

TC1, Tuesday, March 16, 2:00 PM-3:20 PM

Session: E-business

Session Chair: M J Xavier

Great Lakes Institute of Management

110 A Survey to Assess Preferences for Online B2B Procurement in India

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Electronic procurement is currently one of the most discussed topics in supply management, with the potential to dramatically change the way purchasing is carried out. Several studies have been conducted in the developed countries to understand growth of online procurement and the areas where it finds application. The current survey was carried out to understand the extent of penetration of e-procurement in the Indian context. Online procurement accounts for only about 2% of the total purchases made in the B2B context. The adoption of online buying is marginally higher in the manufacturing sector as compared to the service sector. However, Internet is extensively used in vendor search, getting a feel of what were available and obtaining bids.

117 Assessing Impact of Different Types of 'Product Reviews in Social Media' on Business

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With the emergence of social media and increasing number of internet users, companies have started to leverage upon this new channel. Consumers are making increased use of consumer-to-consumer communication such as social networks, chat forums, blogs etc resulting in e-word of mouth (e-WOM). Research shows that people trust advice from interactions within communities more compared to traditional media. We used survey research to establish the relationship between quality and nature of review (positive or negative) on purchase intentions. We have also looked at the mediating effect of variables such as susceptibility to interpersonal influence, perceived usefulness and involvement with the product category. We have proposed a path model linking these variables with the impact of online reviews on intention to buy.

166 Challenges of E- Governance in India

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E-Governance is use of information and communication technologies to improve activities of government agencies. There are various challenges for implementation of e-governance in India. These challenges are like low literacy, low per capita income and limited financial resource. It emphasizes establishment of various institutions for E-Governance especially the School of E-Governance. The focus is on how an E-Governance system can be successfully implemented and used. It is written specifically for those in Government and technical specialists who are directly responsible for its design and/or deployment. In this paper a conceptual framework is suggested for effective implementation of e-government in India.

537 Internet based Business Model for Tourism

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e-tourism is gaining prominence with the advent of the Internet. The discussion here examines the latest technologies that support e-tourism activities over the Internet. As the Internet media is becoming omnipresent with the availability of mobile commerce, e-tourism has picked up its momentum and is becoming the media of preference for tourists. e-tourism system is described briefly using a diagram along with the major innovative technologies that support the same. Also a modified e-business model is proposed for Kerala tourism sector as an example for capturing the innovative potential inherent in e-tourism.

TC2, Tuesday, March 16, 2:00 PM-3:20 PM

Session: Indian Industries

Session Chair: Annasaheb Gurav

D. R. K. College of Commerce, Kolhapur

115 Wine Industry in Maharashtra (India): A Study

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Wine industry is rural based industry in Maharashtra (India) for bringing urban money to rural area. 80% grapes are used for direct consumption, 15% for Raisin and 5% is for wine production. Maharashtra is producing 10 lacs mt. tones of grapes out of 12 lacs mt. tones in India. 67 wine projects are working in Maharashtra out of 72 in India and producing 1,32,00,000 lts. wine per year. At present 5000 acres of land is under cultivation of 'Wine Grapes'. The consumption of wine per person per year is only 07 ml. in India and 60 lts. in France.

159 Role of Cottage Industry in Rural Employment in India

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The rural society has a dependency on cottage and traditional household industry. These industries have employed to a significant proportion of rural community. The industries have been managed by the family members from generation wise period. The rural traditional industry has been managed with available resources and manpower. The problems which normally come across to these industries are unawareness to modern techniques, lack of capital, lack of proper training, shortage of skilled manpower etc. The present research paper will discuss the various facets of rural industrialization situation and its effort on rural employment situation.

168 Measuring Service Quality: An Empirical Assessment of SERVQUAL for Indian Car Service Centres

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The paper tries to explore the reliability and applicability of SERVQUAL instrument in measuring the gap between the customers' expectations and their perceptions about the service quality of car service centers in India. The study reveals that, although the instrument is quite reliable, the scores did not merge into five dimensions as proposed by the scale developers. The analysis of the gap scores indicates a negative gap for all the items of the scale implying the need for considerable improvements in car services quality in India.

528 Maturity Measurement of IT practices in Yamaha Motor Solutions India Pvt. Ltd.

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It is said, good processes make good products/services. The presentation would depict the IT & HR Practices of Yamaha Motor Solutions India Pvt.Ltd(YMSLI). YMSLI has attained Capability Maturity Model Integration(CMMI) Version 1.2 certification in 2009. This research paper would discuss all pre-requisites to apply for this certification prior to obtaining CMMI and shows YMSLI as a perfect case that followed this defined path to achieve quality in its processes.

TC3, Tuesday, March 16, 2:00 PM-3:20 PM

Session: Capital Markets

Session Chair: Gopalan Srinivasan

NITIE Mumbai

104 Emerging Intermediaries in Indian Capital Markets

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QIP is the popular route of fund raising by Indian corporate. QIIs & AIs are the major players in this route. Anchor Investor is an innovation in Indian capital markets. QIP has become prominent after its successful adoption by PTC of India. Anchor Investors' role is to be felt in Indian capital markets. The paper aims to demystify QIP process, analyze the roles expected of them, negative elements in their operations, Case studies of Indian corporate, & strategies for making them 'investor friendly' ones in process of price discovery mechanism are discussed in the paper

122 Determinants of the Capital Structure of Steel Companies in India

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The paper attempts to study the determinants of the capital structure of steel companies in India. In order to know, which of the variables have a significant influence on the capital structure, the multiple regression model has been used. Taking the data of companies in the steel sector in India, the study computes the values of all the independent and dependent variables. The equations are estimated based on the data for the individual years, from, 1990-2007. We show the results for two measures of financial leverage.

