

Doctoral Student Paper Competition

7034 Decision Support System for rating beaches based on Analytic Hierarchy Process

Suresh Subramoniam, Sohar University, sureshsubramoniam@gmail.com

Sindhu Babu, College of Engineering, sindhurbabu@gmail.com

Ravi Chinta, Xavier University, ravichinta@hotmail.com

Krishnankutty K V, College of Engineering, krishnankuttykv@gmail.com

Analytic Hierarchy Process (AHP) is being widely applied for multi criteria decision making for a wide variety of situations by management researchers throughout the world. Though past research had identified several factors that are important for ecotourism site selection, decisions such as comparative importance of one over another has received very less attention. The authors have developed a decision making model based on AHP for beach selection based on pair wise comparison. First part of this study provides a brief introduction to AHP.

7035 An Exploratory Analysis of Kerala Ecotourism Website

Suresh Subramoniam, Sohar University, sureshsubramoniam@gmail.com

Sindhu Babu, College of Engineering, sindhurbabu@gmail.com

Ravi Chinta, Xavier University, ravichinta@hotmail.com

Krishnankutty K V, College of Engineering, krishnankuttykv@gmail.com

Increase in global competition, along with reduced barriers to new entrants, low-cost broadband transmissions and improvements in Personal Computer systems have forced large and small business organizations to look for better avenues like websites to sell their products and services. Some of the important factors of a successful website like secure payment methods, different price ranges for products/services and user-friendly systems are already identified in the literature. Many tourism stakeholders acknowledges the role of websites towards the success of business firms but their lack of knowledge, disorganized, outdated or inaccurate knowledge along with very large and growing number of websites coupled with system insecurity have forced majority of consumers to go for offline purchase of travel products. Moreover, it is reported in the literature that there is a serious lack in number of published articles on travel websites. As far as Kerala ecotourism website is concerned, the researchers could not find any concrete evidences of research done on its analysis. Majority of research studies conducted concentrate on studying airline websites, hotel websites, reservation system, websites for small hotels and general features in travel websites. Thus, the primary objective of this exploratory study is to administer an online questionnaire survey for analyzing the ecotourism website of Kerala. The study concentrates on how to improve the website through the use of mashups, intelligent modules, blogs, multi-lingual interaction, added security features, search engines and online travel booking interfaces to name a few.

7201 Interaction between Innovation and Tourism Sector - Proposal of a Conceptual Model

Cristina Fernandes, University of Beira Interior, tmf3@sapo.pt

Cristina Estevão, University of Beira Interior, kristina.estevao@hotmail.com

João Ferreira, University of Beira Interior, jjmf@ubi.pt

Since developing the tourism sector plays in the Portuguese economy and the world and contributing to job creation, it is urgent to study it and develop models suited to its peculiarities. Tourism companies if they want to ensure their survival in the medium and long term need to promote innovative practices in a systematic way. The aim of this paper is to present a theoretical framework on the ability of innovation and how innovation systems contribute to regional development and to present a proposal for a conceptual model of innovation applied to the tourism sector.

7480 Evaluating the Efficiency and Performance of Indian Banks Post Recession

Svetlana Tatuskar, IES Management College and Research Centre, svetlanatatuskar@rediffmail.com

Banking System is the lifeline of any economy. The Indian Banking Sector which was conventional in its operations was assigned a catalytic role for economic development. This sector has shown remarkable durability even amidst the worst ever financial apocalypse that hit the global economy in September 2008 which caused the collapse of century old investments titans. The Current global economic crisis has had a significant impact on the economies and financial systems of several countries. The Financial crisis did create recessionary pressures to Indian Banks too, however they emerged unharmed. The credit for this goes to the stringent regulatory control of the Reserve bank of India and to the stimulus package announced by RBI, in response to the financial crisis.

7501 Information Content of Non-price Variables in the Options Market

Afsal EM, Mahatma Gandhi University, afsalemfm@yahoo.co.in

Mallikarjunappa T, Mangalore University, tmmallik@yahoo.com

In a study to determine the information content and predictive capacity of the non-price variables in the options market in India, certain predictors are modeled using Egarch framework. Relative content of information of two non-price variables in call and put options contracts was separately measured and ranked. Besides, spillover effects, persistence levels and asymmetric behavior of volatility are studied. Options volume and open interest carry information about the future direction of the underlying market. Call option open interest predictor possesses significant explanatory power to predict future spot prices for most of the cases.

