

**CONTRIBUTED
PAPERS**

Session 1A
25 Sep 2017 11:30-1:00
Session Chair: Sheela Thiruvadi

163 Age and Productivity

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Shiyaamsundar Thiruvadi

We examine the association between age and research publications by accounting faculty. Our study is motivated by the fact that important policy implications, such as mandatory retirement policy, are related to the association between age and faculty (Gokhale, 2004). There is little research related to the association between age and publication productivity of business faculty in general and accounting faculty in particular.

178 Agile and Scalable Network Control on the Edge

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Fog computing improves service latency and processing efficiency by enabling computation and storage capacity at the edge network. Compared to generic edge networking in the past, fog networking provides a new layer of meaning to the end-to-end principle not only do edge devices optimize among themselves but they collectively measure and control the rest of the network. We propose an edge-based dynamic control mechanism that is both scalable and agile. It reacts rapidly to the network conditions yet being aware of the fact that our observation on the edge is often noisy and therefore therefor requires prudent responses.

184 Inter-organizational Collaboration for CSR: An Exploratory Study

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Collaborations between business and non-profit organizations have proliferated in the current decade as a means to effectively implement CSR This exploratory study was done to understand the extent to which Indian companies collaborate to effectively implement CSR The study was performed on a sample of 52 companies that are signatories of the United Nations Global Compact The study found that most of the companies prefer to collaborate with NGO at the local or regional level and at the transactional level It was found that majority of companies had processes to measure the impact of the CSR activities undertaken.

200 Mobile Data Service and Customer Satisfaction, Loyalty & Retention: A Literature Review

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Telecom is an integral part of majority of Indians daily life. Previously mobile telecommunications popular only for voice call what users can use on the move and all telecom operators are focusing on the same, however in changing scenario and technological development like 3G, 4G, LTE, Data Service is the first priority for a major segment of mobile subscriber. Mobile handset is the highest viewed screen in today's life. Users very often check their mobile screen also while they are watching TV and TV became second watched screen in human life. Users glare at their mobile screen not for the Voice calls but for instant messaging, group messaging, email and mobile applications update. So there is a high demand of data service in terms of quality and coverage. Today's mobile users are completely dependent on their data service for all business, leisure, tour, gaming etc. Users are expecting High-speed data coverage in all locations including national & international roaming destinations.

Session 1C
25 Sep 2017 3:30-5:00
Session Chair: Chun Hung Cheng

172 Identifying with the Self – the Key Learning for Managers

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Learning the Eastern Indian)Ethos is highly mysterious and lacking precision due to lack of adequate material in ways convincing and sensible to young management students and overburdened managers. The work is an attempt on the part of the researcher to present the mysterious and hidden concept in a clear logical and sensible manner evolved through extensive reading and careful study of the serious writers on the subject as Eckhart Tolle Chakraborty S.K Swami Anubhavanda Nagarajan K and Sekhar R.C besides the holy books of all the religions especially the Bhagavat Geetha and the Holy Bible.

190 Tracking Resource Usage and Human Activities in Medical Wards Using RFID

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RFID technology has widely used in the healthcare sector. If RFID data are properly analyzed, their results are useful in improving the healthcare service and reducing operational risk. In this talk, we will present a hospital risk management platform using RFID technology. The project aims to monitor ward events and analyze human interactions. Event monitoring tracks human activities and medical resource usage. Human activity analytics attempts to understand human interactions. We have developed the system and conducted a clinical trial in a Hong Kong hospital for four months. Our experience in this trial will be discussed.

197 Deriving Technology Development Index for Measuring Technological Evolution

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What pattern did technological evolution look like in human history? Is it possible to draw a graph of technological development history? This study aims to develop the technology development index for measuring technological evolution in human history. Firstly, the factors for technology development index are derived, for example agricultural productivity, urbanism, war-making. Secondly, measuring methods of these factors are developed, for example calculating method, measuring unit, scores. Thirdly, applying technology development index to historical cases is conducted. Fourthly, a graph of technological development history is drawn.

207 Application of Buffettology in Thai Stocks in 2017

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This paper attempt to forecast the price of stock by applying Warren Buffett's methodology. The previous paper has used 5 years of historical data showing 10 showing of healthy stock in SET. In 2017 we had longer period of financial data in the number of 10 years. The paper shows 47 health stock as the result demonstrated in the previous section. The accuracy of forecasted value may not be able to tell this coming 2 years as the market price depends early on the demand/ supply relationship including investors' evaluating on income inflow capacity in the future. To put in other words, we can't be certain that investor will make money but it is certain that the selected stocks are financially good based on its fundamental numeric information in the past ten years. It is the responsibilities of investor to evaluate qualification side of the stocks, which Warren has suggested the idea by reading 'Common stocks, uncommon profits' by Philip Fisher. Apart from this, author feel that stock valuation must be based on quantitative and qualitative analysis and it is reasonable that the result from analysis should be complimentary each other.

Session 2A
26 Sep 2017 10:00-11:00
Session Chair: Vijayagopalan Nair

151 Existence and Evolution of Business Groups in Emerging Economies

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Business Groups and their ubiquitous presence in emerging economies affect the broad patterns of economic performance. The organizational landscape of many emerging economies is dominated by diversified business groups. In India, business groups account for nearly sixty percent of the manufacturing sector assets (Kali and Sarkar, 2005). I have tried to summarize events relating to business and economic history of India; an Emerging Economy. Events and theoretical perspectives explaining business activity of emerging economies in general and India in particular are documented in this paper which helps us understand the presence of Business Groups in emerging economies.

177 The Case of a Sustainable Indian Agricultural Model

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In India, financial losses leading to several farm related suicides have been making the headlines. An environmentally sensitive and financially viable agricultural business model is the need of the hour. This case describes the sustainable business model of a farmer who has perfected methods that have been targeted at growing high quality crops with minimum chemical inputs, generating profits right from the first year of farming operations. This paper describes his low cost and time saving techniques that help increase environmental sustainability and thereby financial viability.

208 Relationship variables on Customer Loyalty in B2B Flexible Packaging Industry in Bangladesh

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There are many researches which prove that relationship and behavioural aspects have direct impact on winning customer loyalty. The present study intends to determine the influence of relationship and behavioural aspects on customers loyalty in B2B flexible packaging industry in Bangladesh. In this context, four variables were identified based on extensive literature review namely Trust, Commitment, Salesperson-Customer bonding and Cooperation which affects Loyalty. The study objectives are a) to study the influence of identified variables on customer loyalty, b) to develop a model based on variables identified affecting loyalty of customer in B2B segment and c) To study the

relationship amongst the identified variables. A pilot study was conducted and qualitative data was collected through interview method. Responses were collected through ten interviews & analysis of the content validated the proposed hypotheses.

209 Buffetology Thai Selected Stock Forensic in 2017

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This study has taken the selected stocks based on the work of the same authors under the topic of “Application of Buffetology in Thai Stock 2017”. The study simply tried to internal rate of return by assuming that there were investors invest in these valued stock in 2008 and IRR can be calculated on the capital gain only. It is found that not all valued stock shows the super return as expected as there were 12 stocks with low return (less than 10%), calculated by using IRR. During the past ten years, SET has the rate of return of 20.1% which is 3.7 more than that of the United States of America, 2.7% more than that of Europe and 1.7% more than that of Japan. The results of this study may not be conclusive but if we add up the number of medium and high IRR stocks- 28stocks, namely, stocks with IRR more than 20%. It is likely to be able to conclude that Buffetology’s is valid.