164 Role of Mutual Fund in Volatile Stock Market Situation

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The safe way to invest in the stock market through mutual funds even the mutual fund have suffered loss in the current market situation but the loss is less as compared to the direct investing in stock market. The present paper tries to explain the benefit of investing through mutual fund and also few points to keep in mind when investing through mutual fund in volatile stock market condition by investing for long-term, SIP investing and having an investment discipline.

534 GCC Monetary Union

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This paper aims to study the proposed monetary union of the GCC (Gulf Cooperation Council) countries. It would discuss the benefits of a single currency in terms of regional integration, intra regional trade relations and in developing the Gulf States' non oil sector, examine the benefits and costs involved in the process of integration. Additionally, the exchange rate models required for the unified currency would be examined. (The concept of Optimum Currency Area (OCA) founded by Robert Mendel would be applied. The eventual outcome of the paper is to compare the GCC and EU on the concept of regional integration.

151 Dominant Surface Acting Behaviours: Identifying and Validation

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This study aims to identify the behaviors of customer service personnel exhibited the most in relation to surface acting across gender. This study has adopted a single cross-sectional survey in order to gain a broad understanding of the surface acting of service personnel working in the central government organizations in India. Data were collected from 240 respondents through structured and pretested questionnaire. The dimension of "Surface acting" comprises of 7 factors, which has been grouped into two categories such as Emotional Masking and Fake performance with the help of factor analysis.

171 Leadership Style Survey at Bajaj Allianz Life Insurance, Lucknow

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Leadership is a process of influence on a group. Thus effective leadership is highly essential in inspiring the people for accomplishing specified objectives. According to P.F. Drucker, good leadership is a must for the success of a business but business leaders are the scarcest resources of any enterprise. John G. Goleman, in his book, *Fundamentals of Professional Management*, states that "more failures of business concerns are attributable to poor leadership than to any other cause." All these emphasize the importance of leadership in achieving the organizational goals.

172 Protection of Personal Data: Educators' point of view

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This paper is basically focused on observing the views of different people to see what personal information they would like to keep secured. For achieving this goal, we have taken views of several educators, analyzed data and generated conclusions. It is noticed that individuals are willing to share personal data with other members of known forum while they are not willing to share with unknown people. It is also noted that the requirement of protection of data depends on factors like age group and gender. This knowledge will be used for management of data regarding educators.

506 The Obstacles for Developing of Virtual Organizations in Iran

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The main purpose of this paper was to investigate obstacles of development of virtual organizations. The total question of this research; what are obstacles of development of virtual organizations? The method of this research is descriptive. The sample size is 100 managers of organizations who were selected by random. The tools of research are questionnaire of that constructed by researcher. Reliability of questionnaire is 0/81. The total results of this research show that there are three obstacles for developing virtual organizations

524 Audit Committee Gender Differences and Earnings Management

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Using data from S&P Small Cap 600 with a December 31, 2003 fiscal year, we examine if there is an association between earnings management, using performance-adjusted discretionary accruals, REDCA, and earnings benchmark to the presence of female in the audit committee (AC). We find weak evidence to show that the presence of female director on the audit committee constrains earnings management by increasing negative discretionary accruals. We find no evidence to support that the presence of female on the AC reduces positive discretionary accruals. We find no evidence to show that a relationship exists between gender and earnings benchmark.

TD2, Tuesday, March 16, 4:00 PM-5:40 PM

Session: Globalization

Session Chair: Anil Dongre

North Maharashtra University

114 Yogra Programs to Improve HRD in Global Business

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Increasingly, traditional knowledge is understood to contain simple methods to achieve highly advanced results that are either not available, or cost an order of magnitude more to attain through modern methods. Yoga is an example, encompassing many traditional practices which achieve highly specific goals for its practitioners. As a global phenomenon available throughout the world, it is now appreciated as being a practical, cost effective and highly efficacious supplement to HRD programs, supported by a well-validated scientific evidence base. This presentation will discuss advanced training programs to increase performance and decrease stress available in different continents.

140 Export-Diversifying Impact of FDI in Emerging and Developing Economies

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The role played by inward foreign direct investment (FDI) in the export performance of developing countries has been perhaps one of the most fiercely debated issues. Several studies in the field of business economics and finance have attempted to establish relationship between FDI and the export performance of the host countries using Ordinary Least Square (OLS) regression, Autoregressive Integrated Moving Average Models (ARIMA), but not found much using Logistic regression models. This paper focuses on capturing a linkage of FDI and the export performance in emerging and developing economies using Logistic regressions.

150 Incidences of Modern Globalization: The Historic & Current Review

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Though the process of globalization by & large considered as started in early 1990, but in actuality numerous incidences or event occurred in the history made us to believe that globalization is the age old phenomenon. There are traces before two thousand years ago about migration & movement of people from one continent to other and also the cultural & trading exchanges between the societies across the different part of the world. But these exchanges between the human civilizations in terms of culture, trade, migration & movement was limited for several century,

503 Evaluation of ERP Implementation at Esfahan Steel Company

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Iran is a developing country and tries to improve its economy and compete with others economies. Study of ERP implementation in such country that has not had noticeable experience in this software can be interesting for developers, vendors and other similar cases. In this research we will investigate ERP implementation in first Iranian pioneer company that implemented and used this system. Our evaluation will be base on CSFs (Critical Success Factor) which cited as index for success of ERP implementation in others researches.