7509 Technology Management for Indian Farmers to Enhance their Profitability

K. Guruswamy, K.S.Rangasamy College of Technology, gurulathu@rediff.com

K. Balanagagurunathan, K.S. Rangasamy College of Technology, Balanagagurunathan@yahoo.co.in

Today agricultural output remains with negligible growth due to various causes of man made and nature. Food crisis, malnutrition, poverty and price fluctuation are increasing. Farmers with loss in their occupation are migrating to other sectors. An in-depth study was made on Technology management to identify the various causes and their effect on profitability in the farming. Using Cause and Effect diagram all the causes were identified. The important six sub systems namely Monsoon / climate, Irrigation, Labor, Government policies, Marketing/Finance and other problems consisting 24 causes were selected.

7523 Managerial Actions During Economic Downturn: Strategies to Manage Mergers and Acquisitions

Timcy Chaudhary, Guru Gobind Singh Indraprastha University, timcy9@gmail.com

Neena Sinha, Guru Gobind Singh Indraprastha University, dr_neenasinha@yahoo.com

K.P. Kaushik, National Institute of Financial Management, kp_kaushik@hotmail.com

The current economic climate in India has led to many companies experiencing difficulties from a business point of view. While many organizations are struggling, there are enterprises with strong balance sheets and good recent economic performance that are well positioned for exercising inorganic growth options and should find the current environment highly conducive to creating value from acquisitions. In this paper we describe the impact of downturn on mergers and acquisitions (M&As) activities in India and explore the strategic opportunities to manage during downturn. In this article, the authors propose a model to manage M&As in India during economic downturn.

7536 Consumer Behaviour and Promotional Strategies in the Small Car Market – An Investigation

Rameshwaran Byloppilly, Kannur University, rameshdms@gmail.com

P.T. Raveendran, Kannur University, ravindrapt@gmail.com

The study of buyer behaviour has assumed paramount importance in the car industry in general and in the small car market in particular. It has thrown open several challenges to the car manufacturers and car dealers in formulating effective and competitive promotional strategies for growth and market acceptance. It fosters the process of understanding why a customer or a buyer makes a car purchase. Without such an understanding the car industry will find it very difficult to respond to the needs and wants of the customers.

7572 Managing the Economic Recession through Financial Inclusion from Indian Perspective

Renuka Bacharaju, University of Hyderabad, r_bacharaju@yahoo.com

Mary Jessica, University of Hyderabad, jessyms@uohyd.ernet.in

Joy.H. Tadepalli, St. Joseph Degree & P.G College, Hyderabad,

All the developed countries were under perception that their strong economic pillars and sound financial position made them to stand as Super powers. But the recent past made us learn that no country is free from economic recession and uncertainty. India too is facing this embarrassing situation, but able to sustain due to its conservative economic policies. This article mainly focuses on how the ill effects of uncertainty can be minimized by extending the scope of financial inclusion at all the boundaries of India. financial inclusion is the strong preventive as well as curative against the ill effects of recession.

7586 Effect of Workers performance on E-Waste Management

Preeti Singh, International Institute of Management, DAVV, purnima4@rediffmail.com

P. K. Gupta, Institute of Management Studies, DAVV, professorpkgupta@gmail.com

The last decade has seen tremendous growth in the field of information technology all over the world. E-waste is a threat to the environment and to the health of the people. The government, manufacturers and consumers have their respective role with the e-waste problem. The government must provide a strict and clear legislation regarding the disposal of e-wastes. The manufacturers must apply the design for the environment, use of less hazardous materials and provide recycling facilities. India's capital, New Delhi is emerging as the world's capital for e-waste recycling, a hazardous activity taking place without any regulations, warns a new study.

7633 An Analysis of Relationship and Influence of Customer Constructs in New Product Development Context

Sandeep Srivastava, JIET, sandeep7619@yahoo.co.in

Deepali Singh, ABV - IITM, Gwalior, deepalipsingh@gmail.com

This paper describes the theoretical model for investigating the influence of other customer constructs on customer loyalty and their interrelationship amongst one another. The paper also incorporate a measurement model that incorporates behavioral, attitudinal, as well as cognitive measures along with the perceived quality measures which are reliability, responsiveness, empathy, assurance and outcome. Based on the theoretical model, a comprehensive set of hypotheses were formulated and a methodology for testing them was outlined. These hypotheses were tested empirically to demonstrate the applicability of the theoretical model.

