

SC1, Sunday, March 29, 1:30-3:00 P.M.

Session: Conference Theme-I

Session Chair: Linda Angell

American University of Sharjah

157 Enhancing Operational Effectiveness with Stakeholder Wellbeing

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Mainstream Operations Management literature primarily develops frameworks for maximizing the efficiency, and thereby the profits, of an organization. However, considerable debate exists in the general management literature about whether the ultimate purpose of a firm is to maximize profits or to balance the economic, social, environmental, and cultural wellbeing of key internal and external stakeholders. This presentation will consider how pressures to balance stakeholder wellbeing might impact the field of OM. The concept of 'operational effectiveness' can be employed to consider how daily operational decisions must change to sustainably improve the various aspects of stakeholder wellbeing.

159 XBRL- A tool to improve business efficiency and cost effectiveness

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In the present competitive business scenario, how to improve the efficiency with cost savings is the most important challenge for the manager. The solution to this is XBRL. XBRL tags enable automated processing of business information with the help of technology, it analyses, stores, manages & exchanges the financial information effectively which ultimately saves all business resources effectively. This paper is going to cover all operational areas of XBRL, and will provide solutions for effective financial decisions and cost cutting as the major objective.

177 Successful Competitiveness: Utilization of Technology, Efficiency and Supply Chain

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In a modern world of continuous evolution, companies compete for market share and profits via technological advancements that when integrated into their production process allow the acquisition of a sustainable competitive advantage. Much of the increase in business efficiency can be accredited to technological applications which have linked business units together forming components of a global supply chain. While this technological potential is high, so are the challenges involved in faultlessly integrating them across organizations allowing competitiveness. This paper's aim is to examine the integration of technology and efficiency in the supply chain facilitating organizational success and competitiveness.

212 Technology Management and its Ramifications

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Major social changes were effected during the 19th century by Industrial Revolution. Further, development of Technologies have transformed our lives for a better living by improving the way people feed, shelter and cloth. As such, this period is recognized as knowledge era. Information Technology has greatly improved healthcare. It has assisted people of remote areas to get education by removing time and location constraints. Mobile and satellite technologies have been of great support in bringing the change. Contribution of Nuclear Technology is unparalleled. If not rightly managed, Technology could disrupt our lives. Implications of Technology are discussed in this paper.

SC2, Sunday, March 29, 1:30-3:00 P.M.
Session: Strategy-I
Session Chair: Anand Sapre
Acropolis Institute of Technology and Research

153 Study of Motivational Behaviour Role Stress & Coping Strategies amongst Nurses

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During the last forty years or so, a large number of studies on Role Stress and related phenomena have been carried out in India. However a detailed study of the said phenomena on Nurses is missing in Indian context. In the present work, an attempt has been made to understand the various aspects of Motivational Behaviour, Role Stress and Coping Strategies amongst nurses in detailed manner. The context in the present study is the corporate hospital wherein there lies both; an opportunity for nurses to find their employment 'supposedly' more enriched and their job and role more stressful.

223 A Strategic Profit Model: Measuring Indian Apparel Retail Performance

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The strategic profit model has been used to measure the performance of three Indian retail companies that focus in apparel. The chosen companies represent three groups: large, medium and small. They are respectively Pantaloon retail, Shoppers' stop retail and Provogue. A comparison has been made with their best performance and the indicators in relation to peer averages. The ROA has been noticed around 5% and the study attempt to reveal the appropriate strategy to increase it by 10%. The study has been carried out to indicate suitable strategies to maximize the performance in the future years for Indian apparel retail sector.

228 A Model for Strategic Marketing Decisions in Business to Business Market

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Degree of variation in implementation of marketing strategies in business to business market is high in comparison to consumer market, due to basic characteristics difference between them. This variation compels more customization in strategic approach. The customization requires quality input in the form of information from customer end. The model is being developed to understand the behaviour of customer as decision maker, as an individual as well as a team, in the form of buying centre and designing, for implementation, strategic approach as a response, matching with the strategies of customer to achieve set buying objectives, for mutual benefits.

230 Strategic External and Internal Analysis of Esfahan University

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This articles is aimed to identify circumstances and problems of organization through internal and external analysis in case of Management & Medical Informatics College of Esfahan University, with taking advantages of both descriptive – survey research and qualitative method. The statistical population including all of provide chancellors and managers of this university. The instruments are interview and researcher- made questionnaire. Finding show that the Management collage have more strength points & opportunity than weakness & threat points. So we can use more of opportunities in the way of reduce of weakness. cultural part in this collage has the most weakness.

305 From Sourcing to Strategic e-Sourcing

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From Sourcing to Strategic e-Sourcing, this conceptual paper is an attempt to throw light on buying/purchases through electronic means based on e-Sourcing mainly by B2B organizations. The perception of e-Sourcing is evolving with new techniques of e-commerce and e-business collectively. Further, in the fast changing global village, an enterprise/organization will procure goods/services electronically only if it will see benefits that might be gained with value added services resulting from e-Sourcing. Further, sourcing of big organizations such as HPCL, BPCL, SAIL, IOCL and ONGC have been discussed in the paper.

SC3, Sunday, March 29, 1:30-3:00 P.M.

Session: Marketing

Session Chair: Deepali Singh

ABV-IITM

190 Product Development Risk Management Using Risk Drivers in Various Risk Dimension

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This paper introduces product development processes (PDP) as risk management framework. The research investigates the relationship between PDP and risk management and seeks to help companies improve PDP design. It begins by discussing the drivers of risk in product development and then describes different risk associated with PDP. This paper proposes a model which uses the classification of risk developed by Shawn D. Sarbacker and Kosuke Ishii (1998) for evaluating risk in innovative product design and development. These three dimensions of risk are: Envisioning Risk, Design Risk, and Execution Risk.

247 Ascertaining Social Networking as a Strong Marketing Avenue for Youth and Young

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Social Networking Sites (SNSs) are increasingly attracting attention of academia and industry research. If India could use a model like social networking as a marketing tool where youth could be on a single network, imagine the way rules of marketing would change! This is one of the most juicy target segments for products and it would be a marketers dream to tap into the segment. Key Results Areas1. SNSs - communication platform 2. Huge targets in SNSs 3. SNSs as a marketing tool4. Customer relationship - SNSsThis research work opens up new dimensions to view SNSs as a marketing tool.

