

**CONTRIBUTED
PAPERS**

MC-1, Monday, March 26, 2:00-3:15 P.M.
Session: Entrepreneurship
Session Chair: Dr. Ramesh Chandra Sharma
Devi Ahilya University

2010 How Does the Social Networking Affect New Entrepreneurial Ventures In UAE?

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Entrepreneurship is buzz of modern era. It is believed that every individual cannot get same benefit from entrepreneurial activity as there exists many differences. The hardships and hurdles in way of entrepreneurial venture are numerous. One way of overcoming these hardships is using networks and links that entrepreneur holds in the society. This research aims to identify the major benefits that an entrepreneur operating in UAE can achieve by using his social capital. Previous researches highlight the factors namely: Idea generation, increased efficiency of business operations, Availability of proper HR, Global Presence, Emotional Support and Feedback.

2124 Factors Influencing Entrepreneurship in the Rusayl Industrial Estate, Oman

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This paper is an empirical study which analyzes the motivational factors among the entrepreneurs of Rusayl Industrial Estate, Oman. Among a population of 133 Industrial units, 27 entrepreneurs are taken as respondents (samples) which forms 20% of the population. Direct interview method is used through questionnaires. The statistical methods used for analysis is Likerts' five point scale and Kruskalwallis test. The findings state that ambition to become an entrepreneur ranks the first among the motivational factors and only the year of establishment of the unit influence the entrepreneurial factor. Suggestions to spread entrepreneurship is given by the authors.

2184 Estimating Asymptotic Limit of Food Consumption and Threshold Level of Income

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It is likely that with an increase in income, consumption of food increases. But this movement in the same direction could not continue for a long run and it is expected that it will either slow down or will constant with a sufficiently large value of income. In terms of econometrics this level is said to be asymptotic level of consumption. Major 37 countries of Asian region are included and statistics of aggregate food consumption in kilo calories per capita per day are derived from FAO. Per capita GDP for Asian countries has been collected from <http://unstats.un.org>.

MC-2, Monday, March 26, 2:00-3:15 P.M.
Session: Operations Management
Session Chair: Dr. Girishkumar Joshi
C.K. Pithawalla Institute of Management

2143 Use of AHP for Process Improvement Decision Making

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Use of right manufacturing process determines ability and capability of a production plant. The process improvement constitutes of the identification, analysis etc. of the processes existing in a facility so as to achieve new targets and goals. The AHP model is a mathematical and practical approach which helps in decision making in cases where multiple options are available with multiple criteria under consideration. The paper contains an application of the AHP model, considering a case of a Jewellery manufacturing plant in south India. The problem under consideration is the material handling of a production shop floor with pre-determined data.

2190 Green Manufacturing for Greener Tomorrow

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Waste, Pollution, and the Overexploitation of natural resources are inevitable by-products of the business cycle, and emerging as one of the important issue of future. People, who are working for the preservation of ecological environment, are showing growing concern to this issue. Consider the typical, vaunted “value chain” linkages where each link, companies and consumers — consciously or not — despoil the environment. This paper is an attempt to address this issue and attempt to suggest how business across the world can adopt the Green value Chain and contribute to save our earth and its nature’s wealth.

MC-3, Monday, March 26, 2:00-3:15 P.M.
Session: Technology in Education
Session Chair: Dr. Karminder Ghuman
Chandigarh Business School

2037 Incorporation of ERP in Educational Institutions: An Empirical Study

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The present study investigates the issues that affect implementation of ERP in educational institutions and examines the reasons of failure of ERP implementation in this vital domain. Data from 100 employees working at different levels was collected through standardized questionnaires in ten reputed educational Institute of Northern Western India to investigate the reasons of non-optimized utilization of this important tool of management to develop strategies that can guide the organization towards its successful implementation. Different Critical Success/Failure Factors have been identified to design a model by which ERP can be implemented in an effective and efficient manner in educational institutions.

