

**PAPERS
IN-ABSENTIA**

2005 Impact of E-Service Process on Online Customer Satisfaction

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The daily growth of the internet and e – commerce has changed the way of marketing and selling products and services. As a result of development in electronic information resources and the evolution of the “digital age” product sellers and information service providers face many new challenges. Companies have realized that e – commerce, not only is a way of reducing costs through automation and increased efficiency, but more importantly, also is a means to expand revenues through enhanced customer service.

2007 Six Thinking Hats-A Decision Making Tool for Managers

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Decision Making is the essence of any profession, especially business and management. Choices, decisions and the consequences or results constitute the hall mark of a manager’s personal or professional life. Making career choices, selecting the profile of a company, investment decisions are sometimes baffling and put a manager in a state of indecision. Infact, these are the occasions when a manager has to think in a rational, pragmatic and methodical way to arrive at good decisions. Managers rely on a set of decision making tools that are scientific, practical, rational and methodical in all respects.

2014 Impact of Microfinance: A Study of Self Help Groups in Rajasthan

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In India, micro-finance scene is dominated by Self Help Groups (SHGs) - Banks linkage Programme, aimed at providing a cost effective financial services to the 'unreached poor'. The present study analyses the impact of participation in SHG on livelihood income of the SHG members and their dependence on informal sources of finance, impact of training and capacity building on income generation of SHG members, difference in thrust of microcredit and microfinance etc. The required information was collected through structured questionnaire administered to 500 SHG’s in Ajmer district of Rajasthan state in India.

2017 Criminal Photograph Retrieval based on Forensic Face Sketch using Scale Invariant Feature Transform(SIFT)

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The problem of matching a forensic sketch to a gallery of mug shot images is addressed. Previous research in sketch matching only offered solutions to matching highly accurate sketches that were drawn while looking at the subject (viewed sketches). The proposed method can be used to match a few forensic sketches against a mug shot gallery containing several images. Its matching performance can be improved using race and gender information to reduce the target gallery size. The proposed project will leads to state-of-the-art accuracy when matching viewed sketches.

2032 Gulf College Responding to the Realization

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This documentary research highlights the current efforts being made by Gulf College in Oman in contributing to the realization of the country’s human resource development strategies as enunciated in Vision 2020 of Oman. In the furtherance of its VMGO and in realization of the national development goals, Gulf College has (among others) come up with: (1) mechanisms to support lifelong learning and adult education, (2) strategies to admit students from different sectors of society, thereby responding to making education accessible to all, (3) measures to adopt local/international standards and quality assurance, among others.

2110 Reverse Mortgage- An effective social security scheme for elderly

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The concept of reverse mortgage (RM) is gaining momentum in India when the than Finance Minister P.Chidambaram giving his nod in the Union Budget for 2007-08. In these difficult financial days, it is actually a relief to realize that there is a loan product such as RM loan that is designed specifically to aid the elderly .This paper brings our SWOT analysis & comparative analysis of various bank schemes (SBI, PNB) of RM for the borrowers so that they can be able to protect themselves from being misled by the few rotten apples in the money lending arena.

2147 Factors Impacting Store Patronage and Format Choice in Utilitarian Retail Buying

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The paper aims at identifying, at a macro level, the drivers of store choice in various product categories, in the context of the evolving retail industry in India. The paper attempts to correlate the distinct store features as perceived by respondents with the true motivations of various consumers in patronizing various stores. In the process it provides insight as to whether the average Indian consumer values the new store dimensions offered by retailers as a part of the new formats emerging in the market place. The framework is evolved for evaluating effectiveness of newer store formats

2152 FMEA for Manufacturing and Assembly Process

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FMEA is a systematic method of identifying and preventing system, product and process problems before they occur. The Process FMEA is normally used to analyze manufacturing and assembly processes at the system, subsystem or component levels. FMEA is a tool that allows you to Prevent System, Product and Process problems before they occur. It reduce costs by identifying system, product and process improvements early in the development cycle, Prioritize actions that decrease risk of failure, Evaluate the system, design and processes from a new vantage point. In this paper design and methods of FMEA are explained.

2173 Impact of Technology on Marketing

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Technology has a significant impact on Business Research and particularly Marketing – providing new insights into Marketing Managers career, fostering changes in relevant topics and enhancing new avenues for doing research. Over the next ten years, rapidly changing technology will impact most aspects of sales and marketing strategy and management, explains Diorio. In particular, the rush to deploy e-business, Web marketing and CRM solutions will transform the role of the sales and marketing professional.

2198 Study of IPO Wealth Creators or Destroyers: An Indian Perspective

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Primary Market or Fresh Issue market is supposed to be the safest place for making investments especially for retail investors in Equity Capital Markets. This is achieved by investing in Initial public offerings or popularly known as IPOs of private and public sector companies. Primarily there are two types of objectives for which investors invest in these IPOs. One is to book profits on the listing day (short term) and the other is to hold and carry the investments for a longer period of time which can be a year, 3 years, 5 years or more.