510 Entrepreneurial Inclination among the International Students in Dubai--Relationship between Perceived Barriers to Entrepreneurship and Entrepreneurial Inclination

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This study investigates the barriers perceived by international students (graduate level) in their way to become entrepreneur in Dubai. The relationship between these barriers and the entrepreneurial inclination of the students is studied. A sample of 150 international graduate level students from private universities in Dubai has been surveyed. Based on the results, they can be better educated to overcome these barriers. Therefore, they will be well equipped while entering into the practical life. Consequently, their chances of becoming successful entrepreneurs in Dubai will be increased that can make Dubai to emerge with a sustainable economy.

TD3, Tuesday, March 16, 4:00 PM-5:40 PM

Session: Digital Session

Session Chair: S. K. Agrawal

Babaria Institute of Technology

103 Measuring the Brand Equity of Restuarants

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The purpose of the paper is to measure the brand equity of the restaurants of a particular area. Data collection-250 respondents are selected for the purpose. The respondents are regular visitors of these restaurants. Two well known restaurants from a town in uttar pradesh (India) are selected for the purpose. The respondents are asked to rate the various dimensions of brand equity on a five point Data analysis-Data is analyzed using SPSS software and microsoft Excel.

324 An Approach to Open Sale Marketing of Coal through e-auction in India

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Coal is a fossil fuel that is the prime source of electricity. In emerging economy like India with energy intensive industries the impact of fuel price increase can lead to loss of competitive advantage and therefore affordable fuel from a well supplied market enables economic development and growth of the country. The coal sale plan is therefore aimed at 90% to core-sector with a fuel supply agreement and 10% distribution in the open market through e-auction platform. E-auction of coal is an instance of innovation in supply chain management. It provides better visibility coal as a commodity.

WA1, Wednesday, March 17, 10:00 AM-11:00 AM

Session: Finance-I

Session Chair: Fred Petro

Pepperdine University

105 Brands in Mergers & Acquisitions (M&A) Deals- Some Accounting and Valuation Issues

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Merger & Acquisition (M&A) is an important tool for corporate growth. Indian corporates are active in cross border M&A deals. A moot question in M&A deal is on the 'brands' acquired. In M&A deals, the acquiring company rarely pays the 'book value' of the target company. The acquisition price always factors the 'intangibles', especially brands acquired. The valuation & accounting issues on brands are highly debated today, especially under the emerging IFRS regime. The paper aims to fill in certain gaps, & project emerging models on brand accounting & valuation. Case studies are drawn from global & Indian corporates.

128 Ten Commandments of Financial Risk Management for Corporate Treasurers

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The reason for many financial risk management products to go sour is that corporate treasurers get lured by the seller into believing that complex derivative products on offer would not cost them anything. Corporate treasurers, on the other hand, are not armed with requisite expertise to carry out due diligence on these products. Our empirical work suggest that while undertaking risk management programme, it is imperative for corporates to be clear about the objective of risk management and undertake independent decisions on suitability/appropriateness of the products.

511 Projecting Performance using Cost Behavioral Analysis

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Abstract:Although companies are required to publish financial statements, there is no requirement that companies disclose the behavior of costs included in the statements. That is, variable and fixed costs are not disaggregated in the statements. However, to effectively analyze and project performance, variable and fixed costs have to be defined. This paper will present a model to establish cost behavior, whereby cost behavior patterns can be defined.

116 Non-Banking Financial Companies: A Study

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Non Banking Financial Companies (NBFC's) means those companies who are doing financial business but not registered under Indian Banking Companies Act. In June 2006, 13014 NBFC's were working for equipment leasing, hire purchase and NBFC's are continuously increasing. NBFC's are working in Australia, Singapore, Indonesia, Malaysia, Thailand. The researcher concluded that the India is widely spread country where NBFC's are required to finance the needy persons for Industrial and Social development. But proper regulations of these types of units are required. It is suggested that NBFC's should provide consultancy to the investors and industrial houses regarding financial matters.

135 The Cost of Equity for Indian Banks: A CAPM Approach

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This paper examines the cost of equity for major banks in India in both public and private sector over the period 2004- 2009. Cost of equity is estimated based on single-factor Capital Asset Pricing Model (CAPM). The cost of equity has increased for almost all banks in the study period and most of the banks recorded highest cost of equity in 2008 and a marginal decline in 2009. The rise in cost of equity is mainly associated with rise in the risk free rate and partly due to increase in the sensitivity of bank stock returns to market risk.

145 An Analysis of Non-Performing Assets of Commercial Banks in India

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Commercial banks have recorded a phenomenal growth in their advances and deposits after the Government of India initiated economic liberalization policies in the year 1991. The growth in advances poses the problem of recovery of loans. The problems associated with non-performing assets (NPAs) are a major challenge to banking sector. This paper analyses the NPAs of public, private and foreign banks in India. The analysis shows that there has been a general trend of decline in the ratios of NPAs to total advances and NPAs to total assets.

