

# ICMIS-17

## International Conference on Management and Information Systems

September 25-26, 2017





**INAUGURAL  
SESSION**

# **INAUGURAL SESSION**

**25 Sep 2017 10:00-11:00**

## **GUEST OF HONOUR**

**Gur Prasad Kohli**

*Vice President, Head of South Asia, Thailand*

Mr. Gur Prasad Kohli had sailed at Sea for 18 years and was Captain for 4 years. He did an MBA from Strathclyde University in Glasgow and worked as a Superintendent in Kuala Lumpur for 4 years. He had worked as GM - Head of Crewing for Barber Ship Management in Philippines for 2.5 years. He had worked as Managing Director for Wilhelmsen Ships Service in HK - Agency, Logistics & Marine products for 5 years.

He is working as Head of India / MD for Wallenius Wilhelmsen Logistics in Chennai, India from April 2011 till June 2016 and presently working in Thailand as Head of India and SE Asia. He was Chairman of Shipping and Transportation Committee for HK Chamber of Commerce - acts as a bridge between Shipping, Terminal, Logistics & the Govt of HK SAR - 2009 to 2011. He was Chairman of Port Affairs Working Group - liaisons on Port & Terminal Projects between Chamber of Commerce & HK Government - 2009 to 2011. He was also a Member of Port Welfare Committee - fundraising for Seaman's Church and other welfare projects for Visiting seafarers - 2009 to 2011

**CONTRIBUTED  
PAPERS**

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

**163 Age and Productivity**

*Sheela Thiruvadi, Morgan State University, sheela.thiruvadi@morgan.edu*  
*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**

*Tian Lan, George Washington University, tlan@gwu.edu*

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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*Uma Maheswari B, PSG Institute of Technology, uma@psgim.ac.in*

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**

*Nitish Mukherjee, Chitkara University, nitish.mukherjee@gmail.com*

*Sandhir Sharma, Chitkara University, sandhir@chitkara.edu.in*

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**

*Vijayagopalan Nair, Conspi Academy of Mgmt Studies, nairrv2003@yahoo.com*

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**

*Chun Hung Cheng, The Chinese Univ of Hong Kong, chcheng@se.cuhk.edu.hk*

*Dorbin Tobun Ng, The Chinese University Of Hong Kong, tbng@se.cuhk.edu.hk*

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**

*Jeonghwan Jeon, Gyeongsang National University, jhjeon@gnu.ac.kr*

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

*Rupambika Bharati, Xavier Institute of Management, u511006@stu.ximb.ac.in*

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

*Krishnaveni V D, PSG Institute of Mgmt, krishnaveni.damodaran@gmail.com*  
*Nandagopal R, PSG Institute of Management, director@psgim.ac.in*

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

*Bacchu Kumar Das, Chitkara Business School, bkrdas@gmail.com*  
*Sandhir Sharma, Chitkara Business School, sandhir@chitkara.edu.in*

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.



**ABSENTIA**  
**PAPERS**

**166 Enablers of Work Life Balance: An Insight**

*Anita Singh, Institute of Management Studies Ghaziabad,  
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*Timira Shukla, Jaipuria School of Business, Indirapuram, timirashukla@gmail.com*

With rapid change in the environment there is increase in the prevalence of work-life conflicts and concern for work-life issues, that poses both challenge and opportunity for Human Resource managers. It is necessary to understand that employees can only be productive when they are stretched positively and so HR professionals must create enabling systems to equip employees for this. The focus of the study is to identify enablers of work-life balance among Indian BPO employees in Delhi/ NCR area. Data was collected through questionnaire and exploratory factor analysis was done. The results may have further implications for industry and society.

**169 Advantages of Customer Analytics for SMEs in India – A Case Study**

*Bala Aryan, Alliance University, ibalaaryan@gmail.com*

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*Subhransu Pati, Alliance University, subhransu.pati@gmail.com*

We assess the usefulness of Analytics in an SME organization, identify models that are best suited for the available information for Customer Development and propose meaningful suggestions to the business to effectively improve their CRM initiatives. We used the case of a small financial services firm that brokers products of multiple insurance organizations in India, to determine how customer information can be used, to increase marketing returns. Our findings show how marketing organization can use internet technologies, social media and analytics to plan alternative CRM strategies that will derive improved performance of marketing initiatives.