2201 Entrepreneurial Spirit and Motivation in Small Scale Industries

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India is very much in need of entrepreneurs for growth of the economy. But to motivate youth and direct them into entrepreneurship is still a big puzzle in India. Entrepreneurship development institutions are trying level best to identify the factors that motivate them. Before guiding them, it is necessary to find from the existing entrepreneurs. This paper tends to identify the sources of inspiration, motivating and facilitating factors, rewards, punishments and measures which existing entrepreneurs used to motivate employees.

2205 Application of CRM Strategy

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CRM represents relatively new concept, which is rapidly developing thanks to changes in management, strategic business planning and personalized customer service. Goals of using CRM strategy are to increase revenue, increase customer satisfaction, minimize customer service and sales costs. CRM is a strategy to optimize the lifetime value of customers. Two things are included here: a better understanding of customers and properly dealing with them. Collected customer information need to be analyzed in order to provide a detailed insight into customer behavior. CRM strategy provides adequate business decisions, monitoring at all levels, reduced costs, better service, customer satisfaction increase.

2207 Green Marketing and Its Impact in Global Business

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In today's competitive world of market companies are eagerly want to take many precautionary measures to redefined their business models. One of such models is GREEN MARKETING MODEL. Today environment plays an important role to maintain a business properly. Environment is a high concern now. While addressing such type of issue companies are taking every steps carefully to sustain their business. Going Green is a sign of high quality based product, save society from environment pollution, respecting rules and regulations of democratic government. In my forthcoming paper i want to highlight many current context about the companies regarding concern about Green Marketing.

2208 Evaluating Environmental Variables to Assess Exhibited Behaviour: A Study of Gen Y

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Every generation exhibits behavioral traits that are unique. More so, if the era they live in is a transformed one. Gen Y in particular populate an era that has encountered transformational change. The incidence of such change has had an effect on Gen Y that has been distinct and unique. This paper explores Gen Y behaviour within an organisational context. It deciphers the causative variables at play shaping Gen Y behaviour. Such an understanding in turn is key to Gen Y engagement at the workplace.

2209 Role of CRM in Small and Medium Enterprises

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Usage CRM strategy can help small and medium enterprises overcome their competitors and provide additional value to their customers. Unlike big companies, little attention is devoted to addressing the CRM-related problem of small enterprises. CRM is an enterprise strategy that can be applied within the company regardless of the size of the company or the amount of goods or services sold; large and small and medium enterprises assess the quality of customer service, customer loyalty, which are less sensitive to price changes and recognize that attracting new customers is expensive.

2213 Effect of Information Technology on Customer Delight

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There are big competitions in every business. Many aspects of the face-to-face interpersonal dynamics in service encounters between sellers and customers have been replaced with advanced technology. Simply satisfying customers may not be enough. Rather, they should strive for 'customer delight,' which comes when customers are satisfied completely. Therefore, customer delight is very important for an organization to be successful. This paper focused towards Do information technology has an effect on customer delight? The researcher framed an hypotheses that the effect of use of IT on customer delight and use of IT shows a positive effect on an organisations profitability.

2216 Demystifying Basel III for Indian banks

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The financial meltdown in 2007-2008 forced many governments in developed nations to rescue banks, since allowing them to fold could have brought down whole economies. However, Indian Banks were not much impacted by the global financial crisis since, banks in India had already adopted international prudential norms and practices with regard to capital adequacy. This paper gives an insight into Basel III norms –what lays in store for the international banks and its possible impact on Indian Banks.

2217 The Lean Ahead – For Continuous Improvements

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“Lean” is the relentless elimination of waste to the manufacturing activities. The article shows the introduction to the lean manufacturing concept. The study shows the execution of assembly line with lean concept. To obtain the long term demand forecast for the product bullwhip effect analysis is done. Design and flow of material analysis is done with lean tool VSM and process map is with swim lane. Pareto analysis results in the continuous improvements in the process flow and combine the operations.

2218 Eight Discipline (8D's) Steps for Industrial Quality Problem

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The totality of features and characteristics of a product or service that bears its ability to satisfy stated or implied needs is known as "Quality". There are lots of methods available to solving any problem, in early 1990's Ford Motor Company introduced a standardized set of steps to be followed in solving problems known as 8D's (Eight Disciplines steps to solve problem). The article shows how 8D helps to solve and improve industrial problems like related with quality of product to maintain the company reputation in market. In this paper 8D implementation on diesel engine seize during working condition.

