

Doctoral Student Paper Competition

8573 Challenges and Strategies of Women Administrators in Non Government Organisation

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This doctoral research was on the 'Challenges and Strategies of Women Administrators in the Non-Government Organizations in Tamil Nadu'. This research becomes significant as not much was being studied about women administrators in the third sector. The contributions of the social sector to a country like ours were highly significant but it was not highlighted through research studies. This research tries to fulfill the shortcoming. The outcome of the study talks about the challenges and strategies of women administrators in this sector. It also brings out the leadership, decision making and operative style of women administrators compared to men.

8574 Framework for Extending Corporate Environmental Disclosure Practices in India

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Improving environment reporting practices makes good business sense for any organization. Environmental reporting serves as an indicator for corporate consciousness through a moral disclosure on environmental issues. It is an effective way adopted by firms to satisfy accounting relationship by providing environmental data to the stakeholders. The growing global concern towards corporate environmental disclosure has led to the voluntary reporting of environmental information by Indian companies as well. The present study aims at identifying the firm specific determinants of environmental disclosure made by Indian companies. The sample for the study comprises of one hundred and twenty nine

8591 Portfolio Selection in Current Trends

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One of the major advances in the investment field during the past few decades has been the recognition that the creation of an optimum investment portfolio is not simply a matter of combining numerous unique individual securities that have desirable risk-return characteristics. Specifically, it has been shown that an investor must consider the relationship among the investment to build an optimum portfolio that will meet investment objectives. The recognition of what is important in creating a portfolio was demonstrated in the derivation in the portfolio theory. This paper shows that the condition of portfolio in current scenario.

8801 Two Echelon Inventory Model with Price Dependent Demand under WPI and CPI

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In recent Indian economic scenario, consumer price index (CPI) at the retailer escalated very high where as wholesale price index (WPI) at the manufacturer reduced very low. Under these circumstances, a model is developed for a two echelon inventory system with price dependent demand to analyze the variation of optimal gross profit, cycle time, average inventory levels and total relevant costs of inventory. Results indicate that gross profit of the retailer increases significantly where as that of manufacturer reduces with decrease in WPI and increase in CPI, while overall gross profit of the supply chain increases.

8802 Optimal Ordering Policy for Deteriorating Items for Credit linked Payment Time

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In this article, the retailer's optimal ordering policy and payment time permitted by the supplier is computed when trade credit is linked to payment time. The units in inventory are subject to constant deterioration. The retailer can opt for longer delay period offered by the supplier. The offer of credit period to delay the settlement of the account against the due purchases by the supplier to the retailer boosts his demand and attracts more retailers. Mathematical models have been developed to obtain the optimal cycle time and optimal payment policy for deteriorating items. The managerial insights are suggested.

8803 Collaboration of Single-manufacturer Multi-buyer Inventory Status with Credit Option under Fuzzy Demand

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In this paper, a co-ordinated single-manufacturer and multiple heterogeneous buyers inventory model under fuzzy demand is developed. Here two cases are considered: (i) ex-site delivery case considers manufacturer dominance where manufacturer produce items and delivers to the group of heterogeneous buyers at common replenishment time through common shipment, (ii) ex-factory delivery case considers buyer's dominance. Fuzzy set theory is used to handle the uncertainty in the demand variable. The model is analysed using triangular membership function. Both models are illustrated with suitable numerical example.

8804 Training in Banking Sector-- Perspective of Bank Employees

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Training has been receiving unprecedented attention nowadays. In the banking sector, specially, training and development programmes have become a routine feature. The current study attempts to develop a reliable and valid scale to measure the perceptions of bank employees towards training programmes and their characteristics. The validated instrument, based on construct validity, comprises of five dimensions. The paper contributes to the area of management by helping understand what the trainees want from a training programme and it's implications for managements particularly in banking sector. The applicability of the scale is also discussed towards the end.

8805 Measuring Effectiveness of FMCG Distribution Channels wrt Consumer Satisfaction

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The objectives were to measure the effectiveness of FMCG distribution channels and to assess the level of satisfaction of consumers with regard to FMCG distribution system in rural market. The effectiveness of FMCG distribution channels in rural market depended upon the satisfaction of the rural customers. If the rural customers are not satisfied with attributes such as range of products, regularity of supply of products in case of stock-out, then the entire distribution channel was considered to be ineffective. Taking that into consideration, the researcher developed scales for nine FMCG to measure the effectiveness of FMCG distribution channels.

8806 Makespan Minimisation through a Transportation Network subject to Cost

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The problem considered for research involves partitioning and transporting a cargo of known size from a given source node to a given destination node using an n-node transportation network with known scheduled arrival and departure times, carrying costs and expected available capacities associated with each departure. The objective is to minimize the makespan of shipping subject to a specified cost. Most of the researchers have focused on problems where it involves routing and scheduling. Very few researchers focused on problems where it involves routing, scheduling and partitioning. Solution methods that have been developed can be applied to transportation and logistics.

8809 Impact of Voluntary Retirement Scheme (VRS 2000) on the Employee Beneficiaries

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Voluntary Retirement Scheme (VRS-2000) in Public Sector Banks was a massive HR intervention involving more than a lakh employees. This descriptive and exploratory study analyzes reasons for VRS option and present financial, social and psychological status of the VRS beneficiaries. Study contains Survey of 445 VRS beneficiaries and 122 non-acceptors in a selected area, opinions of senior Bank officials, a few individual case-studies and gist of a focused group discussion. The study reveals large resentment and extant bounded rationality on VRS decision. The positive and negative outcomes revealed in the study can be eye opener to employees and employers.