319 Marketing Strategies of Pump Industry in India

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The purpose of this paper is to study the marketing strategies adopted by pump manufacturing industry in India and also to understand the latest Technology and Management to compete the global competition. Methodology: This paper is based on primary data collected through well structured questionnaire. The study tested few hypotheses with suitable tools. Factor analysis is also used to find out most influencing factor to boost the pump market. Findings: The study reveals that submersible borewell water pumps with more pulling capacity, less power consumption, less weight, less noise with ISI and ISO certification has more opportunities in the market.

329 E- Marketing in India – Prospect and Retrospect

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This research paper, based on a study undertaken with objectives to gain an insight into the scope, impact, issues and challenges of E- Marketing (Digital marketing) in India, gives an overview of E-Marketing in India. It discusses at length the factors encouraging / hindering the E-Marketing to diffuse in India, scope, impact, issues, challenges and the role of the Government in promoting the E-Marketing in India. The paper also throws light on the perceptions of the Indian consumers towards the E-Marketing, their dilemmas and apprehensions. It adds to the study of consumer behaviour and marketing, for technology based innovative practices.

345 Impact of 'TATA NANO' on Indian Motor Vehicle Consumers

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The aim of this study is to figure out the impact of 'TATA NANO' on Indian Motor Vehicle Industry resulting in a change in 'Consumer Behavior. The study is based on questionnaire filled out by prevailing customers of two wheelers and assessment has been done using 1-sample Z test. The idea was envisaged by taking a common man into consideration. A novel concept, be it what may, the only thing that interests a Market Analyst is the impact of the former on automobile industry in particular and the Indian economy on the whole.

SE1, Sunday, March 29, 4:30-6:00 P.M.

Session: Finance

Session Chair: Takeshi Yamamoto

Iwate Prefectural University

107 Online Trading and Investing: Problems and Prospective

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Online investing is a rapidly growing competitor to the traditional bricks and mortar approach of investment representation. Changes in legislation and improvements in technology have enabled consumers to streamline investment. While the future of online investing is promising, it is not foreseeable that it would ever be able to overtake the traditional methods of investing and brokerage, or at least in the near future.

234 Outside Directors and Corporate Mergers and Acquisitions: Japanese Evidences

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In this paper, I found positive relationship between the proportion of outside directors and the probability of being a target in the M&A transaction controlling other factor fixed. It is consistent with the role of outside directors in monitoring the affair of the firm and it can be said that it is supportive of the shareholder-interest. It is well known that it is not very easy to show such evidences in the normal situation, but in the extreme situation such as M&A it can be found that outside directors loyal to their shareholder's interest act opposite to their inside counterpart.

351 Global Financial Crisis and Indian Service Sector

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This is an era of open, regulated and inter-connected economic structures across the globe. Purpose of this paper is to understand the impact of recent financial crisis on service sector in India, an economy with increasing contribution from service sector to GDP. An empirical survey and in-depth interviews with focus groups are conducted and an extent to which the crisis will affect India, is studied. It is found that, the recent share of service sector contribution to Indian GDP has made India more vulnerable to a global recession.

397 Analysis of the Determinants of the Debt-Equity Ratios of Cement Companies

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The paper attempts to study the determinants of debt-equity ratios of companies. The multiple regression model has been used to know, which of the variables have a significant influence on the capital structure. To perform multiple regressions, the study computes the values of all the independent variables and dependent variables, taking the data of companies in the cement sector in India. The equations are estimated based on the data for the individual years, from, 1990-2007. Then companies and year-wise data are pooled to form a large data set. We show the results for the two measures of financial leverage.

SE2, Sunday, March 29, 4:30-6:00 P.M.

Session: HRM-I

Session Chair: Abhilasha Singh

Institute of Management Technology

114 Employee Motivation and Work Performance – A Study of Small-Scale Industry in the city of Belgaum, Karnataka State, India

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There is tremendous pressure on organizations to maintain employee motivation and enhance work performance in today's recession hit business environment. Organizations especially small-scale enterprises need to motivate employees and perform better to remain competitive. This study focuses on understanding the work environment in small-scale industries, studies the impact of business environment on employee motivation and work performance and suggests measures to improve performance in this challenging environment. The study was conducted at a small scale company in the city of Belgaum, Karnataka state, India

180 A Survey of Effective Factor on Performance Development based on Achieve Model

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If a manager tries for further income or productivity so they must be attentive to their staff incentive. The Achieve model presents seven factors (ability, clarify, help, incentive, evaluation, validity, environment) that are effective to staff performance. It is descriptive, survey and inferential study, the population is university hospital managers in Esfahan university

203 Enhancing Graduates Competitiveness through Industry Networking

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The competitive key factor of a nation is having human resources that have competencies and ability to compete globally. Widyatama University has stated in its Strategic Plan that the increase of graduate quality can create sustainable growth. Developing external networking with industry is one important thing to get link & match their graduates with industry. This study wants to measure and analyze the ability of graduates to compete with others.

253 Maturity and Effectiveness of Human Capital Management

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Today human capital management is an important factor in competitive advantage. The research tool for data gathering was human capital five drive questionnaire designed by Bassi and Mc Murrer. The results showed that maturity level and effectiveness of human capital management in Mobarakeh Steel Company was 64.5%. Examining five drive of human capital showed the following means respectively: Mean 3.41 for learning capacity, mean 3.28 for availability of knowledge, mean 3.24 for people participation, mean 3.21 for optimizing work force, mean 3.08 for leadership practices.

392 Stuck in the Middle with You: Agency Staff or Hotel Housekeeping Worker?

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In response to the flexibility literature's neglect of employees' response to flexible working arrangements, this paper aims to investigate whether flexibility offers a new approach that might benefit flexible workers. It adopts a qualitative methodology in the form of semi-structured and in-depth interviews with hotel housekeeping managers, their partner agency managers, and their flexible workers. The results demonstrate that while pursuing labour flexibility appears to be inevitable in hotel industry, employees are being relatively treated as a 'cost' rather than human resources.

