Doctoral Dissertation Abstracts

A Study on Knowledge Management Practices and Strategies for Marketing Excellence with Focus on ERP System

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The research was undertaken with the aim of measuring the extent to which KM practices were used in the companies, ensuring the realisation of benefits in marketing related areas, measuring ERP system supportability for marketing and understanding the issues in implementation and governance of KM programmes.

The objectives of the study were to appraise the KM practices and strategies for marketing excellence with focus on ERP system, analyse the companies' fitness for KM, study the companies' view about knowledge and KM, identify the barriers in KM, compare the KM practices and strategies in the companies and suggest needs to manage and institutionalise KM processes.

The primary data was collected from 89 KM practicing companies with focus on ERP system by administering a structured questionnaire for this descriptive research. The companies included mostly from software, manufacturing, textiles and automotive sectors. Various tests were carried out on the collected data to derive the findings.

Information collected resulted in greater understanding of KM practices and strategies to support enhanced learning and performance by the companies. The recommended solutions addressed the problems raised by challenges for better and future marketing operations. The outcome of the study would form knowledge processing activities for marketing excellence.

Keywords: Knowledge Management, ERP, Marketing

A Study of Performance Evaluation of Automobile Industry with reference to Maruti and Hyundai in Marathwada Region

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The aim of the present study is to assess the performance of Indian automobile industry along with comparative performance of Maruti Suzuki and Hyundai Motors in Marathwada region of Maharashtra state. The study was descriptive in nature, aimed to understand the customer perceptions regarding Maruti & Hyundai brands along with their brand loyalty.

The research methodology employs a structured questionnaire survey of customers that generated 476 valid responses. The study was done using qualitative and quantitative methods along with hypotheses which were tested with the help of statistical tools i.e ANOVA, Chi Square test and Cross Tabulation. The results revealed that fuel efficiency, good after sales service, comfort and convenience are vital factors which help to build a good brand image of vehicles. It is also revealed that in view of maximum customers, demand of vehicle depends upon fuel efficiency and it is one of the vital parameter in buying vehicle.

The study concludes that prompt after sales service is crucial aspect to delight and retain the customers. There is a need to contact with the customers and dealers periodically to know their feedback. Also there is need to frame innovative marketing strategies as per the demand of market.

Keywords: Branding, After Sales Service, Strategy, Expectations, Maruti, Hyundai

Design of an Expert System Prototype for Analyzing and Structuring Motivational Strategies on ICT Human Resources

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High attrition rate is a very common, but the most significant problem for the HR managers of ICT industries. The retention of the human resources the most important assets for the organisation is the top priority of the organizations. The company management fails to understand the reason why the attrition rate is so high despite the best motivational strategies and HR policies they offer to their employees. The reason lies in the differences of employees' and employer's perspective on motivational strategies. One size doesn't fit all. It is quite possible that the motivational strategy which is well suited from employer's point of view fails to motivate the employees altogether. The reason lies in the inability to know the motivational preferences of employees.

It is virtually impossible to know each employee's preference on motivational strategies by conventional methods. This indicates that there is a dire need for an automated solution which can evaluate and structure motivational strategies from the employees' perspectives. We derive our research problem based on the above description and designed a novice approach in the form of an expert system to analyze and structure motivational strategies based on employees' perspectives.

We have implemented and tested the prototype of the system. We have also received results which confirm our belief that the problem that we have undertaken is possible to be solved by same level of accuracy as of other solutions. Our research has opened a new dimension by providing an alternate solution in the form of an expert system to address the problem of high attrition rate. In our humble belief, it is first in its kind in the interdisciplinary study of computer science and human resource management to address the problem of high attrition rate and structure motivational strategies from employees' perspective.

Keywords: Attrition Rate, Motivational Strategies, Employees' Perspectives, Expert System, ICT Human Resources