2168 The Technical View of ICT Security and Challenges - The case of Indian Education

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ICT opens up new opportunities for gaining knowledge, but it also means thinking ahead of new risks. ICT security plays a vital role in the field of Indian education. It is a very important on part of the students and mentors that they should strictly adhere to certain rules of cyberspace. The study get acquainted with copyright , piracy, cyber bullying, downloading and installing etc., and using them with more ease. The National knowledge commission recommends a roadmap for strengthening education system with a focus on how to leverage available technologies to improve access and quality of education.

2176 Adoption of E-learning Systems in Engineering Institutions

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Information Communication Technologies (ICTs) could, if adopted and implemented appropriately, support teaching and learning in engineering institutions to provide students with better learning practices. E-learning has emerged as a basic tool to satisfy the changing needs of students and faculty. A challenge for engineering institutions is to acquire and effectively adopt Learning Management System (LMS). This study examines the LMS infrastructure assessment, adoption of LMS by faculty and students and organizational support. The outcome of this study will assist administrators at the organizational level to make decisions concerning investment in LMS, efficient use of technology resources to improve teaching and learning practices.

MD, Monday, March 26, 3:45-5:00 P.M.

Session: Workshop

Session Chair: Dr. Omprakash Gupta

University of Houston-Downtown

2098 Research and Manuscript Development in the Business Disciplines

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The pursuit of intellectual activity and the production of intellectual contributions has been a cornerstone of the academic profession. However, there exists a gap between the competencies of academics who were not trained in the rigors of academic research and the rising expectations of academic gatekeepers who wish to maintain the integrity of the intellectual contribution process. This session is aimed at helping disseminate some of the body of knowledge and prescriptions on research and manuscript development processes in order to guide aspiring business school academics in creating an effective and efficient program of research and manuscript development.

TA-1, Tuesday, March 27, 10:00-11:15 A.M.
Session: Marketing
Session Chair: Dr. Akhilesh Chandra Pandey
H.N.B. Garhwal University

2148 Relationship between Lifestyle and Brand Preference-A case of television

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This study examines consumers lifestyle regarding purchase of durable products like TV. Consumer brand preference has substantial implications in marketing. The present study explores changing lifestyle of consumers in selection of durable goods. The factors that influence the consumer preference and significance of opinion leader while selection of goods, influence of family decision, the consumer learning about the products and awareness of the consumer. For creating a deep understanding of consumers lifestyle about durable goods the qualitative approach was adopted with an in-depth and structured survey process. The findings of the study advise that the consumers

2203 Cement Marketing in India : Challenges & Opportunities

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Indian Cement Industry has been enhancing capacity over the years . Cement industry is highly capital intensive characterized by rivalry , high entry and exit barriers . Cement is sold to various customer segments . Cement is considered to be a commodity, price being the major criteria. However by adopting various Marketing techniques it has been possible to introduce differentiation thereby helping the firms to command a price premium. Differentiation could be introduced in various areas of cement business .This paper therefore discusses various challenges and opportunities in the area of marketing cement in India .

TA-2, Tuesday, March 27, 10:00-11:15 A.M.
Session: Finance-I
Session Chair: Dr. Krishnarao Ukey
G.H. Raisoni School of Business Management

2112 A Combinatorial GMDH Approach to Identification, Modelling and Prediction of Mon
Ranjan Chaudhuri, National Institute of Industrial Engineering, ranjan chaudhuri@hotmail.com

The earnings per share are the most comprehensive measure of a company's total marketable output of goods and services. This paper describes briefly the modelling of the earning per share of an Indian automobile major in the least complex structural form allowable for the application of computer-aided self-organization techniques. It introduces some of the ideas and methods in the identification and estimation of simultaneous regression equation systems in econometrics. It defines the problem of identification and presents several methods for estimating the parameters in such systems.