SE3, Sunday, March 29, 4:30-6:00 P.M.

Session: Tutorial

Session Chair: Dhrupad Mathur

S.P. Jain Center of Management

403 Knowledge Management: Tools and Techniques

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In competitive and uncertain market where technologies, products and services are changing very fast, companies are required to develop ability to create, disseminate and effectively use organizational knowledge. As mentioned by Toffler in his book titled third wave 'knowledge wave' is arrived and knowledge management is seen as key success factor for business success and survival in this knowledge economy.

MA1, Monday, March 30, 9:15-10:30 A.M.
Session: Case Studies
Session Chair: Rashmi Shahu
Shri Ramdeobaba Kamlanehru Engineering College

130 Analysis of Factors for Employee Retention – A Case at India Bulls Mega Store

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In a work place where employees are not able to use their full potential and not heard and valued, they are likely to leave because of stress and frustration. This research is an attempt to study the various factors for employee retention. The paper focuses on the research findings and analysis through the responses given by 175 employees of India bulls Mega store in Nagpur region. The paper gives the major factors for labor turnover at India Bulls Mega store and suggests the means for retention of employees.

269 A Case Study Approach for Understanding Supply Chain Orientation in Indian Pharma Industry

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Supply Chain Orientation is defined as the recognition by a company of the systematic, strategic, implications of the activities and processes involved in managing the various flows in a supply chain. Thus, a company possesses a supply chain orientation if its management (in its entirety, not just one or two individuals) can see the implications of managing the upstream and downstream flows of products, services, finances, and information across their suppliers and customers. It is prerequisite to have supply chain orientation across the companies directly connected in the chain for successful implementation of supply chain management

280 People Centric HR Practices through Employee Empowerment: Demystifying a Case of Practicing Organization

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Empowerment system at workplace is an important contribution to organizational effectiveness and growth. It is mental and emotional involvement of employees that encourages them to contribute to goals by sharing equal responsibility. It has numerous limitations, but, when its pre-requisites are met and the amount and type used reasonably fit the situation, it offers potential for higher productivity, greater job satisfaction, constant growth, continuous improvement and other innumerable long-term benefits. The present study has answered several questions in creating a World Class Organization, a High Performing Workforce and crystallizing the reasons "WHY TOP" performing companies are different.

419 A Survey of Capital Budgeting Practices in the United Arab Emirates (UAE)

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The study surveys the capital budgeting practice in pri-vate and public sector enterprises in UAE. The study attempts to fill a gap in the existing literature of capital budgeting practice in the developed and developing economies. The study used a random sample of 45 companies representing different economic activities from both the private and public sectors. The study found a sizable number of public enterprises that do not use capital budgeting techniques in their capital investment decisions while the majority of private sector companies use these methods. Among the corporations that use capital budgeting methods, both in the public and private sector, the payback method (PB) is the most widely used method, followed by the Net Present Value (NPV) and the Internal Rate of Return (IRR) in the private sector and the public sector respectively. The study also revealed additional factors such as cost, size, quality and experience that affect the capital budgeting process in both sectors. However, there are differences in the level of their importance.

MA2, Monday, March 30, 9:15-10:30 A.M.
Session: Customer Relationship Management
Session Chair: Mohamed Nour
The University of Sharjah

238 Customer Relationship Management-A comparison of select service sectors in India

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Customer Relationship Management is gaining relevance given the rising customer acquisition costs, shrinking profits and intense competition. Post-liberalisation, India has seen a massive growth of the service sector like Telecommunication, Hotel and Hospitality, Airlines, Banking and Insurance services. However, a closer look at these sectors reveals that only some of the organisations have been proactive in adopting CRM practices leading to sustained business growth, strong customer loyalty and reducing customer attrition. In this paper, the authors have attempted to document certain cases of successful implementation of the CRM practices which have led to increased profitability and enhanced customer satisfaction.

245 On the Use of Survival Analysis to Improve Customer Management

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The considerable rise of competition in the Portuguese fixed telecommunications industry for the last decade has given rise to a phenomenon of customer defection, which has serious consequences for the business performance and, therefore, for the economy. As such, researchers have recognised the importance of an in-depth study of customer defection. This study aims to understand customer lifetime in a contractual setting in order to improve the practice of customer portfolio management and, thus, help firms to become more successful. A duration model is developed to understand the residential customer churn in the fixed telecommunications industry in Portugal.

361 An Integrative Framework for Customer Relationship Management (CRM): An IT Perspective

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Customer relationship management (CRM) is predicated on the notion that understanding and responding to customers are key to customer satisfaction, retention, and ultimately revenue growth and profitability. With the increasing power, reach, and role of Information and Communications Technologies (ICT), business organizations are increasingly finding new reasons and ways for exploiting these technologies. However, many issues surrounding CRM remain largely unresolved. This paper provides a contribution in this regard by proposing an integrative framework and a client/server architecture for CRM to better assist in its understanding, development, and implementation.

418 Cross Cultural Product Symbolism among Indian Expatriates in UAE

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Consumers buying process does not always consider the economic rationale, product utility, functional performance and sometimes subjected to price sensitivity. It is based on social acceptability, perceptible status and is used as a tool of symbolic communication with their immediate neighborhood and social groups to seek affiliation and create impression management. This paper examines the empirical evidence of the concept of consumption mix among the Indian expatriates in UAE and suggests that variations exist in standard packages between the type of occupations, period of stay and religion. The study will help the marketers to segment the expatriate Indian market.

MA3, Monday, March 30, 9:15-10:30 A.M.

Session: HRM-II

Session Chair: Vijaya Talluri

PSG Institute of Management

120 The Entrepreneurial Personality: The Human Side of Small Scale Business

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A sample of 300 entrepreneurs has been chosen from manufacturing and service sectors to gather data on the presence of entrepreneurial characteristics. An attitudinal study has also been conducted over 200 small-scale entrepreneurs to ascertain if there is any perception difference in attitudes. The study reveals that while perceptions are shared there are distinct differences in the presence and intensity of entrepreneurial characteristics across sectors, with the service sector showing higher intensity than manufacturing. A model of entrepreneurial development called '4C Model' which hypothesises that clarity impacts courage, leading to capability, finally leading to congruence.

