

## Doctoral Student Paper Competition

### **6602 A study on the antecedents of employee turnover in ITES/BPO Sector**

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This paper aims at testing a conceptual model connecting variables of the internal and external work environment to ITES/BPO employee turnover. Based on the gaps identified from the literature, the study seeks to examine the influence of intervening variables such as alternative job availability and organizational commitment on turnover intention. The findings suggest that organizations need to focus on how to foster organizational commitment, to enhance job satisfaction, reduce job stress and provide support to facilitate employee retention. The findings of this study would provide information that will be useful to management practitioners and academicians.

### **6647 Corporate Entrepreneurship Intensity (CEI) and Innovation of Private and Public**

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This study compares Corporate Entrepreneurship Intensity (CEI) of private and public sector banks in India and Sri Lanka. The investigation is based on a questionnaire survey of sample of 815 executive and senior employees drawn from 15 banks of private banks as well as public banks both from India and Sri Lanka. The key areas of analysis include the relationship between CEI and its dimensions and type of innovations as an entrepreneurial action. The statistical analysis shows that there are significant differences between Private Banks and Public Banks of the countries. The CEI and its dimensions are playing an important role in entrepreneurial action (Innovations) in banks.

### **6902 Advertising Options with Specific Reference to Corporates' Choice of Advertising**

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The purpose of the study is to understand and describe the decision making process of advertisers and build an objective and rational mathematical model for selection of an ideal advertising agency. The broad objective of the study is to build a normative mathematical model for the selection of advertising agencies. It is hoped that the study would be a contribution to the knowledge in the sphere of advertising and the mathematical model developed could become a good tool in the hands of advertiser in choosing the ideal advertising agency.

### **6904 The Cross Cultural Divide**

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The cultural dimensions of most of the Asian countries are the same, while the western world has minor differences. However, mistakes and difficulties often appearing in business due to these aspects. It could be the verbal or non-verbal cues, the time aspects or in terms of the relationships. In this context, this paper strives to bring out the subtle differences and also looks at training methods to overcome the cultural divide. This could help business executives move effortlessly beyond the cultural boundaries.

### **6905 Impact of FDI's Inflow on Industrial Growth of Madhya Pradesh**

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Madhya Pradesh (M.P.) presents a scene of under-development and wide-spread poverty along with tremendous potential for development. The industrial growth requires a drive towards attracting more and more Foreign Direct Investment. The current study is undertaken to identify and analyze the impact of FDI's inflow on the Industrial growth of Madhya Pradesh. Further the study was conducted to know the problems faced by Indian Companies in attracting Foreign Direct investments in Madhya Pradesh.

### **6906 Variation in Food Security in West Bengal and Jharkhand: An Empirical Analysis.**

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Improving food security at disaggregate level is an issue of great importance in a developing country like India, where millions of people suffer from malnutrition and hunger. The study, aims to perform comparative analysis of districts of West Bengal and Jharkhand on the parameters of food security. The parameters of food security are availability, accessibility and nutritional security. Primary data was collected from 875 households from the two states. Stratified sampling was done to select respondents and they were interviewed with the help of structured Interview Schedules. SPSS 13 was used to analyze data. Variation was found in the states.

#### **6907 Exchange Traded Fund- A Winners Game**

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Welcome to a unique emerging way to invest- ETF, a rising sun, recent phenomenon in developing countries like India. It's a great opportunity for global investors when US investors ties up with BSE for dollar- denominated contract. In a move to allow US investors to directly participate in India's equity markets. Due to the great depression period and in the present world economic crisis in the period of 2008, global investors traces India ETF as a hedge fund and thus faces many opportunities and challenges in the present uncertain environment.

#### **6908 Sustainable Development: An Impossibility Theorem without Focusing Human Capital**

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In its physical dimensions the economy is an open subsystem of the earth ecosystem, which is finite, nongrowing, and materially closed. As the economic subsystem grows it incorporates an ever greater proportion of the total ecosystem into itself and must reach a limit. Therefore its growth is not sustainable. The term

#### **6910 Dynamics of Entry of a New Firm**

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Entrepreneurs need to constantly strategise to be able to survive and grow given the complexity of the present and the uncertainty of the future. It becomes all the more vital for a first mover firm to strategise on the entry timing and on an entry strategy that best fits with its internal and external environment that would confer it with profitability and survival. The paper theorises that the appropriate strategy is moderated by factors such as critical success factor stability, liability of newness, scope of entry, possibility of a long lead time and mimicry.

#### **6911 Towards a Theory of Dynamic Capabilities**

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The concept of dynamic capability has emerged as a complement to the Resource Based View (RBV) as an attempt to explain competitive advantage in a rapidly changing environment. This paper brings out the ambivalence of the literature on the conceptualisation of dynamic capabilities by discussing the origin of dynamic capabilities and the ambiguities surrounding its definition and attributes. The paper clarifies certain misgivings surrounding the concept by critiquing the existing tenets. The propositions in the paper make way for dynamic capability to emerge as a theory for firms.