2122 Impact of the C&AG's Audit on the Functioning of the Public Enterprises
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Public Enterprise is a Government Company within Section 617 of The Companies Act 1956. Comptroller & Auditor General created under the Constitution of India, Article 148(1), conducts the audit of Public Enterprises. C&AG has been instrumental in inculcating sound financial regime in PEs through its audit. Though many PEs have made a successful turnaround post reforms era, some are still a drain on the Public Exchequer. C&AG and PEs are somewhat shrouded with misconceptions. The article would portray the factual role of C&AG and gauge the impact of its audit on the Functioning of PEs especially financial management.

2159 A Credit Scoring Model for Microfinance: Case Study from India
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Evaluation of credit worthiness has been well studied problem in the domain of credit card disbursement and mortgage payments. However, there is not research done on credit scoring models in the area of microfinance in India. The microfinance sector has seen a phenomenal growth in the past decade because of the wide gap between the supply and demand. As a result, there is need to develop systematic tools to evaluate credit worthiness of a customer. We use Logistic Regression to obtain a credit scoring function which screens the applicants based on their personal data, income, expenditure and life style.

TA-3, Tuesday, March 27, 10:00-11:15 A.M.
Session: Industry and Innovation
Session Chair: Dr. M. Z. Kurian
Sri Siddhartha Institute of Technology

2141 The Plight of Indian Artifact Sector in an Era of Global Economic Crisis

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Indian artifact industry is one of the oldest & biggest sectors of India providing employment to millions of artisans. India is one of the major suppliers worldwide of her traditional craft, but over the years she has been bearing the brunt of global financial crisis. The paper evaluates the plight of Indian Artifact industry in the light of global recession. The study uses primary data to plunge into the details of Socio-Economic impacts, labour migration and would provide concrete information on the Artifact and Skilled/Semi-skilled Artisans, and, the urgency, the sector demands to protect the traditional value of Indian Society.

2182 Multipurpose Stove – An Innovation

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Technology plays a vital role in making living comfortable. Innovator takes it forward grasping hint from Science & Engineering. Innovation becomes successful only if it generates worth. Management shows up here an innovation relating the common use of cooking stove has been made and viability of the same has been studied. This paper presents the details of the innovations by making market assessment. This innovative stove is mainly used for cooking. The by products of the process are, Generation of hot water, that could be used for bathing purpose, Pure drinking water. Thus stove is called “3 in one stove”.

2253 Configuration Management for Reusable Components

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Configuration management is the discipline of controlling the evolution of a system. The concept of reusability includes use of a component, reuse of the component or its subcomponents without any change, reuse with certain modification. As a definition of reusability, it requires frequent changes in components depending on need and it is very important to manage and control these components using appropriate configuration management system. This paper includes Identification of Configurable Items, Baseline and procedure of Configuration Management for Reusable components.

TB-1, Tuesday, March 27, 11:45-1:00 P.M.
Session: Technology
Session Chair: Dr. Ramakrishnan Chinnasamy
Sri Krishna Institute of Management

2018 The Unlimited Textbook - Schools in the Age of the eBook

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E-book technology is becoming commonplace in school, homes, and offices. Combined with the Internet, the ability to read any book, anywhere on Earth within seconds is now literally in our hands. What impact will this potentially disruptive agent have on established technologies? What will be the long term effects on schools, consumers, and libraries? This presentation will give an overview of the many issues dealing e-books, such as compatibility, transferability, licensing, DRM, copyrights, and formats. Finally it will illustrate the issues involved with integrating e-books in the classroom.

2060 Adoption of Social Media Technologies in the UAE

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The social networking enable users to share information at a fast pace with people within the boundaries of the social network, allowing for the creation of connections with individuals whom would not have previously been possible. This study identified the factors which contributes for the adoption of social Media technologies in the UAE. Adoption model and TAM model were combined to develop an integrated model for this study. The results shows users are optimistic towards the new medium, for socializing stating that it had impacted their lives positively, and if used correctly could propel marketing campaigns and start-ups.