WA3, Wednesday, March 17, 10:00 AM-11:00 AM

Session: Cross-Cultural Issues

Session Chair: David Strubler

Kettering University

530 The Traditions of Persian "Tazkirah" Writing in the 12th&13thA.H./ 18th&19th A.D

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This paper is aimed at examining the main traditions of Tazkirahs, motivations for Tazkirah writing, their variety of kinds and contents, publication, contributions to the improvement of the time from cultural, literary, social and political viewpoints in general as well as introducing the most cited co-eval & non-coeval Iranian Tazkirahs in special. It is also discussing them in some detail in the context of their traditions among the extant ones in the period as well as some hints on digitalizing of literature on Tazkirahs. This will lead to promoting the use of information about Tazkirahs globally.

536 Correlating Two Cross-Cultural Effectiveness Measurements: An Exploratory Study

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The purpose of this paper is to examine two testing approaches for measuring cross cultural effectiveness and to determine the extent to which cognitive traits effectively predict related competency behaviors. Each subject in the study was asked to complete two intercultural effectiveness tests: The Intercultural Competency Scale (ICS) developed by Elmer (1986) measures an individual's general cognitive and perceptual ability to interact effectively with people from cultures different than their own. The Cross-Cultural Social Intelligence Test (CCSI) developed by Ascalon, Schleicher, and Born (2008) measures the ability to correctly select appropriate behaviors in cross-cultural situations. Correlations between individual factors and scores on both tests are measured, reported, and discussed. A predictor model for cross cultural social intelligence based on cognitive trait factors is also developed. Implications of using the instruments for future research are discussed.

538 Toward a Prescriptive Model of Cross-Cultural Ethics: Part Two

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As indicated in the first part of this study, "the purpose of this research is to identify and integrate philosophies, theories and frameworks to propose a more comprehensive model that directs research and global companies toward ethically-enabling philosophies, perceptions, and practices across cultures" (Strubler, Park, & Agarwal, 2009, p.). This research is the second study in a series to develop a cross-cultural ethics macro model based on a 25-year literature review by Strubler, Park, and Agarwal (2009). From the first study, we concluded that cross-cultural ethics is a multivariable process. We proposed a systems model for the stages of corporate ethical development. We now propose one new macro-model and further define and integrate a previously created Global Ethics Acculturation model with the macro model. Moreover, we propose research hypotheses for testing. These hypotheses establish a means to provide a prescription for practitioners and corporations to manage cross-cultural ethical dilemmas along with adding knowledge to the body of cross-cultural ethics literature. Plans for future research to define, operationalize, and test elements of the macro and micro models are proposed.

102 Performance Appraisal System for Employees with Special Reference to Kolhapur

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The Performance Appraisal is one of the most critical areas in HRM because Man is complex creature. The things have been changing from "Tell and Listen" to "Tell and Solve" the business problems. The researcher has set hypothesis that PAS differs from organization to organization with different perception. He collected 10% sample respondents and found 60%, 93% and 33% is partly happy from Manufacturing, Trading and Service industry respectively. It is suggested that industries should go for 360-degree and 25 point scale measurement, which is developed by the researcher where more accuracy and transparency will be found.

106 Enhancing Employability through Technology

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There is an immediate need for the use of apposite technology to enhance learning. The ultimate objective is to train the students for the better job opportunities and challenges. This paper aims to share the technological modules developed in our Institute-Birla Institute of Technology and Science, Pilani to cater to the demand of engineering students and also the rural students of nearby villages. These modules will include films used for teaching management concepts, Audio video material for enhancement of English Skills, Advertisements for nurturing creativity, etc.

118 The Bounded Rationality and Behavioral Influence on Career Decisions

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Opting for Voluntary Retirement Scheme (VRS) is an important career decision which calls for rational analysis. The bounded rationality (Simon's Theory) and the behavioral influences dissuade employees from analyzing details of the VRS offer and verifying future prospects. The decision rationales of employees of Public Sector Banks who opted for VRS in 2000 are studied here, which revealed that majority who had left the service for financial attraction of the scheme are now in distress. The study also has found some major reasons of the employees for opting for VRS.

129 Performance Review Process in Career Planning- An Overall Perspective

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Performance review from an employer as well as employee perspective is considered to be glasnost i.e. like an open governance or open discussion that would help in building the manager-employee relationship. This paper focuses mainly on performance review process and career planning. Managers/Supervisors in general use performance reviews to establish goals for future but appraisees perceive performance reviews to be sessions in which every mistake made in the past review period is dissected and analyzed. Study for this paper is being done in public and private sector companies order to understand the various systems and processes that are in place.

WB2, Wednesday, March 17, 11:20 AM-12:40 PM
Session: Marketing-I
Session Chair: Samudhra Rajakumar Chengalvarayan
Alpha Institute of Management

137 Profession as a Predictor of the Effectiveness of Multiple Celebrity Endorsement

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Attitude may differ from person to person when they view celebrities with different professions. A 2 x 2 x 2 factorial design was developed that represents gender of the respondents, multiple celebrities from same profession and multiple celebrities from different profession. The interactions of these variables were studied with respect to consumers' attitude towards advertisement, celebrity and purchase intention. The result shows that the consumers like advertisements featuring both cinestar and sportsperson and their purchase intention has positive relationship with the multiple celebrity endorsements.

146 Impact of Sensory Branding on the Consumers Final Purchase Decisions

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The decision making of buying a product is a cumulative effect of the utility of the product and the way it is marketed. Sensory Branding is micro slicing the Consumer Psychology bit that will lead to an insight as to how the 5 senses will ultimately result in building a better Brand Experience of the product or service. Sensory Branding is a part of Neuromarketing that studies the effects of various communication messages that translate into a neurological activity translating into decision making. I have conducted a study with a sample of 70 people.