#### **6914 Simulation Regression Analysis for Consistent Decision for FMS Scheduling**

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This paper attempts to establish a quantitative relationship between output indicators AGV utilization and input variables part arrival rate, uniform processing times at Machining centers and AGV decision rules cyclical, etc., and Resources decision rules Cyclical, etc., in a dynamic dedicated FMS. Dummy data are generated and the system is simulated to produce the output indicator for a given set of input variables and decision rules. The objective is to determine the nature of the functional relationship and the variables affecting the output performance measures of the FMS model. These models can predict the performance measures.

#### **6915 Emotional Intelligence - A soft tool for competitive advantage in Indian organisations**

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Today's workplace is dynamic in nature and is characterized by time deadlines, cross-cultural teams, work pressures, and work-family conflicts, which in turn result in a highly stressed work force. These factors have a negative impact on the well-being of employees and the effectiveness of an organization. The individual competencies of the workforce are strong determinants of an organization's success. It is in this context that this paper explains how Emotional Intelligence (EI) can be used as a soft tool, to enhance the competencies of individuals and teams in Indian organizations and help them to gain competitive advantage.

#### **6916 Corporate Stakeholders Management – A Framework**

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In recent times, details regarding various theoretical aspects of the stakeholders approach to business have been developed. However, there is a lack of availability of framework for the purpose of integrating stakeholders into the management of the corporations. This has been further verified through empirical data gathered from 700 managers across India. This paper proposes a framework for Stakeholders Management using Social Systems Engineering tools. Utilizing the case study approach, based on

secondary data only, the applicability of the above framework has been illustrated. For this purpose, a multinational company from the software industry category has been used for illustration.

#### **6917 Corporate Stakeholders Management in India - An Empirical Study**

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Corporate Stakeholders Management (CSM) - an ideal combination of ancient management wisdom and modern management practice, is a very comprehensive concept and is amenable to both qualitative and quantitative analysis. CSM being a multidisciplinary and multidimensional approach, has as much relevance in the social sectors as it has in the corporate sectors. A detailed analysis regarding priority given to CSM by organisations, criteria used in decision making and approach of organisations towards CSM is presented here based on primary data collected from 700 managers across India. Based on the above analysis, the paper provides appropriate observations and conclusion.

#### **6920 Self-Awareness for the Future of Management Thought**

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This paper is developed from the research done for author's Ph.D. thesis on 'Spiritual Intelligence(SI)', a comparative study of leaders in India and USA. The author will share her findings of only one dimension of SI – 'Self Awareness' (inner voice, intuition) for future of Management Thought. Sustainability and survival of organizations amidst challenges of 21st century is impossible by merely focusing on single bottom line, money or profit. To take a good decision in midst of pressured and demanding world, on basis of incomplete information, within tight timescales, without always giving 'logical' reasons, involves intuitive leadership.

#### **6921 Software Export Potential and Readiness: A Study in Andhra Pradesh**

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Andhra Pradesh is the second most desired place for the investors in the IT sector. The state possesses a well built Infrastructure to promote the growth of IT industry. Andhra Pradesh posts 41 percent growth in its IT exports and contributes 15 percent to the National IT exports. The objectives of the study are to review the performance of software industry in India, to identify the export potential and readiness of software firms in Andhra Pradesh, and to suggest the software firms to improve their export performance.

#### **6922 Supply Chain Management Revisited in Indian Context**

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Supply chain management (SCM), a buzz word in recent times, has its own terms and conditions and need not be universally applicable. In Indian context, where infrastructure, work culture, socioeconomic and technological structure differ a large extent from the western developed world, study of its applicability is significant. An attempt has been made in this paper to revisit the basic concepts of SCM by looking at its various challenges and limitations. Four perspectives are considered: impact on infrastructure, micro, small and medium enterprises (MSMEs), environment and society. Available literature has been reviewed and hypotheses to address these impacts are proposed.

#### **6923 Measuring Performance of Indian MFIs listed with 5 Diamond Profile in the MIX**

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India is home for 300 million people who live below the official poverty yardstick of US \$1.25 a day. Inspired by the success stories of GRAMEEN Bank and others, many Indian NGOs and NBFCs had jumped into the Micro Finance race. So far no research is conducted about the comparative performance of Indian NBFC-MFIs with that of the NGO-MFIs on the social, operating and financial metrics. This paper aims at measuring the performance of Indian MFIs listed with 5 diamond profile in the MIX. Findings are drawn using secondary data collected from the MIX about six NBFC and seven NGO-MFIs.

#### **6924 Risk Analysis in Strategic Investment Decision Context: A Survey**

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The increasing pace of changes in technological & business environment, exchange rate fluctuations, and difficulty in predicting competitors behaviour have made the Strategic Investment Decision making process more acute, thereby often challenging the task of decision makers. Very limited studies have been covered the risk handling practices and its related problems in detail. The objectives of this paper are threefold: to discover the level of risk analysis, risk handling techniques and methods adopted for adjusting risk in Indian Automotive Industry. Findings are drawn from the analysis of the primary data collected from CFOs representing 13 automotive companies operating in India.