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Indus Business Academy, Bangalore



KEYNOTE SPEECH

December 19, 2015 (Saturday) 2:00-3:30

Speaker: R. S. Deshpande

Dr. R. S. Deshpande, a renowned social scientist, is former Director of the Institute for Social and Economic Change (ISEC), Bangalore, an all-India Institute of interdisciplinary research and training in social sciences. During his tenure as Director, ISEC achieved great success. He also worked as faculty and registrar at the Gokhale Institute of Politics and Economics, Pune.

Professor Deshpande has authored 17 books and more than 129 research papers published in national and international prestigious journals. He has contributed significantly as member of many policy bodies which include Advisory Body of the Ministry of Commerce, Ministry of Agriculture, Planning Commission, Government of India, WTO Cell of Government of India, Committee on Farmers' Suicides appointed by the Government of Karnataka, etc. He is recipient of several awards for his significant contributions. Apart from all these he is a poet, a painter and social activist.

Session: Service Industry (1D1)
19 Dec 2015 4:00-5:30
Session Chair: Vinod Kumar Murti

101 Application of Ontology in Modeling Healthcare Delivery Process

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The current state of clinical practice transformation process for healthcare delivery in US is ad hoc. Many recent studies point out that such change is hard and requires a whole-practice reengineering. We focus in this paper on the complexities of practice transformation process and develop a standardized, scientific and robust ontological model for practice transformation. Currently no such standardized formal model exists in the literature for practice transformation. Our research is the first effort in practice transformation process modeling.

103 Investigation of the Success Rate of Health Sector Evolution in Hoteling's Promotion

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The aim of this study was to Investigation of the success rate of health sector evolution in hoteling's promotion in hospitals affiliated with Mazandaran University of Medical Sciences by using Balanced Scorecard BSC This study is applied and descriptive survey method The statistical community features hardware services and service providers in 5 hospitals Imam Khomeini Sari sity Fatima Zahra Sari psychiatric and burn Zareh sari Bu Ali Sari and Razi qaemshahr and As well as 866 patients and relatives of patients admitted to the clinic in June 2014 and June 2015.

343 Service Quality in a Public Health Care Delivery System

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In Indian scenario the public and the private health care systems are in highly competitive environment Hospitals are increasingly realizing the need to focus on service quality as a measure to improve their competitive position Patients and doctors perceptions of service quality therefore play a significant role when choosing a hospital We present a service quality perception study-undertaken in a public health care hospital in the Chitradurga district using 'Service Quality Model The study suggests improvements across the adequate availability of doctors, diagnostic services, accessibility of services across the district and job satisfaction of doctors'.

Session: Education (1D2)
19 Dec 2015 4:00-5:30
Session Chair: Prithvi Yadav

308 Exploring Alternative Pedagogy: Situating Research Based Student Learning
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Information abundant society compels relook at management pedagogical tools to avoid obsolescence. The author proposes research driven student learning pedagogy based on his experiments over the last many years. In seeking to break out conventional classroom mode of training, it inculcates and harnesses student curiosity towards building conceptual grounding thus a movement towards the higher echelons of Bloom taxonomy.

323 Jesuit Management Education Fostering Sustainable Development
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Jesuit Management Education is considered to be one of the best Management Education encompassing the spirit of ethics, social and environmental care for the society. They are a more than 400 year old group of educationists of the catholic church known for their commitment to the society. The spirit of Magis binds them in all that they strive. They are pioneers in building corporate leaders with a difference. The present paper tries to explore and bring to front light the spirit and charisma of Jesuit order in building leaders and corporate leaders who show light to the society.

338 A Case of Efforts for Inclusive Growth through Student and Community Engagement

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This is a primary research paper on initiatives taken up by Enactus at Jain University, for engaging student community in village development projects. Based on the primary sources we also uncover various dynamics, challenges associated with community projects. It is an attempt to showcase the challenges faced by various stakeholders when community engagement projects were taken up by students in villages. This paper also makes an attempt to give few suggestions based on the insights gotten through experiences and conversations with various stakeholders at during these efforts for inclusive growth at various villages. Case Study Methodology is used.

Session: Stock Market (2A)
20 Dec 2015 9:30-11:00
Session Chair: T. Mallikarjunappa

316 Financial Analysis of the BSE-500 Index Based Companies - A Study

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Investment analysis plays an important role in the selection of an appropriate security. A number of factors influence the performance of securities in the market. The two main approaches for analysing the securities have been fundamental and technical analysis. This paper uses the fundamental approach and examines the profitability, liquidity, capital structure, turnover, and market related ratios to analyse the performance of the companies. The sample for the study is the BSE-500 index based companies. The analysis shows varied performance between different companies. The performance also differs across the industry groups.

