

Papers In-Absentia

7009 Where Information Doesn't Matter: Managing on the Moon

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Despite what we're taught in business school and the insistence of the management gurus, information is not everything. Even knowledge, and ultimately business savvy, are ultimately flawed when uncoupled from a sincere effort to understand and respect the motivations and ambitions of the people who employ their knowledge and wisdom in pursuit of their own and the company's goals. A new paradigm must emerge that recognizes the power of local know-how and culture, and applies information technology and knowledge management systems to resolve the challenges facing global organizations today.

7102 Decision Scheduling Model to Tackle Dynamic Aided hybrid Heuristic Job Shop Problem

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Job shop scheduling are attractive researcher from early stages of industrial revolution and still the green area for extensive research and the key issues in today economy. The aim of this research is to develop a new approach which can be used as a decision aid to enforce the scheduler to do his work effectively. This based on hybrid heuristic model developed from the actual situations of the shop. The scope of the research is concentrated on heavy equipments scheduling problem which can be expanded dramatically to cover all types of job shop.

7103 Competitive Strategies of Seaports: A Conceptual Model Proposal

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The several changes that have occurred in the seaports' industry in the last decades have had a continuous and important impact on the activities and management policies of ports. Also, the high level of uncertainty has obliged the port managers to respond effectively to the dynamism of the market. This paper aims to propose a conceptual model identifying main competitive factors, strategies, resources and capabilities that will help these organisations to reach a superior performance. Literature review on strategic approaches is presented and seaports industry and main competitive advantages of this sector are evaluated.

7104 Conceptual Design via TRIZ Theory

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The capacity to solve technical problems "Depends on how often the solver has faced similar problems and on the solver's ability to recognize this similarity". Consequently, this capacity is fundamentally knowledge based, because the goal is to reuse the knowledge that has already been acquired in a similar situation. The theory of inventive problem solving or TRIZ theory is an approach capable to assist this process and consequently, useful to accelerate the innovation process. In this paper is presented this theory, its foundations and also an example of its application in new product development.

7469 Delivering Management Education to Foreign Students: Some Issues

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The higher education policy of India has identified specific countries from which to attract students to India. Osmania University's MBA program has been the most sought after by foreign students. There are record admissions of students from countries with a wide range of education systems and teaching pedagogies, such as Bangladesh, Ethiopia, Fiji, Iran, Iraq, Nepal, Sierra Leone, Tajikistan, and Yemen. The sudden influx of foreign students from countries with varying levels of student participation and student assessment poses unique challenges. This paper suggests possible solutions that ensure that the quality of management education is not diluted.

7544 Named Entity Recognition in Indian Languages

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Named Entity Recognition (NER) is a task that seeks to locate and classify entities in a text into predefined categories such as person, organization etc. Few studies on NER in Indian languages have already been done but those are domain specific, provide F-measure between 60 to 80, use Maximum Entropy Markov Model (MEMM) and Conditional Random Fields (CRF). In present paper we propose to employ Hybrid approach for Named Entity Recognition in Indian Language text to result into a generic technique. The technique will be tested for its precision and recall using Hindi as a test case language.

7546 Change Management

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Change Management is an organized, systematic application of the knowledge, tools, and resources of change that provides organisations with a key process to achieve their business strategy. Change Management is a critical part of any project that leads, manages and enables people to accept new processes, technologies, systems structures and values. Changes in business can arise internally, for example: from staff or management observing current processes, or from external pressures, like: government policies. Therefore, Change Management entails thoughtful planning and sensitive implementation, and consultation and involvement of, the people affected by the changes depending on how the process is managed.

7561 The Looming Spectre of Recession - Its Impact on Global Human Resource Management

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During global recession, none thinks about making a profit out of adversity, but tries hard to survive. Its survival of the fittest-be it an organization, person or a country. Employees, the most important assets of an organization, needs to be secured about their future through announcement of a transparent organizational plan. The HRM Function acts as an employee advocate, change agent. Recession panic, layoff rumors, spread like forest fire. HRM Function at this juncture includes- monitoring employee emotions, identifying top potentials in the organization, cancellation of irrelevant policies, procedures, downsizing, and cutting cost by causing minimal damage to organization.

7582 Global Recession, Survival and Growth: Role of Management Education- A Strategical Perspective

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The purpose of this paper is to provide an organized framework of identifying and implementing “blue ocean strategies” in management institutes. Positioning the institute in the present business environment of recession where the supply is more and demand is less there is no strategy for competition but for survival. Considering the importance and role the higher education institutes play, in this paper an attempt has been made to suggest quality oriented approach, To enumerate the impact of “the out-of-the-box” innovation strategies and also to provide rules and principles to easily navigate through the present red ocean.