133 Looking inside for Effective Programme Exit Strategy

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The absence of well developed staffing strategy may jeopardize the programme goals of donor organizations creating insecurity and mistrust among employees and local community during programme exit. Literature on programme exit strategy is limited to withdrawal of resources from programme regions with little or no focus on the impact of staffing strategy on programme exit. This case study provides insights into the significance of aligning human resource staffing strategy with programme exit strategy in order to ensure the sustenance of development and future progress toward the achievement of programme goals by corporate, non governmental organizations and international donor agencies.

200 HRM in India - Rievew and Avenue for Research from Technolgy and Business

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India is emerging as a super power, and viewed by international investors, business conglomerates and tertiary education providers as a land of opportunity. This paper garners, integrates, discusses research on HRM in India and its impact on technology and Business Management. It is within this complexity that research on India and its workforce is presented by illuminating HRM as embedded in the Indian environment with its intricate epistemologies and transitions in a period of dynamic change.

393 The Rhetoric and Reality of 'Control' in Organisational Environments with a TQM

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By drawing on multi-case data, there is some evidence to suggest that TQM effectiveness can be viewed as a direct function of the controlling mechanisms that senior managers created prior to TQM implementation. More importantly, control tools of TQM were not used by non-managerial employees with which they could reduce variability or achieve uniformity, rather they were regarded as a weapon used by their managers against them.

MB1, Monday, March 30, 11:00-12:15 P.M.

Session: Globalization

Session Chair: V. Venkata Ramana

University of Hyderabad

184 Selling the International Job: An Analysis of Recruitment Advertising

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As the globalization of business continues apace, the need to compete for talent on a global scale has become critical. However, companies have unsuccessfully attempted to use the same strategies that they use in their home countries. This paper analyzes a critical step in the attraction of talent – advertisements for international positions – to assess the implementation of principles of recruitment. Preliminary analysis shows differences in international recruitment advertising by country of origin, target talent pool, industry and nature of the position. Implications for research and practice of international recruitment advertising are discussed.

198 Analytical Study of Indian and International Accounting Standards and Practices

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In the present business scenario harmonisation of various accounting bodies regarding preparation and presentation of financial statements are must. Similarity in accounting system with respect to the global environment will result in more fair and transparent presentation of accounts and its understandability. Investors and general public at large will also be benefited, since, accounts will present the same picture what ever may be the geographical location of the company. This paper will cover the analytical study of Indian and international accounting standards with respect to Infosys company which is listed in Indian as well as foreign stock exchange.

224 Franchising Networks Internationalization: A Model Conception

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The aim of this study is to analyze the most important variables for the internationalization of the franchising Iberian companies. This analysis is based on the agency theory and resource theory. We studied it using several statistical methods applied to the answers given by companies to a questionnaire sent to all Iberian franchising companies. The conclusions point there are some relevant variables to be considered in the internationalization such as age, dimension, bond, dispersion, structure of the network and some variable connected with environment and motivational factors.

289 Global Financial Crisis: An Impact of Local Greed

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Globalization and free markets opened up opportunities across the borders. Financial landscape of United States of America is altered by the lack of vision, greed for higher profit from consumer and distorted lender perspective. In this paper, the authors attempt to address the root cause of global financial crisis and evaluate how local financial greed becomes the epicenter of Global financial crisis. The paper also spells out measures that can be taken to overcome the present crisis by adhering to intrinsic value proposition of a product and applying the same principle to root cause of present crisis.

MB2, Monday, March 30, 11:00-12:15 P.M.
Session: Manufacturing Management
Session Chair: Alok Satapathy
N.I.T.Rourkela

106 Tools for Lean Manufacturing to Achieve World Class Business

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The paper to identify how the concept of agile can be made more relevant to achieve world class technology. The question in this paper is which problems the management of manufacturing may encounter when it wants to organise the globalization management of the professional manufacturing more systematically for world class technology. These problems such as, determining norms, developing a dynamic world-class management methodology for world market society, the demonstrability of agile in the professional technology. The paper uses a case study to illustrate its findings based on company experiencing both rapid growth and increasing international competition.

112 Abrasive Wear Performance of Glass Fiber Reinforced Polymer Matrix Composites

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The incorporation of silicon carbide (SiC), Alumina (Al₂O₃) and pine bark dust (PBD) fillers on three-body abrasive wear behaviour of random glass fiber-epoxy resin (RGF-Epoxy) composites has been investigated. Dry sand/rubber wheel abrasion tests were carried out at 200rpm test speed. The tests were carried out at 50N and 75N loads by varying the abrading distance from 200 to 600m. The mass loss and specific wear rate of the composites reduces significantly on the addition of SiC filler. The predominant wear mechanisms in the case of Al₂O₃ composite were plastic deformation, micro-cutting, pitting in the matrix, and fibre removal.

113 Parametric Appraisal and Damage Assessment during Erosion of Glass-Epoxy-Alumin

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Sandhyarani Biswas, N.I.T.Rourkela, biswas.sandhya@gmail.com

Composites are synergistic combinations of two or more micro-constituents that differ in physical, chemical combination. A hybrid composite consists of the matrix reinforced with fibers and particulate fillers. Alumina has the potential to be used as filler in such a multi-component system. This paper presents the parametric appraisal and develops a predictive model for the damage assessment during the erosion of glass-epoxy composites. For this purpose, an erosion test configuration and the design of experiments approach utilizing Taguchi's orthogonal arrays are used. The systematic experimentation leads to identifying significant factors and their interactions that predominantly influence the erosion wear.

121 Group Testing Using Block Testing Strategy

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This paper considers probabilistic group testing with two different proposed strategies. The strategies proposed are complete inspection of defective blocks strategy in which a block tested positive will be subjected to individual testing of every unit of the block and the other strategy namely sequential inspection of defective blocks strategy in which a block tested positive will be subjected to a sequential testing algorithm. The proposed strategies were validated using simulation for different values of group size and the incidence of probability and implications are drawn. Finally, the relative efficiencies were calculated to measure the efficiency of the strategy proposed.