317 Risk-return Performance of the Commodities Listed on NCDEX

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Commodity markets play an important role in an economy. The increase in the commodity prices in the recent decade has been criticised by many political parties attributing it to the introduction of derivatives trading in India. This paper examines the performance of commodities listed and traded on the NCDEX. The study is based on the futures prices of the commodities listed on the NCDEX. The data for the study is for the period of January 2004 to February 2015. The near-month futures prices are used for the analysis of risk and returns of the commodities.

320 Share Price Response to Quarterly Earnings Announcements - a Study of BSE-500

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Company's earnings announcements are of oblivious importance for investors and are closely watched events as it reflects the company performance. The study examined the response of Quarterly Earnings announcement information on the stocks constituting the BSE-500. Using the event study method, the speed of reaction of the market to quarterly earnings information releases for a sample of 500 firms listed on the exchange is tested.

The results show that the Indian capital market is semi-strong inefficient as abnormal returns have been observed both prior to and after the announcement.

328 Impact of Bonus Shares Announcement on Stock Prices in India

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Capital market is an integral part of economic development of any economy. It has been viewed as an indicator of economic growth. In finance literature capital market efficiency has gained immense importance since 1950s. The validity of efficient market hypothesis (EMH) has been empirically researched globally. Present study is an attempt to test the market efficiency by considering bonus shares announcement news of BSE-500 constituent companies for the period of 01/01/1991 to 31/12/2013. The results show that significant abnormal returns are associated with announcements of bonus shares.

Session: Marketing (2B)
20 Dec 2015 11:30-1:00
Session Chair: S. Tameem Sharief

311 Improving Customer Services Through Technology in Indian Banking Industry

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Customer Services thrives on trust and confidence of the customer hence a qualitative customer services is a prerequisite for developing a vibrant banking system Over the last decade technology has transformed the landscape of Indian banking Implementation of core banking platform has automated basic processes enabled the movement to a single customer view and allowed for optimization of work across branch and hub network Core banking platform have also given banks a strong launch pad to offer digital channel capabilities almost all banks today are feverishly building out their online and mobile channel offerings ATM deployments.

331 Leveraging Green Marketing Management

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This paper focuses on strategies which can help in establishing various environmental marketing principles. It helps in integrating concepts between green management and marketing from different perspectives and various dimensions. This topic has become a heated issue due to the intense level of environmental disruptions. It is also important to understand that natural resources are to be viewed as natural capital that can help in understanding the monetary value of resources. Hence, it has become a necessity to take up green marketing than leaving it as a choice. The facts from the paper obtained are secondary data by nature. The biggest setback in addressing green marketing is the readiness to accept by the consumers and the financial constrains associated along with it. It can be concluded that establishing green marketing is in the hands of the consumer, manufacturer and the government as well. It is also resolved that economic growth and development can be leveraged if sustainable marketing is put into practice. It also facilitates in reducing the inputs in production and marketing wastes involved at various stages.

336 Consumer Behaviour towards Radio Frequency Identification-RFID in Retail Stores

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RFID technology is gaining traction in retailing today because of lowering costs of RFID tags hardware and software RFID technology not only speeds up the check out and billing process but also reduces manpower and costs RFID brings in increased security inward and outward automation re-usability and reliability A sample study was done in apparel stores in Bangalore to understand the consumer behavior towards RFID technology privacy issues and other issues It was found that consumers are happy to accept the RFID technology because of the better customer service but privacy issues are to be addressed in a robust.

350 Role of educational programs in enabling the vast unorganized Retail sector to sustain the current challenges of retailing in India

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India needs an affordable and massive awareness and educational program to enlighten the unorganised Indian Brick & mortar retailers of good retailing practices to sustain the changes that are taking place in the Retail landscape posed by modern trade and e-commerce. India is a very vast country having the second largest population in the world. The retail industry is growing at the rate of 25to 35% per annum. Contribution of Organised retail to the overall retail is just about 7%. Retail industry is contributing to 10% of GDP and 8% of employment. Diversity in consumption, consumption led growth, convenience led purchases, technology enablement are some of the hall marks of present day retailing. Logistic barriers, sky reaching real estate prices, and low level of technology understanding & it's penetration are some of the important challenges.