7589 Market Study of Garments Buying Habits of Women Customers

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The need for studying the buying habits of women customers from urban areas of India is to understand their different buying habits in market places. The study is based on descriptive design with the support of data collected through survey in a market place of a city Mumbai. The customers have been selected based on Segment Random sampling about 750 numbers.

7619 HR Challenges in Mergers and Acquisitions

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Mergers and Acquisitions (M&A) are increasing worldwide as organizations are trying to expand their operations and competitive advantage. Companies do consider financial, marketing and strategic issues as primary factors than the Human resources. The ability to succeed in a merger depends entirely on the people. Numerous studies confirm the need for firms to study variety of human resource issues and activities in their M&A. Industry research over the last 15 years indicates that 50-70% of all mergers, acquisitions and other corporate transformations do not achieve their desired level of success due to people issues.

7621 Brand Management and Innovation in Global Melt down in India

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Brands are an integral part of modern lifestyle. Brand Management is of key importance in today's borderless business world wherein innumerable new products are being introduced into the markets which are quite similar to each other, management of brands become very important for survival. India is the second fastest growing economy in the world. The upcoming changes in the Indian consumer market will create major opportunities and challenges for Indian and multinational businesses alike. To weather the current economic storm and worldwide recession, companies must take a step back and assess their core business and brand for sustainability in business.

7702 Role of Business Schools in Promoting CSR as a Positive Force for Social Entrepreneurship and Rural Prosperity

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Entrepreneurs convert an opportunity through creativity and innovation into a profitable venture by efficiently utilizing existing or new resources. Individuals with entrepreneurial skills who pursue social issues like poverty alleviation, drinking water supply, rural sanitation, healthcare, education, etc. are called ‘social entrepreneurs’. Business schools can emerge as a major driver for promoting CSR as a Positive Force to prepare students as a positive for social entrepreneurship for developing rural infrastructure, be it, water, sanitation, education or health infrastructure. The paper reviews role of business schools in developing students as social entrepreneurs and working in partnership with panchayats and NGOs for achieving rural prosperity.

7704 BFSI Regulatory Compliance and Standards

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Banking, Financial Services and Insurance sector has seen many global transformations in the last decade. As it is the key sector to an economy, it is important that the management education gives an updated overview of the various important regulatory measures taken by each country to protect the stakeholders from losses and provide a level platform to grow. This paper gives an overview of such key compliance standards in each sector. The regulations covered are AML, KYC, Solvency, SOX and PCI; messaging standards like SWIFT, FIX; compliance standards like OFAC and FATF and FDIC final rule.

7705 Coupling of International Markets - Betas Between Markets

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Indian stock market seems to be getting more and more coupled with the international markets off late. However there are many experts who refute coupling theory as far as Indian stock market is concerned, even though this trend of markets taking their cues from other markets is being witnessed on a regular basis. This paper empirically tests, whether or not major international markets are coupled.

7706 Impact of Slowdown on Management Students

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The economic slowdown globally has affected the Management students mainly in their placements. The recruiters coming on campus have dropped. The demand for Human Resource in companies has come down thus making them choosy. The top business schools may not suffer as compared to the lower business schools. The companies have also tightened their budget by reducing the pay packages for freshers. In these times the management students should sharpen their competencies and prove their efficiency by enhancing skills and attributes to convince their worth. The recession has affected all the sectors and the organisations are looking for innovation and creativity for recovery.

7707 Opportunities in Disguise: Conceptual Framework

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After the scourge of boom, the global economy witnessed deepest downturn in the post World-war period, with the global real GDP dropping at 6 per-cent annual rate. These ups and downs in the economy are natural part of business cycle and are meant to bring the economy back to the realistic growth trajectory. The objective of the study is to explore the positive implications and opportunities for growth during recession, evaluating the outcomes of recession with emphasis on HR systems and strategic role. It underlines the scope for companies to move upwards through framework of required HR practices.

7710 Dynamics of Indian Retail and its Impact on Shoppers' Behavior

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Retailing in India has been growing at a frenetic pace in past few years. Even retailers are devising strategies like "One stop shop" and "Shoppertainment" to grab the biggest pie of customer's wallet. The objective of this paper is to establish a better understanding of the Indian retail scenario and how it is affecting the shopping behavior of Indian consumers. It will be based on literature study and secondary data; the analysis of the same will give an insight into the paradigm shift in the consumer shopping behavior and highlight necessary steps the retailers can take to benefit.