155 Marketing Strategies of Car Makers In Pre-Owned Car Market in India

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In India the equation between Pre-owned and new cars is 1:1 that is for every one new car bought, a used car is sold. It is growing faster at the rate of 26% in comparison to 18% to the new car market. There is a bigger pool of used cars with more car models being launched. Customers who buy new cars do not usually own it for long and tend to sell it off in two to three years. Currently in India such a trend has started and catches full momentum by 2010-2012. This paper examines the reasons for boom in pre-owned car business; strategic reasons for entry of car makers into Pre-owned car business and focussed on marketing strategies of car makers in Pre-owned car market in India.

157 Analysis of Motivational Aspect Among Sales Professional

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Motivation is powerful concept involved in concept of life. It means 'to move'; it indicates push towards action that shows one is alive. Motivation can be prescribed as part of process, a series mobilization that guide and shape itself. Motivation originates from needs and wants of individual. It plays a crucial role in determining level of performance. Motivating force and its degree may differ from individual to individual. Process of motivation contributes to boost up morale of employee and high degree of motivation may lead to high morale. Present paper will explore various aspects of motivational aspect among sales professional.

119 Integrated Triple Assessment System for the Early Detection of Oral Carcinoma

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We have designed a system that will carry out automatic diagnosis of oral carcinoma in three stages. First clinical stage, where clinical features are extracted, second gross imaging, and finally the pathological examination if first two stages show malignancy. The diagnosis is carried out in each stage. Image pre-processing and processing methods are applied. Integrating these features over all diagnosis of the disease can be done at the earliest. Artificial neural network is trained so that it takes the decision as to whether the patient diagnosed for oral cancer is malignant /benign.

120 A Novel Approach of Early Detection of Oral Carcinoma

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The prognosis and cure of oral carcinomas undoubtedly depends on its early detection and treatment. Cancer experts agree that early diagnosis, greatly increases the probability of cure with minimum impairment and deformity. The location and appearance of oral lesions does not always facilitate early detection. However, appearance shows that most lesions are diagnosed only after becoming symptomatic. 60% of lesions are well advanced by the time of discovery. Through this paper an attempt is made to design a system where 95% of the Oral cancer which are squamous cell carcinoma can be detected

123 Trends in Open Source Technologies

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In this paper; we shall look at the past, present and the future of open source technologies and how it has affected and will affect businesses all across the globe. Also we look at the businesses which are not open source, and how they operate differently from the open source businesses and how it would be advantageous to them to convert to open source if possible. And reasons why it may not be possible for them to do so.

502 Remotely Sensed Image (RSI) Analysis using Cubical Distance Classification

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Information processing and decision support system using data mining techniques are in advance drive for huge availability of remote sensing image (RSI).RSI describe inbuilt properties of objects by recording their supernatural reflectance in the electromagnetic spectral (ems) region. Information on such objects could be gathered by their color properties or their spectral values in each ems range of pixels. Present paper explains a method of such information feature extraction using cubical distance methods and its results are discussed. The pixel digital value distance are played vital role to determine the similar distance objects in the RSI.

156 Challenges in Supply Chain Management in India

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Supply chain system links the supplier with manufacturer and retailer all in a continuum. Supply chain is process of planning, implementing and controlling efficient and cost-effective flow of raw materials, work-in-process inventory, finished goods from point of origin to point of consumption for purpose of conforming to customer requirements. It includes core business processes in the organization's value chain that take products from concept to development and then to the market. SCM integrates various links involved in the customer order fulfillment, viz. supplier, transporter, manufacturer, wholesaler, retailer, and customer and transforms the business processes that bring products to market place.

504 Fishing Policies and the Contribution of Chaos Theory for Fisheries Management

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Chaos theory and non-linear dynamic systems' models have increased their importance in the context of research topics. Chaos theory significantly contributes to the study of marine systems and fish stocks' preservation. This paper analyzes the way how to manage fisheries taking into account chaos contextualization. Particularly, when applied in the context of ecological systems, especially in the context of fisheries, highlights its recognition in the explanation of fishing phenomena.

508 Modifications of the Shapley Value Regression to Estimate Relative Importance

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The optimal way to model the "relative importance" of predictors in the presence of multi-collinearity has been widely discussed. A very promising approach to yield reasonable estimates is based on averaging R-square improvements over orderings of regressors, known as "Shapley Value Regression". We're suggesting a modification of the core model used in Shapley Value Regression that can be described as a dynamic switch function. A supplemental incidence matrix triggers the estimation of each regressor's parameter, when information is available - or an event specific "no exposure" constant, when not. Findings will be discussed in the context of a business application.

531 Easing Congestion in Cities Following Downtown- Suburbs Model

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This paper elaborates on a solution for traffic congestion for cities that fall under the suburbs- downtown (business district) model, having directional congestion with time and heterogeneous traffic condition. A commercially viable solution to the problem is providing extra lane(s) in the direction of traffic congestion. This is proposed to be done by using movable medians (divider) which can provide extra lane(s) in either direction, by borrowing lanes from the other direction (monitoring density, direction and degree of congestion of traffic). This model also increases usage of an existing asset instead of creating a new one, thus increasing lane effectiveness.