Session: E-Commerce (2C)
20 Dec 2015 2:00-3:30
Session Chair: Kala Seal

102 A Value Framework for Mobile Payment with Examples from Selected Asian Countries

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Mobile Payment is considered as the potential disruptive agent for all the payment mechanisms existing in various markets. With the integration of the NFC technologies in new smart phones, that possibility is on the verge of being reality. However creating widespread adoption of mobile payment is still a huge challenge because of the complexities involved in delivering compelling values beyond those already offered by existing payment systems. We present a framework to systematically investigate the values and the barriers associated with mobile payment systems and validate it with examples from our field research in S Korea Japan and China.

301 Designing an MIS Using Data Mining for Central Assessment Programme

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Developing a MIS for Center Assessment Program activities at the University level to control and handle the activities of assessment of answer sheets smoothly. As most of the educational organizations face enormous problems and difficulties for completing the assessment work with zero risks. This proposed research article encompasses the assessment activities in the University level to resolve the problems and difficulties of the assessment activities conducted by the University Using mining tools and techniques this MIS is developed for CAP activities at university level. Association Rule mining and pruning algorithms are used in this research

312 Increasing Trends in Usage of E-Banking Payment Systems by Bank Customers

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Indian banking system has undergone transformation from paper based manual clearing payment systems to e banking technology based payment systems This journey which started three decades ago with Introduction of MICR Clearing replacing manual clearing systems continues to develop advance banking technology based Payment systems and reflecting paradigm shift in bank customers with increase usage of the same With the increasing banking habits of the customer due to focus on 100 financial inclusion for providing the basic banking services to all by Reserve bank of India.

313 Assessing Green IT Readiness: Experience from an Indian ICT Organization

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This paper presents the experience in assessing the Green IT readiness of an Indian IT Firm The assessment involves i. understanding the existing measures for Greening ii. quantitatively exploring the potential for energy saving through various actions like shutting down the computers when not in use etc iii. assessing the awareness among the employees through survey based on the Green IT readiness framework proposed in Molla et.al 2009 iv. the savings in power consumption with the usage of power management initiatives and v. identifying the actions to be taken to make the organization Green IT ready.

Session: Finance (2D)
20 Dec 2015 4:00-5:30
Session Chair: Baba Gnanakumar

304 Am I Financially Literate?

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RBI aims at Financial Inclusion and Financial Literacy as twin pillars, so as to deepen the penetration of financial services in the country, particularly at the bottom of the pyramid. This Paper is a modest attempt towards assessing the banking outreach in India, to study the link between financial literacy on the demand side and financial inclusion from the supply-side. This Paper also explores the needs and gaps in respect of literacy rate as well as the facilitating factors, awareness of financial products and services, teaching, training, of the people, an opportunity and a challenge.

305 Devising the Comprehensive Teachable Path in Entrepreneurial Finance curriculum

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This study used two-pronged approach of teaching entrepreneurial finance. Indigenizing financial literacy is a core value in entrepreneurial finance In this context this research has been motivated to identify comprehensive teachable paths in learning the entrepreneurial finance The output of the study is to design an appropriate entrepreneurial finance curriculum design and teaching pedagogy We conclude that the entrepreneurial confidence activities can be able to teach but not able to reach in rural Indian context If these constraints are removed the the entrepreneurial values are easily inculcated among the young graduates.

346 Non-linear dependencies in Gold and Stock Market Using Multivariate GARCH Models

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The process of risk mitigation is dependent on the predictive capability of models; but no model is perfectly able to capture the price structures. Gold which is one of the hedging tools has attracted less research attention compared to other asset classes. This paper examines the movements of gold price vis-a-vis stock market. A series of univariate and multivariate GARCH models applied discard the dependencies in the two markets. The

impulse response validates the results obtained. Hence dynamic relationship among gold and stock market does not exist. However, gold market shows persistence of volatility.

351 Importance of Unstructured Data in Financial Frauds Detection

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Trillions of data is generated online every day on Twitter, Facebook and other social media websites. Slowly, we are relying heavily on online social aspects of communication. Most of the data in today's world is presented in unstructured format and comes in velocity, varieties and variability. Irrespective of huge values of hidden related data, it is difficult to extract relevant information from it. Automated fraud detection in financial sector tried to collect useful information to reduce financial frauds. The intention of this paper is to evaluate how much usefulness this unstructured data can be in reducing financial frauds, the limitations and challenges in getting these data is finally discussed.