7802 Business Graphics- A New Approach to Decision Making

Vinod Sambrani, Inst of Management Studies, vinodsambrani@gmail.com

DSS are a specific class of information system that supports business and organizational decision-making. DSS are not helpful in decision making, involving the spatial component we need SDSS. GIS allows decision-makers incorporate a spatial dimension in their decision making. Road users want real-time information to help them select the best route from the available routes at any given time. They need to know traffic speeds, road conditions, time taken to reach from one place to another. In my research the objective is to develop an SDSS for route generation (best and alternatives to the best).

7803 Competency Management Initiatives through IT Interventions for Sustainable Development

Kankana Mukhopadhyay, BESU, Shibpur, kankana_mukherjee@rediffmail.com

Competency Based Management is the key tool for every firm to be in a strategically sustained advantageous position. Getting the edge over competitors becomes the main focus, but this is often not represented in the usage of Information Technology (IT) systems. The role of Competency Based Management System (CBMS) is to identify relevant competencies for successful accomplishment of desired tasks. In this paper a holistic framework is proposed to review the Competency Based approach that will be practically feasible for organizational settings and can be used to systematically assess existing and future competencies required to gain competitive edge over others.

7804 Managerial Leadership Strategies and its Impact on Expression of Dissatisfaction in Information Technology Organizations

Harold Andrew Patrick, Christ University Institute of Management, haroldpatrick@christuniversity.in

The present investigation focused on leadership strategies of IT managers and its impact on the response to dissatisfaction. A research model was developed and tested for the present study. The dependent variable was response to dissatisfaction, moderating variable was Leadership Impact and the independent variable was leadership strategies adopted by IT managers. Four tools were adopted to collect data. 515 respondents for this study representing 87 Indian, Indian multinational and multinational IT companies were surveyed. The hypotheses were tested and the research model developed was proved. The detail findings, conclusions, implications and suggestions for further research have been discussed.

7805 A Model for Assuring Service Quality of Indian Management Institutions

Vijaya Bandyopadhyaya, KSOM, KIIT University, vijaya_bandyopadhyaya@yahoo.com

Ashis K. Pani, XLRI Jamshedpur School of Management, akpani@xlri.ac.in

Bidhu B. Mishra, Department of Business Administration, Utkal University, bidhumishra2006@yahoo.co.in

Liberalization of higher education sector, mushrooming of institutions and reduced job opportunities has made management institutions' stakeholders extremely discerning. Institutions must focus on quality to remain competitive. Educational Quality is a widely debated concept. Different agencies use varied criteria for rating institutions. Literature contains generic educational quality assurance frameworks but has no specific service quality model for management institutions. This paper attempts to fill this gap by proposing an Educational Quality Maturity Model. Relevant quality dimensions are identified and a questionnaire developed through empirical study. The questionnaire was used for model development and forms the tool to assess institutional quality.

7806 Impact of Technology on Banking and Payment Systems

Narinder Bhasin, Axis Bank Limited, narinder.bhasin@axisbank.com

IT is recognised worldwide that an efficient payment system is enabler of economic activity and technology has played an important role in the evolution of new age payment systems. Technology has helped in improving the efficiency of the financial system and is being viewed as an excellent tool for providing a fairly exhaustive range of electronic products and extending banking facilities. This research examines how technology has played an important role in the development of efficient and secure Payment System and how it will continue till it create chequeless, cashless society with wireless technology as a last mile.

7807 Managerial Performance in Relation to Integrative Complexity, Motives and Organizational Climate

Aarti Dewan, Dept. of Psychology, Punjab University, Chandigarh, aartidewan26@gmail.com

This study examined the relationship of managerial styles and managerial performance with variables like integrative complexity, motives and organizational climate in 222 private and public sector managers. Factor analysis yielded 7 congruent factors across the private and public sector groups, suggesting a similar factor structure. Moderated regression analysis showed that: a) Integrative complexity facilitates the adoption of effective leadership styles in managers with different motives; b) Different organizational climates facilitate managerial performance and adoption of appropriate managerial styles in managers with different motives. This study opens new directions for research in exploring the role of integrative complexity in managerial performance.

7808 Emotional Intelligence of School and Professional College Students: An Empirical Study

Shamira Malekar, Institute of Management and Computer Studies, shamira_malekar@yahoo.com

Rajendra Mohanty, Institute of Technology and Management, rpmohanty@gmail.com

This study on emotional intelligence (EI) provides a coherent and practical approach that students can learn and apply to stay mentally healthy, think of career progression and enhance individual and collective productivity. This study assesses and analyzes the EI of school (age group 9 – 14 years; n = 5464) and professional students (age group 21 – 27 years; n = 752) representing the diversities of India. This study will be useful in providing feedback about the potentials and limitations of each individual to parents, teachers and school authorities. An empirical analysis conducted derives meaningful conclusions for furtherance of research.

