

Session 1A
23 Sep 2016 11:30-1:00
Session Chair: Narinder Kumar Bhasin

119 Job Analysis and Its Positive Impact on Key Recruitment and Selection Processes
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Following a Functional Job Analysis methodology aimed at developing a Recruitment Action Plan based on Organizational and Job Analysis Questionnaire and Task Statements', job duties and job specifications were identified in the first stage. Subsequently, key Knowledge, Skills, Abilities and Other Attributes (KSAO's) were extracted using a task inventory and task statements for a Canadian National Occupational job classification position. In the second stage, a Performance Management Tool was developed based on the analysis conducted, using Graphic Rating Scales along with Job Performance Dimensions. It illustrates to Managers how an effective Recruitment and Selection system.

123 High Impact Entrepreneurship for Sustainable Growth of Emerging Indian Economy
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This paper examines to what extent entrepreneurship in India has important economic value. Many of the studies on entrepreneurship are motivated by the economic benefits of Entrepreneurship indeed needs to generate substantial benefits in terms of innovations. India's growth hides some worrying structural weaknesses in economy that needs to be noticed Investments in R&D are very low, imitative entrepreneurship is largely found than innovative entrepreneurship. New ideas to be tested on a small scale and brought to the market. Entrepreneurship is not only self-employment but also to maximize economic benefits of entrepreneurship policy we call it as high impact entrepreneurship.

146 The Hybrid Partitioning Mechanism to Optimize Data Allocation Problem
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For IT practitioners, it is a challenge era that data amount grow exponentially. However, the amount of columns and records in data table are closed related to the response time of database (DB). To improve the efficiency of DB access, Data Allocation Problem (DAP) becomes important issue that arrange relevant information on the same DB for shorten the response time. We propose a two-step VHP model that combines data partitioning of vertical and horizontal methods. According to the experiment results, our VHP model

improve 31% for insert transaction, and reduce half of the query transaction 12.1% time for query merge.

148 Impact of ‘Goods and Service Tax (GST) Rollout on the Indian Logistic Sector

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Implementation of Goods and Services Tax (GST) would ease the movement of goods and services across the states and reduce the cost of doing business. Less tax and fall in transportation cost will also benefit e-commerce companies tremendously leading to higher profits. GST rollout creates the opportunity for redesigning entire transportation networks with global standards for ensuring high efficiency. This research will focus on how the ‘Make in India’ campaign can reshape the future of supply chain and logistics sector in the country with emphasis on warehousing and transportation industry in the purview of the GST rollout in the country.

Session 1C
23 Sep 2016 3:45-5:00
Session Chair: KSS Rama Raju

117 Strategic Clash for Ultra Mega Power Projects in India

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India would become a global manufacturing hub in the coming years. Accelerating economic activity requires higher power generation. India produces 1,031 Terawatt Hours (TWh) of electricity. In order to sustain 8~8.5% GDP growth rate India's power demand is expected to be 1,905 TWh by 1922. The paper analysis the Ultra Mega Power Projects (UMPP) that are coming up in India, the policies & strategies used in development of these projects among the various states in India to achieve uniform growth. The paper also details the strategies used by the major players for the success of the UMPP project in India.

125 Role of Payment Banks and Small Banks in Achieving Financial Inclusion in India

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There are so many schemes for achieving Financial Inclusion in India, which includes recent initiative taken by Central Government of India - PMJDY Accounts - Pradhan Mantri Jan Dhan Yojana Accounts. Now, Payment Banks and Small Banks can also contribute a lot to Financial Inclusion. Payment and Small Banks, for which Reserve Bank of India (Regulator) have already accorded In-Principal Approval and License to start operations in India, will try to achieve 100% Financial Inclusion in India by providing Small Saving Accounts, payment and remittance services.

135 Assessing Customer Delight an Essential Tool in Retail Sector

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With high level of competition higher customer level of needs and wants advanced technology leads to more customer expectations in today competitive world. As far as garments industry mainly concern due to global fashion developments and lifestyle changes Companies need to go beyond simple satisfaction to retain customers and attract new ones It is very difficult to fulfill the customer expectations Hence every organization wants to delight the customer in order to retain them Thus customer retention is directly

influenced by customer satisfaction This paper aims to explore assessing customer delight an essential tool in retail sector.

157 The Method Selection for Measuring the Supply Chain Performance in Process Manufacturing

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This research aims to conduct the framework for measuring the manufacturing performances. By gathering the information about key success and some failure factors that affected to business performance along their supply chain. The methods selection for this research are pick up Key Performance Indicators (KPIs) from all the performance measurement tools, and do the questionnaire by survey though the people involved in manufacturing. The result from study revealed that there are many difficulties for manufacturer to match their strategic measurements rely to their organization's critical success factors. Key Performance Indicators are very important for understanding and improving manufacturing performance. This research focuses on every dimension of performances and comply the core competencies in order with achieving strategic goals. Process manufacturing in this research mention in 3 characteristics of business; Make to Stock: MTS, Make to Order; MTO, and Wholesalers. The important issue and criteria for selecting the representative of manufacturer is the impact of their business to whole supply chain.