540 Supply Chain Inventory Model for Deteriorating Items under Two – Level Credit Policy in Declining Market

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In this paper, an attempt is made to derive the retailer's inventory policy for deteriorating items under two levels of trade credit in declining market in supply chain environment. It is assumed that the retailer is powerful decision maker. Supplier offers credit period to the retailer which in turn, partially offered to the customers by the retailer. The objective is to minimize total cost of the retailer's inventory system with respect to cycle time. An easy – to – use algorithm is given to decide the best policy. The numerical examples are given to illustrate the developed model and managerial issues are derived.

108 Dynamic Capability Theory and the Strategic Development of a CSR Campaign

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While reviewing on the Resource Based View, on Dynamic Capability Theory and on CSR, the authors how explore the appropriate allocation of VRIN attributes in the development of a CSR policy can create competitive advantage. Reference is made to the CSR policies developed by a number of different firms, and the authors show how these were developed by drawing on dynamic capabilities across a range of different areas, in order to bring about paradigm shifts in the firms' core competencies. Discussion is made on how the deployment of similar dynamic capabilities can be of particular relevance to firms operating in an emerging economy.

130 Strategic Implications & Consequences of Packaging for Pharmaceutical Injections

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The Indian Pharmaceutical Industry is estimated to be USD20 Billion in 2015. The growing middle class would be a huge market (more than 60%). The literature review shows that packaging plays a vital role in the marketing strategy especially for Pharmaceutical products. The study analyses 400 Doctors, 1000 Patients and 50 Retailers in the four main Indian metro cities on the packaging attributes for the pharmaceutical injections. The traditional packaging model is modified to provide valuable strategic inputs for marketing pharmaceutical injections for the Indian market.

142 Management Practices of Small Businesses during Turbulent Time

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There is hue and cry around the world due to GFM which has left its adverse impact on business performances of small businesses across the globe in general and India in particular. In order to neutralise the impact of GFM and face it effectively, some of the Indian small businesses have adopted various management practices. From the study carried out through this research paper it was found some of the SBFs have taken the GFM into their stride by turning towards management practices such as generating new business, increasing sales revenue per customer, cost cutting etc.

148 Antecedents to Trust on Leaders: Confirmation through SEM analysis

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Subordinates' belief that the leader trusts them is considered to be a strong influencer of the amount of trust the subordinates have on their leader (Reciprocity). This study by using various antecedents to trust, establishes this finding through a structural equation model, which is considered as the unique contribution of this study to the literature. The various antecedents to trust namely, The Managerial Trustworthy Behaviour, tenure with the leader, perceived task interdependence between the leader and subordinates, and the belief that the manager trusts them and their impact on the trust on leader is fit using maximum likelihood solution model

509 Corporate Social Responsibility, Communication and Stakeholder Engagement

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Corporate Social Responsibility is big business. Several recent studies have established that an increased emphasis on CSR, and an increase in stakeholder engagement, leads to a corresponding increase in profitability. Much work still needs to be done, however, to establish how corporations can best communicate with their stakeholders on their CSR policies. In this presentation, we will explore the relationship between corporations, stakeholders, and marketing communication strategies. We will draw on the findings of several empirical studies that we have recently completed on CSR, and we will discuss the implications of these findings for emerging economies in particular.

526 Enterprise Level IT Strategy for the Airline Industry

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Information technology has evolved over the past few decades from being an automation tool for critical business applications to a strategic tool redefining business processes and opening up new distribution channels to customers and suppliers. Since the airline industry is one of the most volatile industries being continuously affected by macro-micro forces in the environment, it is imperative that the information infrastructure is flexible and agile to business changes. This paper explores the Service Oriented Architecture based IT reorganisation strategy for an Airline Company's information technology department to handle the volatile business environment of its main parent airline. Current challenges in the Airline's IT information delivery life cycle are analysed

in line with this new architectural strategy. An implementation approach is identified for this architecture examining other real world approaches and in line with the current investments. A combination of deductive and inductive approach is used to match theory to practice and arrive at a conclusion.

RA1, Thursday, March 18, 10:00 AM-11:00 AM
Session: Finance-II
Session Chair: Rajiv Shukla
Shri Vaishnav Institute of Technology and Science

160 Retail Investor's Perception of Credit Rating for Making Investment Decisions

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Credit ratings affect issuers' access to and cost of capital; they influence the structure of financial instruments; and they influence the decisions of investors. Given the dramatic growth in financial markets in recent decades, the CRAs' multiple roles are highly important. Obtaining a rating makes much easier to sell the security, in part because many institutional investors can only purchase investment-grade offerings. Obtaining a favorable rating makes possible for the issuer to finance the debt lower cost. The major objective of the study is to measure retail investor's perception of credit rating for making investment decisions in IPO.

165 Impact of Liquidity Crunch on Indian Market

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Liquidity can have both the favorable and unfavorable impact on the real economy. Excess liquidity can lead to higher money supply which can put pressure on the inflation by creating excess demand. It can also lead to higher asset prices and might eventually lead to an asset bubble. On the other hand lesser liquidity can lead to lesser money supply which may lead to depression or liquidity crunch in the economy. This paper will highlight the impact of Liquidity Crunch on Indian Market.

541 Adopters and Non-Adopter's Attitude towards Mobile Shopping (M-Shopping)

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Technological advancement has challenged the providers of goods and services and the vary nature of selling and buying products has changed. Mobile devices are among the newest channels to sell these products and services electronically. Use of mobile devices will open significant opportunities for e-commerce, payment services, information services and entertainment. However, adoption of mobile shopping has been relatively low in the United Arab Emirates (UAE) compare to the other countries.