2221 Kanban Implementation for Hassle Free Manufacturing

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Kanban is a method for developing products with emphasis on just in time manufacturing process in which movement of material through a process are recorded on specially designed cards. The purpose of this paper is to show how to implement Kanban system for Switch Board Factory, which is having demand fluctuation in the orders; it forms the triggers to overall system. Kanban shows self-controlling loop system to the material management. At the last the results are obtained in achieve a pull principle and provide a systematic approach to Switch Board Factory.

2224 Data Management Among PLM-ERP Application

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Product Lifecycle Management & Enterprise Resource Planning are both required in order to adequately fulfill the IT needs of most modern design, development & manufacturing enterprises. This integration significantly improves productivity, effectiveness of users & organizations working with product & plant. This software provides the collaborative link with ERP extending Teamcenter's PLM from design through production. This maintains single source of product, process data throughout entire lifecycle eliminating errors and accelerating time to customer value. It provides the seamless integration of world class technology allowing a best practices approach for establishing benchmark for high quality products in record time.

2225 Integration of DEA with Fuzzy AHP for Lean Product Design

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The paper deals with fuzzy based analytic hierarchical Process (Fuzzy-AHP) to tackle both quantitative and qualitative decisions involved in the selection of design. This model incorporates customer vague information through Fuzzy logic and integrates with AHP for avoiding repeated customer data collection. Fuzzy-AHP is the combination of two concepts: fuzzy set theory and AHP. The membership functions deduced from the application of AHP are used to reduce computational time of fuzzy weights. This output is integrated with data envelopment Analysis (DEA) for clear-cut ranking of assumed alternatives. The methodology is illustrated for selection of modules for computer assembly.

2229 Role and Importance of Procurement Process in an Implementation of Supply Chain

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This paper examines the nature and characteristics of project procurement Management. An enhanced framework for procurement is proposed by coupling the concepts of Supply Chain Management and Critical Chain Management. The Procurement Management sets forth guidelines and processes that are to be followed to ensure measurable and satisfactory performance against contractual obligations. Additionally, it defines and documents the selection, procurement and management of Subcontractor and vendor efforts, ensuring quality performance and on time delivery at the best of cost value. Special attention is given to a system approach of buffer management as a mechanism to improve the uncertainty in procurement.

2231 Implementation of ERP SaaS Option for HRIS Reporting Practices

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Emergence of Analytics and SaaS ERP tools are gifts to HRIS reporting practices where decisions can be taken based on facts, figures and trends. Aim of this paper is to measure the efficiency improvement of Implementation of SaaS ERP for HRIS reporting for medium and small enterprises which adopt subscription based models. This paper also discusses how the cost burden on hardware and software environment is reduced drastically in SMEs by choosing SaaS ERP based subscription model

2233 Impact of Microfinance: A Study of Self Help Groups of Rajasthan

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In India, micro-finance scene is dominated by Self Help Groups (SHGs) - Banks linkage Programme, aimed at providing a cost effective financial services to the 'unreached poor'. The present study analyses the impact of participation in SHG on livelihood income of the SHG members and their dependence on informal sources of finance, impact of training and capacity building on income generation of SHG members, difference in thrust of microcredit and microfinance etc. The required information was collected through structured questionnaire administered to 500 SHG's in Ajmer district of Rajasthan state in India.

2234 Direction of Indian Education – The Road Ahead

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Indian educational system has moulded itself on the pattern of British education system. Post Independence, all government's greatly emphasised the importance of spreading education to all corners of the country. Currently, India's education system turns out millions of graduates each year, many skilled in IT and engineering. The paper highlights the fact that India should develop a system of lifelong learning, which encompasses learning from early childhood uptill retirement, and includes formal learning (schools, training institutions and universities), non-formal learning (structured on-the-job training), and informal learning (skills learnt from the family members or people in the community).

2235 Gender Differences Affecting Task Situation: A Study of Indian Professionals

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Researches have suggested that men and women differ with each other in terms of many physical, biological, psychological/emotional and behavioral characteristics. On the outset, teams have become important and are more popular today than ever before in terms of various kinds and sizes. Because of changing workplace demographics, teams have become more gender diverse. Most of the gender-based researches have compared all-male with all-female teams or same-gender with balanced-gender teams. It is expected that teams of varying gender configuration would differ in their behavioral patterns and that these differences would account for significant variation in team process

2236 IT in the SCM System as a Factor in Creating Added Value

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This work is an attempt to represent ways in which application of information technology improves Supply Chain Management, as the most important element of the complete supply chain. Optimal ways of networking business logistics in the economic subjects are presented in the work. Such networking of the SCM system which is interpreted in its wider sense here, enables feedback with financial business, accountancy, control and revision, R&D sector i.e. all knowledge and activities which support performing basic activity of a firm.

