawn many protective policies for MSMEs since 1991 and introduced promotional measures to increase competitiveness. This paper critically analyses the changes in definition of MSMEs, opportunities and constraints and their performance during pre and post liberalization period with four parameters (number of MSME units, production, employment and export) using Annual Average Growth Rate (AAGR) as the statistical tool. The MSMEs show poor performance during post liberalization period as the key parameters except employment perform miserably.

494 Sustaining Entrepreneurship in Indian Family Managed Business

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Family businesses have always been an integral part of the Indian economy and society. Largely founded on the joint family principle of ownership and management, their contribution has always remained very high in terms of employment and income generation and wealth creation. However, family business as a system has inherited an identity associated with features such as non-professionalism, conservatism and poor governance. The study is based on both secondary and primary sources of data. Data will be collected at random from 40 family business enterprises, established in Maharashtra through a structured questionnaire.

Session: Healthcare-I (1 B8)

Session Chair: Pradeep Salgaonkar

Sri Sri Institute of Management Studies

1 Role Conflict among Health Personnel in the Saudi Hospitals

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The study analyzes the causes of work conflict, the factors contributing to work conflict, the nature of handling work conflicts, the frequency of occurrence and the possible remedies. The study shows that the educational background had significant influence on role conflicts at work at 5% level, followed by the occupation, which was significant at 10% level. The analysis reveals that the nature of work and the supervision of employees are the major sources of role conflicts. In resolving the role conflicts, the employees will negotiate or talk to the colleagues and at times take help from the management.

11 Process Modeling of Patient Centered Medical Home (PCMH) in Healthcare Services

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PCMH is an important concept in Healthcare Services research. Its key characteristics are to foster ongoing relationship with a personal physician to promote physician directed medical practice, to create care coordination, and to assure quality and safety. Recent studies in the United States emphasize the need for current practices to evolve to PCMHs. However, the change is hard as it requires an ambitious whole-practice re-engineering and redesign. The current state of the transformation process is ad hoc. We focus on the practice transformation process and propose a scientific and robust process model for practice.

273 Reasons for Switching Physicians: An Exploratory Study

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Loyalty or switching by patients, the customers of health care services, decides the success of physician's practice. Switching patients are of great concern to physicians. The reasons why patients switch from physicians are explored in this article. Data collected from 165 patients suffering from chronic ailments like Asthma, Diabetes and Cardiac problems bring out major reasons for patients switching as; No symptomatic relief, Other people's opinion, Attitude of the physician, Lack of interaction time and communication gap, Too long waiting time, Fee structure, Non availability of physician in emergency, and Others. Implications for future research are also discussed.

400 Patients' Satisfaction: The Key Driver of Managing Health Care Services in Competitive Environment

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To study and analyze the level of satisfaction among adult patients which plays a vital role in effective and efficient management of health care services and thereby driving it towards growth. Design/Methodology/Approach: The research design adopted for this study is experimental in nature. Hypotheses are formulated and proved. The researcher makes use of convenient base to select the required number of samples. The primary data are collected through the distribution of structured questionnaires to adult patients. Findings: Patients' satisfactions play a vital role in managing services and thereby empower the organization by strengthening its interface with external system.

1 C January 6, Sunday, 2:10 - 3:30 PM

Session: HRM-I (1 C1)

Session Chair: Joseph Sebastian Thekedam

St Berchmans College

130 Unweaving Employee Turnover Intentions in Indian Context

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It was found that most of the turnover would be situational based on the individual's decision. Each individual would have left for reasons known to him and multiple times the reason would have been completely different. Employee turnover has significant cost and consequences (Mobley, 1982). This research paper intends to study and understand and unweaving employee turnover intentions in Indian context with Kim et al. (1996) turnover model. It's a combination of Price-Mueller (1986) model and the Hom-Griffeth (1995) turnover process model.

158 Evaluating the Effectiveness of Supervisor-subordinate Relationship: Impact of Gender

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In any organization the supervisor-subordinate relationship defines the level of dependency and interaction between the supervisor and the subordinates. This relationship is of utmost importance to the organisation as it can affect subordinates' loyalty and commitment to the organization. Today attrition is a major concern for organizations and one of the reasons for attrition is negative supervisor-subordinate relationship. The incompatibility in this relationship also has an impact on employee satisfaction and motivation levels. Gender plays a very important role in this relationship owing to the traditional gender role stereotypes.

409 Interventions and Programs to Reduce Chronic Absenteeism

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A positive college climate does not exist by chance. College climate is created and can be maintained unless an alteration occurs in the life of the college. While it is true that behaviors of the principal, teachers, students and parents affect a college climate to some extent, the principal is central to creating the climate: what he/she does establishes the climate of the college whether positive or negative. The principal who respects and treats every member of the college community fairly and equally encourages and emphasizes behaviour that creates a positive college climate. In this study the researcher tries to find out, how can a principal, who is the major constituent of college management, to establish a positive climate in the midst of various hurdles in his/her college to achieve the major objectives of education.

457 Retirement Goals and Preparation of Changing India

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India has a growing aging population with a lack of formal retirement system. Therefore, it becomes important to understand the goals of retirement for these individuals. Goals indicate the value and beliefs of a society and are important to understand the well-being as well as life-satisfaction level. This study helps to understand the goals for retirement using a sample of 158 working individuals from India. The categories identified are in sync with Hershey et al., 2002 study conducted in America. From a theoretical perspective we are exploring retirement in Indian context that has remained to be unorganized and mystical.

665 Changing Definitions of Work & Play: Importance of Workplace Humor

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The paper aims to understand the concept of Humor at workplace and its importance in today's context. It begins by defining Humor, and proceeds to explain the types of Humor, and their relationships with organizational outcomes. The results suggest that Humor is a multi-disciplinary topic that has been investigated less thoroughly by management researchers. It concludes with the gaps that exist in the field of Workplace Humor. The paper paves way for areas of future research in Workplace Humor and directions for managers to use Humor effectively to achieve specific organizational outcomes.

January 6, Sunday, 2:10-3:30 PM (1 C)

Session: Indian Industries-I (1 C2)

**Session Chair: Hiranmoy Roy
UPES**

322 Energy Consumption and Human Development Index: Evidence from Indian States

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This paper explores whether the energy consumption has made significant impact on growth of Human Development Index (HDI) in Indian states. This study will use panel data for a period of ten years (2000-2010) in order to examine the role of energy consumption on human development index. Analysis will be done using panel unit-root test, and multiple regressions. After identifying the linkage between HDI and Energy consumption it will be empirically tested by using different panel econometric techniques. We shall also measure the HDI – Energy elasticity to see the effect of changes in HDI due to change in energy consumption.

583 Consequences of Money Laundering in Indian Real Estate

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Money laundering is the process of providing legitimate appearance to the illegally gained revenue. It has the nature of facilitating corruption crime and other illegal activities at the expense of countries' development and increase uncertainty of macroeconomic. Criminals generate substantial profits and invest the funds into real estate and other investments without drawing attention of legal authorities. Criminals do this by disguising the sources, changing the form, or moving the money to a place where it is less likely to attract attention. In real estate transactions, both legitimate and illegitimate funds may be funneled, which leads to blending of funds.

616 Economic Analysis of High Input Large Scale Jatropha Biodiesel Production in UKD

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The increasing prices, limitations in supply, and social impacts of petroleum-based fuel reflect huge potential for renewable energy sources of biodiesel. In the present scenario of increasing prices of conventional diesel, there is a need to assess whether a large scale high input jatropha biodiesel production is economically viable or not. The study aims at undertaking a cost estimation of commercial biodiesel production on a 5000 hectares of land, over a period of 10 years in Uttarakhand. The Net Present Value and Pay Back period is also calculated for this project.

647 Critical Review of Cold Chain in Indian Scenario

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Analyzed and reviewed major issues affecting the cold chain in different contexts. Present scenario in Indian cold chain industry is highlighted. The importance of cold chain in controlling the quality and safety of food is discussed in detail. Many of the issues in cold chain can be viewed from commercial supply chain point (CSC) of view. Although there are some similarities with CSC, cold chain has its own exclusive factors. Similarities with CSC can be helpful in understanding, planning and designing the cold chain. Finally, we have highlighted a few potential areas which require the attention of the research community.

Session: Investment Decisions (1 C3)

**Session Chair: P Srikanth
T A Pai Management Institute**

276 Awareness of Credit Rating among Indian Investors

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Credit ratings assigned by the rating agencies have become a crucial source of information and are of great aid to the individual as well as institutional investors while making investment decisions. It is felt that a study focusing on the extent of awareness about credit ratings among the investors would offer a lending hand to the players in the rating world in providing competitively better services. The current study is an attempt to uncover the levels of awareness among Indian investors about different aspects pertaining to credit rating.

413 DEMAT Account as Medium for Investment: Investors Perspective

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A dematerialized account for individual Indian citizens, known as DEMAT account, is getting popularity among individual investors to trade in electronic form instead of paper form. As per SEBI guidelines, it is mandatory for individual to have DEMAT

January 6, Sunday, 2:10-3:30 PM (1 C)

account to trade in electronic way. We can hold shares and debauchers in electronic format. Even gold can be maintained in electronic form and this method is becoming popular as it is safe. Many SIP users prefer DMAT for mutual fund purchase..Investors perspective on DEMAT account as medium for Investment from Aurangabad city is presented.

560 Factors Influencing Investment Decision of Investors in Indian Primary Market

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The investment decision optimum for one investor may not be suitable for the other investor. Every investor has his own investment objectives, risk acceptance level, inflows and outflows of money, and other constraints. Hence, this study has made an attempt to find out the factors influencing retail investors in Indian primary market based on survey from April 2009 to October 2011. The empirical study shows that the decision of retail investors in primary market are influenced by issue price, information availability, brokers advice, recommendation of the analysts, secondary market situation, disclosure by market participants and other factors.

600 Factors Influencing Investment Decision in Selected Cities of Rajasthan

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Financial planning needs vary significantly from individual to individual. Primary data was collected from a sample of 100 professionals from the different states of Rajasthan using structured questionnaire survey. Various statistical methods such as Factor analysis, Anova etc. were employed using SPSS version 15 to Analyze the data. Findings : 10 Factors were identified using factor Analysis technique and they are Risk Bearing Capacity, Opinion, Economic Factor, Security, Hedging, Duration, Awerness, Expected Return, Need Hierarchy, Net Present Value. The study concludes that investors age and gender predominantly decides the risk taking capacity of investors.

Session: Rural Development (1 C4)

Session Chair: Avinash Joshi

Sinhgad Institutes

492 Value-Oriented Vocational Education for Sustainable Rural Development

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We should develop a new philosophy of vocational education for our country. A philosophy rooted in Indian thoughts and traditions; with a distinct developing world perspective; in the context of equitable and sustainable development; suited to our educational scenario, job market, and predominantly agrarian economy; suited to a technologically advancing world as well as knowledge based social order. We must be ready to analyze our own context and problems rather than aping the developed world. The value-based vocational education should be expanded speedily in the rural areas to make each 'Tiny Republic' into a potential catalyst of nation building.

499 Mahatma Gandhi National Rural Employment Guarantee Act – A Prevailing Instrument

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The Mahatma Gandhi National Rural Employment Guarantee Act MGNREGA is perhaps the world's largest programme initiated for assuring employment to the rural India Today the scheme is being implemented in 626 districts in India Since its inception over 1 10,000 Cr has been devoted to wage payments to rural households The present research paper keeps objectives To take an overview of the scheme. To study the use of ICT in implementation of MGNREGA. To study the overall possible impact of scheme on rural livelihood of India This research paper examines the flagship programme initiated by Government of India.

504 Economic Empowerment of Women in Rural & Urban Areas: A Comparative Study

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This study makes an attempt to study the role played by SHGs in empowering women economically both in rural and urban areas in Dakshina- Kannada district and its impact on them. It also aims at showing differences in the impact level of these SHGs on women in rural and urban areas. An attempt is made in this research to analyze personal, social and economical dimensions of women empowerment resulted from micro finance activities through SHGs approach. The study undertaken in the Dakshina Kannada district of Karnataka State in India for an in-depth analysis of issues related to women empowerment.

648 Time Study for Jobs in Mahatma Gandhi National Rural Employment Guarantee Scheme

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This paper proposes a general method for time study of works arising under Mahatma Gandhi National Rural Employment Guarantee Scheme (MGNREGS) of Government of India. This scheme is concerned with providing at least 100 days of guaranteed wage employment in a financial year to every household whose adult members volunteer to do unskilled manual work. Most of the jobs in this scheme require effort of a group of workers in a non-standard work environment. These workers have diversified anthropometric and class characteristics. The proposed methodology is applied to some jobs carried out under this scheme in Kerala.

January 6, Sunday, 2:10-3:30 PM (1 C)

Session: Marketing–I (1 C5)

Session Chair: Priyanka P. V.

MP Birla Institute of Management

262 Effect of Sales Promotion on Consumer based Brand Equity

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The effect of sales promotion on consumer based brand equity among convenience and shopping products. The study on the effect of Sales Promotion on Consumer Based Brand Equity among Convenience and Shopping Products conducted on three hundred samples each selected at random showed that Sales Promotion affect Consumer Based Brand Equity. In Convenience Products, it is Premium Promotion that affects Consumer Based Brand Equity more than Price Promotion, while in the case of Shopping Products it is Price Promotion that affects more on Consumer Based Brand Equity than Premium Promotion.

374 Opportunistic Marketing – the Need of Hour

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In today's dynamic world, where people may have money but no time, people are looking out for quick solutions for their problems. They don't mind shelling a few bucks to reach an ultimate outcome which is very valuable to them. Unethical practices get a lifeline here at the cost of making some quick bucks. At times it's clearly visible and at times it's very subtle in nature. This is a conceptual paper where innovative and creative business ideas are suggested to the marketers and information to the consumers.

518 Micro Level Empirical Study On Viral Marketing

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Viral marketing is like a stone dropped in pond that creates ripples, one larger than other. The goal is identifying people who can contribute to sales, via, social networking. It uses under-market advertising to generate an impression that word of mouth enthusiasm actually springs from use of product/service. This paper gives the six rules to succeed - Stealth, Up-front is free-payment later, Target community carrying message, Look like host-not virus etc., and shows the results of an empirical study at micro level using a random sample of size 70 and tools such as correlation and chi square.

587 Service Co-production, Customer Efficiency and Market Competition

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Abstract: Customers participation in service co-production processes has been increasing with the rapid development of self-service technologies and business models that rely on self-service as the main service delivery channel. However, little is known about how the level of participation of customers in service delivery processes influences the competition among service providers. In this paper a game-theoretic model is developed to study the competition among service providers when self service is an option. The analysis of the equilibrium from this model shows that given a certain level of customer efficiency the proportion of the service task outsourced to the customer.

Session: Case Studies (1 C6)

Session Chair: Panduranga Venkataramulu

Central University of Karnataka

238 Foreign Exchange Risk Management - A Case Study of TCS Technology Ltd.

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Exchange rate risk persists in the international business due to floating exchange rates, since the breakdown of Bretton Woods System. This risk cannot be avoided, but can be managed by hedging in currency forwards and options. The need and approach for managing it depends on the size of exposure and fluctuations in exchange rate. Indian IT sector, which mainly depends on exports is required to measure and manage exchange rate risk. An attempt has been made in this paper to study the measurement and management of exchange rate risk of Tata Consultancy Services Ltd.

529 Entrepreneurship in Micro-enterprises: A Case Study

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Abstract: Entrepreneurship is the act and art of being an entrepreneur who undertakes innovations and brings finance and business acumen to transform innovations into economic goods resulting in new organizations which promote employment capital/skill formation and creates wealth. Micro-enterprises play a significant role as growth engines of national economy with the objectives of employment generation, low investment, import substitution, export promotion and development of indigenous technology. This study surrounds the development of entrepreneurship in Micro-Enterprises in Hyderabad District and identifies gaps between failed micro-enterprise owners.

562 Role of Spouse in Career Progression; A study of bank employees

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The role of spouse is pivotal in the career success of corporate executives. In the changing context of more and more dual career couples in corporate, there is need to verify the supporting roles played by the life partners. The study compares the roles played by the spouses of two groups of bank employees; both having equal opportunities for career progression, one reaching executive cadre and the other missing. It was found that the involvement, support and emotional attachment to the organization was found to be significantly high among spouse of executives. However gender wise differences were revealed.

682 Case Study on Taxi Industry in Coimbatore City

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In the recent months the taxi industry in Coimbatore has witnessed dramatic changes. At least 10 new taxi chains have been launched in the city. This phenomenon followed the huge success of Taxi-Taxi group. These taxi chains manage the competition by giving Passenger comfort during travel, Short waiting time, Low charges and easy payment options. The case study presents the Industry changes, How the service is offered in a competitive market, Impact of these changes on individual taxi owners. A small survey of taxi passengers also brings out the customer perspective these changes TAXI-TAXI is used as live example.

Session: Supply Chain Management-I (1 C7)

Session Chair: Srinivas R R S

Jawaharlal Nehru Technological University

424 SCM in Indian Firms - A Road Ahead

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Supply Chain Management(SCM) is gradually making inroads into Indian corporate, but they are still struggling to optimize its operations. The recent competitive pressures have made several Indian organizations realize that individual companies by themselves cannot face up to the competition. A well designed product or service may not ultimately deliver value to the customer because of a bad set of vendors poor delivery. This paper is would analyze how Indian industries can cop up in SCM space include strategic planning, collaborative demand and supply planning and supply chain execution in Indian context.

479 Two Level Supply Chain Coordination Model Under Stock Dependent Demand

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In this paper mathematical model is developed for a two echelon inventory system with single supplier supplying a single kind of product to a single buyer The main contribution of this research is to demonstrate the optimality of inventory decisions cycle time and total variable cost/annual gross profit under stock dependent demand for respective entities as well as the total chain with and without coordination the model is solved using MATLAB for optimality of decision variables and objective function the sensitivity analysis is carried out for behavioral pattern of inventory decisions with respect to demand ordering & unit costs.

639 Role of People and Organizational Factors in Supply Chain Management

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Supply Chain(SC)has become the chief focus of competitive advantage in contemporary organizations.It is imperative for organizations to realize that performance of the people in the SC directs its success.This paper aims to explore the role of HRM in aligning the human resource to meet SC demands and resulting performance.Relevant literature is reviewed to identify the people and organizational factors that have been studied till date in the context of SC and to understand their established relationships.This paper will help in identifying research gaps in this area along with operations essential in improving SC performance.

641 Location of a Warehouse for Humanitarian Supply Chain Management

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In this paper, the aim is to find the location of a warehouse for a humanitarian supply chain management. The relief materials has to be located in such a way that it should reach the disaster area as soon as possible and it should not get affected by any disaster. A model was developed and AHP methodology was used to find the optimal location of a warehouse in Indian context. This result would help the government planning department to store the relief materials before the occurrence of a disaster.

January 6, Sunday, 2:10-3:30 PM (1 C)

Session: Operations Management-I (1 C8)

Session Chair: Chiang Kao

National Cheng Kung University

10 Job Assignment Requiring Coordination

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The problem of job assignment requiring coordination between jobs can be formulated as the classic quadratic assignment problem (QAP) of assigning facilities to locations. Each job requires different levels of coordination with others and each assignee has different ability to cooperate with others. Since the level of coordination and the ability of cooperation cannot be measured precisely, fuzzy numbers are used for representation. By applying the Yager ranking technique for fuzzy numbers the fuzzy QAP is transformed into the conventional QAP for finding the assignment which will yield the largest profit. An example is used for illustration.

325 Analyzing Simulation Modeling for AGVS Material Handling Systems

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Simulation is a very commanding and flexible tool in the design and analysis of many different types of systems. Discrete-event simulation is commonly used tool in warehousing and manufacturing industry. This paper presents a simulation model for the warehouse operations. The warehouse operations comprising an AGV system is simulated for a random environment. The randomness creates in the system due to varying demand and the service time. ARENA Software package is used to develop a discrete simulation model. The significance of the study is to interpret this simulation modeling that will enable the management to make improved decisions.

445 Identifying Research Gap Using Morphology: A Study on MCDM Involving AHP

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There has been ample work done on multicriteria decision making (MCDM) involving analytical hierarchy process (AHP) since it is conceived. AHP has always been one of the well-accepted tools of decision making involving multiple criteria or objective. Researchers often find it difficult to identify research gap while going through the existing body of literature in this field of study. This paper makes an attempt to use morphology in structuring the existing literature in terms of its dimensions and options to help researchers understand the spread of the existing work and hence identify the gap they hope to address.

452 Use of RFID-SAP-Kanban System in Shelf Replenishment and Production Confirmation

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Inventory inaccuracy is a main issue in businesses dealing with physical assets. Radio frequency identification technology (RFID) can provide suppliers, manufacturers, distributors and retailers precise real time information about the status of products to improve their supply chain. In this paper based on RFID data with case level tagging, an actual inventory model has been created for supply chain of manufacturing. The model incorporates RFID hardware connected to SAP-KANBAN system which is capable of detecting product movement from store to production shop floor. Mathematical results indicate that the RFID-SAP-Kanban systems have the potential to improve the efficiency of SCM.

1 D January 6, Sunday, 4:00-5:20 PM
Session: Consumer Preferences (1 D1)
Session Chair: Rajesh Aithal
Indian Institute of Management

176 An Empirical Study on Consumer Preferences Towards Toilet Soaps With Special Reference to Kanchipuram City, Tamilnadu

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What would initiate a buying process and how a buying decision would end is all covered under the study of consumer behavior. The present study on toilet soaps also trying to find Consumer Preferences about different features of toilet soaps and how Packaging, Quantity, Easy Availability and Variety are affecting the sale of toilet soaps.

459 Factors Affecting Remanufactured Products Buying: A Grounded Theory Approach

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This study examines and captures the factors affecting customer's perception and purchase intention towards remanufactured products after relocation. A grounded theory approach using open-ended questions in the form of personal interviews was adopted. The study consists of 45 respondents who are in USA for more than a year after relocated from India. Our results indicate that information promotion/advertisement customer service trust and brand image are major factors affecting the change in customer's perception. Also we found that the underlying factors for purchase intention are: level of environment consciousness, individual values, general perceptions about remanufactured products, type of purchase-use, and cross-cultural differences.

566 Consumers' Sensitivity towards Green Marketing in India

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Protecting the natural environment is the prime concern worldwide. India is no exception to it. Starting from the Government to the business-units, all have started paying their attention and constructive actions for this worthy cause. India, the second largest country in terms of consumers has witnessed a new segment of customers who opt for eco-friendly products and boycott the products that are not environmental friendly. Here starts the genesis of "Green Marketing" - all the marketing strategies meant for minimizing the detrimental impact on the environment. This empirical paper investigates, how sensitive are the Indian Consumer's for Green Marketing.

698 Private Labels in Indian Grocery Retail: Consumer Recognition & Preference

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Organised retail is new to Indian markets, and private labels as a category is also very nascent. The paper aims at understanding the acceptance of private labels in the Indian grocery retail business, in terms of recognition, and purchase preferences of consumers buying private labels. Among the buyers an attempt has also been made to understand the consumers in terms of their demographics and other socio economic indicators to explore if we can understand them better. A mall intercept method has been adopted to collect the data and analysis is done on the collected data.

Session: Financial Inclusion (1 D2)

Session Chair: Manesh Choubey
Sikkim University

180 Financial Inclusion – Extent, Relevance and Challenges

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Reaching the consumer, Lack of delivery channels, lack of suitable products, and costs. The expectations are huge and lots need to be done. Financial inclusion has to focus on the demand and supply side. The supply side denotes the financial market and services provided and the products available. The demand side is financial literacy on knowledge of the products, credit absorption capacity and need for total product and services.

342 Role of Technology in Financial inclusion in India: Challenges and Policy Issues

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Financial inclusion is a major agenda to reach financial services to the poor section of the society. Technology and financial inclusion are the popular coinage in banking parlays in the country. Technological upgradation and mobile banking are catching

up very fast in India to reach the unbanked. Of the 6.9 billion people on the planet, just 30 per cent have bank accounts while 75 per cent — 5.2 billion people — have mobile phones. The present paper deals with different technology adoption of microfinance institutions and banking sector and suggests some policy issues to enhance the technology adoption.

469 Financial Inclusion in India: A Case of Role of Informal Sector in Manipur

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Of late financial inclusion has been a great focus for policy planners in India. The formal financial system of the country has been working actively for achieving it. But the informal and unorganised sector also contributes significantly in this process. The MARUP (local name of unorganised financial practices) in Manipur is a practice since time immemorial. This conceptual paper identifies roles that the Marup system that has been ingrained deeply in the Manipuri society plays significantly in financial inclusion. This paper also suggests strategies for bringing up activities of the Marup system for inclusive growth in the state of Manipur.

569 Financial Inclusion - An Inquiry into the Practices of Commerical Banks

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It is a paradox that economic activity in general and banking activity in particular while contributing significantly to economic growth have been contributing to increasing inequalities Of late banking sector has been striving hard to include underprivileged unemployed physically handicapped etc into its fold The present paper is both theoretical and empirical inquiry The paper interalia focuses on problems and challenges of financial inclusion practices faced by commercial banks operating in Hyderabad-Karnataka region. The paper has five sections with what why and how it is proposed to be done and subsequently what why and how they have been done is depicted.

Session: Finance-1 (1 D3)

Session Chair: Vipin Dewan

263 Relationship Between Underpricing and Post IPO Performance: Evidence from India

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The post Initial Public Offering (IPO) decline in operating performance is a well discussed topic in finance literature. The present paper extends the discussion by exploring the relationship between underpricing and deterioration in post IPO performance. The objective is to see if the level of underpricing has got any relationship with the performance decline or not? Our results supported the results obtained by Jain and Kini (1994), Jagdeesh et al. (1993) and Garfinkel (1993) that underpricing may not be responsible for post IPO performance decline.

516 Are the Betas Stable?

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Beta is defined as the sensitivity of security returns to the market returns. Beta is one of the hotly debated issues in the finance literature. While Fama and French have argued that betas are no more relevant in the capital market. However, it is one of the prominent concepts used by the finance professionals worldwide. This paper tests whether betas of a company remain stable over a period of time or change. We use Nifty company share prices and ordinary least square technique to assess the beta stability for different time periods.

601 Sustainability of Urban Local Bodies in India

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This paper tries to establish that logistic regression can reasonably be used for classifying and predicting the financial sustainability of urban local bodies (ULBs) on the basis of financial and non – financial information in place of the traditional approach of computing ratio. The objective of this paper is to classify ULB as financial ‘sustainable’ or ‘non sustainable’. Financial sustainability ratio has been computed and used for categorization. The study aims at developing a model using logistic regression with validation based on sustainability ratio. The sample of the study consists of data of considerable number of ULBs for four years to develop a model and for one year to validate the model. Over all classification accuracy of the model is 71.6 percent and the result of validation shows satisfactory overall prediction accuracy.

692 Effectiveness of Using Futures: A Tool for Hedging Risk Based I

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The study attempts to seek the opinion of investors future trading used as a hedging measure in risk management and explain the practical approach for hedging risk. It is presumed that the outcome of this study will help the investors to utilize their excess funds in an optimal way by trading on futures which facilitates better counterparty credit risk management and also reduced costs of transaction under moderate return portfolios. Sample survey method is being used to collect the primary data. Structured Questionnaires were distributed to 100 respondents, consisting of individual investors who trade with futures.

913 Do the Stock Market Indices Follow Random Walk?

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Efficient market is one where the stock prices reflect all the information and there is no further scope for earning abnormal profits. Efficient Market Hypotheses (EMH) cannot be tested in its absolute form. Fama (1965, 1970) classified EMH as weak form, semi-strong form and strong form. This study investigates the random walk hypothesis by taking the daily closing prices of prominent stock market indices. The Ljung-Box Q-statistic Test for autocorrelation test, Runs Test, Unit Root Test and the Variance Ratio are used to test the hypothesis that the stock market follows a random walk.

Session: Service Quality (1 D4)

Session Chair: Gurunath Fagare

S. B. Khade Mahavidyalaya, Koparde

171 Measuring Service Quality Dimensions in B-Schools Student's Perspective

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The success of any manufacturing or service organization depends on its capability to constantly meet or exceed customer service expectations. This research study is designed to measure the service quality performance of a faculty who is teaching in B-Schools. Based on stratified random sampling method and employing a survey instruments that measure six dimensions (Tangibles, Competence, Attitude, Content, Delivery and Reliability) of quality attributes, by taking the students demographic factors such as the standard/level/class of the student, course of the student, gender, state/place and the CGPA/Percentage of Marks of the students. The outcome of the study will be useful for the management and the faculty to continuously improve the service quality of education as imposed and required by the B-Schools.

338 Estimation of Service Quality Dimensions in Cloud Computing Environment

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Cloud Computing has become a common phenomenon to deploy IT resources available in the virtual space essential for the day-to-day operations of an organization relying on information and data security. There are organizations like CISCO, Dell, Bajaj Finserv who have been effectively utilizing the services offered by Cloud Providers. In this paper, the factors driving cloud computing applications have been associated with service quality dimensions and analyzed using statistical techniques like Reliability test, Chi-Square test and Likert Analysis to know the relationship among price competitiveness and flexibility in a Cloud Computing Environment.

512 Service Quality and Customer Satisfaction of Mobile Service Providers

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India is one of the fastest growing telecom markets in the world and has the 2nd largest mobile phone users with a current subscriber base of 929.37 million as on May 2012. The present study aims to determine the factors that influence customer's satisfaction with the mobile services providers in Chirala, Andhra Pradesh. Data was collected from 50 users through the convenience sampling method. The SPSS is used for analysis through descriptive statistics and factor analysis to assess the relationship between the service quality and customer/user satisfaction.

578 Service Quality in Higher Education Institutions and Student Satisfaction

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The study intends to understand applicability of Parasuraman's service quality dimensions to the educational institutions and its relationship with students satisfaction Further it is intended to examine the service quality factors tangibility responsiveness reliability assurance and empathy that give more satisfaction The study will help the educational institutions to concentrate more on those factors which will satisfy students more This will make aware the stakeholders to bring desired changes in the educational institutions for quality enhancement in higher education In addition empirical results of the study can provide support for the Parasuraman's SERVQUAL model.

Session: Stock Market-I (1 D5)

Session Chair: Ravi Jain

University of Massachusetts Lowell

44 Too Big to Fail: Effect of Size on Stock Returns During a Crisis

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Dev Prasad

The recent financial crisis, from which we still have to fully emerge, once again highlights the importance of the 'size factor.' During the depths of the crisis, one of the sectors that received the attention of the national and international media was the

banking industry. In the US, it was often argued that large banks had to be protected from bankruptcy by the government because they were 'Too Big to Fail.' It was argued that if the large banks were allowed to fail, the impact on the economy would be widespread and push the country into a downward spiral.

154 Market Reaction to Stock Splits in Large and Liquid Stocks: Evidence From India

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The study examines market reaction to stock split using standard event study methodology. The study is based on stock splits in large and liquid stocks during a period of 2001 to 2012 from Indian markets. Several studies report abnormal returns surrounding announcement as well as effective day of stock split and provide evidence against semi strong form of EMH. Many competing hypotheses presented to explain such abnormal returns. Studies from India on market reaction to stock splits offer mixed results. This study reports results from stock split in large and liquid stocks that are constituents of NIFTY or NIFTY Junior.

525 Relationship Between Currency Derivatives and Stock Market Indices

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Currency derivatives were introduced in India in August 2008. The objective of this paper is to ascertain whether the currency futures returns are dependent on the stock market returns. We use US dollar, Japanese Yen, British Pound and the Euro derivatives to assess the relationship between the market indices and currency derivatives returns. Regression analysis shows that the currency derivatives returns are not influenced by the market movement. Therefore, we can conclude that the stock market movement does not have much impact on the currency derivatives returns in the Indian market.

582 Stock Market Cointegration Amongst BRIC Nations - An Empirical Inquiry

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This paper analyses the presence or absence of Stock market Co-integration amongst the Brazil, Russia, India, and China (BRIC) nations. The 10-year monthly closing natural logarithmic values of the indices, viz., Bovespa, RTS, Sensex, and Shanghai Composite were analysed. The Stationarity of the time series data were checked with ADF Unit root test. The Cointegration is analysed through Johansen Cointegration test. The causality is studied through the Granger Causality Test.

Session: Customer Satisfaction (1 D6)

Session Chair: Prasanna Padmanabhan

Sri Krishna Institutions

401 Customer Satisfaction and Behavioural Intention in Retailing

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The research aims to identify the service quality that explains the relationship between behavioural intention and customer satisfaction Factor analysis used to identify the dominant service quality from the respondents visiting retail outlet in the Coimbatore City To make the sample precise the customer visiting Spar hypermarket in the city alone were considered in a second-order confirmatory factor analysis The result establishes that there is a direct influence of service quality on behavioural intention while customer satisfaction plays a facilitating role in influencing behavioural intention The study has considered only one significant retail outlet operating in all formats.