This research study is an attempt to provide empirically mobile preferences of services as well as attributes that are perceived as important who shop using mobile devices. This paper explains consumer motivation and perception towards mobile shopping and its scope as a business marketing strategy in the UAE. Using TAM model and Adoption theory model for this study was developed and tested through online surveys. The results reveal that ease of use, usefulness, behavioral intention, personal characteristics, social influence and innovative influence the adoption of m-shopping. Non-adopters of m-shopping stated several reasons for not shopping using mobile devices currently. The paper concludes some important implications for the practitioners of M-shopping.

RA2, Thursday, March 18, 10:00 AM-11:00 AM

Session: Innovation

Session Chair: Uttamkumar Kinange

A.S.P. College of Commerce

121 Innovative Management Practice of Infosys Technologies Ltd during Turbulent Time

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The GFM has propelled the leading Indian IT giants towards innovative management strategies. The paper makes an attempt to enumerate some of the best management practices adopted by Infosys Technologies Ltd. The innovative practices are tabulated under different areas of decision making which comprises of Pricing, HRM, Marketing, Innovation, etc. A few managerial implications of this study are as stated under: Enhancing average revenue per customer, Disciplined Expense Management, etc. The above said practices can be a ways to beat economic downturn and may be of tremendous help in enhancing and building business competencies for future growth.

167 Some Innovative aspects for Promotion of Industrial Relations in Organizations

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Organizations can grow only if its people grow. It is the need of the hour that we should convert our human being into human resources and treat our human resource as a human asset. The changing scenario of global operations of business, manufacturing and service organizations has necessitated that we should reorient our thinking and philosophy of managing people. Effective utilization of human Resources is one of the most important factors for the efficient and profitable functioning of an organization. This paper will highlight some Innovative aspects for Promotion of Industrial Relations in Organizations.

170 Indian Telecom Sector-Innovation and Growth

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The Telecom Sector in India has undergone a revolutionary change from 1990's. The decision of taking out Telecommunication from P & T by DoT and allowing private cellular players from 1992, took telecom sector from Monopoly to Oligopoly market. The cell phone subscribers increased 10.81 million in Dec, 2008 and 15.40 million in Jan, 2009. Up to the end of Jan, 2009, the total number of cell phone subscribers in India had reached 362.3 million, the fixed phone subscribers dropped to 37.75 million from 37.9 million in Dec, 2008, and the broadband subscribers increased to 5.65 million from 5.45 million.

RA3, Thursday, March 18, 10:00 AM-11:00 AM
Session: IT Industry
Session Chair: Raja KG
Sahyadri College of Engineering and Management

143 Growth, Problems and Prospects of Software Industry in India

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This work will review the growth and prospects of the software industry in India. Effort has been made to study the impact of constraints on the productivity of software companies. For the present study the sample size was decided at 200 employees of software companies in Bangalore. The research study identified the impact of constraints on productivity of the software companies. The study found that constraints of human resource had a greatest impact on productivity.

161 Prospects of Women Empowerment in Indian IT-BPO Industry

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Indian IT-BPO industry has become synonymous with some truly pioneering work related to women employees, this sector has been launching initiatives designed to promote interests of women in workplace. Focus on women by IT-BPO industry is in part an acknowledgment of growing role in India's economy. There is direct correlation between employment of women and economic well being of a nation. IT-BPO companies have also been quick to realize that women possess qualities that make them particularly suited for jobs within the industry. Main objective of study is measure factors that significantly affect women's career related decision in IT-BPO Industry.

522 Performance and Practice: A Case Study of "Reporting Relationship" in IT Industry

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The present case explores a few dramatic changes that unfurled with a young executive, holding a senior position of managing business and customer relations in one of the fastest growing Indian IT company. At the micro level, the case addresses the conflict which arise due to the high aspirations of the managerial workforce, (characterises the industry) and simultaneously focuses on the macro reasons of maturing phase of Indian companies going global at fast speed, focusing on growth of the quarter to remain competitive, overlooking human values of loyalty and long term career planning for their most important asset.

RB1, Thursday, March 18, 11:20 AM-12:40 PM

Session: HRM-II

Session Chair: Anita Mirchandani

SZABIST – Dubai

169 Human Resource Outsourcing in IT Sector: A Study of Karnataka State

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Murugaiah V., Kuvempu University

The role of HR is going through the Transition phase and has changed itself from typical Traditional non-productive area of operations to contributing and value adding core area towards strategic Business Goals. Today, every company is looking forward to cost effective methods of operations and at the same time HRO has emerged as one of the strongest tools for the same. Many developed countries like the U.S.A and many European countries have already adopted and executed HRO successfully. Now it is time for developing countries like India to adopt these things as companies are concentrating on their core business areas

173 Research on Industry Expectations from VLSI Graduate Engineers

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The saying ‘Knowledge is Power’ is very apt for resources in the Information Technology (IT) industry. ‘Knowledge component’, plays a very vital role in the recruitment and billability, of a fresh engineering graduate. The purpose of this paper is to discuss on the expected subject matter expertise from fresh engineering graduates in India, who enter the Very Large Scale Integration (VLSI) industry.

520 Critical Talent Segments: Building Competitive EVP at TNT Express

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In a highly competitive labor market, employee value proposition is coming up as a solution to attract and retain talent. The primary concern of the researcher here is to identify the factors of Employee Value Proposition and build a credible, strategic and competitive EVP at TNT Express in Kuwait, Bahrain and Saudi Arabia. The present research also focuses on the differences in the choice of factors selected by the employees of TNT Express in three different countries. A purposive sample was chosen to identify candidate preferences and perceptions in determining the EVP attributes that matter most to attraction and retention.