8813 A Study on Predictors of Behavioral Intention to Adoption of Sales Technology

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In this paper we have tried to validate empirically the constructs and predictors of Behavioral Intention towards the Adoption of Sales Technology. This study has been carried out in the Indian context with 556 sales professionals from four industries. In the study, it has been found that the constructs possess the required reliability and the constructs Attitude, Organizational Innovativeness, Performance Orientation, Peer Usage, and Perceived Usefulness contribute significantly to the prediction of Behavioral Intention. The variable Perceived Risk is found to contribute insignificantly to prediction of Behavioral Intention. The predictors explain 51.2% of the variance in Behavioral Intention.

8814 Marketing Strategies of Venture Capital Companies---With Ref to Select Companies

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As Venture capital financing is quite distinguishable to traditional financing it will assume many challenges with regard to the success of ventures promoted based on either untapped aspect or unproven technology. However, the success of any venture capital fund would quietly expected to depend on its marketing strategies. It does mean that the way how VC funds rendering the services of venture financing to the destined investee's. It is in this context that an exploratory research was undertaken to understand the marketing strategies of active venture capital companies in India.

8815 E – Learning, Data Mining, Natural Languages and Universal Networking Languages
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The Growth of Infrastructure and technologies alone does not fulfill the Knowledge based Information Society. e – Learning serves the needs of learners to acquire knowledge and skills for a complex globalizing world and brings a paradigm shift in the education process of schools and universities through its interactive, personalized and distributed learning resources. e – Learning educates the user in varieties of languages. Universal Networking Languages (UNL) helps in conversion from one language to other. Data Mining will be helpful in extracting information. This paper studies on implementation of Textual Data Mining.

8817 Emotional Intelligence and Career Success- A comparative study
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Research in the field of Emotional Intelligence in India is gaining momentum. Progressive nations are incorporating Emotional Intelligence in school curriculum. This gave impetus to the current empirical research. A study was conducted in two select knowledge based industries in Bangalore city (N=500). A globally standardized tool (TEIQue- SF) is used for measuring Trait emotional intelligence. Findings reveals a positive correlation between Emotional Intelligence and career success. Regression analysis was done to find out the predictive ability of EI for career success. Organisational implication of the study is also discussed.

8818 A Study of Contemporary Agricultural Export Marketing System in India
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An efficient agricultural marketing system lies at the core of agriculture growth which minimizes costs, and maximizes benefits to all sections of the society. The study of contemporary Agricultural export marketing system is crucial for an understanding of the complexities involved and identification of bottlenecks with a view to providing efficient services in the transfer of farm products from producers to foreign market. Further an attempt is made to study the reforms in agricultural export policy, to review the direction and composition of agricultural export and to analyse the performance to identify products having large potential for export from India.

8821 Modeling Supply-Chain Coordination under Diverse Settings
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This dissertation is directed to address some of the critical coordination issues in a decentralized supply-chain. Given the fact that a decentralized supply-chain, with conflicting objectives and asymmetric information often receives sub-optimal pay-off(s), this research investigates how to coordinate a decentralized supply-chain that would be able to perform as closely as that of a centralized one. Accordingly, several coordination models have been developed under diverse contexts including, asymmetric information, capacity constraints, heterogeneous buyers, price competition, multiple channels, and product differentiation. The modeling efforts have deployed several mathematical and computational techniques including traditional optimization algorithms, evolutionary computations, and game theory.

8822 Impact of Selected Antecedents on Service Quality
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This study proposes a model of student faculty management that examines organizational citizenship behaviors as critical link between discretionary treatment, perceived organizational support, core transformational leadership behavior, contingent reward leadership behavior, job autonomy, organizational commitment and student perception of service quality. The hypothesized model is tested with the help of structural equation modeling and result partially support. The major finding of the study suggests that there is no direct relationship between organizational citizenship behavior and service quality. The study explores theoretical and managerial implications in management education for filling the quality gap between industry demand and supply by management institutions.

8823 Advertisement and Consumer Behaviour: An Information Processing Perspective
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The purpose of this study is to find out the advertising preference of every consumer segment differentiated by age and sex and further explore whether there exists any pattern in the change of advertising preferences through age and sex. The consumers are classified into ten strata viz. boy child, girl child, teenage boys, teenage girls, young men, young women, middle aged men, middle aged women, senior men and senior women. Within-subjects MANOVA revealed an interaction between advertising appeal and advertising execution style on attention, comprehension, retention, attitude and purchase motivation in each of the ten target segment.

8824 Customer- Centric Strategic Approach for Indian Supermarket Retailers- A Conceptual Framework

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Supermarket retailers in India are amidst fierce competition from not just their Indian counter parts but also strong foreign players. The only way out for survival is through attainment of competitive advantage. This paper attempts to devise a customer-centric strategy for enabling supermarket retailers to attain competitive advantage. The influence of intervening variables has also been considered in the course of facilitating Supermarket retailers in attaining superior performance. Various performance outcomes of the customer-centric strategy have also been discussed in the paper

8826 Analysis of Financing and Investment Practices in Karnataka Power Corporation Ltd.

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This paper investigates the efficiency of operational and financial performance of power generation projects of Karnataka is explorative and descriptive in nature. The study says to support a growth rate of GSDP of 8 plus percent per annum in Karnataka, the power generation system alone needs at least Rs.2,000 cores investment annually. KPCL which is the single largest power generation company in Karnataka is compared with five major power generation companies of India. This research study has been tested with three approaches and brought out the new benchmarking standards and suggested several innovative management practices for the power sector players.