421 Importance of Housekeeping Attributes for Customers Satisfaction

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In recent years the term hospitality has become increasingly popular and may be interpreted in number of ways whether it is social, commercial or public services. The hospitality is consists of various products/services such as accommodation (hotels), food, beverage, atmosphere and image. The main purpose of any business is to satisfy and encourage returning the guests which is also the part of hospitality industry. The present study is focusing on analyzing the customers satisfaction towards one of the core services of hospitality i.e., housekeeping services provided by the star hotels located in twin cities of Hyderabad / Secunderabad.

498 Impact of Service Quality on Customer Satisfaction -Online Banking Services

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The entry of technology has led to fierce competition among the public and private banks. Information technology has a major impact on the working style of banks in India to retain their customer base. The present study proposes to investigate the customer satisfaction with the online banking services. Factor analysis and multiple regression are used to test the data collected from 129 customers of commercial banks in Visakhapatnam City, Andhra Pradesh. The results of the study indicated that security and policy statement, services offered, efficiency, safety of card information, and customer care are the main factors that influence the customer satisfaction.

608 Study of Banking Services and Customer Satisfaction in Public and Private Banks

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The banking system is facing challenges with stiff competition and advancement of technology. In banking, quality of service plays an important role in the context of sustained business growth. In the present paper, an attempt has been made to ascertain the level of satisfaction of customers as regard to public and private banking services in Mangalore, Karnataka. The satisfaction level of the customers has been measured and the varieties of new services which influence the satisfaction level of the customers have been analyzed. This paper also highlights the marketing strategies of banks.

Session: Leadership-I (1 D7)

Session Chair: Subhash Sharma

Indus Business Academy

415 A Study of Brand Equity Factors Affecting Shareholders Value

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Marketers are under immense pressure and accountable to build shareholders value. Shareholders value is created when the market value of the share exceeds the book value, and this value is driven by the ability of management to make profitable investment. Business creates value when an investment generates a greater return than the cost of capital. As such the value of the brand, or brand equity, should manifest itself in the market value of the firm and thus have an impact on shareholder value. This paper tries to identify the various factors of brand equity towards creating shareholders value.

434 Candle Light Experiment for Inner Invocation: Lessons for Management, Leadership

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Candle Light Experiment for inner invocation is an innovation arising from a black out experience of Prof. Subhash Sharma. Further cue and inspiration for the same came from two unrelated fields viz. Chemistry and Consciousness (Spirituality/ Yoga & Meditation). First experiment for MBA students was conducted by the author at WISDOM (Womens Institute for Studies in Development Oriented Management), Bansathali University, Rajasthan in 1997. Since then nearly 3000 MBA students and corporate executives have participated in these experiments over last 15 years. This paper provides steps involved in conducting this experiment and lessons for management, leadership and creativity.

535 Impact of Authentic Leadership on Organizational Corporate Social Performance

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Jagat Jerath, Panjab University, Jagat

Although the impact of various leadership styles on CSR attitudes of subordinates has been studied there is insufficient empirical evidence of their relationship with CSR performance at the organizational level. We propose that authentic leadership, operationalized by self-awareness and balanced information processing, fosters a sustainability culture and leads to better CSR performance in organizations. We also examine structural moderators and mediators to the relationship. Our model answers the call from scholars to study the interaction of authentic leadership with structural factors in impacting organizational level outcomes and makes significant contributions to the extant literature on authentic leadership and CSR.

655 Employer Branding: Role of Transformational Leadership, Engagement and Attachment

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Kamlesh Kumar Maurya

This study developed and tested a model exhibiting variable that contributed to employer branding and psychological attachment. The hypotheses were based on influence of transformational leadership, engagement on employer branding and attachment. CFA supported the four variables as distinct dimensions. Results of path analysis from 150 professionals of twelve IT companies, supported the hypothesis. Transformational leadership and engagement influenced employer branding in the organization leading to psychological attachment. The practical implications have significant scope for organizations to work on employer branding as the strategic tool to attract, motivate and retain quality workforce in this competitive business environment.

January 6, Sunday, 4:00-5:20 PM (1 D)

Session: Indian Capital Market (1 D8)

Session Chair: Mihir Dash

Alliance University

311 Portfolio Strategies of Fund Managers in the Indian Capital Market

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This paper examine whether the Indian fund managers follow an active portfolio strategies. Interalia, the impact of asset size and market capitalisation on fund performance and the fund manager's ability in creating value to the fund they managed is also addressed. It is found that fund managers exhibited poor stock selection skills and do not seem to exhibit any distinguishable ability in timing. It signals that they were unsuccessful in determining the right time to enter / exit the market.

446 Empirical Testing of Bivariate Analysis of Fama and French Model in Indian Capital Market

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The study tests for equal weighted portfolio excess returns over combinations of two factors (size-value, market-size and market-value). The intercepts are not significantly different from zero. The market-size combinations explain about 75% of portfolio returns of small stocks with low BE/ME ratio and market-value combination explains about 58% of portfolio returns of big stocks with high BE/ME ratio. The size-value combination does very poorly at an average of 14%.

468 Applicability of the CAPM and APT for Equity Return in Indian Capital Market

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The study analyzes the applicability of the CAPM and APT models to explain stock returns in Indian capital markets. The models are tested using the BSE-30 stocks. The study uses two-phase regression methodology to estimate the CAPM and APT models. In the case of the APT, factor analysis was performed to extract independent factors for the first-phase regressions. The CAPM and APT results were compared with the actual returns of the stocks, and the results suggested that CAPM is a better indicator of stock returns.

519 Analysis of Savings, Investment and Returns in Capital Market

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Behavioural finance has been gaining importance worldwide. This paper investigates the savings, investment and returns patterns of investors in Mangalore city. The analysis reveals that equities have given the highest returns followed by real estate, women save more than the men although men have more earnings than the women, savings are in persons aged more than 30 years than youngsters, majority of the respondents recommend investments in capital markets and prefer delivery based trading than derivatives, experience in the market and the returns have no relationship and capital market awareness is more in women than men.

1 E January 6, Sunday, 5:30-6:50 PM

Session: Emotions (1 E1)

**Session Chair: Bhavna Bhalla
IMT**

470 What is More Important: Emotions or Rationalism?

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The success rate in business depends heavily on the decision making ability. Traditionally it is believed that human beings are emotional in nature and hence their decisions are primarily instinct based. Some views however support rational thinking. Therefore there is mixed opinion on how to take decisions. In an attempt to outline the role of communication in decision making, this paper explores the emotional and the rational side of human thinking. The purpose of this study is to recognize which aspect carries more weight – emotions, rationalism or a balanced approach towards decision making should be adopted.

524 Role of Activation Theory in Determining Emotional Fit among Doctors

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Fit between employees and organization comprise a substantial emotional component that influences outcome variables like Engagement, Emotional Exhaustion, commitment, OCB and task performance. Drawing on the circumplex model of affect, this paper focuses on the activation dimension while conceptualizing Emotional Fit. A sample of 77 doctors working in both private and government hospitals were included for the study. Self-reported emotional adjectives governing both personality traits of doctors and emotional climate of hospitals were factor analyzed to obtain prominent affective states that influences emotional fit. Multidimensional Scaling was adopted to examine the emotional trait of doctors with their work environment.

552 Managing Emotional Intelligence for Service Excellence in Technical Education

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Teachers are highly fundamental to the realization of quality education worldwide. Teachers are looked upon by the society as the changing agents through transforming technical knowledge and dedicated service for the people of the community. The effectiveness of the teacher in the education system would be apparent in the lives of their students now and in the future. This paper throws light upon the role of a teacher in moulding and shaping the young minds and it explains how a teacher can bring about the best service through effectively managing both the students and his/her emotional intelligence.

685 Emotional Intelligence in Organisational Behaviour

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Organizational behavior involves the understanding, explaining, and ultimately improving the attitudes and behaviors of individuals and groups in organizations. This paper involves the discussion of role played by Emotional Intelligence in organisations. It is the ability to identify and control emotions of oneself and others in a group. It is associated with the operational, financial and research performance of an organisation. Various models of this are discussed here which gives an insight into the performance of organizations. Emotional Intelligence have been a daunting and unclear field till now and a new dimension towards this is presented.

Session: Banking-II (1 E2)

**Session Chair: Anil Barbole
Solapur University**

416 Anti-phishing-fraud in Multi-banking

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The objective of the system is to find whether the web application is a genuine one or not. This is done by authenticating the web application by using a cipher key which can be obtained by implementing standard encryption algorithm. The technologies are chosen by keeping the compatibility and performance as the constraints for the application. Security concerns have been addressed from every angle within the architecture of the multi-banking application. This white paper provides an overview of the stages in a typical phishing attack. We also propose a set of best practices for transaction processing in internet application.

433 Impact of Recession on Co-operative Banking Sector in India

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The world is facing number of problems due to recession. Every sector to some extent is affected by recession. Service sector is one of them. In service sector, banking sector is one of the most important service providing sector. But banking sector is not that much affected by recession. On the contrary, there is increase in business of banking. The overall day to day transaction of Co-operative banks have not been affected by recession crisis. Inversely Co-Operative banks are seeking to provide new banking and financial policies like; ATM, (Automated Teller Machine), D-MAT account, etc.

572 Comparative Study of Service Quality in Banking

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Service quality is an important dimension in the competitive world of today. It can be defined as the difference between customer's expectations for service performance prior to the service encounter and their perceptions of the service received. (Asubonteng et al., 1996). Service quality is the main source of customer satisfaction. It is a key to competitive advantage (Almossawi, B., 2001; Stafford, 1996). The paper is an attempt to identify the studies conducted in the area of service quality so as to help the researchers to gather vital data. It is purely secondary in nature.

602 Customer Perception of Banking Services –A Comparative Study of Rural And Urban

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Due to the rising competition banking industry has become the buyer's market. The key literature on perception of Banking service on Rural & Urban bank. Primary data was collected from a sample of 100 professionals from the Customers of Urban & Rural Bank. using structured questionnaire survey. Various statistical methods such as Factor analysis, Anova etc. were employed. Findings : 7 Factors were identified using factor Analysis technique and they are Risk Bearing Capacity, Opinion, Economic Factor, Security, Duration, Awareness, Expected Return. The Descriptive statistics was then applied to identify whether these factors differ significantly for the different geographic variables.

Session: Finance-2 (1 E3)

**Session Chair: Narayan Kayarkatte
MSNM Besant Institute of PG Studies**

350 Intellectual Capital Disclosure in S&P CNX Nifty Companies

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This study examines nature and extent of intellectual capital disclosure in annual reports for S&P CNX Nifty companies through a longitudinal study over a period of ten years i.e. 2002-2011. The quality of intellectual capital disclosure is investigated through applying multidimensional framework through content analysis. Findings suggest that overall intellectual capital disclosure has increased during sample period. It also implied that intellectual capital disclosure significantly differed between the sample companies. As process of harmonization of accounting standards is marching ahead and there is urgent need for transparency in terms of intellectual capital in the financial statements of the companies.

555 Impact of Retirement on Financial Behavior among Retired Persons

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Retirement implies leaving active productive activity or withdrawing from employment. The major problem that bugs after retirement is financial insecurity. If that problem is handled and tackled well, major problems related to retirement get solved. The paper looks in to the impact of retirement on financial security feelings, savings and spending habits of retirees. It was found that the saving habit of retirees continues well even after retirement where as there is drastic drain in their spending except for maintenance of health. The retirees prefer pension schemes over the reverse mortgage. Majority of retirees lacked professional financial planning.

604 Impact of Capital Structure and Turnover Ratios of Shareholders' Returns

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Finance literature has recorded that the capital structure impacts the return on shareholders equity (RSE). Operating cycle of a business has a direct impact on the profitability of the business. Turnover ratios determine the number of times the operating cycle repeats in a financial year. Higher the turnover ratios lower the operating cycle time. Therefore, higher turnover ratios will have positive impact on the RSE. This paper examines this issue by taking the various financial ratios of NIFTY companies in India as the independent variables and the RSE as the dependent variable.

644 Firms' Financial Performance and Human Resource Accounting Disclosure

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Human resource accounting is the process of measuring & reporting the human resource of an organization. The study suggests that there is existence of an inverse relationship between the performance metrics (ROA) of a firm and its level of Human Resource Accounting Disclosure. This is not surprising because, return on assets (ROA) indicates a company's overall profitability. This will motivate companies to provide relevant information to investors and stakeholders regarding investment in human capital which is not reflected on the balance sheet.

January 6, Sunday, 5:30-6:50 PM (1 E)

Session: Inventory Management (1 E4)

Session Chair: Rangavajhala Venkateswarlu
GSIB, Gitam University

228 Application of Modern Technologies of Inventory Control

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An inventory control system is a process of managing and locating materials in an industry. The term inventory control system also refers to the software components. Inventory control system is a systematic way of recording the material flow which will ultimately benefit industries. Modern advanced inventory control systems depends upon Barcodes and RFID's (Radio-Frequency Identification tags) to provide automatic identification of inventory objects. An inventory control system is a set of hardware and software based tools that automate the process of tracking inventory. This paper helps us to analyse the strengths of modern technologies of inventory control to benefit the industries.

289 Optimization of Inventory and Streamlining the Process Flow by Modified Kanban

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This paper presents the situation where a modified Kanban has been introduced. The modified version has been designed for such industries where the production runs on demand pull system (e.g. - Automotive, Tier suppliers etc.). Here due to the high demand fluctuation the conventional KANBAN system is unfit, results high inventory buffer and carrying cost (Generally more than 25% of inventory value). To optimize the inventory level by modified KANBAN system, a dashboard has been designed through a proposed algorithm, which has reduced the carrying cost by 21.5% and average inventory to 42.73% from the existing level. Therefore it is relevant.

420 An Inventory Model for Time Dependent Quadratic Demand and Weibull Rate of Deterioration

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An order level inventory model is formulated for deteriorating items when the demand rate is assumed to be a quadratic function of time and time – dependent deterioration. It is assumed that the deterioration rate follows two-parameter Weibull distribution. The model is then solved for optimal solution to minimize the total cost per unit time of the inventory system. A numerical example is taken to discuss the sensitivity of the model. The effect of changes made in various parameters is studied.

782 Modelling & Analysis of Multi-echelon Inventory System with Two-stage Trade Credit

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Due to globalization of market and increased competition organizations adopt trade credit policy to boost sales promote market share and reduce on-hand stock levels. As a result trade credit financing plays an important role as it can serve the source of business financing after bank or other financial institute in business transactions. In commercial practice the supplier usually offers a credit period to the retailer such that it allows the retailer to raise the flexibility in capital allocation. Supplier-retailer inventory system with multiple items is studied where the supplier provides an interest-free credit period for the retailer to compensate.

Session: Stock Market-II (1 E5)

Session Chair: Thadavillil Jithendranathan
University of St. Thomas

20 Derivative Trading Activity and the Underlying Asset Returns and Volatility

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Since the introduction of derivative securities in India there is a considerable shift in trading volume from the spot to the derivative markets. This paper studies the effects of options and futures trading volume on the underlying stock index and selected individual stocks using a Generalized Auto Regressive Conditional Heteroskedasticity (GARCH) framework. Results indicate that the excessive trading volume in the derivative markets has a strong negative effect on the stock index returns, but not in the case of individual stocks. The option trading volume has a negative impact on the volatility of the underlying asset.

155 Test of Momentum Investment Strategy: Evidence from Indian Stock Markets

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This paper documents momentum returns by using momentum investment strategy—an investment strategy based on buying past winners and shorting past losers. According to weak form of EMH, no investment strategy based on past data can generate superior returns. However this study finds momentum profits and an evidence against weak form of market efficiency using sample of large and liquid stocks—constituents of CNX 100 index. Results of the study are consistent with Jegadeesh & Titman (2001). In addition, the study provides an evidence that presence of momentum returns is not just compensation for risk of investing in small and illiquid stocks.

368 Impact of Inflation, GDP and Interest rate on Stock Market Returns in India

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The study aims to find the relationship between Gross Domestic Product Growth Rate, Inflation Rate and Lending Interest Rate on Sensex Performance. The study revealed that there is no significant relationship between the GDP Growth Rate, Inflation Rate & Lending Interest Rate on Sensex Returns.

406 Revisiting “Sharpe Ratio” for Portfolio Creation: A Study of Indian Stock Market

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Portfolio creation for optimum returns has been a topic of interest since long time. The traditional Sharpe ratio provides one effective tool. It presumes that the performance of the securities in a portfolio is affected if the securities are correlated with each other. This paper attempts to test whether correlated securities in Indian Stock Markets can be used to create optimum portfolios. Modifying this assumption, we created three different portfolios from Sensex stocks and studied the similarities in risk and return. Applying Sharpe Ratio Correlation and ANOVA, we conclude that the portfolios can be effectively made with correlated securities.

522 Comparison of Portfolio Analysis with Sensex and Nifty Companies

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Portfolio theory deals with building of efficient portfolios. Investors in the capital market prefer portfolio with least risk for a given level of expected return. The present paper attempts to find out the efficient portfolios based on the Sensex and Nifty companies. The results show that while the Sensex stocks portfolio return decreases and risk increases, the Nifty stocks portfolio return increases and risk decreases as we add more number of stocks into portfolios. Therefore, I conclude that more efficient portfolios can be built with Nifty companies than with Sensex companies.

Session: Higher Education (1 E6)

Session Chair: Rahul Kulkarni

Smt.S.M. Agrawal Institute of Management

405 A Study of ORS and OC among the Faculty of Higher & Tech Inst. of UP & Punjab

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The present research aims to study the Organizational Role Stress and Organizational commitment. 165 faculty from Higher & Technical Institutions of UP and Punjab were used as respondents to find out the level of Organizational Role Stress and Organizational Commitment. The Result shows that faculty members of Punjab are more Stressed but less committed than their UP counterparts. The relationship between various dimensions of Organizational Role Stress and organizational commitment were also explored in both the groups.

595 Higher Education in India: Issues and Concerns

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Indian Higher education sector is growing at a very fast pace, with the introduction of the private university concept, hundreds of universities, colleges have opened up within last few years in the name of autonomy. These have been planned without keeping in mind the demand of the industry and role the higher education is going to play in the economic development of the country. Capacity of various colleges is underutilized with lakhs of seats vacant. The paper critically reviews the 12th five year plan, issues and concerns which have arisen due to the policy of massification of education.

650 Business Process Re-engineering for E-governance of North Maharashtra University

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Educational E-Governance is the use of information and communication technologies by students, teachers, administrators and society at large with the aim of improving information and service delivery & encouraging stakeholders' participation in the decision-making process and making university effective in providing information, improving processing efficiency and facilitating transactions. Business Process Re-engineering is fundamental rethinking and radical redesign of business processes to bring about strong improvements in performance. BPR is needed in the university where we have to implement e-Governance. In this paper we discuss various business process re-engineering phases associated with eGovernance implementation in North Maharashtra University.

785 Measures to Enhance Indian Competitiveness in Higher Education

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This paper explores the reasons due to which the higher education in India has failed to make any qualitative impact in global comparisons. While on the one hand, Indian policymakers are being praised for their farsightedness in avoiding global depression and ensuring a smooth 7-8% per annum growth in such times when most of the developed world was / is reeling under falling employment and income phase; on the other hand, no Indian university or institute finds a place among the top 100 universities of the world. The paper traces the growth of higher education in India since Independence and the impact of the more recent emphasis on access, equity and quality as enunciated in the 11th Five-Year Plan.

799 Improving Quality of Management Education – Some Policy Issues

Vipin K Dewan

The rapid expansion of Management Education in the past decade has led to an alarming decline in the quality of management graduates. Studies have pegged their employability at less than 25 %. A fact, often taken lightly, by the regulatory authorities is the lack of competent faculty at the institutes offering management education. This paper suggests a change in the focus of the regulatory process from 'Physical Infrastructure' to 'Academic Infrastructure' and evolves a methodology to evaluate the academic capability of the institution to deliver an acceptable standard of management education.

Session: Web-based Marketing (1 E7)
Session Chair: Selvarasu Appasamy Mutharasu
Annamalai Univaersity

168 Assessing Online E-Marketing and Disposal in Neyveli Lignite Corporation Limited

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Marketing function per se is undergoing a shift in managing transaction in a transparent e-marketing way [Robert J Kauffman et al., 2004] especially in Indian Public Sector Undertakings [PSU] [Kristy E. Reynolds et al., 2007]. The effectiveness of e-marketing and disposal system of scrap and purchases in PSUs namely NLC Ltd have been described. E-auction offers, time of auction, experience, security deposit [EMD], basic rate per unit, allotment of bid, acceptance of bid; payment and delivery of successful bids have been studied for select items in over a period of three to five years.

384 An Empirical Study on e-buyer Traits in Tier Two Cities

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A noteworthy facet of the booming online retail industry in India is the role of non-metros. This study makes an empirical analysis on the presence of pertinent consumer traits i.e technology readiness and consumer innovativeness which are vital for adoption of online shopping practices in consumers. Based on a representative sample from two tier two cities Jalandhar and Kanpur; the study employs cluster and ANOVA analysis to discern the buyer characteristics and the implications thereof. It is expected that this paper would provide meaningful insights and direction to academicians practitioners and policy makers engaged with internet marketing.

438 Issues Affecting Online Purchase- A Study of Risks and Benefits

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India has third largest number of internet users in the world which is around 121 million but only 8-10 million of them shop online Looking at retail category India has a reach of 59 which is much lower than world average of 72 but on the same side travel products has a reach of 44 which is above world average 40 It is hence evident from the data that reluctance to shop online varies with product category This research attempts to analyse perceived risks and benefits of online shopping to find changing role of dominating factor with changing product category.

688 Application of Social Network Analysis in Marketing: A Review of Literature

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This paper reviews the use of social network analysis in the functional area of marketing. Social network analysis is an interdisciplinary research area used to examine and visualise the structure of entities and communities. It is widely used in social sciences, mathematics, and communication. Companies have become increasingly interested in understanding social network of customers. First, the paper highlights the historical development of social networks and its description. Second section of the study considers leading journals in marketing and presents a review of literature. Finally, it attempts to provide a future research direction of Social Network Analysis in marketing.

January 6, Sunday, 5:30-6:50 PM (1 E)

Session: Learning (1 E8)
Session Chair: Luvai Motiwalla
U MASS Lowell

6 Adoption of a Micro-learning System

Luvai Motiwalla, U MASS Lowell luvai_motiwalla@uml.edu

Peter Bruck, University of Salzburg, Austria

Despite the tremendous growth of mobile devices m-learning is still not very popular with users or a priority application for the telecom operators. We believe that micro-learning content with high levels of interactivity plays a key role in m-learning success both in terms of knowledge retention and user satisfaction. We have started an exploratory field study with several hundred real-world users and students using KP in three different countries. We are combining two system evaluation models namely Technology Acceptance Model (TAM) and UseLearn, a usability engineering approach for this field study. Preliminary results will be presented at the conference.

585 Ants – A KMS for Competency-based Curriculum Sequencing in E-LMS

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E-learning is a Knowledge Management concept where content creators have to arrange a set of learning resources, to present them in a clear way to the learners. Course materials are basically divided into reusable parts called Learning Objects; ordered set of LOs - sequence, this process - LO sequencing. In this paper, Metadata and competencies are used to define the relationships between the LOs. Hence this sequencing problem is called as Constraint Satisfaction Problem. Evolutionary algorithms are used to solve. Here, Ant Colony Optimization is being proposed. A model is being built and tested, which gives an optimized solution.

663 Upgrading Qualifications / Learning of Teachers Through Faculty Development Programmes

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Teachers are pivotal in learning teaching process and they play a catalytic role in the career of students. But scholastic and knowledgeable teachers with high expertise are scarce now-a-days. Institutions naturally recruit from available supply pool. The knowledge gap has to be filled up through FDP after recruitment. Paper focuses on the impact of such programs on qualification profile of trainees. One educational group of northern India has taken initiative for such training programs. The group has recruited experienced faculty for conducting such FDPs and orientation courses for in-service as well as for aspiring teachers to manage educational service.

680 Optimising Organisational Growth Through Technology Tools of Learning

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Muralidharan Harikrishnan, Bangalore University, Murali.h@gmail.com

This empirical study looks at the use of tools and techniques of learning as a strategic tool for long term growth of organisations. The impact of the strategic use of tools and techniques on the Overall Business impact, Market reflex and Business efficiency has been studied with a sample of 500 respondents from ITES and Education Industry through business efficiency model that has been developed. The path that is suggested for organisations is to engage as learning organisations by inducting the tools and techniques of learning to generate and garner the knowledge outputs of such tools and techniques of learning.

2 A January 7, Monday, 9:20-11:00 AM

Session: Strategy-1 (2 A1)

Session Chair: Panduranga Venkataramulu

Central University of Karnataka

143 Strategy Preceeds Structure vs Structure Preceeds Strategy for Purchase Decision

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India is seventh largest country second in population and one of the leaders in terms of trading retailing exporting and importing in the world retail management involves understanding consumer behavior in a way that drives them to purchase supplier products Different retailers have identified implemented their different strategies and structures in attracting and making urban consumers to be their family The present paper derives whether strategy precedes structure or structure precedes strategy in attracting semi urban consumers, which are the factors that influenced consumer behavior in visiting retail stores in semi urban areas in India.

229 An Empirical Analysis of Options Trading Strategies

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One of the main attractions for trading in options is the leverage involved. Usually speculators trade in the options market rather than averse investors. Derivatives are very good instruments in minimising the risk. Options trading strategies are available for bullish, bearish and volatile market situations. Normally individual investors do not use these option strategies, they trade based on calls, but one may not get the call in the desired stock. An attempt has been made in this paper to demonstrate how an individual investors can profit from options trading strategies with specific reference to select IT stocks.

290 Strategies and Policies for Collection and Transportation of Biomedical Waste

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Present paper is an attempt to highlight various ways for collection and management of biomedical waste BMW in and around Mumbai region in Maharashtra India Healthcare workers sweepers ward boys nurses and even the doctors were interviewed to find out the challenges associated with BMW Their experiences have been analyzed to identify strategies that would lead to better ways for collection and management of BMW SPSS version 20 has been used for statistical analysis The researcher has also made an attempt to create awareness about the effective means for collection and transportation of BMW in the 28 hospitals.

300 Service Efforts and Strategies of Venture Capitalists –A Study

Malladi Phaneendra Shiva Kumar, Food and Agri Business School malladichanak@gmail.com

Venture capital is a distinguishable financial service that many small businesses benefit from at different stages of their growth and development. It can also be highlighted that, as the venture capital market has globally matured, the organizational structure of venture capital companies today have increasingly growing more professional, hierarchical, and similar to that of other professional services organizations and increasing their efforts in marketing their financial services effectively to not only for attracting potential entrepreneurs but also to gain their satisfaction. The present study focuses on different strategies adopted by VC firms to differentiate themselves through their service offerings(VAS).

448 Fundamental Analysis Strategy - A Study with Reference to FMCG Stock

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If an investor had impeccable information and insight about dividend and stock prices over subsequent periods he would do well on his way to get riches However these can only be estimated but not predicted with certainty these values are primarily driven by the performance of the company,industry and socio-economic forces in this regard the present study attempts to examine the fundamental analysis of FMCG stocks in the Indian capital market using the Economy-Industry-Company framework the study is based on the stock that constitute S&P CNX FMCG Index for the recent 5 years period that span from 2008-2012.

Session: Indian Industries-II (2 A2)

Session Chair: Sai Chittaranjan K

Sri Sathya Sai Institute of Higher Learning

142 Comparative Situational Analysis of Business Process Outsourcing Industry

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This paper examines the growth of business process outsourcing industry in India with focus on issues and challenges in human resources issues. Primarily, the definition is provided and different research reports are examined from a sociological and human resources viewpoints. The human resources issues are unique to the BPO industry. Its work force is relatively young and highly paid compared to other jobs and the industry is growing; the job dissatisfaction is growing and attrition rates are alarming. What makes the industry different? What are the research findings with respect to different time periods?

280 Characteristics of Outstanding Companies with Sustained Growth and Profitability

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Using the financial data of the companies available with the Capitaline database, four screens; minimum sales CAGR of 15%, minimum RONW of 15% for the period, and no negative sales growth or negative profits in any year during the period of the study (1991-2010) - were employed to identify outstanding performance companies in the Indian two-wheeler automobile industry. The findings of the study are significant in understanding the strategies deployed by outstanding companies to achieve sustained growth and consistent profitability in the long term and ensuring higher value proposition to all its stakeholders.

371 Causal Relationship Between Performance of Indian Manufacturing and Energy

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Economic development has often been associated with the performance of the manufacturing sector. Current slowdown of Indian manufacturing has been the center of economic debate. This paper dwells into the complexities of the Indian manufacturing sector highlighting its relation with the power sector. The study emphasizes that sluggish performance of manufacturing is attributed to the retarded growth of Indian power. Due to the insufficient energy resources, growth of Indian manufacturing has faced tremendous challenges. The study recommends that higher productivity in the power sector through lowering transmission losses and increasing investment in renewable sources may act as a stimulus for both: India power and manufacturing sector.

388 Digital Consumer Industry

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There are several attractive attributes of Internet to not only e-customers but also companies on time and money saving, communicate, convenience, easy accessibility, selection from a wide range of alternatives, and the availability of information for making decisions and all marketing activities can be performed via the Internet efficiently. In the era of globalization, companies are using the Internet technologies to reach out to valued customers and to provide a point of contact 24 hours a day, 7 days a week. E-commerce and e-marketing are the two important terms in the new Internet-based business domain. E-commerce can be defined as a way of conducting business by companies and customers performing electronic transactions through the Internet. E-marketing, (also known as Internet Marketing, Web Marketing, and Online Marketing etc.) can be defined as the promotion of products or services through the Internet whereas; e-tailing can be defined as selling products and services by using the Internet.

690 Impact of Industrial Development on Social Growth in Indian States

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The study attempts to draw a relationship between Industrial development and social growth in Indian States. It further tries to determine the magnitude of the impact of Industrial Investment on social indicator. The study uses panel regression technique to measure the impact of Industrial Investment on social growth indicator i.e state-wise Mortality Rate per Thousand Population MRPTP. Panel regression technique helps incorporate both the cross-section and time-series aspects of the dataset. The conclusions of the study are that Industrial investment has a desirable impact on social development and that the impact is different for different states in India.

Session: Finance-3 (2 A3)

Session Chair: Kuntluru Sudershan

Indian Institute of Management

363 Importance of Financial Literacy among Marginalised Women

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In a booming economy such as India it is imperative for its citizens to be financially adept. Spreading financial literacy among the citizens of India has become the national strategy of our government. And in particular enhancing financial literacy among women has to be concentrated. This paper deals with the factors which influences the financial literacy of marginalised women and to develop a conceptual model. Financial Literacy among Marginalised Women would provide valuable insights into how women, and in particular, marginalised women, gain access to and make sense of financial information.

379 Financial Instruments: Challenges in Measurement and Reporting

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Financial instruments FIs are any contracts that give rise to financial asset to one organization and financial liability or equity to another organization. It was pointed out that lack of transparency in measurement and reporting of FIs by banks was resulted into collapse of global financial markets in 2008. In India AS 30 31 and 32 and under IFRS IAS 32 39 IFRS 7 and 9 deal with FIs. This study evaluates and examines impact of IFRS on measurement and reporting of FIs of Indian banks. The results found that IFRS will increase volatility in income statement and equity.

425 Granger Causality in CAPM

Mihir Dash, Alliance University, mihirda@rediffmail.com

At the heart of CAPM lies the concept of systematic risk. The systematic risk of a security is that component of the total risk of the security that is explained by market risk. This study investigates the econometrics of the CAPM. In particular, it analyses Granger causality from market returns to security returns, the absence of which would weaken the significance of beta, and undermine the foundations of the CAPM.

426 Reverse- Engineering Market Portfolio

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The market portfolio plays a pivotal role in asset pricing. Sharpe proposed a model for the market portfolio based on optimizing the excess expected returns to total risk. Unfortunately, empirical studies using Sharpe's model in the CAPM explain asset expected returns only to a moderate extent. The present study proposes a model for the market portfolio which maximally explains expected returns of assets, under a given asset pricing model. This construction is compared empirically with Sharpe's model on a sample of stocks from the NSE, in terms of efficiency, equilibrium, R², and market anomalies.

589 Integrated Reporting: Opportunities and Challenges

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In this fast changing world, with the advent of globalization and technology, reporting of financial statement has progressed much with time. Currently, the issue of integrated reporting has gained momentum in the face of changing and ever growing business environment. Many companies around the world are publishing integrated reports with available guidelines on environmental, social and governance. This paper studies the opportunities and challenges of integrated reporting in a broad perspective and how sustainability can be achieved through integrated reporting.