**182 Corporate Social Responsibility- A New Role of Indian CPSEs**

*Kuldeep Chauhan, Chitkara University, chauhankk71@gmail.com*

*Shuchi Dawra, Chitkara University, shuchi.dawra@chitkara.edu.in*

India is a welfare state The responsibility towards all section of society for their improved quality of life employment availability of basic amenities of health and education etc are considered to be the Sate's responsibility in a way By setting up Central Public Sector Undertakings CPSEs an attempt was made to address the need of employment regional development and improving economy From their early role of mainly employment generation CPSEs have come long way to not only attaining the very purpose of employment generation but also supplement to Indian economy in a substantial manner CPSEs.

### **183 E-business Performance through EIP's**

*Arun Kumar Mangalapalli, Adikavi Nannayya University, arunm1212@gmail.com*

The rapid development of Internet and Information Technology IT has not only provided great growth opportunities but also shaped the era of digital economy and changed the way of Enterprise operates Today e-business us just Business real business Thus it can see e-business will play an important role in digital economy to enhance competitive advantages. To overcome these difficulties, the Enterprise Information Portal (EIP) provides access a single point of personalized, online access to business information and knowledge resources and real-time access to core application and processes.

### **186 Preparedness of Health Facilities in Chandigarh for Biological Disasters**

*Gaurav Bhatia, Chitkara University, fear\_naught@hotmail.com*

*Namrata Sandhu, Chitkara University, namrata.sandhu@chitkara.edu.in*

Disasters are the constant companions of mankind. Mostly, any talk of disasters centers only around natural disasters with anthropogenically caused disasters not being given adequate credence. Utilising an exploratory approach and the World Health Organisation's Hospital preparedness checklist, this paper examines the preparedness of Chandigarh to combat incidents of Biological Disasters and Bioterrorism and Bioterrorism. The findings have been discussed under nine major heads – viz. Command & Control; Communication; Safety & Security; Triage; Surge Capacity; Continuity of Essential Services; Human Resource Development; Logistics and Supply Management and Post Disaster Recovery.

### **192 Interplay of Double Bind and Promotional Paradox: Bearing Performance of Women Professionals**

*Vandana Madaan, TIMT, Yamuna Nagar, vandana.madaan@timt.ac.in*

*Preethi Pradhan, Chitkara School of Health Sciences, preethi@chitkara.edu.in*

Leadership in global business world is about creating and sustaining risk taking and innovation and releasing new ideas and fresh approaches which can drive business results. It is the greatest paradox of our times that women who are excellent leaders are still very underrepresented in leadership positions that shape our world. The low representation may be considered paradoxical since women today are more educated than men. Evidence shows that men and women possess the same skills and abilities still the representation of women across levels shrinks. This research focuses on the interplay of double bind & promotional paradox bearing performance of women professionals.

### **203 Post Demontisation Impact on Indian Banking System**

*Narinder Kumar Bhasin, Amity University, nkbhasin@amity.edu*

*Anupama Rajesh, Amity University, anupamar@amity.edu*

It has been nine months since demonetisation now While estimating fall in cash holding the Economic Survey has assumed that remonetisation has happened fully and the supply of cash is now fully reflective of demand There has been a 20 per cent decline in cumulative cash holding by companies and individuals post demonetisation while the number of taxpayers has increased 45 per cent since then the Economic Survey has said pointing to positives from the withdrawal of high-denomination banknotes in November last year.

### **204 Critical Implication of Goods and Service Tax on the Banking Sector**

*Narinder Kumar Bhasin, Amity University, nkbhasin@amity.edu*

*Anupama Rajesh, Amity University, anupamar@amity.edu*

The banking sector is one of the largest services sectors in India. The implementation of the Goods & Services Tax (GST) will likely prove to be a challenge for the sector on two counts - First, due to the higher GST rates compared to the current service tax rate and second, due to the vast geographical reach of most banks. With the GST coming close on the heels of demonetization, the banking sector needs to ensure that they are ready for this new tax regime.