MB3, Monday, March 30, 11:00-12:15 P.M.
Session: Workshop
Session Chair: Parag Sanghani
AES PG Institute of Business Management

401 IT Enabled Transformations in Public Sector and Government

Dhrupad Mathur, S.P. Jain Center of Management, dhrupad.mathur@spjain.org

Government departments and organizations across the globe are striving to achieve a better level of performance and transparency by introducing IT enabled transformations. However, the policy makers as well as IT project managers find it difficult to embark upon this journey, that many a times, questions the fundamentals of legacy. This session touches upon various technical and experiential aspects of introducing IT led change in the government and public sector. (a) Typical characteristics of Large Scale IT programs (b) Issues in conceptualization (c) Issues in initiation (d) Process Reengineering and change Management (e) Procurement (f) Role of consultants/Consulting organizations (g) Possible Solutions: Optimizing the transformational journey

MC1, Monday, March 30, 1:30-3:00 P.M.
Session: Conference Theme-II
Session Chair: Dileep Mohanachandran
Acharya Institute of Management and Sciences

158 A Conceptual Framework for an Efficient Management

Afsaneh Zamani Moghaddam, afz810@yahoo.com

With the new Millennium and spread of globalization, the world is facing continued changes and more complex trade issues. This complexity requires advanced leadership therefore makes it a necessity to provide improved managerial skills with advanced methods to create organization frame work to resolve the economical, social and cultural issues. Six components are: participation management human resource development empowerment information communication technology learning organization entrepreneurship weused 46 standards by mailing questioner to high, mid and lower level of 200 managers. and analyzed the difference between action and vision condition

163 Leveraging Technology Towards People Management and Business Excellence

Dileep Mohanachandran, Acharya Institute of Management and Sciences, dilaims@aol.com

Ramesh Muthuswamy, Acharya Institute of Management & Sciences, ramandsur@yahoo.co.in

Leveraging Technology towards Business ExcellenceThe use of technology in people management has increased dramatically and is now a vital aspect of many people related decisions such as manpower planning, recruitment and selection, T&D, PMS, BPM etc. Integration of technology and HR would not only mean harmonious co-existing but would also mean the journey towards business excellence. This paper explores the importance of technologies (HRIS) currently in use for people management with retrospection on these technologies adopted by many industries.

186 Impact of Technology on Business and Knowledge Management System

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KMS offers integrated services to deploy KM instruments for networks of participants, i.e. active knowledge workers, in knowledge-intensive business processes along the entire knowledge life cycle. KMS can be used for a wide range of cooperative, collaborative, adhocracy and hierarchy communities, virtual organizations, societies and other virtual networks, to manage media contents; activities, interactions and work-flows purposes; projects; works, networks, departments, that to enhance, leverage and transfer in new outcomes of knowledge providing new services using new formats and interfaces and different communication channels. This paper explores the importance of technologies currently in knowledge management for business growth and development.

301 Intelligent Six Sigma for Indian Organizations: A critical review

Prithvi Yadav, GHSIMR, Prithvi.yadav@ghsimr.org

In Indian organizations, six sigma has been implemented quite effectively since last one decade or so and successes have been experienced in almost all sectors. At the same time, emergence of Business Intelligence (BI) has attracted attention in Indian industries. In the present paper, an effort has been made to critically review integration of BI & Six Sigma in Indian Organizations. It has been observed that organizations have started deriving an extra benefit by integrating both these concepts.

395 Mobile Phone Recycling

Deep Agrawal, Institute of Management, Nirma University, agrawal.deep@gmail.com

According to the statistics of July 2008, about 11,000 tons of used mobiles phones are to be disposed off in United Kingdom alone. This has called for recycling of older mobile phone handsets to reduce the toxic wastes emanating from them. This paper aims at providing an introduction into the various facets of this area.

MC2, Monday, March 30, 1:30-3:00 P.M.

Session: E-Commerce

Session Chair: Petr Fiala

University of Economics, Prague

217 Supplier Selection by E-auctions

Petr Fiala, University of Economics, Prague, pfiala@vse.cz

Supplier selection processes have received considerable attention in business. Determining suitable suppliers in supply chain networks has become a key strategic issue. Procurement managers choose a portfolio of possible suppliers and negotiate quality, quantity, price, and other parameters. Auction theory has caught tremendous interest from both the economic side as well as the Internet industry. The popularity of auctions and the requirements of e-business have led to growing interest in the development of complex trading models. Supplier selection process is formulated by multidimensional auctions. Approaches for modeling and solving of multidimensional auctions are proposed.

229 An Investigation into the Adoption of Electronic Commerce in Saudi Arabian SMEs

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Ben Clegg, Aston University, *Roya Gholami*, Aston University

Electronic commerce (e-commerce) has become a driving force for an increasingly interconnected global economy. Developed countries seem to have comparatively more advanced technological infrastructures for enabling e-commerce adoption. Conversely, developing countries have still to reap the benefits of e-commerce. Moreover, little research attention has been focused on the study of e-commerce adoption in developing countries, and particularly in the Arab world as a whole, to assess the relevance of e-commerce in these unique environments. This study aims to explore the status of e-commerce by assessing technological, organisational and environmental contexts of Saudi Small and Medium Enterprises (SMEs) to adopt e-commerce.

256 E-Entrepreneurship Awareness and Opportunities

S. Sudalaimuthu Shanmugam, Bharathiar University, sm_vcas@yahoo.com

The purpose of this paper is to assess the e-entrepreneurship awareness and opportunities. The emergence of the Internet and developments in Information and Communication Technologies (ICTs) have opened new opportunities. Methodology - This paper is based on primary data collected through the well structured questionnaire. The study tested few hypotheses with suitable tools. Factor analysis is also used to reduce the variable and find out the most influencing factor in e-entrepreneurship business. Findings: The study reveals the low level of awareness about e-entrepreneurship among the educated but there are plenty of opportunities available to do ICT based e-business.