Session: Indian Industries (3A1)
21 Dec 2015 9:30-11:00
Session Chair: Faizal Ahmed S.

306 Business History as a Linkage in Scripting India's Future Growth Story

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Events do not take place in isolation. There are always circumstances preceding any event and understanding of a phenomenon will have to be based on a knowledge and appreciation of the trajectory of circumstances which have lead up to it. Business history can be turned into actionable knowledge for decision making. Research in Indian business history and its usage is still in its infancy. This paper attempts to look at several perspectives on business history, progress of the scholarship in Indian business history and also tries to propagate the potent uses of business history as a decision making tool.

314 Green ICT Process Management Maturity of Indian Organisations

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This paper attempts to study the maturity of one aspect of sustainable ICT. SICT being process management PM using the capability-maturity framework CMF Content analysis is used to explore the major themes of Green PM on the basis of the content analysis a questionnaire was used as a survey mechanism to understand the maturity level of Green PM in organisations The dimensions of PM considered are sourcing maturity operations maturity infrastructure technology maturity data center physical infrastructure maturity and governance maturity This study can be expanded to other categories of CMF framework to understand the overall position of Indian organisations.

329 Commercial Insights of Building Smart Coimbatore Through Super Transport Systems

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The Union government of India is keen on uplifting the standards and infrastructural in-built of select 100 cities through the Smart Cities Mission Coimbatore an industrialized city of India has internal and external predicaments in the arena of transportation This paper explores the conglomerate dimensions of the efforts toiled by the Municipal Corporation of Coimbatore to alleviate the hurdles on its transportation map A super transport system featured with a metro railway network coupled with a bus rapid transit

system through the Smart Cities Mission is the immense remedy and on which the paper focuses.

344 Implementation of Lean Management- Case Study of a Steel Foundry

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This is a case study of Lean Management implementation in a private sector steel foundry in South India. It traces the initiatives taken by the company in the initial years of operation as a captive foundry for associate companies and the advantages of getting qualified as a capable and quality conscious supplier by several overseas customers resulting in efficient utilization of capacity. Lean Management is, a manufacturing philosophy of Toyota Motors, results in waste reduction, operational excellence and substantial cost savings. Efforts initiated included extensive training, encouraging cross functional collaboration and transparent interactions with vendors and customers.

Session: OB (3A2)
21 Dec 2015 9:30-11:00
Session Chair: Sireesha Nanduri

307 Green HRM... Go Green!

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Green HRM is the order of the day. This Paper is a modest attempt towards assessing the initiatives of banking and IT and sector companies towards Green HRM in India, to analyse the awareness in employees, and assess the HRM ecosystem. This Paper explores the needs and gaps in respect of the existing ecosystem of Green HRM as well as the facilitating factors for the sustainable development primarily related to environmental awareness, motivation of the employees, teaching, training, of the people and finally incentives which are an opportunity and a challenge.

318 Motivation and success factors for men entrepreneurs from India – An analysis

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This paper shapes men entrepreneurs who own and manage small to medium sized enterprises in twostates in southern India- Andhra Pradesh and Tamilnadu. It states that the problems these men faced during thesetting up and constant operation of their businesses. It also looked at their reasons for opening a business and the self reported reasons for their success. The initial problems faced by these men seem similar to those faced by other countries. However, Indian men entrepreneurs faced lower levels and seem to differ in their reasons for starting and succeeding in business.

347 Employee Engagement in Mega Mart: A Study on City in India

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Employee engagement, also called worker engagement, is a business management concept intended to ensure that employees are committed to organizations business values

and goals. It is the extent to which employee's commitment, intellectual as well as emotional, exists kin to achieving the mission, vision and goals of the organization. An engaged workplace improves production and business performance by encouraging commitment, energy and productivity from all those involved. Employee engagement foster employees think, feel and act in ways that represent high levels of commitment to their organization. A survey was completed by 100 employees working in a mega mart. The average age was 30 and 66 percent were male. Participants had been in their current job completed atleast year. The survey included measures of job engagement as well as the antecedents of engagement. This is the primary study on retail store job and organization engagement and to measure a variety of antecedents of job and organization engagement. As a result, the present study addresses issues and concerns about employee engagement in mega mart.