2170 Optimization of Technology for Improved Employee Orientation

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Employee orientation in production and process industries are mostly influenced by the extent of technology that has been deployed and used by an organisation. Due to the outbreak of technology and innovation, the employees are required to update their knowledge and improve their skill continuously. It is necessary for an employee to tradeoff between the extents of his acquaintance to the new technology and the quantum of benefits likely to accrue on an organisation and for him. This study is to analyze and find out the need for optimization of technological adoption to improve the extent of employee orientation.

2172 Classification of Preprocessing Techniques in Character Recognition

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Optical Character Recognition(OCR) have common phases like: Data acquisition, Preprocessing, Feature extraction, Classification and Post-processing. These processes provide modified images which overcomes most of the deficiencies that creep during image acquisition. OCR heavily depends on pre-processing for its results. Hence, Classification of methods that help these processes is important: Image enhancement helps' remove noise/correct the contrast in the image; Thresholding helps remove noise due to background/watermarks; Page segmentation helps segregate graphics and text; Character segmentation helps separate characters from each other and Morphological processing helps to correct the characters' worn out/added pixels. Commonly used methods reviewed.

TB-2, Tuesday, March 27, 11:45-1:00 P.M.

Session: Higher Education

Session Chair: Dr. D. S. Grewal

Universal Group of Institutes

2012 Theories and Models for Managing Excellence in Higher Technical Education

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India, a vast nation of over 1 billion, has wide diversities, in education in terms of area, sex and social background. Rural areas in India face the problems of poor communication, low income, poor education system and low speed of development. As low as 4% of the students from the rural areas compared to 96% from the urban areas get professional higher technical education as per a Punjabi University Survey conducted in 2009. A concerted effort is needed to theorise, model and plan the development of higher technical education in India.

2195 Cloud Computing in Education: In Current Financial Crises

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The objective of this paper is to study the impact of cloud computing on the modern education. Further, the study also attempts to answer whether the services of cloud computing are significant in the education sector. Education institutions are under increasing pressure to deliver more for less, and they need to find ways to offer rich, affordable services and tools. Both public and private institutions can use the cloud to deliver better services, even as they work with fewer resources. By sharing IT services in the cloud, your educational institution can outsource noncore services and better concentrate

TB-2, Tuesday, March 27, 11:45-1:00 P.M.

Session: HRM

**Session Chair: Prof. Abhilasha Singh
Institute of Management Technology**

2049 Work with Diversity, Work from a Distance: Advocating Global Virtual Teams

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Global virtual team is becoming the most desired and innovative working structure in the multinational organizations. The team members are composed of people from different cultural backgrounds, working at a distance, collaborating using varied communication technologies to achieve their goals and often times have no historical work relationship. Many challenges stem from such working structure, yet both the advantageous and prevalence of such teamwork continually to be promoted in the context of multinational organizations. Hence, in the effort to provide such 'hands-on' and global experiences to the student, MGMT301 was involved in a large-scale multi-country student collaboration to enhance teaching and research. A total of over a thousand students from over 21 countries and 26 universities across the globe participate in the project during the Autumn 2011 semester. The project is administered by the instructors on a voluntary basis and participation in the project is complete free for the students and their institutions. The presentations will focus on challenges and best practices of participant recruitment, effort coordination, learning and transfer of training to real-life settings, student feedback and course and instructor evaluations, and use of large-scale student collaboration projects for teaching, research, and inter-institutional and professional networking.

2151 Communication Models, A Key to Effective HR Management

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The managerial principles are the synergy of both biotic and abiotic components. Biotic components are determined predominantly by Human Resources of an organization. Communication skills play a conspicuous role in facilitating and harnessing Human Resource for establishing convergence between the organizational and employees objectives. Communication pattern of an organization is a decisive factor for effective implementation of managerial principles of Human Resource, Planning and Development. In the present era of Globalization where there is cross-sectional exchange and operation of enterprises worldwide, a need has been felt to formulate some homogenous and standardized models of communication suiting to diversified need of an organization and managerial operation.