Session: IT Industry (2 A4)

Session Chair: Nilay Yajnik

Narsee Monjee Institute of Management Studies

481 Cable Digitization in Under-developed Countries

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Cable Digitization is undoubtedly an inevitable part of today's broadcasting industry especially in developed countries. Similar digitalization journey has also begun in under-developed countries (UDC) thus widening the scope of research with respect to business model change and value chain analysis from the perspective of UDC cable industry. This paper highlights the probable challenges of digitalization, its impact on key stakeholders and its beneficial aspect in UDC scenario. Based on literature review and case study method analysis, the study synthesises the key influencing factors including demographic characteristics of end customer as well as identifies potential gaps leading to future research.

495 Growth of IT Sector in India – A Comparative Study of State Level Policies

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Indian IT sector has grown at a rapid rate over the last decade. Karnataka and Tamil Nadu have been the leaders in the IT segment. The growth in these states can be attributed to a variety of factors including Government policies, educational infrastructure and other favorable causes. Karnataka was in the forefront of enacting IT policies closely followed by Tamil Nadu. This study analyzes the factors that contributed to the growth of the IT sector in these states and the changes that have happened over the years that has contributed to the shifts in the IT industry.

515 Determinants of ROI of IT Companies in India

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Information technology (IT) and IT enabled services (ITeS) companies have made significant contributions to the Indian economy. This paper examines the determinants of the return on investment (ROI) of these companies. We use the financial statements of these companies from the year 1989 to 2011 to evaluate the performance. The results of the study indicate that profitability, turnover, capital structure and liquidity ratios together determine the ROI and none of the individual ratios have significant influence. The implication of the results is that the companies in this industry should focus on all ratios to improve their performance.

657 The Indian IT Industry: Approaches to Sustain Competitive Advantage

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The Indian Information Technology industry is today facing global competition across the spectrum. The need for the industry to move up the value chain and innovate in product and service delivery is now more than ever. This paper will discuss various approaches which the Indian IT industry could adopt to achieve this objective and will also elucidate with examples various areas in which the Indian IT industry could venture into to give the Indian IT industry a huge competitive advantage over other Nations.

669 India as a Part of BRICS: Challenges and Opportunities

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The acronym BRIC was coined by Jim O'Neill and was named as BRICS after inclusion of South Africa in 2010. India, being a part of BRICS economies is expected to overtake the GDP of US by 2050 to become the 2nd largest economy. However, considering economic indicators like balance of payment, inflation, HDI etc. India's dismal performance endangers India's position to retain its prominence in global economy unless proactive steps are taken to build long term social capital. The paper emphasizes on the various economic parameters and tries to identify various challenges and opportunities for India ahead.

Session: Quality Management (2 A5)

Session Chair: Jomon Lonappan

S.D.M. PG Centre for Mgt. Studies & Research

295 Challenges in TQM Implementation, Success Factors and Strategies

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Total Quality Management (TQM) has gained considerable acceptance amongst the industries of Assam. A critical evaluation relating to TQM approach adopted by the industries is presented in this paper. This paper identifies the critical factors or constructs for success of TQM. Comparison is made between manufacturing and service sector regarding the identified factors. The challenges or difficulties faced in implementation of TQM are identified and analyzed. An attempt is made to strategize in order to face these challenges and help the organizations in enhancing performance in terms of quality.

351 Key indicators of Hospital Quality used in a Partly Competitive Environment

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This study investigates the relevant planning and control components for hospitals management while the health care sector is in the transition from not-for-profit (regulated) market competition. The key indicator of hospital quality used in the health economics literature is the mortality rates. Productivity is difficult to measure in hospitals, so regulators & researchers typically use a wide range of measures. We find that higher competition (as indicated by a greater number of neighbouring hospitals) is positively correlated with increased management quality, and this relationship strengthens when we instrument with local political competition.

563 Beyond Quality Service Management of DTDC : Visible and Invisible

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Quality service management has become the critical factor in the service sector and it is necessary to create customer-delight in the delivery of goods and service. Constant quality service is difficult in the service-oriented-economy. Customers' expectations and perception are going on changing, service is intangible, labour-intensive; quality-service can vary from customer to customer, day to day, place to place, and product to product. Against this background, in this study to explore the DTDC's value-added-services, sustainable-competitive-advantage, social-audit, marketing-audit functional-quality, technical-quality and its credibility, courtesy, competence, confidentiality, responsiveness, empathy, perfection and excellence in courier service at Mangalore city circles.

567 SERVQUAL Failure at SBM

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Banking is one of the booming industry in Indian service sector. Many banks are coming up with innovative service to satisfy customers and attract them towards their banks. This paper explores about the failure of State Bank Of Mysore at Harapanahalli Davangere District Karnataka state in satisfying customers. This paper also explores about the mismanagement of SERVQUAL (Service Quality) by SBM Harapanahalli. This paper has through illumination on how and why customers are dissatisfied from the service of SBM Harapanahalli. This paper is an attempt of empirical research to identify the key areas in which SBM has failed to satisfy customers.

684 Quality of Work Life: An Emperical Study

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Due to changes in technology and to meet various demands of the employees and to withstand the place in the Global market the company has to focus on employees satisfaction on major areas like job security, job satisfaction, medical facilities, canteen facilities, rewards, ESI, etc.,. Surveys are an effective way of knowing about employees' quality of work life in the organization. While exit interviews are generally used, they are a delayed way of knowing the quality of work life. QWL illustrates the "relationship between employees and the total working environment".

January 7, Monday, 9:20 AM-11:00 AM (2 A)

Session: Social Media (2 A6)

Session Chair: Prasada Rao

Hyderabad Business School

145 Role of Social Media in Promoting Financial Services

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India is having a strong base of young social media users (below the age of 35) numbering more than 35 million. This is a segment that represents in many ways the customers of the future. As a result, banks will have to develop a channel and interaction strategy that is able to address the needs of a diverse set of customers with their own set of preferences and demands. In this paper, we examine the various connected customer strategies initiated by the financial institutions through the social media in promoting their financial services as well as creating customer satisfaction.

231 Social Media: The Game Changers

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Much has been hyped about the game-changing capabilities of social media in re-defining industries and fundamentally changing the way we live our lives. Through the individual expression and sharing of fact opinion insight or information public opinion can be influenced and ideologically agreeable individuals tend to cluster and form communities capable of instigating collective action or activism against an organization or towards furthering a common agenda. Therefore all services should actively explore how else they can leverage on social media to retain their competitive edge and create value in the new social media fueled marketplace.

597 An Exploration of Antecedents & Outcomes of Trust in Social Media Marketing

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Online Social Media has created a parallel universe for many by satisfying in the virtual world the human need for sociability. Surprisingly, most consumers perceive messages received through online communities as more believable and trustworthy than messages received through traditional media. Users actually tend to trust other community members with expertise, identity, personal information, and even to the extent of money lending. The conference paper will discuss antecedents and outcomes of trust with relation to Online Social Media and its marketing implications.

677 Bookmarking the Doctor: Social Media Usage Amongst Doctors & Consumers for Health

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The study attempts to analyze the usage of Social Media by the medical practitioners their expectations and beliefs of the medium relevance and quality of the kind of information that they find online and the potential of the medium for them to engage in a more fruitful relationship with their patients and partners. Also attempted is an analysis of the kind of receptiveness to the information available online preference for Health care organizations and community programs with an online presence by the consumers. The gap between the demands of the consumer and the interests of the doctors are mapped.

755 Role of Social Networking Sites in Branding, with Special Reference to Travel

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The main objectives of this empirical study have been to determine the bank-wise comparison among the customers usage of internet banking services by using one-way Anova and to evaluate consequent impact of the Internet Banking Service Quality on the Customer Satisfaction through Multiple-Regression statistical techniques. Anova results depict that there is no significant difference in facilities determining the customers' usage of internet banking services of Public-sector, Private-sector and Foreign Banks in India. The Regression measures have indicated that Responsiveness, Security/Privacy and Site-Aesthetic are influential factors, whereas, Reliability and Efficiency have insignificant impact on satisfaction of the online customers.

January 7, Monday, 9:20 AM-11:00 AM (2 A)

Session: Leadership-II (2 A7)

Session Chair: Suriyaprakash C
Jansons School of Business

170 Influence of leadership on effectiveness: A literature survey in banking sector

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J.K Raju, Davangere University

During the past few decades various researches in banking sector have been reported in the literature arena. The review of these literatures indicates that, researchers have reported their work in isolation. The scope of this paper is to present a literature survey in banking sector. The fields namely leadership and organization effectiveness have found importance in private/public and various industries. However, these fields have not been addressed by researchers especially in urban co-operative bank. Further, it was observed that researchers have not addressed the influence of organization leadership on its effectiveness. The significance of leadership with board of directors, culture, and creativity and so on has been explored.

308 Leader-member Relationship: Influence of Personality and Leadership Styles

Suriyaprakash C, Jansons School of Business suriya.sunshine@gmail.com

A study involving 132 leaders and 357 members of a large Indian organisation was conducted to understand leader-member relationship. The objective was to find how the personality of members influenced their perception of transformational leadership style of their leaders and if there was any correlation between the personality of leaders and that of the members. Transformational leadership model of leadership and transactional analysis model of personality were the frames of reference for the study. The results showed strong positive correlation between positive aspects of members personality and their perception of transformational leadership and the positive aspects of leaders personality.

410 Leadership to Manage a Positive Organizational Climate

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A positive college climate does not exist by chance. College climate is created and can be maintained unless an alteration occurs in the life of the college. In this study the researcher tries to find out how can a principal who is the major constituent of college management to establish a positive climate in the midst of various hurdles.

441 Attributes of a Situational Leader: A Sri Ramcharitmanas Approach

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This paper explores and explains the traits of the situational leadership given by Goswami Tulsidasji in Sri Ramcharitmanas. This paper is based on a qualitative research methodology called hermeneutics, which are the interpretations of ancient or classical literature (Sri Ramcharitmanas-Tulsidasji) and the review of literatures in trait leadership. Sri Ramcharitmanas is considered as a marvelous epic; however, management does not seem to be a popular subject of analysis from the Sri Ramcharitmanas although it contains many principals of management. The purpose of the paper is to identify the traits of a leader in any situations.

Session: Innovation (2 A8)

Session Chair: Fawzy Soliman
UTS Business School

15 Business Excellence and Innovation: Are the Two Competing or Overlapping Cultures?

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The current legitimate debate about business excellence and innovation is that both share similar objectives. For example, business excellence aims are to ultimately improve the financial standing and performance of the firm. This is usually being achieved by implementation of quality improvement programs that would ultimately result in increase in sales volumes and of course revenue. On the other hand innovation overall objective is also to improve the performance of the innovative firm and improve its financial position by creating new products or services or even new innovative strategies and or policies and procedures that will ultimately result in sale.

344 Product Innovation and Marketing Techniques for Low Cost Water Filters

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To market a product efficiently, marketers should have an ample knowledge of the product and product innovation. What best can be possible to address an emerging market in India, is the challenge for every marketer. Recently big companies like Philips, P&G, Whirlpool are few who are either diversifying their products or giving a new look to their product through innovation. The only solution for any type of emerging market is innovation and low cost product. Safe drinking water is a social problem in my country where millions of population of the country are unable to access the safe drinking water.

359 A Framework of Innovation for Organizations: A Grounded Theory Approach

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In today's world every organization does innovation to stay ahead in the market, through whatever resources are available to it. Despite this, many product or service innovations don't see the light of the day. Therefore, there is a need to recognize some common elements of innovation that make a product or service successful. For this purpose around 100 experienced executives from 30 large Indian private sector organizations were interviewed in-depth and their responses were analyzed through the Grounded Theory Methodology of Qualitative Data Analysis to arrive at a generalized framework of innovation for Indian Organizations.

408 A Study of Core Values and Beliefs of Leading Innovative Organizations

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Throughout human history, innovation has been widely regarded as the most powerful tool for stimulating economic growth and for improving the quality of life of people. The current economic slowdown and the increasing competitiveness among companies around the globe has pushed innovation to become the driving force for development and growth. A healthy innovation culture ensures sustained and continuous growth trajectory for an organization. The authors investigate the role of core values and beliefs of executives in leading innovative companies in India and abroad on how they go about building a unique innovation culture.

2 B Jan 7, Monday, 11:30 AM- 1:10 PM

Session: HRM-II (2 B1)

Session Chair: Jyotirnanjan Hota

KIIT School of Management

246 Personality Traits and Performance in Job Interviews

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Research in developed economies has demonstrated a relationship between personality characteristics and performance of applicants in job interviews. The objective of the present study was to examine the influence of personality traits on the outcome of job interviews in the Indian context. MBA students who were appearing for various job interviews participated in the study as subjects. Discriminant analysis was applied using Big Five personality traits, locus of control and self-monitoring as independent variables to predict the outcome of the interviews. Results show that extraversion, openness to experience, self-monitoring and locus of control were strong predictors of success.

268 Workforce Analytics Approach: An Emerging Trend of Workforce Management

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Workforce management is always a challenge for organizations of all sizes. Proper workforce planning to evaluate ability and utilization of workforce provides strategic intent of organizations through the usage of Workforce analytics. Workforce Analytics can measure efficiency of workforce, provides correct information for decision making and improve the productivity of firms through identification of the loopholes of the workforce management processes. This paper discusses workforce analytics tools as best of the breed practices of workforce management. The paper also discusses the scopes and benefits of using Workforce analytics tools as an aid of workforce planning.

299 An Empirical Study on the Role of Employee in Value Creation

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The focus of this paper is specifically the role of employee in value creation which integrates the concepts of value creation and lean manufacturing into a theoretical framework. Lean manufacturing is one of them to thrive in such an environment. Lean is the latest buzzword in today's industry. It is a philosophy as well as a set of methods for dramatically reducing time from customer order to building and shipping product. Lean manufacturing is a systematic approach to identifying and eliminating waste non value-added activities through continuous improvement by flow of product at the pull of the customer in.

358 Sales-training Effectiveness: Literature Review and Conceptual Framework

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Salesforce skill enhancements serve primary rationale for organizations to invest in sales training as salespeople face sophisticated and knowledgeable customers. Paper builds narrative and chronological review of five decades of sales training, records significant changes and developments in evaluation and effectiveness. Several research gaps were identified especially in the areas of performance improvement for managers, learning adoption and trainees' perceptions. Paper closes with some observation on effectiveness aspects and emphasis on several specific areas for further research were identified. Additionally a conceptual framework is proposed to get insight on influence of sales training characteristics and evaluation on organizational value.

378 Innovative Multimodal Biometric Technique for Monitoring HR Practices

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The greatest concern of an Organization is its human resource and therefore an effective method of managing it is its prime need. Human Resource management deals with the effective utilization of human resource and can be defined as the art of procuring, developing and maintaining competent workforce to achieve the goals of an organization in an effective and efficient manner. In this paper we deal about the safety and welfare aspect of the Human Resource and have proposed a system involving crowd sourcing multimodal biometric techniques and threat database which will help curb and prevent unauthenticated and illegal activities.

January 7, Monday, 11:30 AM-1:10 PM (2 B)

Session: Banking-III (2 B2)

Session Chair: Narinder Bhasin

Axis Bank Limited

301 Electronic Payment Systems - New Innovation in Banking Technologies

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Payment and settlement systems is a fast growing area witnessing rapid innovations spurred by market forces as well as technology. We need to bring in the best practices and products of the world to India but we should adapt them to our environment and conditions. In particular we should focus on reducing costs and improving literacy about payment products and systems. And as we shift from a largely cash based economy to a less cash based economy we need to grapple with the monetary policy implications of this transition.

302 Managing Efficient Customer Services in Competitive Banking Industry

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Indian Banking Industry consisting of public sector banks, foreign banks, old private sector and new generation private sector banks. There is a huge competition among the banks and new generation banks like Yes Bank, Indusind and Kotak bank are paying higher rate of interest on savings banks ranging from 6% to 7% whereas other banks are paying 4% posing huge challenges for the retention of customer and deposits. There are many such challenges Indian banking industry is facing to provide efficient customer services.

530 Retail Lending by Indian Banks: Recent Trends and Implications

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Commercial banks in India were traditionally concentrating in extending credit to industry and commerce. Their role in meeting credit needs of individuals was limited. In recent years, however, commercial banks in India have started lending money to individuals for various purposes. The share of retail loans in the aggregate credit of commercial banks was 21.9 percent in 2004, 24.1 percent in 2005 which has decreased to 19.0 percent in 2010 and 18.5 percent in 2011. The paper brings out the recent trends and implications for growth of retail lending in Indian commercial banks.

531 Relationship Between Emotional Intelligence and Service Quality in Banking Sector

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Service quality has earned widespread concern and focus in all the service sectors. It mainly depends on understanding of what customers expect and what is delivered to them. People related factors are highly dominating and influential, since the interaction between the service provider and customers are at the core of the service experience. This study emphasizes the important role of managing behaviour and emotions in the delivery of quality service. This study attempts to identify strategies that can be adopted by banks as they assist their employees in dealing with the realities of emotional labour as whole.

584 Procedures to combat money laundering from banks perspective

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Real estate is a noteworthy part of an investor's pie. It has the nature of appreciating fundamentally except in times of severe economic downturns. Recently real estate has gradually widespread as speculating investment. Purchase of more than one property for the purpose of asset is becoming more popular. This era has witnessed enormous off-take in the real estate sector with the increase in incomes. There are abundant factors which will shape the price of real-estate and they are segmented regionally. Hence real-estate industry plays a vital role in the country's economy.

Session: Brand Management-II (2 B3)

Session Chair: Anuja Pandey

All India Management Association

390 Service Quality Perceptions - An Empirical Study of Service Performance, Customer Satisfaction and Purchase Intention in Retail Units

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The purpose of this paper was to establish the relationship between service quality measurement in terms of SERVPERF scale dimensions and customer satisfaction and purchase intentions in the retail sector. Specific focus to confirm the mediatory role of customer satisfaction in purchase intention has been done. Correlation and regression are applied to confirm the influence of SERVPERF dimensions namely Responsiveness, Assurance, Empathy, Tangibles and Reliability on customer satisfaction and purchase intention in the retail sector. Implications for practice and further research have also been indicated.

527 Corroborative Co-branding in Credit Cards

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Co-branding is a wide approach used by retailers in an attempt to shift the positive association of the allies' brands to a newly formed composite brand. This study examines the outcome of co-branding strategies followed by two heterogeneous trading allies for a single product. This study reveals that co-branding is a win/win policy for co-branding partners. Although low equity brands may promote most from co-branding, high equity are not denigrated even when matching with a low equity allies. Co-branding policy may be indispensable in exploiting a product performance or in introducing a new credit card with a new label.

687 Parent Brand Association and its Influence on Brand Extension

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Brand association is a powerful concept associating the brand with imagery (expressions, attitudes, qualities, attribute, benefit, meanings, people and trust etc) that can further enhance the image of the brand. Brand association is also seen as powerful tool for developing positive brand relationships which can further be used for brand extension. Although the concept of brand association is studied from many perspectives, its role in brand extension is investigated in this research. The brand association of the two brand extension of the parent brand are mapped and analyzed in this research.

699 A Logic Model Approach to Assess the Impact of Employer Branding Programs

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Employer branding EB is an effort to communicate the firm's employment value proposition in order to improve individual and organizational outcomes Some of the possible individual related outcomes are Attraction Engagement and Retention A few organizational related outcomes are Brand Loyalty Customer Satisfaction A Logic Model is a framework useful for practitioners to implement EB as a program It is a roadmap that can be used for planning implementation evaluation and communication of the EB Beyond communication it helps assess the impact of EB programs on individual and organizational outcomes This paper aims to understand EB using Logic Model.

Session: Corporate Strategy (2 B4)

Session Chair: Ashok Kochhar
Aston University

19 A Template for Externalisation-internalisation Decisions in Virtual Enterprises

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Recognising the importance of alliance decision making in a virtual enterprise (VE), this paper proposes an analysis template to facilitate this process. The existing transaction-cost and resource-based theories in the literature are reviewed briefly. Then, the paper proposes a resource-based analysis template, integrating both the objectives of using certain business forms and the factors why different forms help achieve different objectives. Resource-combination effectiveness, management complexity and flexibility are identified as the three factors providing fundamental explanations of an organisation's alliance decisions. Thus the template provides a comprehensive and generic approach for analysing alliance decisions.

348 CEO Compensation: Does Industry Matter?

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The main objective of this study is to examine how industry characteristics affect the components of CEO compensation. A broad range of Indian companies are represented in the study. Although industry is a dominant factor in this context, there are other factors such as business group affiliation of the firm and past performance of the top executive in the industry that play a significant role on executive compensation. This project poses interesting questions for further research on executive compensation in India.

480 Power Reforms and Restructuring in Gujarat: An impact assessment on financial performance

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Following successful experience of developed countries, power reforms in India followed suit. Restructuring of SEBs has been a major goal of the power reforms in India to make them financially and physically viable entity. The need for having SEBs of such stature was very critical not only to increase or sustain public sector investments, but also to encourage private investments in the power sector. The restructuring of Gujarat Electricity Board is one of the important Change management exercise and regarded as transformation without chaos. The study attempts to analyze an impact of restructuring on the financial position of organization.

514 Comparative Study on Corporate Bonds in India- An Exciting Investment Vehicle

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Generally it has been observed that the longer end of the Yield Curve is traditionally used to generate Alpha. The only concern here is the volatility with comparison to interest rate change. So, if a safer option could be found, which eventually will yield similar kind of return with lesser risk compared to the Income & GILT fund segment, would be appreciable by both the investors & also the advisors. Now even in the short end volatility could be optimised for generating substantially higher risk adjusted returns. This study is an honest attempt to look into such hidden opportunities.

580 Corporate Dividend Determinants in Non-manufacturing Service Industry in India

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This study examines the applicability of Lintner's model and Brittain's model and the influence of growth, beta and agency cost variables on corporate dividend policy in India. We use the non-manufacturing service industry companies as our sample. The study finds that both models significantly influence the dividend policy in India. We found that market to book ratio and institutional holdings have positive and significant influence on dividend policy and the lagged dividend emerges as the strong variable under both the models.

Session: Stock Market-III (2 B5)

Session Chair: Ira Bapna

Maharaja Ranjit Singh College

462 Crude Oil: Relationship with Exchange Rate, Gold, S&P CNX Nifty and Sensex

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Harmender Singh Saluja, Maharaja Ranjit Singh College, Harmender Singh

Present paper examines relationship between the daily returns of crude oil, exchange rate, gold, S&P CNX Nifty and SENSEX from 09th February, 2005 to 10th August, 2012 with reference to India. The Karl Pearson's Coefficient of Correlation conferred moderate correlation between the variables. Johansen Co-integration Test proves that, at least two variables are co-integrated and hence, have long term relationship. The Granger Causality Test concludes that, crude oil had unilateral relationship with exchange rate and S&P CNX Nifty, and bilateral relationship with gold and SENSEX. The research will increase understanding of crude oil price movements in competitive environment.

464 FIIs & DIIs Investments: Testing Semi-strong Market Efficiency of Stock Market

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The study analyzes dynamism of the FIIs and DIIs investments for testing semi-strong form of market efficiency in Indian Stock Market with reference to SENSEX and S&P CNX Nifty from 2006-07 to 2011-12. Correlation Analysis depicts no significant correlation; Regression Analysis states no significant impact of independent variables on dependent variables; Johansen Co-integration Test confers no long term relationship; and Granger Causality Test reveals that FIIs and DIIs investments do not granger cause bidirectional to SENSEX and S&P CNX Nifty. It concludes that Indian Stock Market is semi strong form efficient depicting status of financial services in competitive environment.

484 Market Reactions to Equity Share Buy Back Announcements in the Indian Market

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Buy back of shares is a significant corporate action in the capital markets. Usually, companies buyback their shares when they feel that the market has under-valued their shares. Therefore, buyback is positive news for the market. We examine the market reactions to buyback announcements using event study methodology. The results show that the market reacts negatively to the announcement and AAR values show that the returns are not significant while the CAAR values show that the returns are positive and significant indicating that the investors can earn abnormal returns.

485 An Investigation of the Semi-strong Form of Stock Market Efficiency

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This paper investigates the semi-strong form of market efficiency using March 2009 quarterly earnings. We analyse the price reactions of 141 companies which are the constituents of BSE-200 stock market index. We use event study methodology. Unlike the earlier studies, this paper uses the market and company factors to estimate the abnormal returns. The analysis reveals that investors cannot make abnormal profits by trading on daily basis but they can earn a abnormal profits by holding the stocks. Therefore, we conclude that Indian stock market is not efficient in the semi-strong form.

523 An Evaluation of Performance of Selected Foreign Mutual Funds in India.

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Investors entrust their money to fund managers to derive the advantages of managed portfolios. India has witnessed the growth of mutual fund industry after the industry was opened up for competition. This paper examines the performance of some of the important foreign mutual funds operating in India. We use the Sharpe, Treynor, Jensen and Fama measures for evaluating the performance of these funds for the year 2011. The results show that all the measures are negative indicating that their returns are less than that of risk-free rate. Therefore, we conclude that the advantages of managed portfolios are not realised.

Session: Consumer Behaviour-II (2 B6)

Session Chair: Sita Vanka

University of Hyderabad

177 Consumer behavior and customer satisfaction: any value created

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Research is conducted by gathering data from primary and secondary sources within the service industry in Bandung. Those micro/small businesses are mainly targeted to cakes/bakery, hair-dressers, barbershops, laundry/dry cleaning, copy center, delivery/courier, computer/internet rentals, and tutorial centers (language, computer, and school subjects/classes). As stated, it is expected that such studies would reveal the significance of consumer behavior in boosting the customer satisfaction level toward organizations' value-creation. It is expected that such issues are mostly true for micro/small businesses, perhaps.

360 Marketing Mix for Tourism Products: An Analysis of its Suitability & Combination

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Present study is focused on the importance of marketing mix for the successful marketing of tourism products. It is also based on the analysis of the suitability of different Ps in the present marketing set up. Questionnaire containing ten questions is used to collect the information from travel related bodies on their perception and practice related to components of marketing mix. And it is found that they have different success stories which is not based on traditional marketing mix and finally it is concluded that it is better to formulate own marketing mix mantra according to market demand.

661 Partner Relationship Management- A Conceptual Framework

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This study aims at conceptualizing, analyzing and evaluating a crucial part of relationship marketing, popularly known as Partner Relationship Management (PRM). Exhaustive literature review followed by depth interview and questionnaire survey of partners belonging to different automobile organizations in NCR of India was performed. Collected data was analysed and evaluated using exploratory factor analysis. Finally a conceptual framework was proposed which explains that PRM in Indian automobile sector is a multidimensional construct comprising of factors viz., information exchange, customer service, trust, environmental factors and commitment. These factors are necessary for creating sound and long-term relationships between the channel partners.

670 Positive Effect of Background Music on Consumer Behavior

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The researcher has carried out the study in supermarket and found that it influences on consumer behavior. Specific pre-tested background music was played in the super market during the shopping hours. The result found that the parametric music significantly affects consumer buying behavior. Majority of the consumers strongly agreed that the music played had a positive impact on their mood in the store. The music played had drawn the attention of all the consumers who had entered the super market. High volume of the background music reduces the stay of consumers. The T and chi square Test is used.

Session: Entrepreneurship-II (2 B7)

Session Chair: Annasaheb Gurav

D R K College of Commerce

253 Review of Social Entrepreneurship and Future Research Agenda

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Social entrepreneurship SE has become an increasingly significant domain in business world. Social entrepreneurs have been the driving force behind the rapid expansion of the social sector; they identify opportunities to address an underserved social market and offer creative solutions to complex persistent social problems. The theoretical as well as practical importance of developing and applying social entrepreneurship to sustain social development has catapulted this issue to forefront of the research agendas.

January 7, Monday, 11:30 AM-1:10 PM (2 B)

This research paper will provide an insight into how social entrepreneurship evolves during years and offer a comparative analysis of commercial and social entrepreneurship.

391 Dairy Entrepreneurship a Study of Doodh Katta

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Dakashin Kashi, Kolhapuri Pheta, Kolhapuri Gul, Kolhapuri Saj, Kolhapuri Reseller, Kolhapuri Chappal, Kolhapuri Tambada - Pandhara Rassa, Kolhapuri Missal, Kolhapuri Shivi and Kolhapuri Doodh Katta are the specialties of the Kolhapur city. Doodh Katta Milking Business is unique its nature for which 32 samples have interviewed at 6 places with the help of 15 questions and conducted interview through film shooting. This research paper has focused on Dairy Entrepreneurship Doodh Katta Milking Business Management. The cost per buffalo is Rs. 40-50 thousand with 2 persons' involvement in this business. This traditional business is not affordable but customer's perception is favourable.

443 Entrepreneurial Manager – the Need of the Hour in Competitive Environment

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It is estimated that there may be around 3000 MBA institutions in India. The list includes Government Institutions, Aided institutions, B-Schools, Self-financing colleges and deemed universities. Apart from the above a number of universities are offering MBA Distance Education Programme through study centres. Therefore, it is estimated that there may be around 2.5 lakh students coming out of these institutions every year from our country but how many of them are effectively employable?

622 Understanding Collaborative Practices in SMEs

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Decisions made in product design phase cost very little but have a major effect on overall product cost. Changes in early phases of product development are cheaper and quicker than later phases. Systematic methodologies like Design For 'X', concurrent engineering and collaboration facilitate to resolve likely to be the late design changes. This paper initially reviews collaborative practices and then explores collaborative approaches of India SMEs by questionnaire technique and discussions with executives. Finally, a multi-criteria based conceptual framework has been proposed to understand the collaborative practices used in SMEs.

Session: Healthcare-II (2 B8)

Session Chair: Payal Mehra

Indian Institute of Management Lucknow

39 M-health in Developed Economies: Comparative Analysis Across 5 Countries

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Delivering quality healthcare within a manageable cost structure is becoming difficult for countries across the globe. Healthcare using mobile technology or m-Health is considered as the next frontier in tackling this task. In this paper we examine the state of m-Health in the US and four Nordic countries to identify important factors affecting m-Health adaption. The results show some contrasting factors between the US and the Nordic countries due to their structural differences in delivering healthcare. However a number of common issues across the countries in m-Health adoption can be generalized as issues for developed economies.

279 Significance of Human Factor in the Provision of Public Healthcare Services

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The health status of India, with a vast majority of middle class population, is largely determined by the public health infrastructure. Despite having a fairly well-developed physical infrastructure Indian public health sector is severely under performing due to lack of motivation and commitment among healthcare personnel owing to multiple reasons like absence of conducive work environment, appropriate reward system etc As the reforms in this sector till date, focusing on structural and financial aspects, neglecting the human element has failed to produce the desired result, this paper focuses on the urgent need to refocus the reforms on human resources.

428 Doctor-patient Gender and Interactions in a Medically Underserved Population

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Evidence for doctor's communication style and gender differences comes from the Western countries; little is known about gender differences in non western countries This study assesses the relationship between the doctor-patient gender and in-clinic patient satisfaction in a major city of India Women doctors were perceived to be better communicators than the male doctors The male patient female doctor dyad was the most enriching in terms of doctor patient interaction Waiting time and consultation length was affected by gender dyads more frequently than any other phenomenon Consultation outcomes were influenced by the gender of the doctor than the patients.

537 An Evaluation of HR Development and Practices in Indian Healthcare Sector

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Indian healthcare sector in future will see dramatic changes in terms of quality services, process improvements, etc. Focus is given on National Population Policy, National Health Policy and others which exist in healthcare sector. We need a unique framework to develop human resources and effective execution through realistic programmes. Knowing human resources management components and concurrently attending to facilitate family welfare programmes. We list out a set of queries to be answered relating to human resources functions, to identify gaps in human resources development, etc. In the evaluation, we make a few recommendations to improve healthcare sector.

545 Relationship Between Customer Contact and Process Design in Healthcare

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This research intends to examine the relationship between customer contact and process design in a service environment in the context of healthcare. This relationship is particularly relevant, when the customer load is high in an outpatient department of a multispecialty hospital. Consultation process for new patients includes various degrees of customer contact with the hospital staff. Using the case study approach, the research brings out the dimensions which are critical to the process design. The findings will help to improve, redesign and control service system effectively.

2 D Jan 7, Monday, 4:00-5:20 PM

Session: Advertising (2 D1)

Session Chair: Prashant Malaviya

Georgetown University

12 Emerging Trend of Consumer-generated Ads: Does It Work? When? and Why?

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Companies increasingly involve consumers in developing advertising and other marketing actions. Do these co-creation efforts work? This research examines the effect of disclosing that an ad was consumer-generated. Results show that people are skeptical of the ability of consumers to develop effective ads and judge consumer-generated ads less favorably. Interestingly, this negative effect is reversed when the audience has limited cognitive resources to scrutinize the message, when background information about the ad creator enhances perceived source similarity, or when the consumer has high brand loyalty. We discuss the implications of these findings for marketing theory and practice.