# **VIDEO PRESENTATION**

**Session 1B**  
**25 Sep 2017 2:00-3:00**  
**Session Chair: Narinder Bhasin**

**158** The Big Picture: Challenges for 'MAKE IN INDIA'

*Ashutosh Gaur, GLS University, me@ashutoshgaur.co.in*  
*Jasmin Padiya, GLS University, jasmin@nr.ibm.org*

This paper analyses the "Make in India" program in larger canvases and evaluates challenges at national and international level. Prime Minister Narendra Modi announced Make in India program from the Red Fort during his maiden speech in the year 2014. The objective of this program is to boot manufacture sector in India. This very ambitious plan gain worldwide appreciation. It is an open invitation to showcase India's potential to rest of the world in terms of large demographic market and workforce potential available in India. The government of India has initiated various program to give impetus to manufacturing sector like Skill India, Stand up India, Start-up India, digital India. Clearing of goods and services tax (GST) will from the parliament is significant step to improve India's rank in Ease of doing a business index of World Bank. The International business environment is also changing very rapidly after United States presidential election. This paper will evaluate different trend and challenges in the implementation of Make in India nationally and internationally.

**170** Value of Voting Rights in Italian Cooperative Banks: A Quasi-natural Experiment

*Marco Botta, Università Cattolica del Sacro Cuore, marco.botta@unicatt.it*

It is widely believed that deviating from the 'one share-one vote' principle leads to corporate inefficiencies. We analyze the market reaction to a change from the 'one head-one vote' to the 'one share-one vote' mechanism following an Italian reform forcing listed cooperative banks to transform into joint-stock companies. We adopt a novel statistical approach, based on the synthetic control method and Bayesian techniques, and estimate that the effect of the governance change around the event date corresponds to a cumulative average return of about +13%.

**188** IOT and Industry 4.0: The Industrial New Revolution

*Marcelo Okano, CEETEPS, marcelo.okano@fatec.sp.gov.br*

The introduction of the Internet of Things and Services into the manufacturing environment is ushering in a fourth industrial revolution: Industry 4.0. The objective of this study was to analyze the novelty of the theme Industry 4.0 related to IOT through a systematic review in the Web of knowledge base. The results showed the institutions that research the theme, the researchers' network of relationships, etc. We can conclude that the theme is important, but the scientific production is still small, appearing now the articles in congresses and magazines.

**Session 2B**  
**26 Sep 2017 11:30-12:30**  
**Session Chair: Sandhir Sharma**

**198 India Cold Chain Logistics 2020**

*Saroj Koul, Jindal Global Business School, skoul@jgu.edu.in*

*Vishul Singal, Jindal Global Business School, 13jgbs-vsinghal@jgu.edu.in*

India, the largest producer of fruits and second largest producer of vegetables in the World, however, the potential of cold chain still remain untouched. Increasing urbanization and growing of organized retail, food servicing and food processing sectors are helping in boosting the growth of cold chain industry in India. The trend is shifting towards establishing cold storages for multi-purpose and end-to-end services to control parameters throughout the value chain. The research seeks to demonstrate the future of cold chain storage in India. This research shall examine the crucial role of cold chain storage in reducing the agricultural losses.

**202 What is Effective: An “In-house” Fleet Services or Contracted 3pls - A Study?**

*Saroj Koul, Jindal Global Business School, skoul@jgu.edu.in*

*Sahil Singla, Jindal Global Business School, 13jgbs-ssingla@jgu.edu.in*

Reducing overall transportation costs has become a major goal of Fleet Management. This is dealt by either having an in-house fleet-service or organizing an outsourced fleet-management provider. In this empirical research, we first investigate the existing fleet management at a food processing industry to identify the company's logistic requirements and secondly categorize the possible advantages/ disadvantages the organization may achieve by installing in-house fleet system vis-a-vis an outsourced fleet system. In turn, there is an improvement in the service level of the company that impacts of a sustainable development policy in the sector.

**206 Investigating the Islamic and Conventional Mutual Fund Performance: Evidence from Malaysia Equity Market**

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The phenomena of financial crisis (2007-2008) shows a significant breakdown of US\$16 trillion in conventional financial industry. This provides an opportunity for Islamic capital

market to drive the global asset growth investments to investors. Previous studies signal mixture results on Islamic mutual fund (IMF) and conventional mutual fund (CMF) performance. This study aims to analyze the performance of 200 IMFs and CMFs from 2007 to 2015. The sub-sample period of 2007 to 2015 will be compared to the era of financial crisis from 2007-2009. Findings show all types of mutual funds are performed throughout 2007 until 2015. The results provide information that would benefit the investors and market players in asset funds selection.