2158 Job Satisfaction: An Empirical Study of Expatriates in the UAE

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The aim of the present study was to investigate specific factors associated with job satisfaction among the expatriates in the UAE. The study focuses on revealing the influence of various demographic characteristics that these employees exhibited, which affect their satisfaction level at work. For this purpose the questionnaires were distributed among 1202 employees (972 males and 230 females) working in the 4 regions of the UAE. The Factor Analysis was done to identify the critical factors associated with job satisfaction vis-à-vis their tenure, age, gender, nationality and position.

WA-1, Wednesday, March 28, 10:00-11:15 P.M.

Session: Organization Behaviour

Session Chair: Dr. Susan Abraham

SCMS

2111 Leadership Stories in Urban and Edgy Organizations

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The last two years have seen remarkable changes in the global higher education sector and particularly in the UK. The legal, political and social frameworks in which we work are changing and questions must arise about what kinds of leadership models will be appropriate in this new environment. This paper reports on the experiences of higher education leaders who operate in organizations that can be characterized as urban and edgy. Urban and edgy are terms used to describe those institutions that are messy, diverse and who choose not to operate according to classic corporate strategies.

2144 Relationship between Stress and Perceived self-efficacy among Nurses in India

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This paper reports the results of a study on the relationship between stress and perceived self-efficacy among nursing staff in a large multispeciality corporate hospital in Coimbatore (India). Correlation analysis identified stress factors such as unpleasant working conditions and high work targets to have relationship with perceived self-efficacy. Further, regression analysis identified that rewards, recognition and opportunities to use skills and talents helped in coping up with stress. Implications pointed that a positive work climate can enhance self-efficacy to manage daily stress. It is suggested that the hospital management organize training programmes for supervisors to provide positive motivation to nurses.

2145 Elements of Developmental Culture in various sectors in India

Susan Abraham, SCMS Cochin, susanabraham@scmsgroup.org

This paper reports the results of a study on the elements of the developmental culture among managers in various sectors in India. The OCTAPACE framework was used to study the most important element in the organisation culture that encouraged growth aspirations in employees. Descriptive statistics revealed that Proaction, Openness and Collaboration were the most important pillars of the organisation culture in five different sectors. Further, correlation analysis identified Autonomy and Collaboration to be the most important cornerstone of HRD. Implications pointed that open culture encouraged organisation growth. It is suggested that managers should exhibit Authenticity to instill confidence in subordinates.

WA-2, Wednesday, March 28, 10:00-11:15 P.M.

Session: Quality Management

Session Chair: Dr. Stephen Dsilva

Jamnalal Bajaj Institute of Management

2099 TQM Strategy for Superior Business Performance: A Case Study

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This paper aims to address understand the role of Soft TQM dimensions in the successful implementation of the TQM and its effect on firm performance in context to Indian cement Industry. Here in this study researcher employed two strategy i.e. semi-structured interview and guided plant tour and secondary data collected from company's website, annual reports and press release. The paper finds that total quality management (TQM) implemented in the CII Business Excellence & MBNQA framework has a positive effect on business performance. To sustain excellence, it is important to maintain strategic focus, match strategic options with

2150 Organizational Development with Special Reference to Total Quality Management

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Change, adoption and progression are the vital ingredients of law of nature. Organizations are never static despite their profile and nature. They are in a continuous process of change. In the present scenario, the business environment is in a phase of rampant transformation due to technological breakthroughs, cross national transformation of ideas, changing customer attitude, proactive functioning of international financial institutions etc. In order to adapt to this changing environment, organizations at global and national level are in a stage of paradigm shift. In order to catalyze the process of effective organizational development

2157 Quality of Work Life in the city of Mumbai: An Empirical Study

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The highly demanding job profile of the working professional in the city of Mumbai demonstrates their quality of working life. The purpose of this study is to examine the relationship between work activities and the quality-of-life on respondents. Non probability convenience sampling in the city of Mumbai using the questionnaire method during the period October 2011 to December 2011. The Kaiser-Meyer-Olkin measure of sampling adequacy. Principle axis analysis with varimax rotation was carried out to identify few coherent factors. Cronbach's alpha reliability was done to establish the internal consistency of the scale. Factor analysis was done using SPSS 16.