204 Creative Language of Advertising: Better Recall and Persuasion

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Variation and creativity plays a major role in advertising language. The most typical features of advertising language includes ability to reinvent itself, to produce ever new shapes and to create even more unexpected elements of surprise to attract attention and to remain up to date. Research suggests that high degree of creativity is involved in advertising and this leads to the ultimate objective of advertising i.e. better recall and persuasion. This paper aims at exploring the creative aspects involved in advertising language and its stronger role in creating better recall, more positive brand attitudes and increased purchase intentions.

375 Future of Advertising – Creativity will be the X Factor

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We see advertisements everywhere. But hardly a few we can recall. This is mainly because we are bombarded with advertisements in everyday life. Only creative advertisements will stand out to make a top of the mind appearance on the end consumers mind. Advertising is by no means cheap. Consumers on the other hand have more information at their disposal. Winning them over with creativity is certainly the need of the hour but creative people are like endangered species. This is a conceptual paper in which a model is developed for Innovative and creative advertisement.

666 Reactions on Corporate Social Responsibility: Print Advertising of Indian Oil

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Corporate social responsibility advertising is having social dimensions [Alan Anthony Pomeroy, 2009] of cause-related marketing [Rosica, 1979]. Americans (aged 13 to 25) switch to brands associated with "good cause" [Cone Millennial Cause Study, 2006]. The research is aimed at identifying reactions on CSR-print advertising among 480 readers of magazines owning light motor vehicles and two-wheelers. Four published CSR advertisements of Indian Oil Corporation are manipulated as multiple message [socio-environment-economic] for both persuasive and informative bilingual claims under factorial design. [2x2x4; 2x2x4]. Results indicate reactions of CSR-advertising message and persuasive claims of attitude, image of both corporate and Indian oil brand value.

Session: Corporate Social Responsibility (2 D2)

Session Chair: James Cordeiro

State University of New York

36 Corporate Social Responsibility and Financial Performance in Indian Firms

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We add to the sparse evidence on corporate social responsibility and financial performance in India We use panel data on 500 largest Indian firms over 2007-2010 approach and rigorous econometric specification to test our hypothesized positive relationship derived from stakeholder theory. Contrary to expectations and the evidence of past research e.g Mishra and Suar 2010 we find that the relationship between CSR and CFP in India is not positive but is in fact negative for our sample and study period. We provide an extensive discussion of possible reasons and implications of this findings and opportunities for future research.

392 Repercussion Effect of CSR values in Employer Branding – A case study

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After the global recession, firms established CSR practices along with their work culture of the employees. The CSR time schedules were converted into monochronic styles from polychronic style. Past researches proved that there is a strong correlation between CSR values and brand image; whereas this research studies the relevance of CSR as a method of employer branding. The research was conducted among the 218 employees of four industrial units located in Coimbatore. The CSR values of the workers were studied using a triangular approach. The research concludes that there is a repercussion effect of CSR values in employer branding.

547 Empirical Study on Social Mission in Indian Managers

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Corporate social responsibility (CSR) is emerging as a key variable in the acceptability and success of an organization. Leadership styles and employee engagement are also contributing factors in the organization's capacity to fulfill its social mission. This study was conducted on 301 Indian managers from different companies. Managers, classified by their status, gender, participation in CSR activities, and types of companies, were found to differ in their CSR values, leadership styles, and employee engagement. A notable finding with serious organizational implications was the gap between the senior managers and their juniors in terms of the studied variables.

617 Corporate Social Responsibility: A Key to Strong Brand Equity?

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Doing well for the society seems to be the latest Success recipe for the Corporate Building connections with the society is a way to create positive brand image for them Corporate have started believing that the community is not only a stakeholder in their business but the main purpose of existence This paper tends to focus on the role of such corporate advertisements, co donation that can help in strengthening the corporate image in the eyes of the consumers It also investigates the efficacy whether consumers want to be associated with such brands to participate in the CSR activities.

Session: Employee Engagement (2 D3)

Session Chair: Shiney Chib

Datta Meghe Institute of Management Studies

284 Compensation: Impact of Rewards on Employee Engagement and the role of Motivation in Retail Store Operations: A Study of Delhi and NCR

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In today's dynamic work environment systems and processes can be duplicated but the competitive advantage provided by highly engaged employees cannot be replicated and forms the differentiating factor Compensation used as reward for excellent job performance positively impacts an employee's morale and increases Employee Engagement levels Research in India has not investigated the impact of Compensation component of Reward ie Financial and Non Financial Reward and Benefits on Employee engagement and the role of motivation for the Retail Industry especially for Retail Store Operations The scope of the study would be limited to Retail Store Operations in NCR.

402 Employee Engagement – An HR Analytical Tool in Academics

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Organizations are continuously trying to harness the power of workforce data — metrics, surveys, and predictive analytics. Human Resource Analytics is a way to analyze data and generate insights for meeting the complex requirements of HR and business, and thereby enable high performance organizations. Employee engagement can be considered as a HR Analytic tool and is defined as a condition where the employees are fully engrossed in their work and are emotionally attached to their organization. This paper throws light on the how HR Analytics can be done through employee engagement in Academics.

645 Employee Engagement, Job Satisfaction and Customer Satisfaction: A Linkage

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Customer satisfaction is the ultimate objective of every organization and Banks are no exception. Keeping in view the increasing competition among commercial banks in India, an effort has been made to study the impact of employee engagement on job satisfaction and impact of job satisfaction on customer satisfaction. Data is collected from 700 employees and customers of commercial banks in Rajasthan. Results reveal that employee engagement has positive impact on job satisfaction and job satisfaction has positive impact on customer satisfaction. This paper explores strategies for banks to enhance customer satisfaction through employee engagement and job satisfaction.

750 Employee Engagement for Cultural Diversity Management

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Employee Engagement and cultural Diversity are inter linked to each other. Hence one affects the other positively or negatively leading to the management to take strategic decisions for retaining employees and employees contentment. Cultural Diversity issues are very much evident in this current era of globalization where mergers & acquisitions are knitting nations together to become a globalized economy. The power of diversity in organisation brings creative ideas to solve management issues & bring organisation development. The study tries to interpret the relation between employee engagement activities & its contribution towards better management of divers work force within the organisation.

Session: Risk Management (2 D4)

Session Chair: Satyendra Sharma

BITS Pilani

381 Risk Management in Indian Banks under Basel III Environment

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The recent failures of large scale banks in West and sporadic failure of smaller banks in India brought the attention towards scientific risk management policies. To have a strong risk management system in tune with the BCBS recommendations, RBI introduced various measures in the form of Capital Adequacy Norms and the latest arrival is Basel – III. This paper attempts to evaluate the risk compliance by the top 5 public and private sector banks to the existing risk management norms prescribed by the RBI and attempts to analyse the ability of the Indian banks to comply with the Basel III norms.

414 Life Insurance Consumer Buying Behavior in the North East India

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In the Northeast India, life insurance market witnessed a phenomenal growth in the last couple of years. Competition compels player to increase penetration and understand the market trend. It becomes very important to understand the variables that influence consumer decision to purchase life policy. Attempt has been made to uncover the influencing factor behind the purchasing decision; the study reveals that various factors like geographical, social, education, economic, religion and performance of agent directly impact the consumer buying behavior in the North East India, intensive study would be carried out and conduct dept analysis for each factor.

473 Determining Risk Appetite with Focus on Strategic Risk Management

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Risk appetite is a term having multiple interpretations. The very common meaning is the quantity of risk that the business owners are willing to take. Assessing risk appetite goes to the core of strategy formation. Risk appetite is important because it sets the risk level for obtaining the organizational objectives. The challenge is how to determine risk appetite as a simple figure. To face the issue various organizations have come up with their models and frameworks. This document is an attempt to critically review some of the existing and industry established models. We present unbiased viewpoints and possible suggestions.

642 Micro Insurance: An Instrument for Socio-Economic and Political Empowerment of Women

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Microinsurance has played a major role in many gender development because of its direct relationship to both poverty alleviation and to the empowerment of women. The survey was conducted on 150 respondents from various villages of Agra, Uttar Pradesh. The results strongly validate there is a significant increase in women empowerment. However, indebtedness and presence of other microcredit programs in the same or nearby villages have a significant positive influence on women's participation in this program.

January 7, Monday, 4:00 PM-5:20 PM (2 D)

Session: Marketing-II (2 D5)

Session Chair: Ashutosh Kumar

Asia-Pacific Institute of Management

21 Measures of Strategic Marketing Practices of ICT Firms in India

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The Information and Communication Technology (ICT) sector operates in a highly competitive environment. This paper identifies a set of parsimonious variables that contribute to the measures of the Strategic Marketing Practices (SMPs) of these firms. Exploratory factor analysis of survey data revealed ten factors that were indicative of the SMPs. Interestingly, some of the items used to assess Social Media practices loaded in factors such as Relationship Marketing and Market Research. Cronbach's alpha obtained from reliability analysis of the composite measures ranged from .752 to .920. It provides a basis to explore the influence of these SMPs on firm performance.

156 Impact of Rising Consumerism on Pester Power in Children

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This paper unravels the impact of increasing consumerism on the emergence of pester power through review of literature. Children have been targeted by marketers due to their rising role in household purchase. Children Influence their parents' purchase using pester power. This pester power leads to materialism in children, causing erroneous shopping behavior and conflict in the family (Acheteireiner, 1997, Buijzen and Valkenburg, 2003). Marketers build on pester power as an opportunity for accruing revenues with least emphasis of its detrimental effects on the children. Further attempts would be made to explore the Phenomena with the help of literature.

257 Advancing Internal Marketing Adoption Theory via Thought Experiments

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Proposal for quasi-experiment (Q-E) of natural groups (employees of service firm having branches/units) in naturally occurring contexts (work place) using placebo, standardized training on Internal Marketing (IM) for IM orientation, two versions of customized IM training. IM Organization Structure (IMOS) training design crafted to improve employee satisfaction. Thought experiments to explain short term and long term dependent measures of training impact in such Q-E that include immediate measures of IM orientation, medium term development of IMOS, the long term adoption and usage of IMOS ; its impact on performance measure of a branch/unit that adopts to that does not.

460 Conquering the Spiralling Sponsorships Through Ambush Marketing

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Sponsorships worldwide have been on the rise. The rising fees make sponsorships an expensive proposition for companies. Companies that cannot afford to buy sponsorship may be inclined towards an 'ambush' tactic for both; defensive as well as offensive reasons. The paper analyses in detail the concept of ambush marketing to its genesis, personality and various strategies. Various legislative initiatives taken up by different countries are also addressed in the study. The outcome will be important not only to competitors and sponsors but to the marketing industry on the whole.

Session: Decision Making (2 D6)

Session Chair: Omprakash Mandge

Mumbai Educational Trust, ICS

278 Packaging Cues and Consumer Decision Making

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Packaging is regarded as an important component of our modern lifestyle and is a significant element of the branding process. Changing consumers lifestyle and increasing self service has positioned product package as a tool to stimulate impulse buying and increase sales promotion. The present study identified key product packaging cues influencing buying decisions of young consumers across high impulse FMCG goods in a semi urban area of Northern Kerala. Multiple cross sectional descriptive type of research with convenient sampling technique elicited data from 240 students. Inferential statistics showed that packaging had significant influence in purchase pattern of semi urban consumers.

333 Organizational Decision Making: An Information Integrity Approach

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Enterprise Management Systems are used in organizations for managing resources in an efficient and effective manner, to improve the performance of organization. These systems produce huge amount of information which forms the basis for organizational decision making. The major concern is how to maintain the information integrity with growing business demands, and changes in internal and external environments. Maintaining information integrity requires well-formed policies implemented in correct and compliant processes, based on accurate information. In this paper, we study existing information integrity approaches and propose information integrity driven framework to enhance the organizational stability, performance and growth.

629 Research on Multiple Criteria Decision Making: A Morphology

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This paper presents and describes morphology of the research literature on Multiple criteria decision making (MCDM). This morphology, a comprehensive framework, was developed by an extensive scanning of the pertinent literature and demonstrates the richness and variety of MCDM research. This morphology can serve as a map of the MCDM territory. Using the morphology, researchers can easily assess how an existing study fits in with the entire body of MCDM research. Secondly, they can discern areas that have received less attention in comparison to others and thus identify gaps they may wish to address in a new study.

683 Moving Out From Traditional Funnel Approach to Consumer Decision Journey

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In today's marketing arena there is a change from traditional funnel approach to Consumer Decision Journey. The funnel is obsolete now where the customer narrows down his brand from many choices available. Whereas Consumer decision journey is a more sophisticated approach starting out from the initial consideration to the final purchase with a series of evaluation steps. This journey can be even more improvised with the introduction of data mining techniques to win customer support. Improved Market Basket Analysis comes here at hand and numerous algorithms are available.

Session: Supply Chain Management-II (2 D7)

Session Chair: Fawzy Soliman

UTS Business School

16 Assessment of Implementation Success of Cloud Systems in Innovative Supply Chain

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Literature is full of articles that deal with developing and implementing strategies for achieving competitive advantage and to some extent strategies that deal with the development and implementation of IT systems. Given that many of those IT systems such as ERP systems are known for being costly to acquire or develop, a trend for leasing or hiring ERP, CRM and E-commerce systems appear to be a viable option for many supply chain organisations. The evolution of Cloud Systems that encompasses the three important and sometimes essential components ERP, CRM and e-Commerce Cloud System components with challenges for successful implementation competitive advantage.

181 Reverse Logistics practices and its impact on Firms Performance: Study of Reverse Logistics in Indian Distillery Industry

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In a competitive environment, the philosophy of accepting product returns as an edge over competitors to achieve higher service levels has resulted in huge challenges. This paper analyzes gaining importance of Reverse Logistics and describes its impact on firm's performance. It talks about reverse logistics practices in various industries and focuses primarily on Distillery Industry. It aims to study Reverse Logistics practices (i.e. collection, sorting, cleaning, reuse or disposing of Old Liquor Bottles) in Indian Distillery Industry with objective of reducing costs and increasing recovery.

472 Supply Chain Risk: Retailers Perspective

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Supply chain risk management is becoming increasingly important for practitioners and researchers. There are conceptual studies and few empirical studies on managing risks from manufacturer's perspective. In today's time where power is shifting to downstream, studying supply chain risks from retailers perspective would add more insights. In this paper a small survey is carried out to find risks for a retailer. Through survey, risks have been assessed using AHP.

January 7, Monday, 4:00 PM-5:20 PM (2 D)

528 Improving Supply Chain Management of Fruits and Vegetables in India

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India produces 146 million tons of vegetables and the total area under vegetable cultivation is around 8.5 million ha. India's annual fruit production is 75 million tons occupying a total area of around 6.3 million ha. Fresh fruits vegetables play a vital role in Indian context and their marketing works as an influencing force in the economy. This study identifies various issues involved in managing supply chain in fruits and vegetables and analyzes different strategies that can be applied to optimize supply chain in fruits and vegetables. Different business models of vegetable retailers in organized retailing are studied.

Session: Operations Management-II (2 D8)

Session Chair: Saroj Koul

O P Jindal Global University

159 Challenges in ERP Implementation at a Newly Established Private University

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Literature on ERP implementation is full of articles written on challenges in ERP implementation in general and institutions of higher learning in particular. However not much is written on challenges in ERP implementation at a newly established private University. Even though challenges are similar in nature, they take on a different meaning in a newly established institute of higher learning. This article is born out of authors own experience in implementing an ERP system in newly established private University and focuses on these key differences. This particular University offers multi-disciplinary courses at under graduate and post graduate level.

490 GSE, Transfer of Training and Mediating Effects of Transfer Intention

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Positive transfer of training is defined as the degree to which trainees effectively apply the knowledge, skills and attitude gained during training to the job. The present study is an attempt to understand the relationship between General Self Efficacy and Transfer of Training and the mediating role of Transfer Intention. While specific self-efficacy is a judgment of ability in a particular domain, GSE captures the perceptions of ability among domains. Previously validated scales were used to measure the constructs. Results indicate that there is a positive relationship between the variables and Transfer Intention does mediate their relationship.

502 Solving Single Stage Warehouse Location Problem (SSCWLP) by Branch And Bound and Benders decomposition

Methods: A comparative study

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In literature, the problem SSCWLP has been attempted by Benders Decomposition (BD) method by Sharma (1991) and Geoffrion and Graves (1974); and its improvements are given in Sharma and Agarwal (2012). SSCWLP has been attempted by branch and bound (BB) methods as well; and recently Sharma and Verma (2011) gave an improvement to same. Our comparative study of BB and BD revealed that for solving SSCWLP best of BB performs significantly superior to best of BD in terms of execution time.

620 Cell Formation Model Based on Lot Sizing and Cross-flow

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The cell formation CF stage of cellular manufacturing system CMS design is addressed in this paper The CF is done considering lot sizing and assigning lots to machines considering cross-flow i.e assigning lots to machines in other cells eventhough machine is available in parent cell with an aim to increase machine utilization The objective of CF is to minimize total cost of operation with the evaluation parameters as inter-cell movement cost machine duplication cost machine operating cost and cross-flow cost The machine operating cost considering lot size and cross-flow is a new evaluation parameter used exclusively in this paper.

2 E Jan 7, Monday, 5:30-6:50 PM
Session: Cross Cultural Issues (2 E1)
Session Chair: Joseph McKinney
Baylor University

35 Cross-cultural Comparison of Ethical Attitudes of Business Professionals

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This study provides a cross-cultural comparison of the ethical attitudes of business professionals. A survey sample of 275 United States business professionals is compared with a sample of 238 Chinese business professionals. Multiple linear regression is used to analyze the responses according to organizational factors (size of firm, ethical structure, and ethical culture) as well as personal factors (age, gender, and values). From our analysis we are able to determine which factors are the most frequent and prominent predictors of ethical attitudes in the two countries. The study is based upon primary data and provides previously unavailable information.

456 Reflections on Cross Cultural Experiences: A Qualitative Study on India and Mexico

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Education sector is booming with continual increase of students' interest in exchange programs. The purpose of study is to analyze the best practices at institutional as well as at country level and map the recommendations made by incoming as well as outgoing students during the exchange program in B-Schools. The research methodology includes detailed personal interviews with the students who have recently undergone student exchange program in India and Mexico while pursuing Management Education. The learning inferred from the study would significantly enhance the cross cultural understanding and will help educational institutions in making these services more efficient.

594 A Comparative Study on Work Culture between Indian & International Students

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Positive work attitude prepares an individual for high performance. In the post globalized era, Organizations have recognized the individual role and the personality structure that he brings to the organization. The interaction between the individual and organization is vital. Organizations aim at growth and development, an individual aims at job satisfaction, career advancement. Positive work attitude enables one to develop affective orientations towards work. The present study attempts to analyze the work attitude and work values of students belonging to different cultures, and comparisons presented. Data is also collected from the HR managers to know their expectation on new recruits.

Session: Infrastructure Management (2 E2)
Session Chair: Rajkumar Deivendran
Thiagarajar College of Engineering

254 Competitiveness of India's Power Sector: A Frameworks' Perspective

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Indian power sector has been facing certain critical issues because of which, even today, more than 40% of households are not electrified in India. Even companies face major power cuts, inspite of huge investments made by government. Despite influx of private capital in this sector, we are still far from matching the expected demand projections. This raises some fundamental questions regarding competitiveness of India's power sector. In this paper we use Porter's value chain and diamond frameworks to explore the critical determinants of India's Power Sector.

599 Passenger Perception of Airport Facilities: A Case Study.

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Survival of an airport depends on delivering top class facilities to passengers. The quality of airport facilities has direct link to the passengers' perceptions of the level of excellence of the facilities provided. In this study passengers' perception of quality of different facilities at Cochin International Airport are assessed using a structured questionnaire. Structural equation modeling is used to explore the impact of the relationship between passenger satisfaction and service quality perceptions. The result of the study is expected to have an impact on the process of facility management at the airport.

646 Power Infrastructure Management in India

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Infrastructure growth remains the overriding priority for Power Sector in India has a pivotal role to play. In fact, agriculture consumes more of a state's power supply resulting in crippling power outages. If most of the power is subsidized or free, it is no wonder then, many state electricity boards are bankrupt. The major problems of this sector are Lack of generation units, higher rate of transmission losses, Delayed projects, Poor infrastructure, Power theft, illegal connections, Lack of Awareness and Poor Pricing system. So it is necessary to improve Power infrastructure management for giving sustainable power supply to India.

649 Hospital Infrastructure Management

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Health is a common theme in most cultures. In ancient culture, health is mainly an issue of doctors paramedics and social services. But in modern medicine health is a major issue on hospital infrastructure. The standards of living in India and hygiene are very unsatisfactory especially in rural areas. The Health Infrastructure is the only important indicator to understand the healthcare provisions and mechanisms in a country. It assures the exact results with precision timing. This study will help policy makers to devise effective health care operational plans for the betterment of hospital environment leading to society, country and humanity in a broader context.

Session: Globalization (2 E3)

Session Chair: Joseph French

University of Northern Colorado

2 Linkage between Economic Growth and Remittance: Evidence from Asia

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The existing literature on international remittances do not deliver definite results about the effects of international remittance on the major macroeconomic variables like growth, consumption and investment; some show that remittances have negative effect on growth, whereas others report the opposite. Similarly, some studies claim that remittance income is mainly spent on consumption, while others claim it is used for investment. Our research aims to clarify this debate in literature. More specifically, we investigate whether it is consumption or investment spending that is stimulated by remittances.

52 Internal Control Reporting and Audit Fees of Non-Accelerated Filers: A Note

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In this paper we examine the associations between the presence and remediation of internal control problems and audit fees for non-accelerated filers, and how such associations differ for non-accelerated filers from those for accelerated filers. The SEC granted multiple extensions for non-accelerated filers to comply with Section 404. Before the final postponement for non-accelerated filers to comply with Section 404(b) ended, the Dodd-Frank Wall Street Reform and Consumer Protection Act (2010) was enacted in July 2010. Section 989G(a) of the Dodd-Frank Act provides permanent exemption from the requirements of Section 404(b) for non-accelerated filers. In addition, Section 989G(b) of the Dodd-Frank Act also requires the SEC to conduct a study to determine how the burden of complying with Section 404(b) can be reduced for registrants with market capitalization up to \$250 million.

614 XBRL Implementation in USA, Canada, China, Australia and India

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XBRL-(extensible Business Reporting Language)-is a language for the electronic communication of business and financial data which is revolutionizing business reporting around the world. The objective is how xbrl is implemented and about its progress in different sectors of the economy. The hypothesis tested for the study is xbrl have a positive impact on different sectors. Questionnaire will be adopted for the study. The results will show xbrl has made progress in different sectors. The findings of the study will help to know how xbrl is in the current state and will be useful for other countries to implement.

January 7, Monday, 5:30PM-6:50 PM (2 E)

Session: Hospitality Industry (2 E4)

Session Chair: Jomon Lonappan

S.D.M. PG Centre for Mgt. Studies & Research

346 Diversity & Changing Pattern of Hotel Services in the Present Competitive Era

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The competitive nature in the hospitality and accommodation industry is increasing at a rate previously unseen. The number of operations globally is increasing to accommodate the rise in travel required for both work and leisure. This has resulted in not only the expansion of chains and multi-national hotels but given rise to a situation where small hotel and accommodation operators catering for a niche area of market are opening in increasing numbers. However, due to the competitive nature of accommodation establishments and hospitality environment just as many are closing as they realise the challenges involved in the development and continued.

431 Medical Tourism in Mangalore: Scope and Prospects

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Medical travel is the most visible face of the increasing global trade in health care services. India being the latest entrant in the field of health tourism offers holistic healthcare services addressing the mind, body and spirit with yoga, meditation, ayurveda and other Indian systems of medicine. It offers a vast array of services combined with the cultural warmth and hospitality that are difficult to match by other countries. Medical tourism has rapidly become a more popular way of travelling to Karnataka with the advantage of cost-effective medical facilities. The paper throws light on medical tourism in Mangalore.

613 Antecedents and Effects of Employee Turnover Intention in Hospitality Sector

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High employee turnover is one of the biggest challenges faced by the hospitality sector across the world. This paper discusses about the determinants and consequences of employee turnover intention. Given that, there exist very few studies in Hospitality sector studying the relationship between HRM practices and its effect on employee turnover intention and the effect of both on service quality, there is a need for further research to fill this gap. This paper outlines few research questions to be answered through future research. A conceptual model is proposed based on review of literature and in-depth interviews.

632 Factors Contributing towards Tourists' Satisfaction: Case of Indian Luxury Train

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Luxury trains promise a unique experience combining heritage and luxury. With the increasing competition among these luxury trains, it becomes important to identify the factors which contribute towards tourists' satisfaction for luxury trains. An attempt is made in this conceptual paper to identify these factors. From a theoretical point of view, this paper explores the factors of tourists' satisfaction with special reference to luxury trains. From a practical perspective, luxury service providers like Indian railways, cruise services, luxury hotels or resorts may be benefited.

Session: OB-II (2 E5)

Session Chair: Mousumi Padhi

Indian Institute of Management Ranchi

219 Organisational Replenishment and Change Management

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This study examines Organisational Replenishment, which is a concept in the literature on Organisational Change. Where traditional concepts regard change as a temporary transition, replenishment views change as a process of continuously renewing the capacity of an organisation to adapt to environmental conditions. A study was designed to meet three Objectives: 1. To create an Operational definition of Replenishment, 2. To test the ability of a change management model to predict replenishment, 3. To explore if differences exist in managers' perceptions of replenishment in a Public and a Private Sector Organisation.

534 Jugaad Management: An Art or Science

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Today the word “Jugaad” is a buzz word in Management Jungle. This term literally cannot be defined in English but can be heard from Corporate Board Room to the Class Room of Business School. Jugaad is a solution for impossible situation which doesn't require any degree or certificate. It requires creativity, , innovation, novelty. It can be used to arrange something or doing something. It's a quick fix for temporary solution and a person who does it is called a Jugaadu. So, Is Jugaad is an Art, reflects the way of doing things; or is it a Science of verified.

565 Does Organizational Ethos Impact Role Satisfaction of Employees?

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Modern day is witnessing a shift in the source of competitive edge from technical prowess to competencies residing in employees Today creating organizational culture for enhanced employee satisfaction has become critical than ever Though literature is replete with researches on job satisfaction a little work has been done on role satisfaction and factors impacting it This empirical paper investigated the impact of Organisational Ethos OE on Role Satisfaction RS The paper captured the use of OCTAPACE Profile Motivational Analysis of Organization Role for identifying the OE variables that significantly predict RS dimensions offered suggestions for creating functional OE to enhance RS.

571 Role of Congruence in Work Family Interface

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This study draws on Person-environment fit theory to understand to what extent congruence between an employee and her/his environment affects her/his experience of work family interface. The attempt is to capture the cognitive appraisal process by which work and family experiences can exacerbate work family conflict and enhance work family enrichment. These processes could help understand why given the same situation and environmental contexts, individuals might differ in their work family experiences. This work is a response to call by researchers to look at the process of cognitive appraisal and congruence that has largely been ignored in work family literature.

Session: Foreign Direct Investment-I (2 E6)

**Session Chair: B Bakkappa
Davanagere University**

256 Analysis of Outward Foreign Direct Investments from Central and Eastern Europe

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The outward foreign direct investments from Central and Eastern Europe have not received from researchers that much attention as the investments from other developed countries because of their inconsiderable contribution to global economy However economic growth in those countries has since 1990's spurred the internalization activities The proposed paper is presenting the empirical and theoretical analysis of factors influencing the choice of entry strategy and the motivators and obstacles when operating abroad The article also evaluates the state of firms from post-transition economies as investors and their competitiveness Secondary data are analysed and explored and valuable overview is presented.

258 Foreign Direct Investment and Economic Growth: A Time Trend Analysis

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The era of FDI in India had started with the establishment of East India Company of Britain. Now a days, India is one of the prime location for foreign investment because of its increasing demand over time and also other favourable factors. The study focused on linear time trend analysis of FDI inflows in India over last decade and also make a comparative study of FDI Inflows and Economic Growth (Gross Domestic Product) in India. The estimated result shows that FDI has positive impact on economic growth during the selected time period, i.e., post reform period (1991-92 to 2010-11).

394 Role of intellectual capital in attracting FDI: GMM estimation

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The study examines physical and intellectual capital factors for a period of 20 years spanning from 1990 to 2010 on a panel of 9 developing and developed countries in attracting FDI inflows Data is estimated using econometric models OLS Fixed Effect Random Effect and GMM estimation Contrary to the expectations physical infrastructure is negatively associated with FDI Human capital and innovativeness are positively related with the FDI inflows This implies that intellectual capital plays a dominant role in attracting the FDI inflows Policy makers may invest and manage intellectual capital along with other aspects to attract more FDI inflows.

526 Foreign Investment Flows in Indian Economy

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The emerging economies have opened up their economies to the foreign capital flows and there has been a good response these initiatives in the form of foreign direct investments (FDIs) and institutional investments (FII). This paper discusses the FDI and FII flows into the Indian economy. The analysis reveals that services sector has received the highest amount, Mumbai tops the region-wise receipts, and the maximum flow has been from Mauritius. The results show FII purchases have more significant influence on the stock market indices than FII sales and the net investments.

Session: Supply Chain Management-III (2 E7)

Session Chair: Santanu Sinha

Consultant, Accenture

133 Integrating Lean and Agile in Supply Chain Management: A Review

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Changing customer and technological requirements, volatile markets and global sourcing have created fresh challenges in supply chain management. Customers demand innovative product features, dependable performance and quality at a competitive price. Furthermore, today's discerning consumers with access to internet and search engines expect fulfillment of demand instantly. The risk attached to traditional supply chain has become untenable for consumer products. This paper discusses the basic principles of how to respond to this challenge by implementing and integrating lean and agile concepts in supply chain management. A Lean and agile supply chain are characterized by a rapid response on a global scale to constantly changing markets.

237 Impact of Agility on Supply Chain Performance

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In today's competitive world agility in supply chain is a key differentiating factor and offers long term sustainability. In this article researcher focuses on understanding agility in supply chain and its impact on supply chain performance and proposes a theoretical framework which shows the linkage between supply chain agility and supply chain performance. In this article researchers carried out an empirical survey among Nasik manufacturing firms, to test the proposed framework. Based on PLSR analysis researchers proposes a revised framework which will help manufacturing sector in general to adopt supply chain agility and beat demand and supply uncertainty.

269 Importance of Information Sharing in Construction Supply Chain Management Review

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Construction industry involves several players in action. Coordinating and defining each player and their activities is a very complex task. Hence, an Information System capable of aggregating and displaying the relevant information, in the right time, is an extraordinary tool to help the construction site managers. There is a diversity of software available in the market that is very powerful in many specialized areas, but lacks the supply chain management overview. This paper intends to give the review of all the main developments and preliminary conclusions on the importance of information technology and supply chain management in construction projects.

487 Determining Optimal Reservation Policy for Asset Oriented Logistics Operators

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This paper provides a novel approach to determine optimal reservation policy for 3PL operators. Four different scenarios have been modeled and compared: (i) a 'first-come first-serve' base case model, (ii) Segment-wise reservation policy, (iii) nested class reservation policy, and (iv) time-bound reservation policy. Considering stochastic arrival pattern of customers, heterogeneous customer groups with varied service priorities, uncertain demand and supply information, we carry out a comparative study with all the alternate scenarios based on a simulation optimization approach. Trade-offs between various KPIs including profitability, demand fulfillment, service level, and fleet size has been analyzed to bring in several managerial insights.

January 7, Monday, 5:30PM-6:50 PM (2 E)

Session: Work Life Balance (2 E8)

Session Chair: Usha Devi N.

Mla First Grade College For Women

511 Work Life Balance: A Tool for Quality Service

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This is a study on Work Life Balance – A Tool for Quality Service of Women Police in Bangalore City. It is presumed that the outcome of the present study will be of great value to the police department to formulate suitable schemes for enhancing quality services among women police personnel. A survey research approach is used to collect the primary data. Relevant data was gathered through the use of a structured questionnaire. The questionnaire was distributed to hundred and ten (110) women police through personal visits. A pilot test was conducted to test the reliability and validity.

520 A Comparative Study of Quality of Work Life in Public & Private Sector Organisations

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Quality of Work Life refers to the degree to which employees of an organization are able to satisfy important personal needs through their experiences. Unless good Quality of Work Life is provided, the employees will not be motivated towards work. QWL covers economic, psychological, organizational and social aspects of work life. Walton, promoter of QWL, also assigns first place to monetary benefits in his eight-point criteria to measure QWL. Recognizing the importance of QWL the present study aims to investigate the various factors associated with this. Data is collected from select public and private sector employees and analyzed.