2237 Knowledge Management for Small and Medium Sized Enterprise –Whose Concern Is It?

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While large companies increasingly recognize the necessity of building their own knowledge database, small and medium sized enterprises (SMEs) are often doomed to outsourcing - the use of existing knowledge outside the company, where they often encounter difficulties estimating external sources of knowledge, and articulating their needs for knowledge. In this section, the author examines how it can support the awareness of the need for knowledge and proactive approach to knowledge (knowledge-based view) as a driving force for innovation, growth and development of enterprises in SMEs, on a Croatian example.

2238 Decision Making in a PSU- An Empirical Investigation

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Virtually every aspect of management involves decision-making. Studies indicate that differences in perception, attitudes, values and beliefs can lead to different approaches to decision-making. The nature and complexity of decision-making varies according to the level of management. Managers in an Indian Public Sector Undertaking have significant differences in terms of perception towards operational problems. The purpose of the study is to identify the factors; its impact on manager's perception of decision-making. The study includes an empirical investigation of middle-level managers in a public sector undertaking. The main emphasis is to gain insights into cognitive perspectives related to decision situation.

2240 Impact of Balance Scorecard in Knowledge Management Organization

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Professionals have found that investments are being measured in knowledge management (KM) organization by specific parameters. Determining KM's universality and its impact is comparable to measuring the contribution of employee development or organizational capability. The impacts of balance scorecard in KM are being discussed along with the current KM strategies being used. Also, examine the process to sustain in assessing knowledge utilization and retention of generating revenues. In this paper, we further discuss the impact of Balanced Scorecard approach in KM organization to determine the effect on KM strategies of Balance Scorecard

2241 The Effect of KM Strategy on BPR Process

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Implementing a knowledge management (KM) strategy in Business Process Re-engineering (BPR) will improve the process, in terms of value, competence, speed, and accuracy. The effect of KM strategy, in particular can introduce the implementation of different phases of the identified BPR process. It identifies each of these phases, type, and kind of knowledge resources, that knowledge can be captured to be developed and remembered during the BPR process. The paper addresses the effect of different strategies for knowledge transformation in BPR process at different phases

2242 Business Communication and KM in University Research: An Integrated Approach

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The main challenge for university research is to create an organizational and theoretical framework that allows knowledge management (KM) team at university, integrate the research departments by means of proper communication. The sustainable competitive success of the university research depends on the new forms of innovative processes. These can only be established through integrated approaches to KM and business communications. A new approach to manage business communication and knowledge management, in service of research institutions at the university, is to deliver know-how that can be produced through an integrated approach

2245 Integrating Traditional Business-Practices with Technology in Nation-Building

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Information and Communication actually helps us understand and navigate trends that are contemporarily prevalent in cultural media i.e. on Television or in Cinema or in day to day social standards. From Kalidasa to Shakespeare, Goethe to Google, from immemorial times of human history cultural and social exchanges, transformation have come through information and communication. The modern age of science and technology along with Digital Information System ubiquitously influencing the not only the web world, but also has overtaken the place of loudspeakers, telephones and other sorts of traditional campaign styles.

2247 The Ownership of Online News: A Political Economy Analysis

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The project uses a qualitative case study approach and basic quantitative methods to conduct analyses of News Corporation's www.FOXNews.com and Yahoo! Inc.'s www.news.yahoo.com. Three key elements are addressed: (1) the commercial imperatives of News Corporation and Yahoo! Inc., as these imperatives relate to the ownership and production of online news, (2) the corporate relationships between News Corporation and the ultimate owners of news content on www.FOXNews.com and between Yahoo! Inc.

and the ultimate owners of news content on www.news.yahoo.com, (3) the types of news content on these Web sites and the organization of the news content on the homepages

2248 Human Resource Effective Factor for Knowledge Management with IT

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Knowledge Management through advanced technology leads to the growth and development of an organization and its employees. Knowledge is increasingly claimed to be a key critical resource and source of competitive advantage in the modern global economy. The successful implementation of knowledge management (KM) can provide the capability to understand the market, accurately assess the customers' needs, and turn them into products and services by integrating organizational resources. This paper presentation basically concentrates on developing and empirically examining the knowledge supportive human resource (HR) factors affecting the success of KM with the help of IT.

2250 Barriers and Stimuli for Implementation of Life Cycle Analysis as a Corporate Environmental Management Tool: experiences from selected chemical industry of Gujarat

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The application of life cycle analysis (LCA) in environmental management systems is increasingly becoming a necessity and its implementation is essential to achieve the triple bottom line concept of sustainability. The benefits and need for incorporating LCA to improve the environmental performance of companies have been widely discussed in the literature. However there are many constraints which hinder the implementation of successful environmental management tools like the LCA. This study aims to investigate the various barriers and stimuli encountered during the implementation of LCA as an environmental management tool in some selected chemical industrial units of Ankleshwar industrial estate, Gujarat.