WA-3, Wednesday, March 28, 10:00-11:15 P.M.
Session: Customer Relationship Management
Session Chair: Dr. Bikramjit Rishi
Institute of Management Technology

2043 Hedonic and Utilitarian Shopping Motivations among Indian Young Consumers

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In this study, questionnaire composed of two scales: Arnold and Reynolds (2003) with six hedonic dimensions, and Kim (2006), with two utilitarian dimensions. The two scales resulted in a group of 24 items measured on a five-point Likert scale. Data has been collected from Indian young consumers. Factor analysis with Principal Component Analysis has been applied to understand the relationship among the variables. The study has found out seven factors. The paper attempts to contribute to the knowledge about the Indian consumers, and states suggestions for the national/international retail chains that work, or intend to work, in India

2123 Significance of Customer Relationship Focus in Enhancing Customer Equity

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This paper considers the aspect of Customer relationship focus in increasing the customer equity. The automobile industry in UAE has been studied. In the given scenario in UAE, market share growth depends to a large extent on the way a firm positions itself on those aspects which are important to customers. In this backdrop, customer relationship focus is one of the key aspects in increasing the customer equity. Significance of this factor is proved through primary research. Statistical analysis is then carried out by calculating Karl Pearson coefficient of correlation. Hypothesis testing establishes significance of customer relationship focus.

2191 Mobilizing Customer Relationships: Developing Effective Mobile CRM Strategies

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The advent of mobile devices is one of the most disruptive technological innovations in recent times. Mobility, when combined with other key Mega trends has the potential to shape the Future of Work. In this paper, we focus on Mobile Tablet devices and their potential in creating more-effective Customer Relationships. Until recently, tablet devices were largely a consumer phenomenon. From a CEO's perspective, tablet devices need to be looked within the larger framework of enterprise CRM and IT strategy to make the best use of tablets. Finally, we propose a framework that will help organizations mobilize their Customer Relationships effectively.

WB-1, Wednesday, March 28, 11:45-1:25 P.M.
Session: Strategy
Session Chair: Dr. Kirti Diddi Pandey
Autonomous Mata Gujri Women's P.G. College

2114 Technology and Business Management

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Firms that manage the crises successfully survived and become high performing organizations my study focuses on the notion that learning orientation as one of the technology-management based elements that effect firm performance of the Industry & market demand or technological opportunity that explains inventors decisions to bring their ideas to market? Business technology management by strategically incorporating both operational and infrastructure levels of technology management to ensure that an enterprises business strategy can be realized by the technology it deploys. This structured approach is used by enterprises to align & synchronize the technology and business management

2139 Corporate Restructuring in India with Special Reference to Strategic Intervention

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The ongoing process of globalization fostered by IBRD, IMF and WTO makes it inevitable for developing economies in general and India in particular to strategize their corporate re-structuring. Indian economy, sustaining in a matrix with interplay of diverse factors, such as, fast paced growth of Indian economy, India's insertion in global economy, turbulent environments. Thus, steady efforts for strategic realignment of corporates at both global as well as national levels become the mandate of the hour. Indian corporate sector has formulated its own approach and perspective for inserting strategic corporate restructuring after properly rationalizing the challenges and opportunities in that course.

2171 Creating Sustainable Performance through Change Management

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Performance is the key word in today's competitive era and every individual at various stages of career has to change and adopt new technologies to improve his performance. It is often discussed how to create a sustainable performing workforce to meet the challenges of the business. Continuous learning and passion for high degree of performance are essential for one to sustain. The study focuses on how an individual right from his management education, training and employment improves his performance for sustainability of the business. The process of change that is required for creating sustainable performance is analyzed in detail.