549 Enhancing Quality of Work-life Through Work-life Balance

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The Demand for Work/Life balance is rising to the top of many employers' and employees' consciousness in all aspects of life. In today's fast-paced society, human resource professionals seek options to positively impact the bottom line of their companies, improve employee morale, retain employees with valuable company knowledge, and keep pace with workplace trends. This article provides human resource professionals with an historical perspective, data and possible solutions—for organizations and employees alike—to enhance quality of work life through proper work / life balance strategies. Three factors—global competition, work/life balance, and an aging workforce—present challenges that exacerbate work/life balance.

568 Work Life Balance as a Function of Demographic Variables

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In the world of intense economic challenges, striking a healthy balance of work and life outside the work offers potential for tremendous growth – Personal and professional. The article is aimed at examining the WLB of software professionals which is impacted by the demographic variables like level in the company, gender, age and marital status of the employee, salary level and managerial or non managerial designation in that company. The findings of the study has major implications for formulating and implementing newer HR strategies and policies.

3 A Jan 8, Tuesday, 9:20-10:40 AM

Session: HRM-III

Session Chair: Aruna Deshpande (3 A1)

Mumbai University

148 Employer Branding in B-schools

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This study explores the current state of knowledge about employer brand and identifies the various employer brand building blocks which are conceptually integrated in a predictive model for students in a B- School. The basic need for scientific progress through the accurate representation of a set of employer brand phenomena and propositions, which can be empirically tested, led us to this topic. Research has been done in this area in the western countries (United States) but in our paper, this is in the Indian context. This paper would help Corporates understand psyche of the candidates applying to their company.

389 Web Based Training Adoption in Business Organizations

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The purpose of this study is to examine the factors of web-based training (WBT) adoption in business organizations. A model of WBT adoption, three categories of key antecedents, namely perceived benefits/ costs, organizational readiness, and External pressures were developed to test the impact on WBT adoption, with top Management support treated as a mediator.

538 Role of Workforce Diversity for Sustainable Organisational Growth

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India is a democratic country with competitive economic growth, sustaining a firm is more complicated. Workforce diversity is the major component in the changing business environment. Hence there is a need for evaluating the role of workforce in Indian Organisations, for its sustainable growth and success. Both staff and customers think employers must attract people from different backgrounds – in particular, female, disabled, ethnic minorities and older workers. This research paper emphasises on the issues of diversity and how Indian organizations have designed policies to integrate diversity issues with organizational objectives in the current dynamic business environment.

576 When Work Becomes Play: Gamification of HR

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The hypothesis of the paper is that the application of games or gamification can make employee related tasks in organisations more effective. The research draws inspiration from the works like Piaget's concept of schemas and Nottingham University's concept of Game Transfer phenomena. These studies reveal that repeated exposure to a particular type of behavior can cause alterations in the person's actual behavior. Gaming has ability to capture and retain interests of the player for much longer by mixing work and play. Given the advantages that gaming offers it could be an effective engagement and training tool.

626 Creating a Home Away from Home

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In the present scenario the war for talent is the focus for present corporations. Achieving competitive edge through CSR is something that the companies are starting to look at very seriously as this strategy comes with multiple benefits for them. Companies are adopting an interesting strategy sourcing semi-skilled workforce from the rural areas and training them to handle the various kinds of retail stores. These rural youth due to their humble backgrounds exhibit increased levels of loyalty and engagement thus helping the corporations sail through the competition by managing services in a cost effective manner.

Session: Indian Industries-III (3 A2)

Session Chair: Bhumika Gupta

Telecom Business School

34 The Risk-Reward Nexus in India's Telecoms Revolution

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The past two decades of progress in the telecommunications sector exemplify both how much India has progressed and the challenges that must still be overcome. The dramatic liberalization of the sector and the adoption of new mobile technologies have led to an extraordinary 900 million connections. The industry however is saddled with extremely high levels of debt that threaten the balance sheets of operators. Given the nature of this work we will study the financial analysis of two decades of investments and returns on the part.

234 World of Indian Flower Industry – A Sector Untapped

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The world of flower industry is highly dynamic. Product varieties, production techniques, markets and retailing arrangements are all undergoing continuous change, challenging the adaptive capacity of the actors involved. In a slow and steady growing world market, new developing country exporters are gaining market share at the expense of existing producers. Indian floriculture industry has been shifting from traditional flowers to cut flowers for export purposes. The flower industry though promising is still in the pre initial stages and is untapped. This research paper will focus on the development of flower industry in India and its sustainability in the market.

539 Sustenance and Survival of Paper Industry in India in E-paper Regime

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A. Lakshmana Rao, University of Petroleum & Energy Studies, indialax@gmail.com

“Sustenance and Survival of Paper Industry in India in E-Paper Regime” Prof. A. Lakshmana Rao, University of Petroleum & Energy Studies, DEHRADUN & Dr. R. Satya Raju, Professor, Andhra University, VISAKHAPATNAM. ABSTRACT Indian Paper Industry is an ancient Industry. However, with respect to competitiveness is concerned the Paper Industry is struggling to combat various problems, issues and challenges. In order to have an understanding of this industry's problems and prospects especially with the emergency of E & Green Environment a study in this area is thought of and accordingly the present study is undertaken with a wide spectrum of literature on the theme.

605 Passenger Satisfaction in Indian Aviation Industry - An Analytical Approach

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The objectives of the present study are to analyze the efficiency level of the airlines operating in India with respect to their passenger satisfaction level, to identify the most important factors in passenger service quality, to examine the impact of those factors on passenger satisfaction and to suggest some adequate measures. For this purpose, DATA ENVELOP ANALYSIS, FACTOR ANALYSIS and MULTIPLE REGRESSION have been used to develop a framework which will be helpful to determine adequate strategies so that the airlines operating in India can be able to retain their existing passengers as well as attract new passengers.

784 Problems of Indian IT Offshore Industry

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India is world's leading offshore outsourcing destination. The industry's share of total Indian exports increased from less than 4 in FY1998 to about 25 in FY2012. However implementing offshore projects in India is frequently facing number of issues. Research on offshore outsourcing has explored some problems like infrastructure cultural differences accent language ability contractual problems and fear of reduced service levels. Indian IT industry has to face issues like learning and training facilities employee turnover degrading performance less motivation increased levels of frustration and low job satisfaction. Thus this study tries to explore the problems of Indian-shore industry.

Session: Strategic HRM (3 A3)
Session Chair: Vijay Lakshmikanthan
S A Engineering College

151 Strategic HRM and Global Recession

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Economic recessions have occurred all throughout the history of modern economics. The so-called 'meltdown' & 'downturn' is due to the greedy nature of Western economies and their adamant nature in not giving space to developing countries to voice their opinion to shape international economic framework. What Global recession refers about?

293 Impact of Transactional Engagement on Employee-burnout and Work-family Conflict

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The existence of the two variants of engagement- transactional and emotional (as per Gurlay, Alfes, Bull, Baron, Petrov and Georgellis, 2012, CIPD) encouraged us to think that the distinctions were real and potentially important. Employees scoring high on transactional engagement have low scores on all the performance dimensions except deviant behaviours. Our survey is dedicated to finding the impact of transactional engagement caused by work intensification on employees in Service Sector in India. We conclude that transactional engagement is positively correlated to employee burnout and work-family conflict. Our research would aid organizations to focus on the right kind of engagement.

465 Green HRM – Does It Help to Build a Competitive Service Sector?

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This paper is attempting to explore the role of green HRM in creating and sustaining an organizational culture for a competitive service sector and is based on a systematic literature review and compilations of findings and lessons learned from the author's

own experiences The paper also draws on examples from forward looking companies Green HRM is the use of HRM policies to encourage the sustainable use of resources and this paper analyses its role as an aiding tool to maximise the profit to assist business leaders to consciously create a green culture which makes the service sector more competitive.

624 Role of Strategic HR in Service Sector

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Every organisation should fit its unique capabilities with competitive requirements The challenge for Management is to create an environmental context where the companies distinctive competence and resources could produce a relative competitive advantage The service sector companies contributes more to GDP of country than other sectors So the companies must manage the competitive advantage The companies employees who plays critical role in decision making in organisation is managed by HR manager HR should act as strategic HR for gaining competitive advantage This paper discusses the role of strategic HR in service sector companies.

674 Impact of Labour Legislations on HR Development

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Even though labour laws have been widely studied and various recommendations have been made to reform it in the current era of globalization, the issue pertaining to the provision for HRD persists even today. Individual development, career development and organisational development designated as Human Resource Development Index are analysed for the study. The Confirmatory Factor Analysis is used for finding the extent of human resource development. For this purpose, three confirmatory variables are defined; Individual development, Career development and Organisational development. The study highlights the relevance of a separate Act for employee development with vivid and specific modus operandi.

Session: Retail Marketing (3 A4)

Session Chair: Tarun Kushwaha

Symbiosis Institute of Business Management

215 Relational Benefits in Retailing: a Study of Consumer's Perception in India

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In recent years there has been lot of emphasis on customer-marketer relationship particularly on the nature and dynamics of these relationships. The firms strengthen their relations with the customers to get competitive advantage and derive various benefits primarily customer retention. Early empirical studies examined these derived benefits from marketers view only. Major work has been done in recent years to discuss various benefits which the consumer receives in the form of functional, relational and social benefits. The present study is an attempt to understand the perception of Indian consumers regarding relational benefits especially in retail sector.

230 Online Retail Shopping Behavior in India- A Boon or Curse?

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In India there is a shift of online shopping due to technological development. This trend is emerging due to technological advancements in the market. Online Retail is a grey area in Indian Retail Industry as there is a customer perception of "Touch and Feel" concept among Indian consumers. Online Shopping is the upcoming trend which is still not accepted in the Indian Market. This research paper focuses on using "Gaps Model of Service Quality" and an attempt is made through this research to identify the expectation of consumer's and providing suitable suggestions.

450 Impact of Organized Food Retail on Customer Buying Behaviour in India

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Organized food retailing is yet in its nascent stage in India but its importance in our economy and anticipated adverse effects on the existing supply chain players has made it an issue of controversy. This article attempts to understand, through review of literature and a survey-based study conducted in Patna and Mumbai, whether customer mindset and buying patterns are changing and offerings of organized retailers are preferred over the existing ones. It addresses issues like consumer awareness of the various food safety norms, animal welfare and environmental issues that have become so important worldwide.

559 Review on Customer Facing Sales Staff Skills for Retail Sector

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Retail sector today, is shifting from roadside pavement retail to malls. In this scenario, several foreign retailers will join Indian retail bandwagon. Inflow of foreign investments is a blessing for the overall economy, but this will intensify competition and compel Indian retailers to develop out of the box ideas. The retail potential is clearly evident with major developments in emerging cities. These new avenues are the perfect testing grounds for retailers planning to introduce innovative formats. Customer facing staff plays a key role in achieving retailing effectiveness. The present paper is an attempt to review studies made in this direction.

January 8, Tuesday, 9:20AM-10:40 AM (3 A)

Session: Knowledge Management (3 A5)

Session Chair: Dolphy Abraham

Alliance University

13 Knowledge Management and its Implication in the 21st Century

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The paper aims to explore a relatively new discipline of management i.e. Knowledge Management. 21st century has witnessed the world economy transform from an industry- based economy to a knowledge- based economy; this makes knowledge an inevitable tool for competitive advantage. This shift has brought about a change in the thinking of economists and marketers, leading to exploring the idea and concept of Knowledge Management. This paper aims to study the need to manage knowledge, current status and importance of Knowledge Management. For this purpose, a number of firms ranging from strategic business units to multi-national companies were surveyed.

395 Sharing Tacit Knowledge: a Critical Success Factor for Agile Software Development

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Successful development of software depends on the capability of an organization to capture the knowledge created and shared by development teams. Agile software development methods rely on the tacit knowledge embodied in the team, rather than written down plans. Therefore, it is important to study how software development teams share knowledge in their agile projects, and, how effective knowledge management translates to improved team performance. In this paper, we analyze the literature on knowledge management in agile software development projects. We focus on how tacit knowledge in agile teams is shared and how tacit knowledge can be measured.

482 Learning in Social Context: Role of Communities of Practice in Managing Knowledge

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The purpose of this paper is to explore the relationship between knowledge management and communities of practice (CoPs). Paper also discusses the role of social interactions in CoPs in enabling knowledge sharing and collaboration. The relationship between KM and CoPs is explored using theoretical constructs and data from a single case study. Qualitative case research methodology is used to provide a rich description of CoPs in an Indian mid sized IT Solutions Company. The main contribution of this paper is in establishing an explicit link between KM and CoPs through the use of social context of learning in organizations.

513 Elevating Performance Management System Through Knowledge Management

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Knowledge is the full utilization of information and data. Knowledge is more relevant to sustained business than capital, labor or land. Knowledge Management is about making the right knowledge available to the right people. Also the employees working in the organization main focus on the performance. The present study attempts to study the relationship of knowledge management on performance management system and to determine the impact of knowledge management on performance management system in an organization. The research was carried out on 150 employee of a software company in North India.

Session: Management Education (3 A6)

Session Chair: Anil Barbole

Solapur University

476 Management Education: Issues, Challenges & Opportunities

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The current competitive Business Manufacturing and Business Services demands applicable educational literature. The issue of developing personnel's imbued with such applicable knowledge seems to be a great challenge to management institutes across the globe. Simultaneously proactive measures like industry academic interaction maintaining knowledge in the institutions both in quantitative and qualitative ways can be the best solution to cultivate students able to deal in the markets. Thus utilization of strategic tools seems to be the opportunity to the management institutes to survive and rise high in globally interlinked educational and business sectors.

521 Creating Research Ecosystem through Knowledge Sharing in a B School: A Case Study

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In the fast paced world, where knowledge obsolescence is high; it is a must for business schools to explore the immense potential of knowledge resources hidden in various academic domains and activities. This research offers a conceptual model for the creation of a sustainable research ecosystem in an institution of higher learning through knowledge sharing. The model is developed by applying a grounded theory approach and is illustrated using a case study of a leading management institute in India. The study provides key insights for other business schools to create a sustainable research ecosystem.

541 MBA Education in India- Past, Present and the Future

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The purpose of this paper is retrospective and prospective analysis of management education in India and the need of rationalizing the same to meet the future challenges amidst the paradoxical situation of mushrooming of MBA institutes in the nooks and crannies of Indian cities on one hand and questionable quality of these newly established institutes on the other raising fingers on the functional literacy of management graduates. It shall draw from literature and secondary data available on the web to be substantiated by opinions of experts related to the field and observation of the contemporary scenario by the authors.

635 Ecosystem of Management Education: Knowledge, Skills, Employability & Entrepreneurship

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The last decade has witnessed the powerful emergence of Management Education across the world. Various surveys reveal that 62% of graduate management students receive job offers as compared to less than 38% by other programs. As per a study of alumni from 30 highly rated business schools showed that ten years after graduating nearly 1/3rd of those surveyed were in one of the top three positions at their organization. This decade also fostered the concepts of Entrepreneurship and Employability. Although both employability and entrepreneurship are not new concepts but they gained increasing research attention and recognition when started.

Session: Supply Chain Management-IV (3 A7)

Session Chair: Dega Nagaraju

VIT University

491 Supply-chain Coordination Model with Time Dependent Demand Under Inflation

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In this research, an integrated inventory model is developed for a two echelon inventory system with single manufacturer and single retailer. The main contribution of this research is to demonstrate the optimality of inventory decisions, cycle time and annual gross profit with time dependent demand under inflation for respective entities as well as the entire supply chain, with and without coordination. The numerical example is taken and the model is solved using MATLAB for optimality of inventory decisions. Further, the sensitivity analysis is carried out to show the variation in optimality of decision variables and objective function.

581 Supply Chain Analytics: Concepts and Business Applications

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For any organization, decision making is the key to success. For efficient decision making, analysis of available data and forecasting of future strategies play a very important role. Supply chain Analytics is a field which can provide an organization with analysis of the whole supply chain process. This can help the organization in decision making. This paper discusses supply chain analytics, concepts related to that and its applications in business. The case studies discuss the applications of supply chain analytics in real life business organizations.

618 Humanitarian Logistics in India – A Brief Perspective

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The world has encountered many disasters and most of them have been the result of natural fury. In this decade, major disasters include the Haiti earthquake (2010), Chile earthquake (February, 2010), Japan earthquake, Tsunami (March 2011), Thailand flood (July- December, 2011) and most recently the Hurricane Sandy (October 2012). Over India peninsula, there too has been an unfathomable social and economic hardship caused by cyclones, earthquakes and the Tsunamis. In this paper an attempt to understand the humanitarian logistics in the Indian context - both as a recipient as well as a donor of relief aid - is explored.

667 Modelling of Closed-loop Supply Chain Under the Emission Trading Scheme

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Environmental performance analysis of supply chains (SCs) gained importance after the Kyoto protocol. Restriction on carbon emission and managing of emission through carbon cap and trading are the after effect of the protocol. This paper proposes a MILP model for optimizing closed-loop SC flows and reducing carbon costs. The model is demonstrated for a SC which meets demand of a product for three demand zones and this SC has one supplier, two factory, two distribution centers and one recycling center. Also, the effect of availability of recycled quantity on the logistics and emission costs of SC is analysed.

Session: Marketing Strategy (3 A8)

Session Chair: Bhavna Agarwal

MIT College of Management, Moradabad

128 Demographic Implication On the Marketing Strategy of Telecom Industry

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Paper studies the demographic shift in India and its impact on the marketing strategy of various players in telecom industry. Demographic shifts over the last decade have dramatically changed the nature of telecom industry in the country. The next phase of growth in the telecom industry will be in vast rural areas a development that would be more important than the Green Revolution in country when India emerged as a self-sufficient economy in food production with a tele-density of just eight percent in rural India as opposed to 50 percent in urban centers.

212 Marketing Strategies of an Integrated Facility Services Company

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The present study is exploratory in nature and it has been undertaken with the objective of contributing a measure of clarity to the research on the issue relative importance of different dimensions towards quality of service in the service sector. Gaining competitive quality is critical to corporate success as it plays a vital role in improving organisational productivity and the firms that develop the market environmental technologies and services. The present reviews, new competitive realities shaped not only intensifying global gaining competition but also by the environmental quality expectations of their customers.

217 Marketing Strategies of an Integrated Facility Services

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340 Competitive Service Delivery in Premium Automobile Sector

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With increasing competition in the premium automobile sector and dynamic changes, the product innovation and the customer relationship management is playing an strategic role in meeting the customer demands with respect to market dynamics. The technology continues to act as a barometer to sustainable development, product differentiation as well as service differential in premium sector. Price is not a matter of concern till the value exceeds the higher level of services and beating customer expectations for turning customer into fans.

3 B, Jan 8, Tuesday, 11:10 AM-12:10 PM

Session: Project Management (3 B1)

Session Chair: Nagesh Rammurthy

A N Prakash CPMC Pvt Ltd

31 Improving Project Governance and Delivery

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Survey results from over 100 executives have been used to map elements of a proven business excellence framework against the unique features of major projects used by organisations to implement their strategic plans. The paper identifies the key opportunities to improve project governance and successful delivery of project outcomes. Overall effective execution is seen to be highly important by 89% of participants - however only 31% rate their own organisation as being good at execution. The major opportunities for improvement are leadership performance, getting the right people on projects, project selection and active management of project risks.

336 An Ontological Framework to Model Service Delivery in Construction Projects

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Unique construction projects have unique service requirements. Their success depends upon delivering 'highly differentiated but tightly integrated' services to satisfy the customers. To do so the project manager has to envision all services and sub-services systemically and systematically. Integrating the outcomes will increase efficiency of resource utilization and improve productivity of a service delivery. This paper demonstrates the use of an ontological framework for a Construction Project Management System (<http://ssrn.com/abstract=2062696>) to envision service delivery. Using the framework, a project manager can devise systems, sub-systems, teams, team roles, and team responsibilities for a delivery process to fulfill service requirements effectively.

508 Project Execution Services: Addressing Challenges Through Feedback Mechanisms

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Projects are executed through a set of services put together. High level of planning and co-ordination between the stakeholders - within the organization and outside such as customers, consultants or sub-suppliers are required to achieve the requisite level of cost, time and quality of the project. EPC firms executing projects of similar types tend to repeat the non-conformity of an earlier project into the next and face challenges if these are not communicated suitably within the organization. Establishing proper feedback mechanisms helps in building knowledge databases which can be used for the improvement of the overall planning and coordination.

Session: Banking-IV (3 B2)

Session Chair: Sireesha Nanduri

Sikkim Manipal University

225 Banking On Business Intelligence

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The Banking and Financial services industry (BFSI) is experiencing a remarkable transformation. Deregulation, disintermediation, depositor preferences, privatisation, liberalisation, globalization, competition and technological innovations are forcing banks to reconsider and realign their business strategy. The paper presents a modest attempt to review how far the Banks can bank upon BI techniques and discusses the challenges thereof in banks' Asset Liability Management. The role of OLAP technology in analysing key business factors in banking for ALM is presented and the main challenges are pointed, so as to draw the roadmap of strategies for Banks.

332 Inclusive Banking: A Strategy for Sustainable Economic Development

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The paper analyses the various business plans of the bank concentrating on the rural and the poor population and their implementation. The study is based on the hypothesis that the banks have not been able to implement effectively the inclusive growth strategy by targeting customers at the Bottom of the Pyramid. Findings highlight that although the banks have adopted the inclusive strategies in its business plans but have failed to implement this policy effectively. The purpose of the study is to identify the reasons for non effective implementation of the strategy and to provide solution to the banking industry.

376 Bankers Crippled Service to Investors

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Misselling of financial products to publics is now becoming a threat, influencing inadequate knowledge in finance scope. One can comment, misselling as a fraudulent activity or even a criminal offence to some extent for the reason, involving huge investments, human energy, time, unworthy forecasted dependency, etc. Misselling process infers that, banking system takes undue advantage of customer's trust, executives aim in achieving maximized incentives and regulatory authorities keeping sidelined.

Session: Indian IPOs (3 B3)

Session Chair: Ajai K. Singh
Lehigh University

42 Sentiment Traders & IPO Initial Returns

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Alok Pande, Government of India, alokpiimb@gmail.com

Ajai K. Singh, Lehigh University, Ajai K.

We use the unique regulatory design of Indian IPOs to test sentiment-based models of IPO initial returns. For a sample of 218 offers over 2003-2008, we find that the traditional measure of IPO underpricing averages 31%. We decompose this into two components: one related to voluntary underpricing by the underwriter and the other relating to first day trading activity. We find minimal voluntary underpricing. However, initial returns on the first day average 24% and are driven by the unmet demand of non-institutional investor groups. Overall, our results support sentiment-based models of IPO initial returns.

679 IPO Grading and its Effect on Investor Appetite

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Among the emerging market economies equity market in India has an unique place as the performance of the equity market is often taken as the proxy for the performance of the overall economy. However the number of retail investors as a percentage of total population is minuscule. Some of the informal certification of IPO are reputation of the underwriter of the issue, venture capital firm affiliation, promoter group affiliation etc. IPO grading is a formal certification and first of its kind. In this paper we will analyze the IPO grade and its effect on investor appetite.

689 Price Efficiency of Indian IPOs

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To evaluate the pricing efficiency of Indian IPOs This study examines whether Indian IPOs are overpriced under-priced or fairly priced. For the above purpose IPOs listing on BSE were examined for three years for 2008 2009 2010. Researcher calculated return on IPO and market adjusted abnormal return to control overall increase in the market performance while calculating the underpricing or overpricing. It was found that market was not efficient in the period of study. Most of the IPOs were underpriced. Strong relation was found within market condition and return on IPOs. Oversubscribed shares and IPO return also show.

Session: Technology Adoption (3 B4)

Session Chair: Malathi Sriram
SDM Institute for Management Development

261 System Evaluation and User Technology Adoption: An Implementation Study

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The technology adoption is becoming increasingly challenging for decision makers in an education institutes, in general and B-school, in particular. The article explores the role of end user perceptions in adoption of technology from the perspective of innovation diffusion theory. The study is based on empirical data from a B-School which explains the implementation role of Quick Response (QR) code and users capability to use/adopt QR code for web-based services. The result indicates that differentiated implementation strategies focused on specific services are likely to be more successful than a single broadbrush strategy for all services and activities.

349 Intention to Adopt Self-help Technologies - A Comparison of Two Theoretical Models

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The study intends to test the efficacy and usefulness of the two theoretical models, namely, TAM (Davies, 1986), and the two component TPB model (Ajzen, 2001) in the context of intention to adopt self help technologies (blood pressure machine) in the healthcare context. TAM has been proven as a parsimonious model in the study of technology acceptance, while TPB has been widely used in the healthcare domain. Convenience sampling will be employed for selection of respondents and data will be analyzed using partial least Square method (PLS) to evaluate the strength of the hypothesized relationships.

362 Effects of Religiosity on Technology Adoption -An Extension to the TAM Model

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Religion plays a very vital role in impacting the consumer's consumption decision by instructing what is religiously acceptable and what is not (Rehman and Shabir ,2010). However, the role that religious orientation might play in technology adoption among consumers remains relatively under researched. Since theory-driven research aids an enhanced perceptive of the factors that influence a particular behaviour, the TAM model (Davies,1986),is used as the theoretical framework in the proposed study.The paper therefore explores the relationship between religiosity and intention to adopt self help technology by extending and enhancing the TAM model.

Session: Marketing–III (3 B5)

Session Chair: Maneesh Thakkar
Radford University

23 Sensory And Non-sensory Attributes in Online Choice: An Evaluability Perspective

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I draw on the Evaluability Hypothesis (Hsee 1996) to show that consumers' product evaluations based on attributes and their product choices vary depending on the attribute type and the shopping medium i.e. internet or physical store. The internet facilitates judging of non-sensory attributes (e.g. price) of products and limits one's ability to judge the sensory attributes (e.g. material feel). So, when the consumers make their choices in online environments they will experience greater difficulty in evaluating the sensory attributes and hence those attributes will be discounted in the product evaluations and choices. Three empirical studies support these hypotheses.

505 Analysis of Market Efficiency of FMCG and Auto Sector

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This research is basically based on the valuation of equities in which I have studied the market efficiency for undervalued stocks. I have chosen two sectors: FMCG and another is Auto sector. Presently both the sector are in robust position and have stable growth rate from the past many years.For both the sectors 10 listed companies are selected so that it will be feasible to analyse the stocks according to the present performance and also in the future projections of the stock. The study will be done in two phases.

Session: Foreign Direct Investment-II (3 B6)

Session Chair: Mahesh Kumar Soma
IBS

203 FDI in Retail- A Six Thinking Hats Analysis

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Foreign Direct Investment (FDI) in Retail is the most debated topic in India. The Government decided to allow 100 % FDI in single -brand retail and 51% in multi-brand retail. Six Thinking Hats approach is adopted from the book "Six Thinking Hats" by Edward De Bon, each hat representing a particular direction of thinking-White hat for information, Red for emotional aspects, Yellow for positives, Black for negatives, Green for creative solutions and Blue hat for implementation. This paper analyses the current issue of allowing FDI in Retail using the 'Six Thinking Hats' approach and draws conclusion.

214 Growth of Foreign Direct Investment in Services Sector in India

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Usha Devi N., Mla First Grade College For Women

Foreign Direct Investment is treated as an important mechanism for channelizing transfer of capital and technology and thus perceived to be a potent factor in promoting economic growth in the host countries. Historically, India had followed an extremely cautious and selective approach while formulating FDI policy in view of the dominance of import-substitution strategy of industrialization. A major shift occurred when India embarked upon economic liberalization in 1991 aiming to raise its growth potential and integrating with the world economy thereby adopting a series of measures that were directed towards liberalizing foreign investments.

532 Influence of Foreign Direct Investment in Indian Retail Sector

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Retailing is becoming a new format of business with alliances after economic liberalization in India FDI plays a crucial role in India's economic growth and buying patterns towards global retail position It is highly expected that the influence of FDI will result in various credits like expanded and organized structure of markets wider product information enhanced product categories at low prices new employment opportunities reduces transaction and transformation costs through advanced supply chain that benefits suppliers retailers and consumers This paper focuses on analysis of qualitative information towards influences and issues of FDI role in Indian retail market.

January 8, Tuesday, 11:10AM-12:10 PM (3 B)

Session: Stock Market-IV (3 B7)

Session Chair: Mihir Dash

Alliance University

466 Role of Sharpe Index Model in Constructing Optimal Portfolio with NSES S&P CNX

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Constructing an Optimal portfolio is an intricate task. An optimal portfolio means a portfolio which gives higher return with given level of risk. S&P CNX index scrip's are deliberate for constructing optimal portfolio by using Sharpe's Index Model. The study reveals that there is significant relationship between returns of selected stocks for portfolio and S&P CNX index. Different statistical tools such as Mean skewness standard deviation maximum minimum and kurtosis are used for analyzing the data. For testing the hypothesis OLS Regression and ANOVAs test are applied on SPSS.

467 Application of GARCH Model in Options Pricing in Indian Options Market

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Several studies have shown that option prices estimated using historical volatility estimates in the Black-Scholes-Merton model are very different from observed option prices. The present study attempts to overcome this discrepancy by using volatility estimates from the GARCH (1,1) model in the Black-Scholes-Merton model. The results suggest significant difference between the actual and expected values of call options, whereas there is no significant difference between the actual and expected values of put options. It was also found that the models always overprice the option values for both stocks and index, and that this overpricing increases with the expiration period.

496 Macroeconomic Factors and Performance of Indian Stock Market

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For investors, it is essential to know macroeconomic condition of the country. The performance of the economy directly impacts investment opportunities and market performance. This paper tries to identify key macroeconomic factors which affect the performance of stock market. To find key factors, ADF test and Granger causality test under VAR Model have been conducted by taking monthly data from April 2004 to March 2012. The study shows that only the flow of Foreign Institutional Investments (FIIs) has major impact on the stock market performance. The paper leaves the scope to study the factors which affects the flow of FIIs.

Session: Educational Services (3 B8)

Session Chair: Mohan Kotwal

INDSEARCH, PUNE

423 Managing Educational Services

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A fairly extensive formal education system, at present, is in place providing a range of educational services from the pre-primary to research level. But, with demand creating huge opportunities for supply, a whole new education industry has grown, alongside the fringes of our formal education system. The management of educational services has become necessary, due to the fact that competition today has become so severe. Institutes are now focusing on enhancing the services provided to the students, faculty & administration. This paper deals with the various intricacies of services in education sector and a model to survive the challenges of competition.

463 New Look at Management Education Services in India

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The present scenario in Management Education in the country is not very encouraging. MBA as a professional course is losing its relevance in the changed need set of the industries and corporate world. This paper is an attempt to redefine the Management education services to make them more realistic and holistic. Adding new methods of pedagogy, stress on value based, character building management education which has 'service' and not 'profit' as its purpose is the philosophy of this new look. Paper tries to present an Integrated Model of Management Education for the future.

January 8, Tuesday, 11:10AM-12:10 PM (3 B)

628 Real Physical Marketing Simulation Game for Competitive Educational Service

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A real physical marketing simulation games is a newly derived concept that unlocks the potential of management students theories to practices keeping simulated target market The game has been conducted for three days among ten teams consisting 100 students Business proposal of designer foods viz mock tails pasta noodles and iced-tea etc and a stall dimension of 200sq.ft have been allowed The supply chain processing sales and marketing have been handled by all teams independently The results of sales from 4500 customers show that juniors have learnt half of the management contents as that of seniors in management education.

3 D Jan 8, Tuesday, 2:10-3:30 PM
Session: Strategy-2 (3 D1)
Session Chair: Bernard Arogyaswamy
Lemoyne College

29 A Unifying Sustainability Framework: Levels of Analysis and Possible Strategies

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Building on the familiar three-factor (economy, environment, social), approach, this paper develops the concept of Sustainability along four levels of analysis-individual, organizational, national, and supranational- articulating the expectations and constraints at each level. The complexities and potential contradictions inherent in achieving agreement among the four levels are explored with a view to understanding why consensus is difficult, and suggesting the trade-offs that might be needed. The complexities and potential contradictions inherent in achieving agreement among the four levels are explored to understand why consensus is difficult, and possible solutions suggested.

30 Strategies for World Class Organisational Performance

Graeme Cocks, Melbourne Business School g.cocks@mbs.edu

This paper builds on a four-year empirical study of the winning characteristics of eleven of Australia's long term, high performing organisations. It describes a sophisticated web-based diagnostic survey that allows decision makers to rapidly and effectively self assess and benchmark their current organisational performance against the best practices identified from the winning organisations. These practices and principles and the diagnostic program provide leadership teams from all industry sectors with practical concepts and an over arching framework for the design and implementation of a focussed and planned change management program that executes the organisation's strategic plan.