Session 2A
24 Sep 2016 9:30-11:00
Session Chair: Thomas Mathew

102 The Factors of Organizational Role Stress Affecting the Stress Level of IT Employees in Nagpur city

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The organizational stress is said to be the cause of all those factors in the organization that causes stress to an individual employee and have negative organizational ill effects. Based on Udai Pareek ten Organizational Role Stress and its effect on the overall stress level of the employees in the IT Companies of Nagpur we can conclude Role Overload, Role Isolation and Self Role Distance are having insignificant influence on the stress level of the employees. Role Ambiguity, Role Erosion, Role Expectation Conflict, Role Inadequacy have small effect on the Stress level of the employees whereas Personal Inadequacy, Inter Role Distance and Role Stagnation have medium to high effect on the stress level of the employees. Role Stagnation has the maximum effect on the stress level of the employees.

103 Herzberg Two Factor Theory among the Management Faculty in Nagpur City

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This paper examines what motivates employees the most in among management faculty of Nagpur City and study the level of job satisfaction using Herzberg's Two-factor theory. The results show that motivator factors were the dominant motivators than the hygiene factors although the difference was not that significant. Among the motivation factors most important factor was sense of achievement and lowest factor was career progression. Among the hygiene factors job security and work environment is the most important factor and compensation is the least. It was found that the respondents received job satisfaction from both the factors.

127 Citizen Cards Benefits Based on Grey System Theory

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Through reorganizing service resources, citizen card achieves the goal of “all in one universal card” to provide convenient service for citizens so as to promote a city’s consumption and innovate a city’s management and service. Citizen card has already been a city’s name card which represents the city’s characteristics. Based on the author’s several years’ experience in this industry, this paper gives an analysis on the data from some typical city’s citizen card management, to provide some suggestions of how to promote the citizen card to achieve highest benefits in China.

155 Is Global Manufacturing Becoming More Complex - Key Trends and Strategies
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This paper discusses significant trends and issues for global manufacturing in the next 10-20 years, based on a review of recent studies emerging in various manufacturing sectors around the world. While the studies analyzed vary in terms of methodology, national context and stakeholder perspective, they all address critical questions related to the future of manufacturing systems. Special attention has been paid to those national exercises that have served as inputs for policy making, and/or are recognized as influential for manufacturing stakeholders at the national level (i.e. industry associations, academia and individual firms).

Session 2B
24 Sep 2016 11:30-1:00
Session Chair: Neeta Shah

104 Impact of Digital Banking On Improvement in Customer Services

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Digital banking has transformed Indian banking system in last three decades from manual banking system to digital banking system. With the change in delivery of electronic products in banking, there is a paradigm shift in customer needs and requirements of banking product. Net banking, mobile banking and sms banking through social media marketing like face book, twitter, instagram and youtube has changed the entire banking scenario. This paper focus on the impact of digital banking in improving customer services.

105 Case Study – Technology Innovation – Operations Management

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The journey of Indian paper based clearing payment system from manual to Magnetic Ink Character Recognition MICR Clearing to Cheque Truncation System to the present day E Banking Payment System And to the future of Bitcoin has been full of challenges issues and opportunities . This cases trace the evolution an transformation of indian Micr based clearing system to todays image based cheque truncation system and various issues of reconciliation of clearing differences and operational processes to be set before moving to new systems.

143 Employee Engagement in Indian Banking Sector: A Review of the Literature

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Banking being one of the key service sectors in India has witnessed an explosive growth and expansion. Rising incomes enhanced the need for banking services which resulted in great boom in terms of advanced technology, prompt communication system and conception of various banks to cope up with multinational led environment. Committed employees create the customer stories which make the brand creditable. The research paper endeavors to identify gaps in employee engagement models in Indian banking sector. Based on the study, a conceptual model is proposed to make an endearing approach towards Employee Engagement.

151 Impact of Gender Cues in Advertisements on Product Gender Identity Meanings

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The study investigates the phenomenological impact of gender cues in advertisements on the perceived gender identity meanings of the advertised product. The study utilizes a randomly assigned participants design that exposes different groups of participants to differently gendered advertisements of the same product and captures the distinction in the participants' construction of the gender identity meanings of the advertised product under experimental conditions. Results establish the significant influence of gender cues in advertisements on the perceived gender identity meanings of the advertised product. Results also underscore the difference in the perceptions of men and women under the same stimulus.