2181 Strategic Adoption of Multi-Channel Banking by Customers in the UAE Banks

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This investigates factors that influence UAE bank customer's adoption of four major banking channels, i.e. branch banking, ATM, telephone banking, and internet banking. The paper focuses on the perceptual difference in usage of these channels by different bank customers. Based on extensive literature on bank marketing and communication in depth interviews and questionnaire was designed. A survey of customers of six prominent UAE banks was conducted. Psychological beliefs about the extent to which a channel possessed certain positive attributes were more predictive of adoptions of ATM and internet banking than adoptions of branch banking and telephone banking.

WB-2, Wednesday, March 28, 11:45-1:25 P.M.

Session: Small and Medium Enterprises

Session Chair: Prof. K.V.S. Patnaik

Dr. L. Bullayya PG College

2023 Prioritizing IT Projects in Rapidly Growing SMEs

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Small and Medium Enterprises (SMEs) pass through many challenges while growing at a rapid pace. This situation requires many IT projects to be selected, prioritized, and timely executed, which is a challenging job. There are many models available for project selection and prioritization which have their own pros and cons. This paper builds a process model which explains how projects originate in SMEs from operational problems and business requirements, and proposes a process oriented model to quickly prioritize them. The model uses a case study of a SME whose lines of business are Retail, Wholesale, and Projects.

2125 Government Support Programmes for SMEs: The Need for Evaluation

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This study investigates the role of government support programme for the small and medium enterprises SMEs in Oman. SANAD programme and its policies and services were investigated to establish causal relationships between the critical success factors and effectiveness of the programme. Using methodological triangulation entrepreneurs and industry experts views were incorporated through a survey of 150 entrepreneurs. The findings reveal a number of critical variables that contributes towards the successful rating and effectiveness of the programmes and an evaluation model which was not found to be forthcoming in the literature has been proposed as the outcome of this study.

2136 Role of ICT in Indian Small and Medium Retail Enterprises (SMREs)

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India is on the brink of becoming an economic power house ready to unleash its largely untapped potential for those who willing to take right steps forward. Over the last few years, retail has become one of the fastest growing sectors in the Indian economy. ICT has changed modern business practice, making collaborative supply chain management possible. The paper evaluates the role of ICT in the operations of retail organization The paper is based on primary data of Indian retail sector and suggests a mechanism for optimal utilization of ICT by SMREs so as to enhance their competitiveness.

2178 Role of Small Industries Development Bank of India (SIDBI) in Developing MSMEs

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This study aims at examining the role of SIDBI in developing MSMEs in India. With the passing of the Micro, Small and Medium Enterprises Development (MSMED) Act, 2006, the Government of India brought the three different industrial units viz. Micro, Small and Medium Enterprises (MSMEs) under the ambit of a unique industrial sector which plays a vital role in the economic growth of the country in creating employment, exports, gross industrial value of output, gross value added, investment in fixed assets, contribution to GDP, etc. giving boost to, manufacture, service and infrastructure sectors.

WB-3, Wednesday, March 28, 11:45-1:25 P.M.

Session: Finance-II

**Session Chair: Prof. Jiyoung Kwak
Semyung University**

2004 Do Outside Directors Create Shareholder Value? Japanese

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In this paper I investigated the relationship between board structure and shareholder value when the announcement of corporate merger would be executed by using dairy stock return data from 2000 to 2008 in Japan. I found that influence of outside directors significantly increased their shareholder value.

2035 The Importance of Corporate Governance Disclosure in the Financial Sector

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Aligned to the need for good corporate governance is the emphasis on transparency and accountability. A corporate governance system is incomplete without adequate and transparent disclosure of its components, mechanisms, structure and implementation. This paper documents the corporate governance disclosure strategies of banks in the UAE in the inaugural year of adoption of UAE corporate governance code (2010). Content analysis is employed as the most applicable technique for the study. Content analysis involves eight listed banks in Dubai Financial Market and two in Abu Dhabi Stock Exchange.

2175 The Usefulness of Financial Statements of Korean Firms that Reported Problems in Internal Control System

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This study assesses the usefulness of various financial statements of Korean firms that disclosed material weaknesses in internal accounting management systems and whose auditors reported limitation of the scope of review of internal accounting management systems.