357 Strategic Intent : Making Formulation and Implementation Divide Redundant

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Roger L. Martin in a brilliant article in Harvard Business Review, July-August, 2010, cited CEOs making statements like I'd rather have a first-rate execution and second-rate strategy any time than a brilliant idea and mediocre management (Jamie Dimon, CEO JP Morgan Chase), Strategies most often fail because they are not well executed (Larry Bossidy, former CEO, Allied Signal). How can a strategy qualify to be called brilliant if it cannot deliver? Martin describes such truncated view of strategy (into two pieces—one of formulation and other of execution) as misguided metaphor.

510 Evolving Procurement Strategies Through Spend Management and Strategic Sourcing

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Purpose: The paper presents an approach to address the highly fragmented purchasing system by achieving synergy in the spending of a project based firm through strategic sourcing. Methodology: The authors analyzed current practices and deficiencies in procurement of the firm using spend data for the last three years. Findings: It was observed that the procurement has been majorly need based and highly fragmented; with a huge vendor base across the country. Practical Implications: The paper illustrates how the firms can achieve purchasing synergy across the country and move from a transactional to a more collaborative relationship with the suppliers.

Session: Scheduling (3 D2)
Session Chair: Jaideep Naidu
Philadelphia University

24 Machine Scheduling to Minimize Weighted Earliness and Number of Tardy Jobs

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This study is motivated by just-in-time manufacturing and the dual criteria of minimizing total weighted earliness subject to minimal number of tardy jobs. Just-in-time manufacturing emphasizes producing goods only when needed. Very little work has been done in the case of JIT scheduling models with the dual criteria. While it is desirable to minimize earliness in order to avoid inventory costs, it is also critical to minimize number of tardy jobs. A typical practical example is fashion manufacturing where a late shipment could mean lost sales as it is season based. We discuss dominance properties of optimal solutions.

27 Revisiting the One Machine Tardiness Problem

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We revisit the well known single machine total tardiness problem. This problem continues to attract significant interest from a theoretical as well as a practical perspective. Although this problem is NP-hard, the state of the art algorithms can solve problems with up to 500 jobs. Despite the availability of optimal solutions, quick and dirty heuristics continue to be embraced by practitioners because of quick solution times. We explore some fundamental properties that relate to neighborhood search and swap techniques. We present a greedy heuristic that is based on a selective insertion technique. We also present some initial computational results.

417 A PSO Algorithm for Scheduling Batches of Parts in a Multi-cell FMS

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This paper addresses the problem of scheduling batches of parts in a flexible manufacturing system (FMS) where sequence-dependent system planning setups between batches of parts play a major role in the problem formulation and solution. Due to the use of serial access material-handling systems in many FMSs, the problem is modeled for a multi-cell FMS with flowshop characteristics. The objective of the model is to minimize the makespan. The proposed model cannot be solved optimally within a reasonable amount of computational time. Thus, an efficient particle swarm optimization algorithm (PSO) is proposed for solving a variety of test problems.

621 Flexible Job Shop Scheduling with Lot Sizing

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Flexible job shop scheduling (FJSP) is studied by many researchers. But FJSP with lot sizing is the least focused model in the FJSP researches. This paper addresses the FJSP model with lot sizing with the objective to reduce the makespan further than the classical FJSP models. The model is solved with the optimization software and the results are compared with classical FJSP model. The results show that the makespan are further reduced when the FJSP model with lot sizing is used.

Session: Customer Service (3 D3)

Session Chair: Richa Chaudhary

IES Management College & Research Centre

28 Service Relationship in a Chinese Collectivist: The Customer's Perspective

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Western individualistic values shape the discourse on customer-firm service relationships. We focus on collectivist customers from the Chinese diaspora to explain the meanings they construct around service relationships and reveal how these inform service behaviors. Our interpretivist approach leads to depth customer interviews identifying critical incidents in service relationships. This data (over 160,000 transcribed words) forms a substantive base for grounded analytical procedures. We reveal Chinese service relationships as intersubjective understandings between the service provider and customer. These thoughts inform customers' search for psychological homeostasis (balance) between their inner and outer selves – a distinct feature of Chinese culture.

497 Determining Gap between Customer Expectation & Perception

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This study aims to analyse the employee's variable influencing customer's relationship with their respective banks and to determine the gap between the degree of importance attached and satisfaction level on the found parameters. To achieve this objective factor analysis, cronbach's alpha, paired t test & perceptual mapping is used. The findings of this paper provide opportunity to marketers to understand how internal customers (employees) influence banks relationship with their external customers and how the employees variable found can help them to formulate right CRM strategies. Ultimately, the study will benefit banks, their customers and the Indian economy as a whole.

590 Customer Service of Mobile Operators in Madurai District

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This paper is focused on the dimensions of service quality of cellular operator in Tamilnadu among the college students in this paper we study about the quality and performance of cellular operators through SERVQUAL model. The challenge of this industry is that there are more competitions between one company to another in giving quality of service to the customers in this paper it is measured that whether the customers are getting the expected and quality service from the operators. The SERVQUAL model has been used here to measure the satisfaction and service quality of the customer's requirements.

658 Managing Customer Expectation & Perception of Service Quality in Hotel Industry

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Quality of service has become a key strategic differentiator and means to achieve business success within hospitality industry. Thus the present study focuses on customer perception of and expectation of service quality in hotel industry. The aim of the study is to analyse hotel customers' expectations and perceptions regarding service quality. For the purpose of evaluating service quality statistical methods like descriptive analysis reliability analysis multiple regression and exploratory factor analysis were used. The study shows a positive relationship between customer satisfaction and service quality components like physical appearance reliability assurance and negative relationship with empathy and responsiveness.

January 8, Tuesday, 2:10PM-3:30 PM (3 D)

Session: Financial Services (3 D4)

Session Chair: Sireesha Nanduri

Sikkim Manipal University

222 Am I Financially Literate?

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Financial Literacy is a prerequisite for financial inclusion. This Paper is a modest attempt towards assessing the initiatives of RBI's towards financial literacy in India, to analyse the efforts of the banks towards it and stresses the need and necessity of financial literacy in India. This Paper explores the needs and gaps in respect of literacy rate as well as the facilitating factors primarily related to personal finance, awareness of financial products and services, teaching, training, of the people, as an opportunity and a challenge.

411 Financial Services to All Indians Through India Post Under Private-Public Partnership

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In providing financial services, trustworthiness of the provider is quiet important to the customer. India post has human resources who have trust worthiness with the local people and it is getting modernized with newer technology. This paper attempts how India post can provide financial services to all Indians using core banking and mobile technology. A technology provider, banks and mobile service providers linked to India post, will achieve financial inclusion to the highest level in India. India post personnel shall be trained to provide enhanced financial services.

437 Post Office Financial Services: Is It Lure in India?

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The department of Post is considered to be the backbone of India's communication network for the last 150 years. Though it has been established for communication purposes it ventured into various financial services also. The role played by the postal department in this arena is quite impressive and it is evident from various Reports. The export report envisaged that the Post Office Savings Bank has emerged as a significant revenue generator by increasing its share to 45% today. By taking this as a background the present study is undertaken and used correlation, regression and mean for analysing the data.

440 Chit Funds: A Low Cost Source of Funds for Non-banking Finance Companies

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Chit fund/ROSCA business as a corporate enterprise is considered as a unprofitable enterprise due to high risk of default. In India, the chit funds could be run as an enterprise as per law unlike in Malaysia. Considering that NBFC's in India have fairly large branch networks, managing Chit funds looks attractive as a low cost source of funds and this paper has tried to study the possibility of raising low cost source of funds by NBFC's through chit Funds, by studying the amount of funds raised through Chits by a survey of 221 registered chit fund companies.

Session: Rural Marketing (3 D5)

Session Chair: K. V. S. Patnaik

Andhra University

266 Study of Indian Rural Education Market; Problems and Cost-effective Solutions

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A vast majority of India's population (70%) lives in rural areas. But at present, the schooling system in rural areas is ineffective due to poor access to quality resources and lack of exposure which leads to high dropout rates. The paper aims to explore the problems and insinuate alternatives to provide quality and cost-effective solutions to schools in order to develop a highly efficient education delivery system in tier-3 and rural schools. The research is indicative of the fact that the Bottom of Pyramid has immense scope for the private players to serve in and help the underprivileged.

356 A Technological Approach for Wheat Procurement in Rural Area

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S.A. Vasanthakumara, DSCE, S.A.

State governments have begun to introduce various e-procurement tools to improve inefficient and ineffective procurement management. This study brings about a set of changes in the wheat procurement system in the district administration of Madhya Pradesh which was characterized by poor organization and numerous negative fallouts. This study explores that the new system runs on a well thought out Information Communication Technology module by making it mandatory for farmers to register in advance in order to sell their produce at mandis.

442 Evaluating Access to Finance in Rural Frontiers- An Empirical Study

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The primary purpose of the study is to determine the status of Financial Inclusion in terms of Access to finance. Variables including sources and nature of income, expenditure and its pattern, savings and modes of savings, institutions involved in the income and savings of the area under study have been considered for analysis. Implications for the practice for NGOs and other financial services have been presented along with indications for further research.

557 Marketing Aspects of Services in Rural Areas: An Indian Perspective

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Public administration and political status in a country affects the offering of services in rural areas. To profitably serve the rural markets with the perspective of long term sustenance, market development should be seen as a pre-requisite. However, to bring out this market development, modification in the value chain activities of the firm is important along with laying emphasis on building 'willingness' amongst the mind of the policy and decision makers. This paper deals with marketing aspects of rural marketing wherein the role of public spiritual partnership is important for the socio-economic development of rural areas.

Session: Micro Credit (3 D6)

Session Chair: K. V. Prabhakara
University of Mysore

265 Micro Credit by ODP, Mysore - A Case Study

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Organization for the Development of People is a Mysore based NGO which operates in four districts of Mysore, Mandya, Kodagu and Chamarajanagar ever since 1984. ODP's goal is Integrated Human Development which encompasses Women Empowerment and Natural resource management. ODP's approach has, since changed from charity to welfare and finally to people oriented pro-poor approach. A sample group of 131 women SHG members belonging to different groups is studied to estimate the influence of micro credit on them. There is evidence to suggest that the ODP interventions through SHGs and micro credit has positively impacted the lives of women.

396 Performance And Sustainability of Microfinance Institutions in India

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Microfinance in India has been viewed as a development tool which would alleviate poverty. India is a country which has the highest number of households which are excluded from banking. With Andhra crisis and issues that microfinance institutions have a mission drift, the aim of the paper is to study the performance and efficiency of microfinance. A sample of MFI's have been selected based on their ratings given by MIX for the study. The performance of these sample MFIs as well as their performance with respect to commercial banks in India have been studied using statistically tools.

447 Factors Influencing Impact of Micro Credit on Borrowers

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This study was conducted in Maharashtra among 600 borrowers of Microfinance Institutions. The objective of the study was to identify factors that influence the impact of micro credit on borrowers. The results indicated that length of client association, amount borrowed and value of assets purchased had a positive influence on the impact on the borrower and the purpose of borrowing did not have any determining influence on impact on the borrower. These findings would help the institutions to reduce their operating costs by increasing ticket size of the loan, improve asset quality and provide value added services.

577 Drift in Global Microfinance Industry- an Empirical Study

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The growth and performance of microfinance sector in global perspective during the recent years has shown distinctive differences among regions. With a view to capture the direction of movement of the sector among the regions a comparative analysis of the performance of the sector in regions across world is attempted in this study. This study aims at analysing the relative performance of Indian MFIs in Global perspective and analysing the loan loss rate various cost incurred in managing the loan portfolio among varied countries to analyse the yield on gross portfolio the return on assets and equity among countries.

January 8, Tuesday, 2:10PM-3:30 PM (3 D)

Session: Mutual Funds (3 D7)

Session Chair: Gauri Prabhu

AISSMS Institute of Management

454 Performance Evaluation of MIP Mutual Fund Schemes in Indian Scenario

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Indian Investors prefer to invest in safe securities which give them good returns Mutual Funds satisfy these needs of risk averse investors Each Mutual Fund house has a large number of funds under its umbrella MIP funds are more popular among investors who want steady monthly returns with safety of their investment However there are more than thirty MIP schemes and it becomes difficult for a common man to select the best MIP scheme This paper uses performance evaluation techniques to identify the best performers in the mutual fund industry This will help the investors to take wise investment decisions.

500 Performance of best Equity Mutual Funds in India

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In this paper an attempt has been made to evaluate the historical performance of the best equity mutual funds of India. Though there are many equity mutual funds that are available for investment in the Indian investment market. But the scope of this study is limited to only five equity mutual funds , namely, Reliance Growth Fund, HDFC Equity Fund, Sundaram Select Midcap Fund, ICICI Pru. Dynamic Plan and HDFC Tax Saver Fund, which have continuously outperformed, in the market, since their inception. The return generated by each scheme has been analysed with the help of graphs and tables.

501 Systematic Investment Plan (SIP)–A Perfect Antidote to Volatility of Equity

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Systematic Investment Plan (SIP) of Mutual Funds is a method where an investor contributes a fixed amount of money every month regularly in any of the schemes offered by the mutual funds. It is similar to regular saving schemes like a recurring deposit or a monthly deposit. The exception being that the monthly contribution is being invested to buy units of a mutual fund scheme. In this paper the concept of SIP and the advantages of investing in it have been analysed to find out how it works as a perfect antidote to volatility and timing of equity markets.

Session: Promotion (3 D8)

Session Chair: Ruchika Sharma

Birla Institute of Technology and Science

37 Identifying Dimensions of a Sale Promotion

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The current study demonstrates that there are multiple dimensions differentiating various promotional offers i.e. each promotional offer is characterized by a variety of attributes. Consumers view different promotions as combinations of these attributes. As each combination represents a unique set of underlying dimensions it should have a differential impact on consumer responses. In the current paper, we develop a scale and demonstrate how it could be used to analyze the underlying dimensions of a given promotional tool. The study also presents a set of plausible dimensions that could underlie a promotional offer.

248 Product Placement Trends in Bollywood Cinema: A Case Analysis

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Product advertisements in the entertainment industry is not unknown, however its effect on the masses has not been studied much. This paper aims at bridging this gap by studying the ongoing trends in Indian cinema and the paradigm shift that has taken place in past few years. Brand integration in highly successful films need not necessarily translate to increased sales even if the public recall and recognition is high. This paper explores the nuances of product placements with the help of case studies and thus, tries to highlight the consistent patterns of Product placements in recent Bollywood Cinema.

286 Consumer Response Analysis: Deal Traction of Cross Promotions in India

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The research examines the cause-and-effect of deal retraction on consumer preference and experience The study is organized in three logical sections The first part of the study analyzes the concealed raison d'être This section highlights who prefers what type promotion and why The second part analyzes the consumer preference towards value based cross promotion as against price based cross promotion cross promotions are divided into three equity levels. The third part is related to the aftermath of retraction of cross-promotion. Additional evidences in support of the effect and managerially useful conclusions are manifested using statistical tools.

451 Consumer Behaviour and Disruptive Marketing Technologies in India

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This paper studies whether the new information and communication technologies have had a disruptive impact on the traditional marketing models to evolve a new marketing model wherein the long supply chain is circumvented to give birth to a flatter distribution channel through online marketing sites. The paper undertakes a comparative study of the behaviour of urban educated middle class consumers in India with respect to the traditional markets and the online marketing sites. The study concludes that as the NICTs become advanced enough to overcome their inadequacies, the consumer behaviour is going to change in favour of online shopping.

3 E Jan 8, Tuesday, 3:50-4:50 PM

Session: Ethical Issues (3 E1)

Session Chair: Sunil Rangreji

138 A Study on Ethical Business- Role of Tata Group of Companies

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Business Ethics is a form of applied ethics or professional ethics which examines ethical principles and moral problems that arise in a business environment. This particular study mainly focused on ethical practice in Indian corporate. The main objective of the study is to identify the ethical practice adopted by TATA Group of Companies and their lead role in the field of business and industry. Secondary data has been collected from published articles, magazines, books and websites. A systematic analysis carried out on the collected data which reveals that the TATA Group of Companies follows a clear cut ethical practice.

221 Discerning Level of Awareness and Ethical Acceptance of Neuromarketing in India

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Neuromarketing is a concept of galvanizing neurosciences and marketing. It aims at decoding the neural map of humans for understanding brand preferences, the scientific way! Demystifying this deep and vast subject will help the marketers to understand what consumers want and prefer. Since this is a burgeoning concept, checking its level of awareness in the marketing industry is essential. Also, the ethical correctness of this marketing approach is spreading like wildfire internationally. With the aid of various research tools, this study tries to explore the awareness level of neuro marketing and the chances of its ethical acceptability in India.

328 Value Centered Service Managementent

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Service is defined as a series of processes or transactions aimed at providing Value to Customers Based on our own day to day experiences we see that most of the time the focus remains on transactions processes and very less attention is given to Value creation for customers The Value centered Service Management is based on The Art-Science-Craft of Service Leadership The mindset of ART helps us to define the Service Strategy Vision and Values The mindset of SCIENCE equips us in translating ideas by building people process capabilities The mindset of CRAFT shapes service communities that sustain VALUE CREATION.

Session: Service Management (3 E2)

Session Chair: Sai Chittaranjan K

Sri Sathya Sai Institute of Higher Learning

398 Increasing the Effectiveness of Service Delivery Through a Sustained Follow-up

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Ensuring a robust follow-up and a strong support system helps in increasing the effectiveness of service delivery. Three private organizations - Sri Sathya Sai Medical Trust, L V Prasad Eye Institute, and Grameen Kalyan, which have built, are successfully running and reaping the benefits of intervention before and after the actual service delivery value chain through sustained follow-up and support services are studied for the relevance that the lessons from their experience can impart, and the general applicability of these lessons to other organizations from the services industry.

449 Motivational Pull Factors for Retention in an Organization

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People stay in an organization due to various reasons - highly satisfying job content, great Manager to work with, very supportive team, fantastic learning opportunity, clearly defined career path, good work environment, decent compensation package, etc. The author calls these attributes as the 'Pull Factors'. An organization should put efforts to capture the pull factors of the employees (which motivate them to stay in the organization) and ensure that they are sustained. This paper presents a Case Study of an organization where the Pull Factors of employees are captured and how they are effectively used as employee retention indicators.

558 Role of Service Quality Perceptions and Customer Satisfaction in Purchase Intent

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This study examines the applicability of the service quality measurements in terms of SERVPERF scale in the airline industry. Perception of Service quality in terms of SERVPERF dimensions, and its relationship with customer satisfaction and purchase intentions have been examined. 195 sample respondents consisting of the commuters of airlines from major cities in Tamil Nadu have been surveyed. This study can be considered distinct in that it proceeds to examine customer's perception of Service quality as antecedent to customer satisfaction and purchase intention in the airline industry. The implications for practice and prospective research have also been presented.

January 8, Tuesday, 3:50PM-4:50 PM (3 E)

Session: HRM in Educational Institutions (3 E3)

Session Chair: Praveen Chougale

D. R. Mane Mahavidyalaya

370 Impact of HR Practices in Indian B-schools

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Any country who is interested in growth should invest in education Indian higher education, specially B-Schools not performing well HR practices technology, leadership are the most important turnaround instrument Any change in any organization is blocked by culture The paper gives an insight of the current culture of falling B-Schools It explores the hr practices leading to organizational effectiveness through culture Strategic hr, training and development, communication are the three most important hr practices. Student educational satisfaction Student academic development Student career development Student personal development development Faculty and administrator employment satisfaction Professional development and quality of the faculty Systems openness and community interaction.

553 HRD Climate in Higher Educational Institutions : An Empirical Assessment

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Purpose This study aims to give assessment of HRD climate in HE institutions in Kolhapur district. Design Perceptual Data collected from 284 staff members from different HEI's through 38-item HRD Climate Questionnaire developed of Centre for HRD at XLRI Jamshedpur. Findings Results demonstrate overall HRD Climate in HEI's at average level. Though General Climate and OCTAPACE Culture are at an average; HRD Mechanisms at poor level. Practical Implications Initiating good HRD climate in HEI's is a pre condition for staff development and thereby contributing to the achievement of goals of higher education.

610 Employability Skills of Engineering Students in Tamil Nadu

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India is one of the countries which have strong employability challenge. This study focuses on the employability skills of final year engineering students in Tamil Nadu. Objectives of the study: Assess the employability skills (specifically required for IT sector) of the under graduate engineering students in Tamil Nadu, Identify the skill gap in each skill group and Comparison of various skills set based on gender and work experience. Methodology Data collection, Survey through questionnaire, .Sample size: 100. Tools used: Factor Analysis, T test, ANOVA. Findings: There is a strong need for proper awareness and training in employability skills for the engineering graduates.

773 Successful Internship Programs: An Intern Perspective

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Internship programs are frequently canvassed in corporate boardrooms and executive Suites all over the world. The paper aims to identify the satisfiers and the dissatisfiers which play an important role in the process of internship. These parameters (Eg. Compensation/ flexibility/ type of project etc.) put together constitute a Desired/ expected resource (of an intern) from the company. Whereas, the resources that the interns actually receive is the Perceived resource. We identify this gap, which when bridged would lead to higher intern satisfaction. The consequences of the same have also been studied. Their variation across categories has also been examined.

Session: Business Environment-II (3 E4)

Session Chair: Annasaheb Gurav

D R K College of Commerce

165 Considering Business Environment on Selecting a Business Operations

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Analysis of the business environment is a critical element in the decision-making process, as success will come only if firms are able to match the threats and opportunities in the environment with appropriate strategies. Thus, constant scanning of the environment through surveillance of all the relevant events is crucial to compete in an efficient way in this dynamic environment (Nicolau, Juan L, 2005). Internal Environment factors are controllable by companies but control of external environment is not in hands of company's management. In a formal way, we can define the environment as all elements that exist outside the boundary of the organisation and have the potential to affect all or part of it (Daft, 1989).

January 8, Tuesday, 3:50PM-4:50 PM (3 E)

471 A Study of Human Skill Development in Competitive Environment

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Human skills are most demanded in all sectors for mobilizing other resources. There is a shortage of skills in comparison with demand of skills. NSDC has started PPP in India for upgrading skill of Indian workforce with the target of skilling 500 million people by 2022 and signed agreement with Australian Government on 23-10-2012. The researcher has interviewed 2405 respondents from 16 areas from Kolhapur district for study. Researcher has focused on skill gap percentage and skill building expenses for a year and 10 year. He suggested Cara-Van Employee Bank Finishing School concept and developed Employability Index to face.

643 Improving Business Services at Fuel Stations in Competitive Market.

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Hundreds of people use refueling services everyday at fuel retail outlets which are mainly Govt. controlled Oil Marketing Companies. In last 10-15 years, these companies have started competing aggressively for winning customers loyalty. The way to lead in today's Petro-Retailing Environment is to enhance the interaction between service provider & customer. This interface between buyer & seller of services is crucial and can be achieved by employing effective forecourt management activities like fast cash settlements, quick traffic flow, etc. Finally, this paper will address the issues & suggest measures to improve business services interface at Fuel Stations.

Session: Stock Market-V (3 E5)

Session Chair: Mayank Joshipura

Alliance School of Business, Alliance University

153 Price and Liquidity of Index Reorganisation: Evidence from India

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This study examines price and liquidity effect associated with reorganisation of NIFTY. Several studies report positive price effect surrounding announcement and ex-days on inclusion of stock to index on various world indices. This study doesn't find abnormal returns on announcement day of stock inclusion but finds abnormal returns surrounding ex-day. Significant increase in traded volume is found surrounding announcement as well as ex-days but not resulting into positive price effect as a result of increased liquidity. The study supports price pressure hypothesis. Negative price effect associated with stock excluded from index provides evidence for information content hypothesis for exclusions only.

209 A Study of the Performance of Call Options Market in India

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Derivatives market has attracted the investors interest as it offers many advantages over the spot market. In India derivatives market is relatively new but has grown at a fast rate. This paper examines the volume, open interest and returns patterns of call options market in India. The analysis shows that top 10 companies based on the above variables have registered good trading statistics but the bottom 10 companies have thin volumes and the returns are not much for the investors to take positions on these stocks. SBI and RIL rank high on performance.

556 Analysis of Inflation Adjusted Financial Statements of BSE Sensex Companies

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The aim of this paper is to analyze the inflation adjusted financial statements. Financial statements of five listed companies from 2001-02 to 2010-11 are restated under general price level accounting for comparative analysis of financial statements with and without adjustments for inflation. The study found that inflation has a significant effect on company's profitability, liquidity and solvency position. The finding of the study would help companies for maintaining their liquidity, profitability and solvency position during inflationary period, and provide inflation adjusted accounting information to manage inflation risk of their investments.

January 8, Tuesday, 3:50PM-4:50 PM (3 E)

Session: Environmental Issues (3 E6)

Session Chair: Krishnarao Ukey

Dr Arun Motghare College of Management

139 Natural Resource Management- with Special Reference to Agro- Ecologic

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The Natural Resource Management aims to generate output that help to maintain or improve the natural resource based for agricultural and mitigate the negative environmental side effects of agricultural production. This study mainly focused on management of natural resource by Keystone Foundation (Green Shop) and NGO at Nilgiris and the objective of the study is to identify the management strategies to generate fund from agro-ecological product and its benefits to the society. The data has been collected directly from the organization and also from published articles and websites.

474 Emission Trading & Carbon Credits -Predicament & Prospects

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The emission of green house gases by industrial and other sectors is alarming. Seems we are digging our own graveyard in the name of industrialisation. A Report Commissioned By 20 Governments says 100 mn will die by 2030 if world fails to act on climate change and more than 90% of these deaths will occur in developing countries. Sounds dreadful. Emission Trading and Carbon credits is an incentive tool adopted for controlling excessive green house gas emissions in developing countries. There are problems and rampant fraudulent practices and climate change is the newest and fastest way to make money.

676 Carbon Dioxide Sequestration for Enhanced Oil Recovery in Oil Industry

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CO₂, a Greenhouse gas generated from industries such as Thermal Power Plants, Automobiles, Steel Plants, Refineries, FPSOs, etc., drives global warming, having adverse impact on environment. Its use in oil and gas industry has dual advantage, it enhances the recovery of oil and gas when injected in the reservoir at the same time its emission in atmosphere is circumvented through this process. CO₂ EOR increases recovery of Oil & Natural Gas from ~30-40% to 60%. The potential of its application has not been realized in India. This report identifies potential barriers for implementation and highlights areas requiring further R&D.

Session: OM-III (3 E7)

Session Chair: Sudhir Narayan Singh

The Technological Institute of Textile & Sciences

334 Supply Chain Management: A Strategic Tool for Spearheading Competitiveness

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21st century corporate world is witnessing the toughest phase of competitiveness where Supply Chain Management (SCM) has increasingly become relevant in the environment of spearheading competitiveness. In the era of Liberalization, Privatization and Globalization (LPG), modern marketing systems, short life-cycle products, and the discriminating expectations of customers have enforced enterprises to invest in and focus attention on their Supply Chains (SCs) to meet-out customers' satisfaction level. This study identifies areas where SCM may improvise efficacy, operational excellence, enhance customer services and ultimately strategic excellence in the era of spearheading competitiveness.

729 Total Quality & Management of Change: An Indian Perspective

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As India de-regulates its economy and integrates with the world system, quality is gaining relevance as the business strategy to cut costs and win a larger market-share through customer satisfaction. If the industry can take the leadership for quality, and the Government can provide the environment, which it is trying through opening of economy and increasing the competition by taking few measures like: Minimising interest rates, Coming out from the business of being an Employer, Providing thrust to exports, Providing Infrastructure support. INDIA can achieve its vision of an economically strong democracy and a commensurate share in the international market.

786 A Study on the Efficiency of Project Feasibility in the Information Technology Industry

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Project management is the art of matching a project's goals, tasks, and resources to accomplish a goal as needed. The world is in a phase where change and the rate of change are constantly increasing. In order to survive and prosper, organizations need to continually modify their products and services. Good project management cannot guarantee success, but poor management on significant projects always leads to failure. This paper will give an insight on the challenges Information Technology companies face from the start to the end of the project. This research will help corporate to face the challenges of project management from its start to end.

January 8, Tuesday, 3:50PM-4:50 PM (3 E)

Session: Strategy-III (3 E8)

Session Chair: Shivprakash Agrawal

BITS edu campus

789 Business and Changing Climate: A Commentary on the Evolution of Regulatory Framework in India

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In India, like the rest of the world, handling the climate change challenges originally started with legal instruments alone, possibly keeping in mind that do's and don'ts would suffice. But in due course of time, a more expansive and comprehensive portfolio of instruments, legal, and otherwise, has emerged as a better alternative in view of achieving sustainability. The business and economy started to get involved beyond this law-enforcing domain. This paper is an attempt to write a commentary on this evolution with a special focus on the arguments that gave rise to this paradigm shift.

921 Technology Solution To Enhance Viability of Impact Sourcing

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Impact Sourcing by definition has a notion of corporate social responsibility built in and corporates typically look at minimizing investments and maximizing benefits to all stakeholders. The paper seeks to examine the role of Cloud computing technology in helping Impact Sourcing companies in establishing better bench marks on costs through utilization of shared computing platforms in a secure dependable scalable environment so that customer confidence in such services is established. Though CSR is the driver for impact sourcing there are significant cost benefits by locating service delivery from Tier 2 and 3 locations.

3 F Jan 8, Tuesday, 5:00-6:00 PM
Session: Talent Management (3 F1)
Session Chair: Nirmala M.
Bangalore University

575 Challenges and Opportunities of Talent Management in Contemporary Times

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In today's turbulent and dynamic environment, acquisition, development and retention of talent is the topmost priority of the organizations. Companies today face formidable talent challenges. The ability to sustain a steady supply of critical talent is a challenge facing all organizations worldwide. Among the issues impacting the next generation workforce are impending skill shortages, an increasingly cross-generational and diverse workforce, the need for knowledge transfer from retiring baby boomers, and significant leadership gaps. Intense cost pressure from both traditional and emerging competitors, new markets, and more demanding customers are additional elements that give a new sense of urgency.

640 Relevance of Talent Management Services as a Source of Competitive Advantage

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Talent Management is the proven practice of using interconnected human resources processes to provide a simple fundamental benefit for any organisation. It is well known that companies with the best people can perform a higher level. Leading organisations know the exceptional business performance is driven by superior talent that's managed with consistent processes. This paper describes the Talent Management processes followed at Hindalco Industries Limited. As a part of Talent Management process Hindalco has developed Nine Behavioural Competencies Skills that would help its employees to deliver superior performance and build a leadership pipeline for the organization.

686 Reduction of Talent Acquisition Life Cycle: A Cost Management Approach

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Talent Acquisition is a very important process in an organization as it involves hiring right people to perform the right job at the right time. The objective of this research work is to reduce the cycle time of the hiring process and the cost associated with it. As huge cost will be involved for the process of Talent Acquisition, the sources used for hiring the talent also become very important for this study. This study is an attempt to reduce the hiring cycle process time, manpower invested and controlling.

Session: Corporate Mergers (3 F2)
Session Chair: Panduranga Nayak
Sri Venkataramana Swamy College

517 Impact of Mergers and Acquisitions on Shareholders Returns

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Mergers and Acquisitions (M&As) have become a significant corporate trend around the world, and are among the most strategic and tactical decisions made by companies. Companies choose inorganic mode of growing through M&As for various reasons. Impact of M&As on share prices and the performance of companies has been a subject of study by various researchers. This study attempts to assess the impact of M&As on shareholders' wealth by taking the recent M&A deals. We use event study methodology to assess the share price reactions and the accompanying wealth effects.

634 Merger Announcements in India and Abnormal Returns to Acquiring Company Shareholders

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The study examines the short-run performance of acquiring companies in response to merger announcements in India during 2007-2012. The cumulative average abnormal returns (CAARs) computed in an event study on a sample of 448 companies show that acquiring company shareholders fail to earn any statistically significant CAARs for a 61-day event window surrounding merger announcements. Our results coincide with the evidences of majority of studies undertaken in advanced countries. As the study is on latest merger announcements covering a large sample size, the finding will add to the existing literature and serves as guide to acquiring company managers.

January 8, Tuesday, 5:00PM-6:00 PM (3 F)

636 An Impact of Mergers on Operating Performance of Indian Companies

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We analyze post-merger performance for 28 Indian mergers between April/1/1998 and March 2005. Use of median/mean industry-adjusted operating cash flow return on market value of assets measure indicates an improvement in the performance of the merged firms in the post-merger period. These findings are further substantiated by the abnormal industry-adjusted performance estimates. Merged firms show improvements both in asset productivity and operating margin compared to their industries resulting in higher operating cash flow returns. As there is increase in capital expenditure ratio combined firms have not sacrificed long-term investment for the sake of short term growth and profitability.