304 B2B Procurement Practice in Indian Subcontinent: Opportunities & Trends

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Hitesh Gupta, Birla Institute of Technology, hitesh_hit2@rediffmail.com

Business entities today exist in a highly competitive world. They are constantly innovating to meet their business objectives of providing essential and unique products as well as services to their customers. So is the case with B2B organisations. Right Product procurement is the key to every organisation's success. One ultimately wants senior management to be happy with products and services it procures. Therefore vendor insight is vital to any business. Organisations constantly try to grab the opportunity of getting more and more quality vendors as well as retain them in a long run with the help of their relationships.

360 Smart Application for Integrating Various Govt. Agencies

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Nayan Agarwal, ABV-IIITM

With the advancement in ICT's government nowadays are getting serious as how to improve delivery of service mechanism to its citizens. Smart card is now coming up as a tool that various governments can take up to provide services to its valuable citizens. In this research I have tried to raise issues that how smart cards can be used for this purpose. Responses of government providing smart cards services & citizens using cards are collected through questionnaires & are analyzed. The analysis showed that there exist many gaps related to technology, policies. The gaps are identified through gap analysis are taken into deep account & I tried to find out the reasons & proposed the framework for it. Smart cards system design followed by a regulatory framework along with model of contents of smart cards are the result of the framework proposed.

MC3, Monday, March 30, 1:30-3:00 P.M.

Session: Learning

Session Chair: Debarshi Mukherjee

Indian Business Academy

109 Transformation of Educational Philosophy and Rise of Ekalavyas – A Conceptual Framework

Debarshi Mukherjee, Indian Business Academy, debarshi_mukherjee@yahoo.com

Issues related to the pedagogy, delivery and retention of knowledge have been the concern for researchers over centuries. People have always tried to find out the best way of imparting education. This paper tries to investigate the nuances of classical models of formal education and develop a pedagogic concept which is more flexible and student centric. Analogy of Ekalavya of ancient India has been drawn here to substantiate the relevance and utility of this model. It advocates the need of eLearning pedagogy in Management Education for corporate citizens and analyzes the factors that foster self learners under technology driven processes.

128 Leadership Skills for Management Student as Future Leaders

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Management students are future leaders at any country. Management Universities convey managerial knowledge to their students adequately, but creating, improving and strengthening their leadership skills are not ensured. The present article investigates a self assessment tool for management students whereby they can evaluate their leadership potentials at any time. To develop the tool, the Principal Component Analysis, Inter-item correlation, Correlation coefficient and Cronbach's alpha methods were used. The results show that the leadership skills for management students can be divided into seven comprehensive factors. Based on such factors, each student can check his/her leadership skills and prepare an action plan for improving the skills.

300 Competency Mapping and Work Life Balance

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Organizations nowadays are spending considerable time as well as expertise to arrive at competency models – Clusters of knowledge, skills, attitudes, motives and values required to turn out superior performance. This is a competency era. It is beyond doubt that its beneficial and cost effective to have competent people occupy higher-level positions. Many organizations in India and abroad are channeling efforts to map competencies and implementing assessment and development centers. The need of the hour as indicated by many organizations is to design and implement low cost assessment & development centers, specially designed to meet requirements of developing economies like ours. In view of this Rane Engine Valve Limited was taken up as a special reference to study competency mapping.

315 Second Life as Learning Tools in First Life

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Over the years, Second Life has provided ways for the world of academia to put to use creativity lending to immersive education, distance learning, knowledge sharing, faculty networking—and many other ways to enhance the collective educational community's efforts in the real world. The success of such projects within Second Life can be credited to the many innovative educators, academics, and students who have chosen to utilize Second Life in education. This research aims to investigate perceptions of use and continuance decisions of using Second Life Virtual Classroom as learning tools in the existing life.

373 Emotional Regulators: Its Impact on Students' Academic Performance

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P. David Jawahar, Bharathidasan Institute of Management, davejawa@yahoo.co.in

This paper studies relationships between Emotional Regulators and its impact on students of higher education institutions in Dubai, UAE. Emotional regulators tend to be one of the major predictors in academic performance, as abilities alone do not provide such prediction completely. Non-academic factors directly affect academic performance. Hence, there is a need for a study of non-academic factors that have a bearing on academic performance. Such factors could vary on an individual-student basis, and when students go abroad for higher studies. These factors, in turn, impact thinking styles of students, and thereby their academic performance.

ME1, Monday, March 30, 4:30-6:00 P.M.

Session: Education

**Session Chair: K.A. Krishnamurthy
Sri Siddhartha Institute of Technology**

103 Impact of IT in the Development of Medical Libraries and & Information Centers

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The present study deals impact of IT on the development of collection, services, and technology in MLICs. Objectives: (a) To study the background of medical libraries and information centers in IMSU (b) To examine the services and facilities rendered by medical libraries and information centers to the users (c) To study the digital collection of medical libraries and information centers (d) To find out the awareness and use of digital resources by the users (e) To trace the problems and difficulties in adopting IT in medical libraries and information centers (f) To suggest ways & means

104 How Emotions Affect Click Through

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This study proposes a framework on the role of incentives and emotions and their effect on banner ads effectiveness. More specifically, how emotional appeals affect banner ad click-through rates in the presence or absence of incentives was explored. For this, data was collected from three cities in India and the same was statistically tested to find out whether there is any relation between incentives offered on banner ads, the emotions that arise after viewing those banner ads and the purchase intention of viewers. The basic aim of this research study was to explore the psychology of prospective online consumers.

193 GATS: Crucification of India's Higher Education

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India has emerged a leading player in the services arena. In view of the fact that service sector has played pivotal role in re-engineering the growth process of India. Since the challenges India faces is no more local but of global character, therefore, I intend to focus my research paper towards the negative impact that GATS may exert on the higher education in India.

211 Presentation of an EI-Based Managerial Model for Development of the Faculty Members

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Purposes of the study were: 1) recognizing the key characteristics of EI-based academic management, 2) evaluating the current situation of Islamic Azad universities in terms of the related characteristics, and 3) presenting an appropriate model for universities under study. The methodology was descriptive survey. Using stratified sampling, data were randomly gathered from 400 faculties. The data gathering tool was a researcher-made questionnaire with 70 items in five-point Likert scale. The identified model considered most appropriate for implementation within Islamic Azad universities. Experts of higher education evaluated suitability degree of proposed model above the average.