7809 Objectives and Methods of Employee Training in Corporate Sector: A Peep into End Users Perspective

Teena Saharan, Accurate Institute of Management & Technology, Gr. Noida, teenaajay_2007@rediffmail.com

B.K. Punia, Haryana School of Business, Guru Jambheshwar University of Science & Technology, bkpunia@rediffmail.com

Overall rise in spending on T&D is a reflection of the fact that companies are ratcheting up the amount of training of their workers in the ceaseless drive for a competitive edge. Observers view that companies are striving for more efficiency, effectiveness & better alignment out of training. Companies seeking to gain advantage through better- trained and developed workers are employing everything but abstaining the employees view regarding training system to enhance its effectiveness. The present study expounds the consent and views of employees towards objectives of training, and the methods used by organizations for imparting training.

7810 Performance Measurement Framework in Indian Healthcare Sectors

Shankar Purbey, Rajiv Gandhi Indian Institute of Management, meetspurbey@gmail.com

Kampan Mukherjee, Departemnt of Management Studies, kampan_m@hotmail.com

Chandan Bhar, Departemnt of Management Studies, chandanbhar@hotmail.com

The purpose of this paper is to identify the key factors affecting performance of Indian healthcare sector and to formulate a performance measurement framework for the same with the help of Interpretive Structural Modeling (ISM). An exploratory factor analysis has been conducted on a set of variables followed by application of ISM for determining the order and direction among factors. Finally a simple and hierarchical performance measurement framework is formulated, which comprises of seven factors, viz. flexibility, efficiency, customer satisfaction, resource utilization, service Quality, safety and profitability factor.

7811 Assessment of Andhra Pradesh Software Industry by using Software Export Sucess Model

Karunakara Runjala, Andhra University, karunakararao@hotmail.com

Andhra Pradesh is the first state to create IT infrastructure and actively market it to MNCs. Present study is to analyze Andhra Pradesh software industry by using Software Export Success Model, and to suggest Andhra Pradesh software industry to improve its performance. Software Export Success model includes Independent variables, Moderating variables, Intervening variables and Dependent variable. The major finding is all variables in the SES model are progressive in Andhra Pradesh. Finally suggested measures for the development of software industry in Andhra Pradesh based on the factors in the SES model.

7812 Strategic Implications and Consequences of Pharmaceutical Packaging of Liquid Orals

Thomas Mathew, St. Francis Institute of Management & Research, saintl@vsnl.com

The Indian Pharmaceutical Industry will witness a very high growth rate. With a growing middle class sector having a huge spending power it is essential to understand the Indian market to offer the right marketing mix. It has been found by previous research that the packaging plays a vital role in the marketing strategy used by producers of Pharmaceuticals. This study analyses 400 Doctors, 1000 Patients and 50 Retailers in the four metro cities in India on the packaging functions for the liquid oral formulation by adding on to the traditional packaging model providing valuable strategic inputs.

7813 Role of Development Banking in India: A Case Study of Selected Indian Industries

Jonardan Koner, National Institute of Construction Management and Research, koner_123@yahoo.com

Basabi Bhattacharyay, Jadavpur University, basabi54@gmail.com

The paper examines the role of development banks in the industrial development in India. Here sixteen selected Indian states and six selected development banks are considered. In order to have a comprehensive view of the financial assistance by the development banks contributing towards industrial development of the states in India over time, panel regression technique to incorporate both the cross sectional and time dimensions. The study reveals that most of the development banks have played a significant role for the growth of industries in states and regions. However, there exists discrimination in assistance sanctioned to the states and industries.

7814 Partnership model with Product Design and Development for Integration of Suppliers and customers

Venkatamuni Thummala, Sathyabama University, tvmuni123@gmail.com

A.RamaKrishna Rao, Sri venkateswara University,

Vemuri Lakshminarayana, Velammal Institute of Technology,

N. Venkatachalpathi,

This paper explains how to utilize the customer information for the product design and development and match the supplier capabilities with the customer requirements. Due to the complex development cycle, the Product design has begun to adopt the supplier integration into its product development process. To respond to this trend, the collaboration and partnership management between the cell phone Original Equipment Manufacturer (OEM) and associated suppliers through deciding on an appropriate supplier integration way. An effective supplier involvement in the new product development process decreases the complexity of the development process and avoids suppliers manufacturing and technological constraints.