521 Green Technology: A Thrust on Employment Opportunities & Economic Growth

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Global energy demands are increasing rapidly & Green technology not only paves the way for generation of clean energy but also it fosters economic growth and creates employment opportunities in the economy. The generation, storage and transportation of energy requires skilled and trained workers & provide opportunities for new industries to grow within the region, particularly manufacturing of green building materials. The first part of this research paper analyses the worldwide development of various energy projects while the second part concentrate on the impact of these projects on the employment opportunities and economic development of these countries.

RB2, Thursday, March 18, 11:20 AM-12:40 PM

Session: Marketing-II

Session Chair: David L. Bakuli

Westfield State College

158 Dynamics of Customer Relationship Management in India

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The core aim of Customer Relationship Management (CRM) is to focus on improving the creation and management efforts of firms with respect to their relationships with customers. It is important for marketers to clearly define, understand and measure quality of service and depth of relationships with customers. This paper deal with the Customer Relationship Management dynamics by providing a brief sketch of customer satisfaction and customer loyalty which has become a main concern for service provider for building continuous long-term relationship with the customer.

162 Impact of Promotional Tools on Consumer Durable Goods

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Promotion is a term which means the moving from one end to another. In marketing, promotion means all those tool that a marketer uses to take his product from the factory to the customers and it involves the advertising sales promotion, personal selling, public relations, publicity and merchandising. Promotions are result oriented. Promotion system works with proper communication system. The sales promotion and advertising functions and stimulate the customer purchase decision in accordance with this model. Present research paper will examine the comparative effectiveness issue of Sales promotion and advertising measures.

163 Retail Development and Planning Policy in India

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The paper will starts with the impact of development of retail in rural and urban areas. It covers points like economic impact, social impact, environmental impact and local global consideration. It is followed by Retail Development and Planning Policy. It contains Retail Revitalization Strategies, a tailor-made solution, a User-centric solution, ease of deployment and maintenance, In-store Scenario. Paper will also contain development of Supply chain for rural and urban areas. This paper will concludes with the fact that E-Commerce plays important role for strengthening the retail in rural. The development in supply chain with strengthens retail system in rural planning.

514 Current Research Paradigms in Marketing Ethics Research: Using author co-citation and social network analysis

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This study used author co-citation and social network analysis techniques to map the research paradigms and investigate the intellectual pillars of the marketing ethics literature. By analyzing 23,029 citations of 474 published works found in SSCI and SCI database between 1990 and 2009 revealed the most influential authors and publications in marketing ethics literature. The most influential publications were found to be the Journal of Business Ethics, Journal of Marketing, and Journal of Marketing Research. As for the authors, Hunt, Ferrell, Singhapakdi, and Vitell were among the highest cited and hence the most contributive authors in the marketing ethics field.

516 An Analysis of Interdependencies between Technology and Effective Management

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In the global marketplace, survival of the business depends on understanding the wants and needs of the customer or solving the customer's problem. To satisfy the customer wants and needs and to solve a customer problem, the firm needs to incorporate technology and manage its resources. The goal of the paper is to review the current business environment and present a theoretical linkage between the survival of the business and technology and effective management. The research paper explores the interdependency between technology and effective management, and presents a model that will contribute to the filed of strategic management.

525 Waste Cooking Oil as an Alternative Fuel for DI CI Engines

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Household kitchens and the food industry generate millions of tons of cooked oil residue each year. Waste oils and fats can be used as renewable fuel resources as an alternative fuel for the automobiles. An alternative to the use of bio diesel is the use of waste cooking oils as a fuel. In the present investigations, tests were carried out on a diesel engine using diesel and waste cooking oil in various compositions to compare the engine performance . It was found that the waste cooking oil has the similar combustion characteristics and performance .

527 Technology for Healthcare in Humanitarian Projects

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This paper describes international humanitarian efforts for the deployment of technology in healthcare centers in developing countries. The IEEE Humanitarian Technology Challenge (<http://www.ieeehtc.org>) develops and implement technological solutions for the provision of reliable electricity, data connectivity of rural district health offices, and identifying individuals and linking them to their medical records. The paper will report the proceedings for providing a comprehensive system that will define public health in villages, allowing for trauma and emergency as well as disease response, control and studies, clinical healthcare, disease surveillance and prevention, and health vaccination.

532 Increase in Overall Efficiency of an Automobile using Airfoils

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Reduction of fuel consumption and increase overall efficiency of an automobile is to be achieved by attaching an aerofoil to it, thus producing a lift equal to a fraction of its weight. There is a decrease in energy needed to overcome friction at cruising speeds. This way, fuel economy is increased in the long run as frictional losses are avoided. The vehicle is less demanding and greener options for fuel, such as solar energy, biodiesel or ethanol may be used. To stop, the aerofoil will turn 180 degrees, thus acting as a 'spoiler' and providing the necessary down force for braking.

539 Building a Combat Robot

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In this paper a detailed description of making a Combat Robot has been described. The paper has been divided into parts explaining the robot structure, the drive mechanism, the weapon system and the Electronic System incorporated. The paper also includes all the necessary calculations required for making the respective parts. Pneumatic system has been used as the weapon system which has been mentioned extensively in this paper. A working model of one type of such Lightweight Combat Robot by the name of "ExTerminator" has also been made by the authors. This is a 40kg robot running on two 18V DC Batteries.