227 Developing a Research University and Fostering an Environment for Innovation

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This article tries to highlight the importance of a research university as an instigator; promoter; collaborator; and magnet for talent, technological innovation, and entrepreneurial activity for fostering an innovation environment for Iranian higher education system. By reviewing the literature, the researcher tries to extract the main factors and components in order to prepare a conceptual model. The research method is qualitative and quantitative. The statistical sample consists of university presidents, administrators, faculty members and technology experts.

353 A Research Model of Integrated Educational Supply Chain for the Universities

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The exploratory study investigates the education supply chain, research supply chain and educational management as major constituents in integrated educational supply chain management (SCM) for the universities. This framework provides two main contributions to the society, including human resource contribution and research contribution. The research model for the universities provides a novel approach for decision makers of each supply chain components to review and appraise their performance toward fulfillment of ultimate goals, i.e. producing high-caliber graduates and high-impact research outcomes for the betterment of the society. This paper provides a novel approach to developing and assessing SCM application in academia.

ME2, Monday, March 30, 4:30-6:00 P.M.
Session: Organization Behaviour
Session Chair: V. More
MGV's Institute of Management & Research

182 A Study of Relationship Between the Learning Organization and Organizational Commitment

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The notion of the learning organization has become one of the new buzz words in the management, traditional organization can not matching with today's changes .The purpose of this paper is to determine Relationship Between the Learning Organization and Organizational Commitment . for determine of Learning Organization rate we use 5 indices :Systems thinking ,Personal mastery,Mental models,Building shared vision,Team learning and Organizational Commitment is measured through affective , continuance and normativeCommitment.Findings showed that there is a positive and significant relation between grades of learning organization indices and Organizational Commitment in Esfahan UniversityHospitals .

195 Effect of SMET on Emotional Dynamics of Managers

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This paper presents empirical evidence for a scientific means of improving Emotional intelligence. Self Management of Excessive Tension, SMET, is an easily learned, Yoga-based technology, developed at India's top Yoga research institution, SVYASA. Thoroughly researched, it has been endorsed by some of India's leading corporations for the peace of mind it develops. Previously shown to improve human physiology, psychology, and professional efficiency, research reported here found that a 6 week, part-time SMET program at a leading New Delhi Corporation increased Emotional Intelligence in business managers by 12%, and scores on Emotional Competence subscales up to 16% .

199 Relationship between Emotional Quotient and Guna Typology

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This is a study to explore the relationship between E.Q. (Emotional Quotient) and Guna Typology. Other studies have shown that the leaders with high emotional intelligence see changes as opportunities for achieving something better. Further, they cherish not stability but ongoing development of individual workers and the organization itself and thereby sustainable development. An empirical study was undertaken at New Delhi with sample size of 170 executives. The present study shows that there was no correlation between EQ and Guna typology leading us to the conclusion that EQ and Guna typology are two distinct concepts entirely .

204 The Influence of Employee Wealth Program to Motivation Work in PT X

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Big challenge to every organization is to find breakthrough to achieve employee satisfaction and productivity in order to maintain a sustainable organization. PT. X has conduct employee wealth program that has purpose to increase motivation of their employee. Motivation in this context refers to the initiation, direction, intensity and persistence of human behavior. It can be conclude that between employee wealth and motivation has a middle up relationship. From hypothetical test, it can be conclude that if employee wealth as employee expectation, so than their working motivation will be increase.

282 A Study on Employee Morale in Small and Medium Scale Industries

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Kalpana Jayakrishnan, Acharya Institute of Management & Sciences, kalpijay@gmail.com

The study of industrial attitude such as morale is an important subject of research, since it constitutes the core of industrial harmony. Hence, in the present research, an attempt is made to study the employee morale on various dimensions. The study aims at facilitating the management to create a culture that boosts the employee morale and deepen their commitment in moving the business forward. It is found from the study that, the level of morale is high and the degree of correlation is low between employees of small and medium scale industry.

ME3, Monday, March 30, 4:30-6:00 P.M.
Session: Workshop
Session Chair: Thomas Mathews
St. Francis Institute of Management & Research

402 Intergenerational Issues in the Classroom/Workplace

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To begin, the audience will be requested to identify with their respective generation through their awareness of popular culture, news events, and attitudes toward work and technology. Next, the workshop facilitators will discuss the theory that each generational representative brings different preferences and ideologies about role management and technology to the workplace. Further, in-depth literature review and current studies conducted by the workshop facilitators will guide managers to direct the intergenerational workplace.

TA1, Tuesday, March 31, 9:15-10:30 A.M.
Session: Operations Management
Session Chair: Bhavin Shah
B. K. Majumdar Institute of Business Administration

196 An Inventory Model for Perishable Items in Supply Chain under Partial Trade Credit

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In this paper, an inventory model is developed under two levels of credit when items in the inventory deteriorate at constant rate with time. It is assumed that retailer avails full trade credit offered by supplier however retailer extends only partial trade credit to the customer. Proposed model seeks to maximize retailer's profit and optimal strategies for retailer are derived under the conditions of two levels of credit and perishability of the item. Finally, a numerical example is given to illustrate theoretical results followed by sensitivity analysis of various parameters to support the proposed model.

197 Optimal Pricing, Shipment and Payment Policy for an Integrated Supplier-Buyer Inventory Model with Trade Credit

Nita Shah, Department of Mathematics, Gujarat University, nita_sha_h@rediffmail.com

In this study an integrated supplier-buyer inventory model is analyzed when market demand is quadratic, retail price sensitive and the supplier offers a permissible delay in payments. Trade credit policy is "two-part" strategy namely "net credit" that considers cash discount as well as delayed payments. The objective is to determine optimal pricing, ordering, shipping and payment policy to maximize joint profit per unit time. Numerical example and sensitivity analysis is given to illustrate the results obtained by proposed model and to derive managerial insights.

299 Challenges in ERP Project Management-Reaching an Optimal Approach

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In present financial situation, cost cutting measures are decisive factor for survival of on-going IT ERP projects. ERP projects need to be understood by the project managers from assorted perspectives such as implementation issues, technical capabilities, and top management philosophy. In this paper, the author attempts to bring fundamental challenges associated with ERP project management and proposes various measures culminating in to an optimal approach that can be adopted to make global ERP projects managerially implemental, financially sound, technically feasible and ethically valued.