Session: Retail Management (3 F3)

Session Chair: Om Prakash Chandermohan

CMR Institute of Management Studies

205 Tainted Vendors- Challenges for Global Retailers

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Vendor management allows global retailers to build a relationship with their suppliers and service providers that will strengthen both businesses. Vendor management needs constant interaction with their vendors to come to agreements that will mutually benefit both companies. A well managed vendor relationship will result in increased customer satisfaction, reduced costs, better quality and better service from the vendor. Recently Walmart Stores decided to snap ties with vendors involved in any kind of corrupt practices. Walmart has roped in consultancy firm KPMG to develop and implement anti-corruption safeguards and internal control. The purpose of a Vendor management program.

483 Managing Services in the Retail Sector in India

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Venkatesh S.N.

Anjana Radhakrishnan, Seshadripuram First Grade College, anjanaharikumar@hotmail.com

The Service Industry forms the backbone of social and economic development of a Country. India is currently witnessing a transition from being an Agriculture-based economy to a Service-based economy. Organized retailing in India is progressing towards a tough competitive environment. Service organizations need to acquire knowledge on how to accomplish customer expectations to attain a competitive advantage. This paper focuses on how companies can effectively manage services in the highly competitive environment currently prevalent in the Indian Retail Sector. The Aim of the Study is to analyze the retail sector using Porter's Five Force Model and also Competitive Strategies of Companies.

564 Impact of Grading and Signalling Factors on Confidence of Retail Investors

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This paper intends to establish the significance of expectations and confidence of Indian retail investors towards IPOs in Indian capital market. Previous research of investors in other countries has shown that both of these attitudes manifest clear tendencies to change through time and strongly influence the behaviour of the pragmatic markets. Hence, this study has made an attempt to find out the impact of IPOs grading and signalling factors on retail investor confidence in Indian IPOs based on survey. The empirical study shows that the confidence level of retail investors are influenced by IPOs grading and signalling factors.

Session: IT Applications (3 F4)

Session Chair: Ashok Matani

Government College of Engineering

134 Managing Information Services in Challenging Digital Environment: A Special Reference to Management Libraries

Manjunatha Keralapura, T.A. Pai Management Institute manjunath@tapmi.edu.in

Presentday libraries cannot rest on past glory of readers spending longer hours in the library. The current day users feel much constrained by time to visit library and expect the information to be accessible through their electronic devices. The current web resources have made the information seekers to access them remotely. With increased tech-savvy students, libraries face challenges posed by technology upgrading, vendors and discussion forums. They need to focus acquiring digital resources and use appropriate technology to provide remote access to users. This paper attempts highlight the information services in libraries with inputs from school websites, Librarians etc.

318 IT Applications towards Optimizing Energy Utilization

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The use of geographic information is an ideal method for managing and providing operational information. Industry application of GIS solutions offers efficiency and effectiveness for Telecom, Transport, Energy, Financial, Manufacturing or Government sector. GIS services and solutions offer rapid and efficient deployment; substantially lower total cost of ownership and higher levels of ROI. The use of geographic information is an ideal method for managing and providing operational information.

671 Comparative Study of ERP Software for SME

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Many vendors are now offering enterprise resource planning software for small and medium enterprises. They are aimed at streamlined and automated business processes that cut costs and reduce risk. They are helpful in improved financial management, workforce productivity, faster decision making, increased service levels, customer satisfaction and overall organization growth. There are many enterprise resource planning software available for small and medium enterprises in India. A comparative study of select ERP software for SME is presented in the paper.

Session: OB-III (3 F5)

Session Chair: S. S. Khanka

National Institute of Financial Management

592 Job Engagement Warrants Organizational Commitment- An Empirical Investigation

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To assess whether Job Engagement warrants Organizational Commitment, A study was carried out in 42 ITES companies and data was collected from 176 respondents on three Job Engagement constructs namely Vigour, Dedication and Absorption, Allen and Myers Organisational Commitment constructs were measured. The relationship between the Job Engagement and organizational Commitment was assessed. Analysis was carried out to test which type of the Job Engagement of Employees were followed by what type of Commitment. The results of the study indicate that Absorbed employees were found to show greater commitment and different Job Engagement constructs impacted different commitments.

638 A Research Study on the Impact of Stress Upon the Academic Performance of students

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Stress is a term that is commonly used today but has become increasingly difficult to define. Stress typically describes a negative concept that can have an impact on one's mental and physical well-being. When considering humans, stress can take on entirely concrete or abstract meanings with highly subjective qualities, satisfying definitions of both cause and effect in ways that can be both tangible and intangible. Stress allows some persons to break and others to break records. College students particularly management students are prone to high level of stress. It takes a lot more than just studying to achieve.

695 Spirituality at Workplace for Organizational Development

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In the post-globalization era, organizational development has become a major concern to survive and thrive in the highly competitive business environment. This has caused ever increasing stress for employees at workplaces. As such, while organizations have been continuously in search of evolving competitive advantage to tide over the competitive business environment, on the one hand, employees have also been increasingly eager to find out ways and means to alleviate their anxieties causing stress, on the other. Spirituality at workplace has been considered as an effective solution to the above mentioned two problems experienced by organization and employees.

Session: Operations Management-IV (3 F6)

Session Chair: A Vanav Kumar

VIT Chennai

478 Externalities in Power Industries: An Impact Assessment of Hidden Costs

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Industrial growth and rise in population, created a huge gap between demand and supply of Power in India, in-turn increased the pressure for the use of imported coal and natural gas as a source of fuel in the thermal power plants, degrading environment and overall human health. This study makes the use of life cycle analysis and costing for measuring the impact on environment and human health using CML & Eco-Indicators 99-H methods. This study reveals the cumulative effect in terms of externalities & cost so as to consider alternative options in terms of fuel & technology for thermal power plants.

January 8, Tuesday, 5:00PM-6:00 PM (3 F)

593 Num. Simul. of Black Scholes Equations “stretching” Boundary Condition(s)

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In the present investigation numerical solutions of the Black-Scholes equations under "stretching" boundary condition(s) is/are presented. The most important aspect of the Black-Scholes equations is that it is an analog to the diffusion equation applied in various scientific engineering biological and chemical systems This acts as great advantage to simulate the numerical solutions. The Crank-Nicolson finite difference method is applied to compute the results. MATLAB is used to visualize the results. Results and visualization are carried out to applicable parameters.

678 Maximizing the Torque of a Ci Engine for Improved Performance Using Optimization Techniques

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With increasing competition the automobile industries are more cautious than ever in designing an automobile The automobile industries should give importance to each and every technical specifications and requirements when they go on for the design process of an engine. Our paper has made an attempt on the four wheelers of displacement more than 1000cc using MCDM tools called Fuzzy logic and ANN. The PSO technique is used to increase the mathematical function of engine power by incorporating optimum values for the engine parameters thereby increasing the engine torque.

Session: Balanced Scorecard (3 F7)

Session Chair: Vijay Lakshmikanthan

S.A. Engg. College

174 An empirical investigation on Balanced Scorecard (BSC) Usage and Financial Performance of Branches in Indian Banking Industry with special reference to selected bank branches in Chennai City

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These days, firms are susceptible to employ specific performance indicators apt to their requirements and situation. The purpose of this paper is to contribute to the body of knowledge in the area of management accounting, particularly performance measurement systems within the BSC framework, and their effects on the financial performance of Indian banks in the branches level.

548 Balance Scorecard Structure of Public Sector in India: An Empirical Analysis

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The balanced scorecard BSc is a management system that enables organizations to clarify their vision and strategy and translate them into action It provides feedback around both the internal business processes and external outcomes in order to continuously improve strategic performance and results When fully deployed the BSc transforms strategic planning from an academic exercise into the nerve centre of an enterprise Many opportunities are available to explore this concept in the Indian system In this paper the prevalent BSc Structure of the public sector in India is explored.

DOCTORAL PAPERS

51 Analyzing Sustainability-performance Link in a Quasi-experimental Setup

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The objective of this paper is to investigate short term linkages between sustainability and financial performance for large U.S firms by market value Dow Jones Sustainability Index DJSI has been used as a proxy for overall sustainability of firms Robinson 2011 Firms performance is evaluated through stock returns We have used event study methodology to analyze the sustainability-performance relationship Two specific contributions intended in this research are resolving the identification problem inbuilt into stock market reaction using quasi-experiments and constructing the often ignored actual event date sample in DJSI event studies for the estimation of abnormal returns.

140 Innovation Patterns and Firm Performance: An Analysis of Global Technology Companies

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The technology sector witnessed the disruptive advent of internet, an upsurge in mobile communication and a paradigm shift in personal computing during the period 1990-2009, buffeted by severe economic stress caused by the dotcom crash and the more recent global financial crisis. This paper uses the theoretical framework on innovation patterns developed by Joseph Schumpeter to investigate whether innovation paid off in the tech industry during the turbulent two-decade period of 1990-2009. Innovation-firm performance models are estimated using panel regression to ascertain the influence of innovation on firm's performance and the discriminating impact of Schumpeterian patterns.

144 Comparison of Altman and Ohlson's Bankruptcy Prediction Models in Indian Context

Vinod Kumar Murti, Dr Gaur Hari Singhania Institute of Management and Research vinod.murti@ghsimr.org

Many researchers have built bankruptcy prediction models and tested in different countries. Among them the most popular have been the model developed by Edward Altman (USA) in 1968 in which Multiple Discriminant Analysis was used. This is so popular that this has a mention in most of the reputed text books on Financial Management under the chapter of Ratio Analysis. In this study we had compared the most popular technique used for bankruptcy prediction that is Multiple Discriminant Analysis with a comparatively newer one that is Artificial Neural Network with Indian data.

274 A study of demographic factors on Role stress and Role efficacy

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Southwest airlines founder, Herb Kelleher, is famous for saying "the Business of Business is People". Today every industry is becoming service oriented and its not customer satisfaction but customer delight that benchmarks an organization. Diversified and culturally disperse workforce, flattened management hierarchies, virtual teams and team-based projects and emergence of a technology driven and knowledge based economy: there has been a paradigm shift in the ways organizations communicate internally and externally. The maxim of management is "working together we make it work". In this research we shall study the approaches used by selected managers from various organizations for Team Communication.

403 Influence of Organizational Stress on Service Quality of Bank Employees- A Study

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The primary goal of every organization is to make surplus profit. For service organization, this goal is achieved through quality service. Managers often put pressure on the employees. But they need to remember that such pressure often leads to job stress which ultimately affects the quality of service. Managers usually set targets to keep employees on their toes, assuming that performance can be enhanced by putting pressure, given the competitive environment prevailing today. The present study makes an attempt to gain a better understanding of the influence of Organizational Stress on quality service for service organizations like Bank.

404 Rural Markets: A New Destination of Marketing

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Rural marketing is an emerging trend to explore marketing possibilities in the rural areas. According to census of India about 70 % of population lives in rural India. India is the world's 12th largest consumer market and by 2025 it is projected to be ahead of Germany. The rural market offers opportunities for both consumer durable and non durable, yet marketers have not tapped this opportunity aggressively. So the rural market has to be explored and more segments to be covered. The present article deals with the factors determining consumer buying behavior in the rural markets.

444 Awareness About Environmental Issues: A Study of Female Students

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Environment has suffered a lot because of fast pace of development, industrialization and increased consumption of goods and services. Humans have degraded all vital life supporting system in our planet. The degradation of environment has forced everyone to think about the problem related to it. This paper attempts to study the awareness and concern of young female

students about environment and their suggestions to improve the current situation of environment. Data will be collected by using qualitative approach to the research. The finding of the study will provide theoretical and applied contribution to the concept of "Green consumer behavior".

570 Developing a Framework for Effective Environmental Management in India

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This paper examines the various research studies undertaken in the Indian and international context highlighting the significance of effective environmental management in Indian companies. The research work recognizes the need to address potential environmental issues that challenge the role of coal industry sustainable development. These include the potential health hazards from the consumption of coal and the environmental impacts from emissions associated with the use of coal. This paper tries to propose an integrated framework for effective environmental management in the coal mining industry.

619 Behavioral Dynamics of Knowledge Workers in KPO Industry

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Knowledge Workers and their behavior plays a crucial role in knowledge organizations as knowledge is capital To creates business value intricate strategies should be designed to nurture understand and address the needs of these workers With a sample size of 500 respondents from ten IT companies with exploratory research design the study was conducted in order to find out the factors of behavioral dynamics and the HR climate prevailing in the IT organizations as major indicator of employee work behaviour It has practical implications on the strategic role of human resource management in order to manage the knowledge workers .

787 Investigation and Classification of International Marketing Process: A Literary Assessment

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The objective of this paper is to investigate the potential future research area in international marketing and enhance understanding on the evolution of international marketing by taking all the constituents together which has not been taken in previous research of international marketing. This study is systematic review and classification of international marketing articles published in journals and conference proceedings during 1990 - 2011. 159 studies published in various publication outlets in Management, Marketing, International Business, Economics and related areas in the mentioned time frame are amalgamated and reviewed in different aspects by divided in four time spans.

788 Business Confidence Index in India: Necessity for Capturing Key trends of the Economy

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Business Confidence Index is used largely in Japan(1951), New Zealand(1961), Australia(1994), Germany, Canada(1997), United States(1997), etc. to track key economic and financial statistics for a country. These confidence indices are used by central bank of concerned country for monetary policy formulation; and by government to fine tune fiscal policy and look at resource statistics for those countries. The indices give an overall picture of economy of concerned country; in essence it is a behavioral or an attitudinal measure where perspectives of important persons having a say in the economy are gathered. There is a need pressing need for adopting, preparing and following business confidence index for Indian economy to compete at global level for prosperity, harmony & development and this paper will detail the necessity for this index.

902 Effective Supply Chain Management in Food Processing Industries: A Case Study

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Better information technology and applications of quantitative tools and techniques for inventory management have allowed dramatic reductions in inventories In the United States business organizations have reduced total inventory as a percentage of gross domestic products GDP from 8.3 to 3.8 This increases net working capital and reduces cash flow requirements to run the business resulting in improved operational and financial efficiency The present research paper is the detailed PhD study of impact of effective supply chain management towards productivity enhancement in small and medium scale food processing industries.

907 Life Cycle Environmental and Economic Impacts Assessment of Thermal Power Plants

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Hiranmoy Roy, UPES, Hiranmoy

This study makes the use of life cycle analysis and life cycle costing for measuring environmental impacts of imported coal (with and without Flue Gas Desulfurization system- FGD) and natural gas thermal power plants using CML 2001 and Eco-Indicator 99-H methods. This study reveals that certainly natural gas is better option in terms of environmental aspects as compare to imported coal; however, electricity generation cost is higher than coal. By introduction of clean technologies like FGD reduces SOx concentration comparable to natural gas emissions and still electricity generation cost is lower as compare to natural gas.

908 End-user Acceptance of Technology Interface in Transaction Based Environment*Kartikeya Bolar, IBS Hyderabad kartikeya.b@ibsindia.org*

Creators and investors of technology need information about the customers' assessment of their technology interface based on the features and various quality dimensions to make strategic decisions in improving technology interfaces and compete on various quality dimensions. The study identifies the technology interface dimensions as perceived by the end-user in a transaction based environment (viz. Internet banking), using exploratory factor analysis. The influence of these dimensions on the utility of technology interface and hence the usage is examined by Structural Equation Modeling. The moderating role of user demographics and technology comfort is also tested. Managerial implications are discussed.

909 Predictive Maintenance of Coal Pulverizing Mill Using FMECA Method*Nishit Srivastava, Indian School of Mines nks.ism@gmail.com**Sandeep Mondal, Indian School of Mines, mondal.s.ms@ismdhanbad.ac.in*

This paper proposes a predictive maintenance policy for a coal pulverizing mill by integrating the Failure Mode Effect and Criticality Analysis (FMECA) and output measurement. FMECA is used to identify the several failure modes, reasons, effects and criticality of the coal pulverizing mill. Corresponding to each failure mode, output of the coal pulverizing mill is measured. By comparing these criticality and output measurement data, the paper devices a predictive maintenance policy, which could further be extended to different areas of application.

910 Fama and French Three Factors Model in the Indian Capital Market*Rajeeva S, BIET srjdyg@yahoo.co.in**T. Manjunatha, Bapuji Academy of Management & Research, tmmanju87@rediffmail.com*

This study empirically examines three central findings of Fama and French asset-pricing model in the Indian context using daily returns of portfolios: (i) whether there were pervasive market, size and value factors in Indian equity returns, (ii) whether portfolio returns were explained by these three factors and (iii) whether market, size and value factors in earnings/earnings' growth rates could be tied to the equity return factors. The study confirms the first two of the central findings but cannot draw a reliable conclusion on the third. The empirical results were reasonably consistent with the Fama-French three-factor model.

911 Corporate Restructuring & Maximisation of Shareholder Value*Deepika Dhingra, Faculty of Management Studies, Delhi University mithudhingra@gmail.com*

In the current scenario of global economic slowdown, success hinges on the implementation of a parallel restructuring and growth strategy. A very important question which needs to be answered is whether restructuring is a good alternative to go for in terms of shareholders' value and wealth maximization. The present research investigates this potentially significant issue involved in the process of corporate restructuring. Additionally, this research study will also provide an overview of existing research on how restructuring affects the wealth of shareholders.

912 Study of Maturity Effect in Indian Derivatives Market*Vasantha G, Mangalore University naikvasantha@gmail.com**T. Mallikarjunappa, Mangalore University, tmmallik@yahoo.com*

Samuelson (1965) proposed 'maturity effect' hypothesis which deals with the functional relationship between volatility and time to maturity. It states that volatility is a function of time to maturity and the volatility increases as the contract approaches its maturity. Our study tests Samuelson hypothesis (SH) on selected futures contracts of Indian derivatives market. We use the trading volume and value data of futures contracts traded in India and select the stocks for the study. We use ARCH and GARCH methodology to test the hypothesis.

914 Barriers & Challenges for Growth of Grid Connected Solar PV in India*Karan Kapoor, University of Petroleum & Energy Studies kkapoor@rediffmail.com**Krishan Pandey, University of Petroleum and Energy Studies, kkpandey@ddn.upes.ac.in**Arvind Kumar Jain, UPES, akjain@ddn.upes.ac.in*

India is the one of the fastest growing economy in World & 3rd largest in Asia. With an average growth rate of 7.3% since 1999, the increasing demand for energy is an endeavor to transform itself from developing to developed nation, motivated us to think to create the nation self-sufficient through the use of clean energy. The study necessitates the identification of barriers & challenges faced by the Solar PV (grid connected) power plants in India & ways to mitigate them through the learning from prevailing practices adopted by Gujarat & Rajasthan states, through a case study approach.

917 Sectoral Choice of Credit in Rural India: An Empirical Assessment*Debdatta Pal, Indian Institute of Management Indore debdatta@iimdr.ac.in*

This paper examines, in a competitive environment what makes rural household a preferred choice for formal lenders? It develops a two-stage sample selected ordered probit model to address this question. While, the first stage models the determinants of access to credit, second stage estimates access to credit sources in a hierarchical order. Using household data of 600 rural households spread over six Indian states this study establishes that besides resource endowment interlinked credit, which till date studied primarily for informal credit under imperfect market condition, as a significant variable improving access to formal credit even in a competitive environment.

918 Factor Influenceing Investment Decision of Generation in Selected Cities of Raja*Rahul Swarankar, rahulswarankar09@gmail.com*

This study aims to gain knowledge about key factor that influence investment behavior and ways these factor impact investment risk tolerance and decision making process among men and women and among in the different age groups. The individuals may be equal in all aspects, may even be living next door, but their financial planning needs are very different. It is by using different age groups along with gender that synergism between investors can be generated. In this context , demographics alone no longer suffice as the basis of individual investors.

919 Customer Perception of Banking Services – A Comparative Study of Rural and Urban Markets*Naresh Sindhal, sindhal.naresh21@gmail.com*

Banking services are regarded as one of the important services. Banks provide financial services to the customers. Due to the rising competition and liberalization the banking industry has become the buyer's market. Banks need to create and develop the services which can satisfy the consumer needs. Customer satisfaction is a very important construct in today's market and it is directly influenced by service quality as per earlier studies. Therefore, the present research work has been carried out to analyze the customer perception of service quality in rural and urban bank branches and its impact on customer satisfaction.

920 ERP System Selection by Small and Medium Enterprises: An Empirical Study*Neetu Ganapathy, SDM IMD neetuatsdmimd@yahoo.co.in**Raju Javali, IMS, Davangere University, drjavaliraju@hotmail.com*

In the last few years Enterprise Resource Planning systems are being increasingly adopted by Small and Medium Enterprises the world over. An ERP system acquisition is a strategic decision that can significantly affect future competitiveness and performance of an SME. While it is well documented that large enterprises use a structured approach to ERP evaluation and selection the same is not true of SMEs. In this paper the authors via an empirical study elucidate the current ERP selection process adopted by SMEs and suggest what they can do in future to ensure a better fit to their organisational requirements.

923 The Intersection of CSR and Strategy: Examining the Case of Indian Banks*Mukta Samtani, University of Pune msamtani2012@gmail.com*

The debate in India on Corporate Social Responsibility (CSR) has gained momentum following reports that the new Companies Bill might direct large companies to spend 2% of their average profit on CSR activities. Considering the fact that the banking system in India has been developed as an effective instrument of social and economic development, the paper contributes to the literature by critically examining the concept and practice of CSR with respect to Indian Banks; and proposes that CSR be deployed as a growth strategy by banks to enhance their competitive edge.

924 Profit optimization in a multi-stage remanufacturing closed loop supply chain*Rabindranath Bhattacharya, Indian Institute of Technology Madras rabindranath.bhattacharya@gmail.com**Arshinder Kaur, Indian Institute of Technology Madras, arshinder@gmail.com*

Customers demand better prices for good quality of used products and lesser amount for not so good products to maximize return. We present a three stage closed loop supply chain model with normally distributed acquisition prices for graded returns collected from customers directly. The expected proportion of used materials over a period of time going to different stages is thus determined from the areas under the curve between any two acquisition prices. A non linear maximizing profitability function was developed. Optimum values of price external returns percentage and stage acquisition prices to be paid were obtained by solving the equation.

926 Two Level Supply Chain Coordination Model Under Price Dependent Demand*Kota Syam Sundar, Gudlavalleru Engineering College syamsundarkota@gmail.com**S. Narayanan, V I T University, provc.vlr@vit.ac.in**Dega Nagaraju, VIT University, deganagaraju@vit.ac.in*

In this paper an attempt is made to develop an integrated inventory model for supply chain with single manufacturer and single retailer. The main contribution of this research is to demonstrate the optimality of inventory levels and annual gross profits under price dependent demand. The model is developed in two stages: first the annual gross profit expressions for retailer and manufacturer and then to the total chain. Further the numerical example is taken and the model is solved using MATLAB for the optimality of decision variables and objective function.

929 ROI of Internal Communications Management: Analysis of the Trends*Rukma Vasudev, Karnatak University, Dharwad rukma.vasudev@gmail.com*

The function of internal communications was traditionally performed by the HR department. These days it is being managed by exclusive departments such as the corporate communications department, internal communications department, etc. Their performance is constantly monitored by the top management. Hence these departments have been devising metrics to measure the return on investment or the ROI of the communication activities. The current research paper discusses the different ROI metrics used by selected organizations. A qualitative research method was used wherein managers from the HR/communications departments were interviewed. The author also presents her own perspectives on ROI.

933 Application of Kitting Assembly for WIP Reduction in an Automotive Assembly Line

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Kitting assembly is generally accepted as a good solution in industries for controlling problems related to WIP and whenever there are problems about space, quality, materials handling, flexibility and learning due to high number of variants. This paper proposes the application of kitting assembly for reduction of work in process inventory in an automotive assembly environment. The kitting assembly supplies the component to the assembly line through kit. In general, the design of kit based on conventional ABC analysis which does not consider the ease of handling of the components and subassemblies in terms of placing them in the kit container leads to inconsistency in the solution. Hence, in this paper the dual-criteria ABC analysis (DC-ABC) is used, as a decision making tool to deliberate upon the inclusion of a component.

ABSENTIA PAPERS

101 Factors of Increasing Competitiveness from the Viewpoint of Inventory Reduction

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The research work, inter alia, confirms a significant conclusion relating to inventory optimisation in all links of the value-creation chain, i.e. implementation of product management project view. One of the most significant factors affecting increase in flexibility and competitive ability of a firm is conceptual, complex intra-plant standardization. A company implementing standardization is capable of flexible responding to customer's demands for assortment, accelerates research considerably, development and technical preparation of manufacture, and offers satisfactory delivery terms. At the same time, costs are decreasing and other economic indicators are showing positive trends as well.

102 Strategic Problems in Public and Non-profit Organizations in Albania

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Strategic planning in public and non-profit organizations is equally important as in private organizations. Strategic planning is the responsibility of all managers and more important is that, such responsibility is becoming increasingly critical. Organizations today operate in a complex environment with a growing demand for fast and effective strategic responses. In this context, public organizations face a constant pressure from policy changes, competition and market demand. Purpose of this paper is to identify development strategies and strategic problems in the public and non-profit organizations in Albania and in particular in the region of Korca.

103 Managing of Service Quality in Restaurants of Korca Region

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Tourist destination all over the world are oriented in competitive advantages and the quality of the environment and services. This paper analyses the management of services quality in restaurants. Korça region is a mountain destination. However, in the absence of a study of the associated impact factors and the little information about the visitors and their expectations, is made a study in three touristic areas and are identified impact factors, strategies and approaches that are used up to now.

104 Analysis of Service Quality in Hotel Industry

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The quality of service in hotel industry is an important factor of successful business. This paper gives a better recognition of critical success factors of quality management implementation in hotels which have some advantages to provide better service to customers. Data was gathered from designed questionnaire and statistically analyzed. The aims of the paper were to evaluate perceptions of hotel guests and to test using of the SERVQUAL model in hotel industry and to evaluate perceptions of tourist for attributes of the destination.

106 Towards Online and Virtual Event Marketing

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Internet marketing is one of the most discussed areas recently. The Internet is an enormous source of information for market research and event marketing. Effective event marketing increases awareness, generates excitement and helps increase attendance and participation in event. Whether we are promoting a cultural event or organizational activity, an effective marketing campaign will help us to make the event successful. The main aim of this study is to analyze the impact and perspectives of internet in event marketing and how it can be used by organizations in order to promote the touristic destinations.

107 Services Provided By B-to-B Service Companies: Innovation in Cost Accounting

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We investigate the relationship between cost accounting systems and customer profitability in business-to-business service companies. We analyze the methodological characteristics that a cost accounting system must have in order to manage properly customer. Two innovations are identified: the final object of cost measurement and the creation of a new intermediate costs containers. The case of an Italian leader provider of services for banks is presented. Findings show that service components constitute a key element to link activity costs and customer profitability.

108 Status of Omani Women Entrepreneurs

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The aim of this study is to understand the status of Omani female entrepreneurs. For this purpose, Omani female entrepreneurs were interviewed in terms of their demographics, reasons for becoming entrepreneurs, problems faced during start-up, and financial sources used. Through the questionnaire the researcher has found the following practical solutions and recommendations to the difficulties being experienced in various fields by providing appropriate support to small and medium enterprises through

low interest rates and facilitating the requirements and provide all forms of technical support for the development of small and medium enterprises.

161 An Experiential Exploration of E-Commerce Activities in the Gujarat State

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The new economic era witnessed a new technology known as digital economy. Information Technology [IT] has transformed the way people work. Internet or World Wide Web (WWW) is a worldwide system of computer networks that allows its users called as to send and receive information from various other computers (William. R. Swinyard and Scott M. Smith, 2003). According to Information Technology Association of America (ITAA), Information technology (IT) is the study, design, development, implementation, support or management of computer-based information systems, particularly software applications and computer hardware. IT deals with the use of electronic computers and computer software to convert, store, protect, process, transmit and securely retrieve information (www.ITAA.com).

163 Managing Services in Competitive Environment

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Many firms have engaged themselves in developing strategies that could lead to higher performance. Among those strategies, the most widely used one is to satisfy the customers by providing high quality products and services. The contribution of services to the development of every national economy is in the progress. Services constitute the major contribution for any country's GDP. Developing value added services is a managerial challenge in the competitive environment. Such services enable firms to sustain the competitive advantage while minimizing the cost of generating the services. Managers and leaders in service firms are required to take decisions about generating the services that only have value added benefits but also to be priced competitively.

167 A study on Customer Retention Strategies of Mobile Phone Providers in Chennai

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A fundamental truth in the business world is that competitors are always looking to steal our customers. Customer attrition rates range from 7% annually in some industries with high exit barriers, like banking and insurance, to nearly 40% in the mobile phone industry. Slowing the customer "churn" rate by as little as 1% can add millions of dollars to any sizable company's bottom line. As it's a great deal more expensive to acquire customers than to retain them, an effective customer retention strategy is crucial to a company's success. Mobile phone service is viewed as a commodity by customers all over the world.

270 Analytical Review of Investment Behavior of Investors

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Investment culture among the people is an essential pre-requisite not just for capital formation but also for passive contribution in the faster growth of an economy. Investment behavior refers to the attitudes perception and willingness of the individuals and institutions in placing their savings in various types of financial assets. The study helps to anticipate the preferred portfolio of an investor. It will also assist the market to analyze the mentality of an investor and to understand his pulse to act accordingly. This study shall try to synchronize the needs of the investor with their demand of desired features in the financial instruments.

272 Instrumenting Retail Services Upgrading Through FDI: Challenges and Opportunities

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The 21st Century global order sprouted from the seed of market with the rise of middle class at the global plane, the tendency of consumerism, customer services has fortified the global competitive environment. The intensity with which, the retail services is measuring its height pose a challenge to retail sector to enhance their services both qualitatively and quantitatively. In this context, the political will and role of government is crucial in determining the quantum of Foreign Direct Investment in Multi Brand Retailing.

285 Indian Health Care Sector in a Competitive Environment

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The Health Care Sector in India is driven by Government Health Care Schemes efforts by the Government have not been enough>the sector is growing at 20% p.a. The factors driving the growth include increasing population lifestyle related health issues improving health insurance penetration increasing disposable income etc An estimated 189 million people in the country will be more than 60 years of age by 2025 needing higher healthcare spends. Is the Indian Health Care Sector which has always been in the sellers market for too long ready for competition?

303 Internet Users' Perception Towards Security and Trust in Online Transactions

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Internet is changing the way users purchase products and services. Driven by the need to save time by urban India, e-commerce has emerged as the biggest part of Internet use. Users' perception on negative outcomes in terms of financial, physical, psychological risk comes along with the benefits of online transaction. This study explores the significant factors that influence the security and trust aspect of online transaction. The study is based on primary data collection from approximately 200 respondents in Indore city. Results of this study will be beneficial to companies providing online transaction facilities.

310 Determinants of Capital Structure for Indian Manufacturing Industry

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This paper is an attempt to analyze the important determinants of capital structure in Indian manufacturing industries for last decade. Since Modigliani and Miller's famous propositions on the capital structure to test the ground realities of capital market imperfections such as taxes bankruptcy costs agency costs and information asymmetries. Financial economists and researchers have worked to bring more of scientific and predictive understanding in Corporate finance this has been done by preparing formal theories that can be tested by empirical studies of corporate and stock market behavior. This paper is an attempt to study it by using panel data model for traditional techniques.

326 Dancing Elephant Menacing Dragon- a Tale of Two Asian Giants

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One day in 2001, a report from Jim O' Neill, an analyst with Goldman Sachs, New York, made the world sit up and take notice. The content of the report that O' Neill wrote were to make significant impact on the World opinion in the years to come, with the perception that most people in the developed countries had of countries, that were mentioned in the report collectively called BRIC (Brazil, Russia, India and China, with South Africa added later, the acronym became BRICS), drastically changed and suddenly two of the Asian Giants mentioned in the report.

369 An Organized Venture for Managing Projects in Business Dynamics

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Project Management is a scientific way of planning, implementing, monitoring and controlling the various aspects of a project such as time, money, materials, manpower and other resources with the intention of achieving the basic objectives or goals including technical specification, cost and time schedule. It involves coordination of group activity wherein the manager plans, organizes staff and other resources, directs and controls to execute the project within constraints of time, cost and performance. Work Breakdown Structure is a technique to breakdown a work into its components and simultaneously establish their connection on the lines of a family tree.

399 Facebook : Prejudice or prejudice -An empirical study

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Social Networking has become a focal point in everyone's lives these days The boom of social networking has radically changed the concept of relationships friends and in-groups Several researches and investigations are being attempted to determine the effect of these sites on the moods of the users This paper aims at understanding the intent behind the usage of Facebook and also its impact on the moods of the users This empirical research will consider the sample group between the ages 20-30 years The findings will help in better understanding of the adverse effects of Facebook.