Session: Operations Management (3B1)
21 Dec 2015 11:30-1:00
Session Chair: Dhananjay Kumar Pandey

319 Analysis of multi server queuing system in an Institution

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This paper brings that the analysis of the queuing system shows that the number of their servers was not adequate for the faculty and students service. It observed that they need more servers instead of the one at present. It suggests a need to increase the number of servers in order to serve the staff and students better.

326 Effectiveness of Product Innovation on Product Line Extension: A Life Cycle

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The article analyses the evolution of Product Life Cycle (PLC) of all carmakers in India, through production, sales & export data. The Passenger Vehicle (PV) segment, which includes sub-segments passenger car, multi-utility vehicles and vans, has been chosen for precise findings and representation. The secondary data has been collected for 6 years i.e. FY2010 to FY2015*. The data comprises of 170 models from 19 carmakers operating in Indian automotive industry. The objective is to investigate the evolution, comparing the effectiveness of product innovation, product line extension and life cycle of each model from their entry to saturation.

340 Quality Improvement Projects in Hospital: A Case Study

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Accurate and adequate medical information recording/documentation is essential for clinical, legal, fiscal and medical research purposes. Medical Record (MR) Audits are critical to quality management of hospital care. Biomedical waste management (BWM) is a statutory requirement framed in 1998, revised in 2011, stands as a proof for the safety practices adopted in the facility with major impact on the staff, patients and the society. Though protocols are mandatory for quality accreditation experts often point that many persons in hospitals may not follow the procedures as per the Standard Operating Procedure.

Session: Strategy (3B2)
21 Dec 2015 11:30-1:00
Session Chair: Venkatachalapathi N.

315 Effectiveness of Supply Chain Management on Infrastructure and Services

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Supply Chain Management is the management of the flow of goods and services. It includes the group and storage space of raw materials, work-in-process inventory, and finished products from point of origin to point of consumption. The factors that are taken in to consideration like reliability, responsiveness, assurance, empathy, tangibility of an industry. This paper analyses the reliability of industry about their services, and the responsibility, assurance and also analyse the company have an equipment facility that satisfies the needs of the customers and it was found to be good. Based on analysis serving, to the customers in Industry.

330 Sustainability & Social Orientation: Corporate Strategy Perspectives and Role of Management Education

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In the quest for perpetual growth, can organizations adopt social orientation? Porter explains that, social responsibility needs to be integrated within the value chain. Christensen provides an explanation that; organizations can attain social orientation through disruptive innovations that benefit the society. Subhash Sharma argues that, corporations should strategically metamorphosize into socially oriented organizations. This paper evaluates whether organizations can strategically orient towards sustainability and develop competitive advantage. This paper also explains the role of management education towards building sustainable and socially oriented corporations.

104 Lagrangian Relaxation procedure for the capacitated dynamic lot sizing problem

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In this paper, we consider the single capacitated dynamic lot-sizing problem; and assume that all conditions of Wagner-Whitin (1958) model apply. In addition, we consider the capacity constraints. We give three different formulation of the problem. We relax the

capacity constraint and initiate the Lagrangian procedure. We compare the quality of bounds obtained. At each Lagrangian iteration, we solved the uncapacitated lot-sizing problem by the Wagner-Whitin method that runs in $O(n^2)$ time. In particular we try out a Lagrangian procedure that modifies the setup cost but find that this method is inferior to the Lagrangian procedure that modified only the holding cost.

Absentia Papers

321 A Study of the Impact of Geographical Distance of Expatriates from their Family

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Rapid globalization has made expatriation the essence of business worldwide. Expatriation has eased out many business concerns and penetration of resources. Nevertheless, while working abroad gives international exposure; it has also been a preponderant issue to deal with. Studies reveal influences and many concerns pertaining to expatriation. This paper attempts to understand some of these concerns. The study was conducted by survey method using a structured questionnaire responded by nearly 35 geographically distant couples. The parameters are work environment, adjustments, job stress, family emotions and compensation. The study revealed some interesting observations from the remarkable facts expressed by the respondents.

345 Make In India: Revival of Ancient Heritage

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Government of India announced "Make in India" with the objective of promoting India as one of the major manufacturing base globally and also to promote locally produced goods in the global market. Even though the initiative is taken recently by the Government but has its roots in the ancient times. During Indus valley civilization Indian products like pottery, beads, cloths, terracota items were exported globally and India was known for its quality products with latest designs and innovative manufacturing techniques. This research paper is an attempt to analyse the manufacturing capabilities in India from the ancient times to modern times.