7711 Rural Marketing: A New Avenue for Marketers

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Rural marketing involves delivering manufactured or processed inputs or services to rural producers or consumers. Companies are excited about a burgeoning rural population whose incomes are rising and which is willing to spend on goods designed to improve lifestyle. But the rural penetration rates are low. This presents a tremendous opportunity for makers of branded products who can convert consumers to buy branded products. This paper covers the attractions for marketers to go to rural market, the difference between the rural and the urban market and the suitable marketing strategy with the suitable example of companies in going rural.

7712 Recession and Indian Management Education

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A serious thought needs to be given that whether our present students who have acquired a management degree and can face the challenges of recession. In the first phase of article what is recession & what should be done to face the recession. The second phase of the article contents that what is the present scenario of management education. The last phase of the article contents that what should be done to improve the present management education. Hypothesis:-The present management education system has become inadequate to develop aspiring managers to cope up with the challenges generated by changing environment.

7713 The Role of a Leader in Building Learning Organization

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The paper delineates the role of the leader in creating and developing learning organization. It presents a behavioral perspective of a leaders' role for which he should adopt a two pronged approach. The first laying emphasis on his role as a mentor in the entire process and secondly on adapting his own leadership style according to the dynamics of the learning organization. While on the one hand he should become a learning facilitator, on the other hand he should himself aim at continuous learning.

7714 E-commerce for Business Development

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The impact of novel business models on New Economy and Compressed business cycles on performance Measurement and management. The research sought to understand what aspects of business: and E-commerce performance track today and tomorrow. Today's economy is characterised by information technology and the recognition of intangible value drivers. The revolution in information and communications technologies makes knowledge the new competitive resource. E-commerce greatly affects one channel through which modern business is done now, that is, the flow of information and enhance market integration domestically and internationally.

7716 Transforming Marked Price into Market Price Using Ethical Practices

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Market price of a script which is highly influenced by the company's fundamentals and market movements; gets adversely affected by unethical practices triggered by various stakeholders. A glance on such fraudulent activities like window dressing, front-running, booster-shots, insider-trading, churning, unsuitability, mindful-misrepresentations, conscious-omissions and boiler-rooms, will educate us on the modus operandi of market movements. This paper gives an overview these malice faces which shift the pricing equilibrium. It also suggests various corrective actions to be imparted in the management schools, to enable the future financial players, to convert the marked stock price to the actual market price.

7717 Emerging Trends in Indian Banking Sector

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The economic development of India is mostly depends on the growth of the financial sector. In recent years, financial markets have undergone some of the most rapid and extensive changes perhaps foremost among recent changes in world financial markets have been their accelerating integration and globalisation. Paradigm shift in the banking and financial environment of the country has created an emergent need for a new genre of management professionals to meet the emerging challenges in managing Banks. Technology, deregulation and liberalisation have reinforced market competition, locally and internationally. Banks now have significant operations across the globe.

7718 Nation Branding for Global Competitiveness: A Case study on India Brand Equity Foundation

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In today's global world entire marketplace is flooded with large number of products competing for the same group of consumers and at times it is difficult of sell a quality product in the global market due to the "not so good" perception of the country in the minds of the consumers. The case study attempts to analyze how image of a country effects the sale of the products originating from that country and how sustained efforts to brand a nation can help the local companies to get a favourable response from the consumers world wide.

7719 Influences of Work Life Balance and Ethics in Employees on Service Quality

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Service quality is a key factor for the success of any organization. In this paper we have focused on the employees as an integral resource to service quality. The focus is on women employees only who have to balance the work demand, along with demands at the home fronts and thus maintain a work life balance. A Positive Work Life Balance would bring about motivated and ethical employees. It is concluded that an employee whose work life and personal life is balanced and is ethical can be fair and honest to his customers and bring about service quality in Organization.

7721 Perceived Workplace Stress Management in Mumbai

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One finds it hard to cope with workplace challenges. Stress on all fronts is on the rise. While some stress is normal, excessive stress interferes with productivity and reduces physical/ emotional health. This paper basically focuses on the increasing workplace stress levels and it suggests stress management techniques to control it. It identifies several parameters which are immediately required to be addressed and helps understand the physical and mental priorities so that effective measures are taken. It suggests that companies should adopt a more flexible work schedules and encourage the maintenance of a healthy lifestyle for employees.

7722 Management Education: Penetration & Perception

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All management educational programs given by the business schools and management institutes aim at imbibing managerial skills who can work for business and industry. The present system of education mainly concentrates on personality development. However, it is inadequate to meet out the changing global phenomenon. Our present system of education does not provide scope for self-learning on the part of the individuals. There seems to be incompatibilities between principles and inherent practice of managerial knowledge. Ultimately the task is to reduce the incompatibilities.