430 Quality and Excellence in Management of Teacher Education: Issues & Challenges

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Quality and excellence in the education sector is one of the major initiatives of the Government of India in its plans. To achieve the outcome of enhanced quality at all levels of education, Govt. of India has been focusing its attention on quality and excellence in higher education and teacher education. Teacher quality has produced voluminous studies that line many a research library. Discussion on what it is, how it is developed, and its connection to student achievement have become the feature of educational slang in the 21st century.

435 Growing Influence of I-banking and its Impact on Service Quality

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Recent developments of Information Technology in banking sector have given rise to innovation in financial products and services. With the advent of Innovative banking, newer challenges in delivering competitive service quality among banking service providers has increased. With the application of IT, The present study aims in understanding the effect of Internet banking and its results on financial performance and service quality provided.

489 Dimensions of Employee Engagement

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Today's global consumers are very demanding technology is changing everyday so is the demand by consumers. Developing nations such as India and China is in great demand for industries and a hot spot for FDI's To cope up with ever changing technology companies have to ensure that they have enough enriching talent in their organization They also have to make sure they have the best of talent in their court of players This paper will highlight few insights regarding Employee Engagement strategies and its trends. It shall also reveal few success stories of major industrial players who now are global leaders.

493 Green Marketing: The Road Ahead

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Green marketing is the marketing of the products which are environmentally safe. The present study explores the attitude of the Indian people towards green marketing. A sample of 200 respondents has been taken from the NCR for this descriptive study. The findings revealed that the attitude of the customers is quite positive and they want to buy green products because they want to save the environment for the future generations. So, the road ahead for the organizations is that they should adopt more and more green marketing strategies to satisfy their customers and make earth a better planet to live.

509 Total Quality Management in Meenakshi Mission Hospital & Research Center

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Total Quality Management (TQM) concept of measurable & predictable error reduction can be applied to talent management. 360 degree performance appraisal processes have increasingly become a mode of evaluation & employee development. As an enhancement to a traditional review, where employees are given a single evaluation by superior, 360 degree performance appraisal provide a multisource review. In this paper, an attempt is made to propose this system to engineering education. Concept, implementation strategy & reasons are discussed. Optimum utilization of human resource is the key in engineering education. Talent audit system can be used as best TQM tool

540 Corporate Reputation Dimensions, Enablers and Outcomes in Service Organizations

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The importance of corporate reputation for enhancing organizational performance(OP)has long been recognized. However there is a conspicuous absence of the discourse on the enablers,dimensions and consequences of Customer based Corporate reputation(CCR)in developing countries,despite the prime importance of customer for OP.This study investigated the link among CCR dimensions(customer orientation, good employer, reliable and financially strong company, product and service quality and social and environmental responsibility); enablers(Customer satisfaction and Trust) and outcomes(WOM and Loyalty). Using PLS-SEM technique,data(224 sample from financial service industry)has been analyzed.Based upon findings guidelines for better CCR management has been suggested along with the contribution.

586 Sales Strategy Adopted by Builders in Mumbai

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This paper makes an attempt to find out sales strategies adopted by builders in a big metro city, like Mumbai .The builders have made use of various marketing channels like digital marketing through websites, online brokers, real estate agents(local and International), property exhibition, direct selling agents, Bank tie ups, etc. The researcher proposes to analyse the sales strategies adopted by builders.

588 Role, Opportunities and Challenges of Financial System in Rural India

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The study is an attempt to evaluate the opportunities and challenges of rural credit in India. The main objective of this study is to explore the role played by various schemes undertaken by the government in order to develop Rural India and the provision of financial services in rural communities is a very challenging task, especially in developing countries, it also focused on study the challenges or problems of lenders and borrowers in rural credit market of Rural India. It was found from the study that rural credit plays a very important role in emerging country like India.

598 Emergence of M- Commerce: Issues and Challenges with Reference to Pune City

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Technological advancements have changed the way businesses are done. Today, more and more people are becoming aware of digital technology and this awareness has resulted in emergence of novel ways of doing commerce. Commerce is broadly defined as the buying and selling of goods and services. Many organizations are using the technological advancements in mobile phones, portable computers, and wireless data communications to sell goods and services. Due to the rapid advances in these technologies business firms started using Internet and hence the emergence of electronic commerce (e-commerce).E commerce gave way to many businesses to flourish in India.

625 Analyzing Good Corporate Governance : Role & Advantages

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Corporate governance has evolved and grown significantly in the last decade By striving for better governance firms reduce their cost mitigate risk enhancing investors confidence and corporate valuation Corporate disclosure plays vital role in protecting the interest of various investors The responsibility for preventing fraudulent activities lies with the Management Their acts and conduct impact the reputation of Indian Markets and they must ensure that highest standards in corporate disclosures An impromptu need to clear every issue and make it necessary to solve the arising questions and to fill gaps of the loopholes to protect investors interest.

652 Impact of Emotional Intelligence on Employee Success

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In the present scenario, cut throat competitions, stretched goals lead to increasing level of stress in employees, also increase the job dissatisfaction. Therefore, by developing our emotional intelligence, we can become more productive & successful. Goleman (1992) has found that nearly 90% of the difference in their performance profiles was attributable to emotional intelligence factors. Objectives of the study as below:- - To study & investigate the relationship between employee job performance and emotional intelligence. Expected Conclusion: There is a co-relationship between emotional intelligence & job performance of employees.

664 Passenger Expectation of Services from Low Cost Carriers

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With increased number of travelers, it will reward for the government or the private player who can meet the consumer expectations. This paper tries to attempt to identify the gap in the services that are provided by the low cost airlines in India. It also gives the overview of different factors like the preferences and purpose of travel, unique selling point of the airlines, measure the consumer satisfaction level of the services provided by low cost carriers. A well defined questionnaire is used for collecting data for the research. The study is carried in Dehradun during January 2012.

696 Service Quality Assessment with SERVQUAL in Insurance Sector: A Comparative Analysis

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This research paper attempts assessment of service quality offered by the LIC of India and selected private insurance companies. SERVQUAL scales are used to interpret satisfaction level of the customers on seven different parameters. Objectives of the research are to find out customer satisfaction level on set parameters of service quality of customers' of LIC of India and customers of selected private life insurance companies. The research method is exploratory research method with convenience sampling method. The primary data will be collected from 180 policy holders of different private insurance & LIC of India companies

697 Analysis of Risk Pooling in Supply Chain for Multiple Demand Patterns

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Risk pooling is a familiar policy to alleviate the risk in business, insurance and finance. It is evenly appropriate for supply chain management as well. The participating members of the supply chain at retailers end can pool their resources to mitigate the effect of uncertainty of the market place to satisfy the customer. The present work discusses the effect of various demand patterns on risk pooling. Two echelon supply chain is designed for the study. The simulation models are made for both, with and without pooling. Service level is used to measure the efficiency of the supply chain system.

701 An Empirical Study on Brand Preference of Laptop Users in Park St. Area, Kolkata

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This study explores the brand preference of laptop users. The detailed analysis of marketing, consumer behavior and brand preference of laptops is carried out in Park Street area of Kolkata city. As a result, focusing on an industry where brands, marketing knowledge and distribution networks have been important determinants of the growth. The article illustrates the analysis and interpretation of data. Finally it concludes with findings and recommendations of the study which may be useful for general public as even the manufacturers and dealers can understand the dimensions reflecting brand preference and impact of all these factors on customer satisfaction.

702 The Impact of Branding on Customers Attitude Towards Indian Banking System

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Purpose-the purpose of the paper is to study the impact of branding on customer attitude towards Indian Banking system. Data collection-data was collected from 100 respondents of particular bank in Mumbai through questionnaire method. The questionnaire was divided into three parts i.e. customer based brand equity, customers attitude and demographics. Data analysis-Data was analysed using SPSS software. Data analysed revealed some interesting results about consumers attitude towards Indian banking system. Managerial implication-The study is of great use to the marketers in branding of Banks in India. Limitation-The main limitation of the study was its limited sample size.

703 Penny Wise Pound Foolish: A Study of the Struggles Faced by Handicraft based Services In Special Context of Rajasthan

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In 2009 when recession had hit the service market in India, Federation of Rajasthan Handicraft Exporters (FRHE) extended help to domestic market by organizing a fair to let local business man (exporter) to concentrate on the domestic market. Although appearing to be a feeble managerial intercession, in the beginning, it actually helped the local service market since many people

could relate to the potential in domestic market. The paper attempts to explore the interventions taken to uplift the domestic service market in an ever growing competition in special context of state of Rajasthan for services related to handicraft industry.

704 A Study on Consumer Pre-purchase Behaviour

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The car industry in India is continuously growing on especially the sales of passenger cars are escalating. It is very strong because of the different best competitive practices and the other supporting values offered on the product that makes consumers to choose. To analyze the growth the research was done on the primary data collected from 600 consumers who owned different companies passenger cars and found that consumers are extremely looking for 5 M's when it comes to pre-purchase behavior such as money maintenance mileage marketability and measurability.

705 Green Banking- Banking through the Greens...

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Growth and development while promoting Green is the new mantra. However, what we need to understand is that development needs to be sustainable i.e. decisions taken today do not compromise options for the future. Banks while performing their finance function can be holistic as well. Present day banking is all about managing money and finances in a green and ethical way. Green Banking means promoting environment-friendly practices and reducing carbon footprint from banking activities. This paper studies the various aspects of green banking and the role of Indian banks as socially responsible corporate citizens (SRCC).

706 Application of Six Sigma in Service Quality Improvement of Phone Banking

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This paper highlights the Phone Banking operation as is followed in ICICI Bank and how the service quality is maintained with the application of Six Sigma. An attempt has been made to understand the various CTQ (Critical to Quality) parameters involved in the entire process. Quality Improvement initiatives are an ongoing exercise and learning organizations are adopting Six Sigma methodology to better control and consistently deliver customer satisfaction.

707 Spot Electricity Price Modeling and Forecasting: A Review

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Electricity markets around the world are being transformed from a highly Government regulated and controlled markets into deregulated markets. Today, electricity trading has transformed from primarily being a technical business, to one in which the product is treated in the same way as any other commodity. A Generator/firm/Individual Power Producer (IPP) which is able to forecast prices correctly can adjust its own production schedule accordingly and hence maximize its profits. This study reviews literature pertaining to short term electricity price modeling and forecasting.

709 Women in Leadership Positions: Gender Culture in Scientific Research Organization

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Mens stories of gender culture in organizations contribute to the maintenance of the symbolic order Murgia etc 2009. The mens point of view depicts their values and experiences which may be referred to as masculine. Masculinity refers to values meanings and experiences interpreted culturally as masculine and ascribed to men although it cannot be linked exclusively with males and can be practiced by both men and women. By using the concept of hegemonic masculinity this paper demonstrates through a qualitative study of scientists in an Indian R&D organization the complex of practices that maintain the hegemonic position in gender.

710 Product Development and Customer Segmentation using Fuzzy Logic-ROC Approach

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Manufacturing firms have to customize the product with lowest possible cost as per preference of customer by identifying meaningful clusters of customers that have relatively homogeneous sets of needs. The variation and uncertainty in the preference as well as customer worth will be evolved. The customer worth offered by customers for particular attribute of a product may be linguistic, uncertain and non precise which have to be evaluated with precise values. This paper proposed a methodology for developing the products by allocating the preferred attributes to the customer group using a fuzzy logic- rank order clustering approach.

712 Impact of Consumer Characteristics on their Online-purchase Intentions

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In today's era of globalization, the internet presents a huge and viable opportunity as a way of doing business with low investment but manifold business impact. Online-shopping is the process consumers go through when they decide to shop on the internet. Today, internet has developed to a highly competitive market and in order to have an impact on and retain customers, in a competitive market, it is the first step to identify certain influencing factors when purchasing online. This paper identifies the consumer characteristics that influence an individual consumer's intention to adopt online shopping in India.

713 CRM Issues in MSMEs

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Worldwide, the micro, small and medium enterprises (MSMEs) has been accepted as the engine of economic growth. In India too, the MSMEs play a pivotal role in the overall industrial economy of the country. The sector accounts for about 39% of the manufacturing output and around 33% of the total export of the country. MSMEs in India suffer from the problems and require a well-thought CRM strategy and technology to improve its efficiency, reduce costs and increase profitability. The study aims at highlighting importance of CRM and major problems in adopting and implementing the same in MSMEs.

715 Efficient Education Sector in Kerala: Lesson to be Learnt

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Growth of Indian economy is positively correlated with the growth of its education sector. In India promotion of quality education has been at the heart of growth policies. Vivid education structures can be spotted across India. On one hand where state like Kerala holds a strong education base, other states like Orissa and Andhra Pradesh show poor performance in their education sector. This paper highlights the key factors that makes Kerala's education sector of a success story and puts forward various lessons that other states across India may learn to induce growth in their educational structures thereby aiding Indian growth.

716 Corporate Wellbeing Using Vedic Mantras & Chants: A Perspective Based Study

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Workplace stress, a serious problem today for both employees and employers, reduces productivity increases management pressures and makes people ill in many ways evidence of which is still increasing. This paper is based on various primary and secondary sources gives a comprehensive understanding about the concepts of stress, with specific reference to organizational stress and the factors leading to it. It focuses on the findings of Vedic Mantras as a stress management technique which leads to increased effectiveness in the work place thereby reducing health disorders.

717 Indian Fast Moving Consumer Goods Sector: An Overview

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The Indian FMCG sector is the fourth largest in the economy and has a market size of US\$13.1 billion. Well-established distribution networks, as well as intense competition between the organized and unorganized segments are the characteristics of this sector. FMCG in India has a strong and competitive MNC presence across the entire value chain. It has been predicted that the FMCG market will reach to US\$ 33.4 billion in 2015 from US \$ billion 11.6 in 2003.

718 Indian Information Technology Sector: Challenges and Opportunities

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India's Information Technology (IT) & information technology enabled services (ITES) segments are aligned in a way that the growth in one avenue has ripple effects on another. The IT & ITES industry, as a whole, is the mainstay of Indian technology sector as it has driven growth of the economy in terms of employment, revenue generation, Standards of living etc & has played a major part in placing the country on the global Canvas, India has already established her brand equity in the global IT market.

719 Indian Pharmaceutical Industry: Boon or Bane

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Health is an essential socio-economic asset which contributes to economic development in numerous ways like enhanced productivity improved human capital etc. Sizable improvement in health outcomes are a prerequisite for a developing country like India to break out of its vicious circle of poverty. Indian pharmaceutical industry in turn plays a vital role in providing health care to billions of population in India and abroad. However several malpractices and frauds in the midst of stiff market competition adversely affect the consumers. This paper thus aims at highlighting the issues concerning the Indian pharmaceutical industry and its undesirable impacts on consumers.

720 Future Prospectus for Rural Market

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In recent years rural markets have acquired significance as overall growth of the economy has resulted in to substantial increase in the purchasing power of the rural communities India's per capita income has doubled over the past 20 years. A growth rate GDP of around 9 per cent per annum would be sufficient to quadruple the per capita income by 2020. This will raise India's rank from around 11th today to 4th from the top in 2020 among 207 countries given in the World Development Report in terms of GDP. The present study assesses current future changes and emerging trends.

721 Differential Adoption of Study Patterns Amongst Management Students

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The management education is at its paramount stage. But austere condition is more number of institutions and less number of students in past few years. The acumen behind this is the lack of interest arousal and more distraction towards aspired job opportunities. This research paper is an empirical study to assess the differential adoption of study patterns by management

students. Several B Schools in and around the Rohilkhand region are studied to assess the learning patterns so that B Schools can bring enlightening changes for the gaining of interest towards studies by students in this competitive world.

722 Job Rotation: A Strategic HRM Approach in Visakhapatnam Steel Plant

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Job rotation is a multi-skilled employee design approach widely used by dynamic companies in globally. Sometimes it involves in workers satisfaction in their workplace by moving from one job to another for reduce exhaustion and boredom. Basically it has two dimensions, one is within-function rotation and another is cross-functional rotation. Within-function rotation means rotation between jobs with the same levels of responsibility and within the same operational area. Cross-functional rotation means movement between jobs in different parts of the organization over a period of time. This paper is focused on Visakhapatnam Steel Plant for empirical study.

723 Changing Role of HR in the Emerging Global Scenario

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The Human resource management has challenging aspect in any business. There are new trends in the world of HR emerging every now and then and it is closely connected with the world of business to learn such contemporary emerging issues. In this global era human resource touches the new technology and certain emerging issues of management. So, it is necessary for the management to learn the changing scenario of the HR department in order to place the competent role in the globe. Hence, a company's HR activities play a pivotal role to cope up with emerging market.

724 Leadership Learnings from Classical Tamil Literature

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The contemporary world walks on the principles and theories which have been nurtured and rendered in the past. In this reference, it can be said that the contemporary ethical management theories, concepts and principles are very uniquely correlated with that of the oldest ethical literature of Thirukkural written by Thiruvalluvar about 2000 years ago. This paper attempts to rediscover management wisdom, particularly in leadership, it attempts to highlight various theory of leadership and its linkages to Thirukkural which is the original work of Thiruvalluvar.

725 Strategies to Improve Management Education in Competitive Environment

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Management Education is very important in shaping the human beings' attitude and help to form liberal society. It converts human into human capital. Across the globe leaders have put their faith in management education. They understand that economic growth rests largely on the quality of a nation's human resources. Some of them are resorting to various malpractices to allure and attract students, particularly in smaller cities and towns. This paper attempts to focus on centralized policy, regulatory regime for foreign educational institutions in the country.

726 Changing Paradigm of Customer Service in Banking Industry

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Banks are the life line of the financial system In today's competitive environment it is the customer service that defines competitive advantage for a commercial bank Earlier the regulatory restrictions and proximity to customers gave less scope for competition The expectations of the customer's were very few Today with automation having invaded the banking sector and the customer's expecting any time any where banking the landscape of services have changed completely.

727 Multi-echelon Agri-food Supply Chain Improvement by Applying Lean Concepts & VCA

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Purpose – To develop an innovative methodology to apply lean value chain improvement techniques to a complete supply chain for a food product from farm to consumer. Design– Action research based on case study involving farmers, food processor and a major retailer. Findings – VCA highlights significant opportunities to improve supply chain performance, profitability and relationships. Research implications – Lean/VCA methodologies can be readily applied to the retail and processor elements of food chains. However, further research is required to apply the concepts to farm operations. Practical implications – Subsequent to this research, VCA techniques have been increasingly adopted in agri-food sectors.

728 Organizational Restructuring in Economic Recession: Reviving an Ailing Business

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Purpose – To identify factors that are significantly associated with the delisting risk of restructuring firms. Design– Drawn on a sample of firms with negative earnings that undertook restructuring during the economic recession. Findings – The paper finds

that delisting risk increases when firms undertake repetitive restructurings, massive workforce reduction, and large-scale asset downsizing. Firms with high levels of debt and failure to cut costs and narrowing its focus on core competencies are also more likely to delist. Practical implications – This paper provides a guide for managers to effectively plan and implement a restructuring program to improve performance amid an economic downturn.

730 Quality of Services in Higher Education Institutions - An Empirical Study

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Competitive higher education today demands excellent quality of services to attract students and remain vibrant. Student satisfaction assessment is vital in determining the quality of services in higher education institutions. This paper analyses the level of students' satisfaction of services in colleges based on an empirical study in Karnataka. The students are satisfied with the quality of teachers and the institutional atmosphere but they are dissatisfied with the infrastructure, usage of ICT in teaching and student welfare services. The results of this study can spell out newer strategies for enhancing the service quality in higher education institutions.

731 Rural Women Entrepreneurship – A Step Towards Self Contained Economy

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This paper discusses the impact of Women Entrepreneurship in rural areas towards attaining a self contained economy Analysis is based on the data collected from two villages of Perambalur District Tamilnadu Rural areas rapidly losing out their self contained economy From the data collected the authors found that the Women Entrepreneurs in rural areas procure most of their inputs locally and market their products locally This activity results in sustainability to some extent amid invasion of urbanization The effect of this sustainability on their life style earnings and occupational pattern were also analyzed There were 120 Women Entrepreneurs participated.

732 Internal Marketing in Information Technology Industry in Chennai

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Firms which have talented and engaged employees enjoy significant advantages over their rivals. Therefore companies spend a great deal of time in building engaging motivating and retaining talent An important way of accomplishing this task is by Internal Marketing. Thus the challenge for businesses today is not just in satisfying employees and getting them to stay with the organization but to create the environment where they want to do and give discretionary effort to go above and beyond what is written in their job description This empirical study explores the extent of Internal Marketing in IT companies in Chennai.

733 Role Stress – the Relationship of Work Experiences and Overall Satisfaction

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This paper presents a literature review of the origin of the concept and the research in the area of Organizational Role Stress with a review of 50 papers published between 1971 till 2010. The review has been segmented based on the contributions made by each study, major issues it deals with, the data sources, primary methodologies adopted and country-wise & year-wise publications. The literature compilation talks of how the concept of stress has been understood and dealt over the years. Such studies can help the managers chalk out better policies & strategies for the modern diverse workforce base.

734 How Engaged are Your Employees? - A Study on Dimensions of Employee Engagement.

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Today's global consumers are very demanding technology is changing everyday so is the demand by consumers. Developing nations such as India and China is in great demand for industries and a hot spot for FDI's To cope up with ever changing technology companies have to ensure that they have enough enriching talent in their organization They also have to make sure they have the best of talent in their court of players This paper will highlight few insights regarding Employee Engagement strategies and its trends. It shall also reveal few success stories of major industrial players who now are global leaders.

736 Effect of CSR on Consumer Behaviour with Reference to PSU

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Drawing on social identity theory, a model of influence of CSR on loyalty is adopted and tested using a sample of real Chennai based public sector banks consumers. The intent of this research is to study the influence of CSR on consumer loyalty through company evaluation and consumer company (C-C) identification. The model was tested with a survey sample. So in this study we do the path analysis to test the 8 hypothesis out of which 5 hypothesis have positive relationship. The findings of this study indicates that CSR initiatives are linked to stronger loyalty of the consumers towards their banks.

738 Best Practices for IT Managed Services in a Competitive Environment

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There has been a radical shift for companies operating in IT services industry between mid-nineties till date. The competitive environment focuses on the competitors who win clients in the same market segment that includes all immediate rivals. Service providers business thrives on the deliverables, quality, customer satisfaction, and honoring commitments to their customers. The types of projects could be among application development, support, testing. The best practices that aid organizations are:

Effective Communication; Good Governance model; Escalation Resolution; Process Adherence; Honoring Commitments; Maintain Stakeholder expectations and relationships; Quality Deliverables; Metrics; Status Reports; Team Empowerment; Lessons learned.

739 Empirical Study of Link Between Growth of a Country and its Success in Sports

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As per reports and available historical trend it can be stated that China's haul of medals in Olympics has tripled between 1984 and 2008. The performance of China in recently concluded London Olympics was spectacular. This paper empirically analyse if there is link between economic and political growth of a country and its success in international sports event. The study is based on relevant historical data. The paper also analyses the factors that contribute to the growth/rise of a country in International sporting events.

740 Study on the Impact of Strategic Orientation at Women owned Service Enterprises

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As the Beauty Parlour segment is experiencing a high growth rate many women have taken up business in this field The US Bureau of Labour statistics 2008-09 estimated a 14 percent increase in the growth of industry between 2006 and 2016 The women who are operating as individual business owners in the industry tend to strive through adopting appropriate strategies because of their effective strategic orientation This study considered strategic orientation from its three perspective viz Entrepreneurial orientation Marketing orientation and Learning orientation The study concluded that there was significant relationship between strategic orientation and the performance of the firm.

742 Impact of physical environment of hospitals in patient satisfaction

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Hospital marketing is a specialized field that deals with connecting patients physicians and hospitals Patients nowadays are more aware and more quality conscious than before It stands to reason that a high level of quality which can translate into patient satisfaction is important for a hospital Consumer satisfaction is important to the hospital because it is generally assumed to be a significant determinant of repeat visit positive word-of-mouth and patients loyalty In this study the researcher would like to bring about how the physical environment have the impact on patient satisfaction.

743 Credit Lending Practices of Indian Public Sector Banks in the Competitive World

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Indian Banking Industry has under gone tremendous changes in their products and services since Basel norms were implemented. In the globalised business environment of banking it is the quality of service that is going to help the Indian banks to sustain their business and profitability. The paper attempts to evaluate the perception of banks customers towards the service quality with special reference to the lending practices based on the study of few select banks. This paper aims at presenting the fundamental concepts behind the credit lending practices and assessment of innovative services strategies that banks have been employing.

744 Managing Service in Competitive Environment: A Study of KFC and McDonald's

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The present research aims to study the service quality of KFC & Mc. Donalds in Punjab. 126 customers of KFC & Mc. Donalds were taken who were regularly visiting both the outlets. Various aspects of services pertaining to these giant outlets were taken in to consideration. The result shows that the customers are more satisfied in service parameter in KFC than Mc. Donalds. The other aspects of services were also discussed in the paper.

747 How Green is Indian Business? A Study of Sustainability Initiatives

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How green is Indian Business A study of sustainability initiatives undertaken by Indian businesses The nomenclature which started with Green economy green growth green jobs has now reached up to greening of business and with various shades of green in corporate social responsibility Global concerns for sustainability are now knocking at the doors of Indian corporate sector as well This paper tries to understand the awareness about the sustainability issues by Indian companies the initiatives they undertake in this regard and the problems they face in measuring and reporting the same to the authorities, with the secondary and primary research .

749 Graduate Employability and Students Orientation to Labor Market

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Employability as a concept demonstrates true potential of students to attain and undertake future employment Simultaneously employability also represents significant linkage between industry and academia Past research has depicted that with the transition of students from higher education institutes to entering labor market there has been variation in the approach and perception of students towards jobs available in the labor market The paper thus puts an emphasis on measuring the students perception towards

their employability and future career prospects. Besides this, the research also discusses the implications of the same for the higher education sector and the industry.

753 Gap Analysis of Services at Jolly Grant Airport Dehradun

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The recent increase in the number of people going online to research and planning their vacations has prompted travel brands to develop a solid digital presence. Many travel brands have already made social media an integral part of their marketing strategy. Keeping in view this topic is chosen for preliminary research in order to find the effectiveness of branding and future scope of marketing by social through for Travel Agencies. Objectives: The objectives of the study are o To find the effectiveness of branding of Travel Agencies through Social Networking sites and to find the future scope of Marketing.

754 Determining Internet Banking Service Quality & Customer Satisfaction in India

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The main objectives of this empirical study have been to determine the bank-wise comparison among the customers usage of internet banking services by using one-way Anova and to evaluate consequent impact of the Internet Banking Service Quality on the Customer Satisfaction through Multiple-Regression statistical techniques. Anova results have depicted that there is no significant difference in facilities determining the customers' usage of internet banking services of Public-sector, Private-sector and Foreign Banks in India. The Regression measures have indicated that Responsiveness, security/privacy and site-aesthetic are influential factors, whereas, Reliability and Efficiency have insignificant impact on satisfaction of the online customers.

756 Fraudulent Practices in Banks : A Case of Loans Against Forged Fixed Deposits

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Mr Ramlal was working as an Officer in a small branch of Aapka Bank which is one of the oldest Public Sector Banks in India. The branch was located on the outskirts of Delhi/NCR region. The bank has in all about 3500 branches all over the country. It is rated as one of the best Banks in terms of customer-service. The bank had a total business of more than Rs 3,00,000 crores with deposits of Rs 1,75,000 crores and advances of Rs 1,25,000 crores. The said branch of the Aapka Bank had a total staff strength of six officials headed.

760 FDI in Multibrand Retail with Special Reference to FDI Impact on Indian Economy

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The Cabinet at its meeting held on September 14, 2012 approved FDI in multi brand retail trade up to 51%, through the prior governmental approval route. This study helps to find out what are the different legal aspects of multi brand retail & its effect on Indian economy. The null hypothesis assumed in this paper is GDP is not dependent on the FDI. Simple correlation model is used to test the hypothesis using SPSS software. This paper contributes to the existing issue of the Multi brand retail & how FDI is essential for the economic growth of India.

763 Impact of Commodity Derivative Trading on Commodity Prices

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Derivatives have become an important component in investors portfolio. Although derivatives do not have value of their own they influence the prices of underlying assets and other variables also. This paper gives a status review of various research works carried out by different researchers on the influence of commodity derivative trading on commodity prices. The reviewed papers have adopted Granger causality test, Johansen's cointegration test, EGARCH model to test the relationship between futures prices and spot prices of commodities. This paper not only aims to identify the research gaps but also makes an earnest attempt to formulate research hypotheses.

764 Effect of Consumer Response on Sales Promotion in Organized Food Retailing

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The burgeoning consumerism in the nascent market economics has momentous repercussions for organized food retailing. Sales Promotion has emerged as one of the medium of advertising. Attempt was made to study the effect of consumer response on sales promotion in organized food retailing. Studying of four demographic factors: gender, age, income and family size has been considered to have an impact on consumer response towards sales promotion in Food Retail shops at Jaipur. The results will help the managers to identify their target consumers and in turn to develop appropriate sales promotional programs in order to increase their revenue.

771 Application of Yoga in Management: A Theoretical Framework

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The term Yoga is derived from the Sanskrit which means union of mind body and spirit The word Yoga is associated with meditative practices in Hinduism Buddhism and Jainism As far as research evidence on yoga is concerned there are a lot of empirical studies on physical aspects and mental health but only few studies with regard to various aspects of management This conceptual paper is a modest attempt to bring to light the findings of those research studies that have related yoga with management The current study aims to identify the research gaps based on the reviewed papers.

774 IT in Agricultural Supply Chain Management for Information Integration

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Information flow in Supply Chain coordinates the various parties involved. In the new millennium, the challenges in Indian agricultural sector are quite different from those met in the previous decades. One of the key issues, which require attention, is the inefficient supply chain network, where there is need for value addition to agricultural produce to maximize the agriculture return. This paper attempts to highlight the role of IT in revamping agriculture. A few initiatives like ITC e-choupal and Kerala Govt.'s e-Krishi are analyzed for their role in the agricultural supply chain.

776 3c as Hallmark for Employee Effectiveness, Success and Retention

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LPG (Liberalization, Privatization and Globalization) proves that Human resources are the key resources towards the organizations success. The most important trends in this 21st century are the retention management, increasing productivity and profitability. To be an effective organization and to maintain the performance of the employee, it needs competent, committed, objective oriented and motivated employees. Various forces are there which has its impact upon the employee effectiveness and success. The most important is coordination, cooperation and cohesiveness among employees.

777 Customers' Perception and Buying Behavior w.r.t. in-flight Shopping Experience

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Though retailing in flights is a common business practice in west, but in India it is new for both vendors and customers. In this article, an effort has been made to study the customers' perception and buying behavior with reference to in-flight shopping experience in Pune. Multiple Regression, Independent Sample t-test, One-way ANOVA and Chi-square test have been applied for analyzing the data. Statistical computations are done through IBM SPSS statistical package. In the light of the article, the in-flight shopping service providers may get to know the factors that play prominent role in making the on-board shopping experience unforgettable.

778 Effectiveness of Grievance Handling Procedure

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A grievance procedure is necessary in large organization which has numerous personnel and many levels with the result that the manager is unable to keep a check on each individual, or be involved in every aspect of working of the small organization. The primary value of grievance procedure is that it can assist in minimizing discontent and dissatisfaction that may have adverse effects upon co-operation and productivity. This paper aims to study the "Effectiveness of Grievance Handling Procedure" at "Bhilai Jaypee Cement Limited".

779 Optimization of Indian Higher Education System: Continuity and Change

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Linking education to economy is of paramount concern to all developing countries, resulting in a perpetual cycle of reshaping Higher Education services. Sustaining and enhancing quality of higher education is crucial for economies to escalate along the value scale. Global economies demand a highly adaptable trained workforce from the HEI's requiring integration of 21st century skills and competencies responsive to contemporary and future labour market needs at both local and international levels contributing to national development in the process. Global standardization and competitiveness of Indian higher education has to be enhanced pro rata in the equation of change and continuity.

781 Service Quality Assessment with SERVQUAL in Insurance Sector: A Comparative Analysis

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This research paper attempts assessment of service quality offered by the LIC of India and selected private insurance companies. SERVQUAL scales are used to interpret satisfaction level of the customers on seven different parameters. Objectives of the research are to find out customer satisfaction level on set parameters of service quality of customers' of LIC of India and customers of selected private life insurance companies. The research method is exploratory research method with convenience sampling method. The primary data will be collected from 180 policy holders of different private insurance & LIC of India companies.

783 Building Customer Engagement – Challenging Strategy

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The term engagement is sometimes used to describe customer marketing loyalty satisfaction and retention practices companies are now realizing that engagement also is a more strategic way of looking at customer or stakeholder relationships In this emerging approach engagement refers to the creation of a deeper more meaningful connection between the company and the customer and one that endures over time Engagement is also seen as a way to create customer interaction and participation While that might sound like what marketing has tried to do all along cultivating engagement is increasingly a job that is being undertaken.