7816 Performance Assessment of Micro Finance Institutions Operating in India

Sivasankaran Narayanasamy, Bharathidasan Inst. of Management, sivasankaran@bim.edu

Neduzhezian V.R., DOMS, Karpagam Institute of Management, dirvrn@yahoo.co.in

Ramachandran Krishna Kumar, GRDSCIB, ramskk@gmail.com

Several studies were carried out in India on the various aspects of Micro Finance such as the Impact of Microfinance Programs on the poor, Effectiveness of the Micro Finance Model, Progress in the Self Help Group Bank Linkage Programme, and Trends in rural credit. However, there exists a research gap on the relative triple bottom-line performance assessment of Indian MFIs with that of the industry benchmark. Hence this study makes an attempt to fill this research gap by analysing the data provided by ten Indian MFIs listed with five Diamond profile in the Micro Finance Information Exchange.

7817 Optimizing Value in Indian Mobile Phone Handset Market: Conjoint Based Modeling Approach

Dhiraj Sharma, Indian School of Business (ISB), dhiraj_sharma@isb.edu

Yogesh Upadhyay, Institute of Management, Jiwaji University, yogesh400@gmail.com

Shiv Kumar Singh, Institute of Management, Jiwaji University, shivkumar67@gmail.com

Though push philosophy followed in case of hi-tech products may fit for catering to the latent needs of consumers, the case of Indian mobile phone handsets market is different where consumers in last two decades have graduated to form their preferences. This coupled with current recession and cheap imports from China calls for pull marketing. Present research suggests handsets that optimize value for different benefit segments, and is of immense practical importance for the companies who have capabilities to market handsets but do not have much interest in R&D capabilities and/or are not ready for long gestation period for returns.

7818 Influence of Information System on Risk Analysis in Strategic Investment Decision

Kannadhasan M, Bharathidasan Inst. of Management, kannadhasan76@gmail.com

Nandagopal R, PSG Institute of Management, director@psgim.ac.in

This study empirically examines the influence of information system on Risk analysis in Strategic Investment Decisions of automotive industry in India. This study has developed and tested a structural model linking information system and Risk Analysis in Strategic Investment Decisions using Partial Least Square (PLS) method. Data were collected from Senior Finance Professionals representing 36 listed automotive companies operating in India. Based on the responses collected from a single cross-sectional mailed survey, this study found that the more supportive a firm's information system, the more extensive is the usage of Risk Analysis in Strategic Investment Decisions.

7819 Impact of E-Service Quality, Customer Trust and Satisfaction on Internet Store Loyalty

Andal Ammisetti, Icfai School of Marketing Studies, andal27@yahoo.com

Many E-Retailers often neglect customer satisfaction and customer loyalty. Unfortunately thousands of members they have recruited have not been converted into a profit. Many e-business managers try to find the solutions by improving the service quality performance. Perceived service quality, satisfaction, and trust are modeled as direct or indirect antecedents to customer loyalty. Present research study explains the factors that contribute to E-service Quality, E-Trust, E-Satisfaction and attempts to explore the impact of these three variables on Internet Store Loyalty.

7820 IPO Journey in Turbulent Times

Smitha Shenoy, Alliance Business Academy, smithavshenoy@gmail.com

The recent recession has seen many companies and investors across the globe, opting out of IPO as a fund raising and investment avenue. Indian scenario was not different, and the earlier IPO scams in India boosted investor concern. But historically, post-recession periods have seen numerous highly successful IPO's. What are the lessons? This article attempts to find out the required preparedness of a company seeking to go public after a recession. It also discusses the changes in the Indian IPO market to boost long term retail investor confidence. The global IPO market from 2000 to 2009 has been studied.

7823 Information Sharing and its Dynamism in a Supply Chain Collaboration

Nijaguna Gurumurthy, REVA Institute of Technology & Management, guna1912@gmail.com

Swaroop Simha, Majahan College, swaroopsimha@rediffmail.com

T. Devaraja, University of Mysore, drtsduomdoc@gmail.com

Globalization has accelerated the e-supply chain management as a mechanism to enhance corporate performance. This paper emphasizes the interaction of Supply Chain Management (SCM) and the Internet technologies. We propose a new E-SCM Business model for competitive advantage by identifying key performance factors from the detail synthesis of previous studies. The objective is to explore how the strategies of e-SCM can be put into modern business practice. This research paper identifies the literature gap and discusses the results and may contribute to implement strategies, leverage technology to improve collaboration. The methodology adopted is both Explorative and Descriptive.