333 Some Familiar Concepts Re-Visited

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The origin of the term 'active power' (P), 'reactive power' (Q) and the 'power factor' is traced. It is pointed out that these terms apply to a uni-port linear network under steady state response of a sinusoidal excitation. With non-linear and switched loads both in case of single- phase and three- phase circuits, it is pointed out that there is confusion about the use of some of these concepts. Attempts are made to bring some clarity regarding these concepts.

400 Bayesian Estimation of MTTF for Exponential Distribution: A Bessel Function Life Testing Model

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Sharad Saxena, SAS R&D, Pune, *Housila P. Singh*, Vikram University, *K. Surekha Rao*, IU Northwest

In general, failure and repair times for systems and components are thought of as being random in nature and therefore unpredictable. Even though these lifetimes are random, they can be modeled through the use of probability density functions. This paper studied the problem of Bayesian estimation of the mean time to failure (MTTF) when the life times are exponentially distributed. Exponential distribution yields Bessel function model in life testing. Censoring is a distinguishing feature of the field of survival analysis and in this paper we consider Type – II censoring that implies the life tests are terminated after pre-assigned number of failures has been considered. Bayes estimator of the average life has been obtained under LINEX loss function. We also obtain corresponding Bayes estimators under squared error loss function (SELF) propounded by Bhattacharya (1967) and compare the results from the two loss functions We propose avenues for extensions of these results for Weibull life testing model.

TA2, Tuesday, March 31, 9:15-10:30 A.M.
Session: Service Industry
Session Chair: AbdelRahman A. AbdelRahman
Al Ghurair University

110 A Study on Impact of ICT Practices in Indian Unorganized Tourism Sector

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Tourism industry is growing in India at speed, ICT practices has carved a new dimension in the existing practice – eTourism. The scope of tourism products and info-mediaries has grown immensely over a short period of time discernibly. Although India has low penetration in terms of internet access still ICT tools if exploited properly in tourism domain may churn out a good business opportunity with quality service and education. This paper looks into the issues of mass education on ICT practices and proposes a conceptual model where Training and Trading gets entwined to deliver a good business model.

164 Evaluation of Service Quality Offered by Govt. and Pvt. Hospitals in Bikaner

Surendra Vyas, Government, Engineering College, surendrakumarvyas@yahoo.co.uk

Quality of service is becoming an important element in determining the value of a service as it provides a basis for customers to distinguish between competing service organizations. In this paper, a study of service quality perception is undertaken covering four hospitals of the city of Bikaner. 'Service Quality Model' is used as a conceptual framework for understanding service quality delivery in health care services. SERVQUAL questionnaire for the measurement of Gap 5 is used as the measuring instrument. The study suggests improvements across all the five factors of service quality- tangibles, reliability, responsiveness, assurance and empathy.

348 Impact of New Operators' Entry in Telecom Market

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A new entry in any market is very tough but if planned adequately the whole process can be made very smooth and fruitful. As it is known that TRAI has allocated mobile spectrum to new players (Unitech, Datacom, Swan) for operations in different circles in India, we are analyzing the whole scenario and its effect on the present telecom sector and the probability of their survival in the present cut throat Indian Telecom market with reference to the factors affecting the sustainability of any telecom operator.

420 Is Bureaucratic Corruption a Barrier to the Adoption of Transactional E-Government?

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The study examines the impact of bureaucratic corruption, economic freedom, and e-government readiness on the probability of having in place transactional e-government or Web-enabled transactions for public services. The study uses a logistic regression model and aggregate data on a cross-section of countries to investigate this relationship. The principal finding of the study is that the level of a country's corruption reduces the probability of having transactional e-government whereas the presence of economic freedom and high levels of e-government readiness enhance such probability.

TA3, Tuesday, March 31, 9:15-10:30 A.M.

Session: Information Systems -I

Session Chair: Arindam Banerjee

SP Jain Center of Management

102 The Role of MIS and DSS in Manager's Decision Making Process

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Today there are varieties of information systems such as TPS, DAS, KWS, MIS, DSS, ES, CSCWS, GDSS and ESS. Each plays a different role in organizational hierarchy and decision making process. This paper has selected two main information systems, namely, MIS and DSS. After discussing the decision making process based on each concept, its characteristics, relations, connections of each concept to decision-making process have been determined. At the same time, different models and figures are presented to enrich the discussion and to highlight precisely the status of each MIS and DSS information system in organizational decision making.

226 The Role of Theory Building in Management Information System in Higher Education

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The purpose of this study is the investigation, The role of theory building in management information system in higher education. A qualitative and quantitative method was used in this study. The Purposive sample included 30selected Faculties deans , departments heads and faculty members whom were interviewed deeply. The category consist of components such as considering, cultural awarness, norms, rules, environmental circumstances, technology and system of management.

288 Impact of Information Technology: The Case for Indian Banking

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Technological innovation, especially information technology applications majorly influenced Indian banking sector. Following the works of Garbade and Silber (1978), the paper reviews the effects on banking organisations with reference to front office/external changes described by the nature of product and service offerings. Following Morris (1986) it considers the innovations in the back office/ internal (operational function) changes. The paper is grouped into four distinct periods: the first wave/early adoption (1864-1945), the second wave/specific application (1945-1965), the third wave/the emergence (1965-1980) and the final push or diffusion (1980-1995). Following global benchmarks, the paper studies similar waves in the Indian context.

TB1, Tuesday, March 31, 11:00-12:15 P.M.
Session: Strategy -II
Session Chair: Gaurav Sojatia
Acropolis Institute of Technology and Research

119 Using Strategic Planning Model to Improve Iran Higher Education NG-NP

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This research is aimed to identify circumstances and problems through internal and external analysis in one of greatest branches of nongovernmental and nonprofit higher education system in Iran named Islamic Azad University of Khorasgan, Esfahan, descriptive – survey research and qualitative method. The statistical population and sample included all senior managers the university. The instruments were interview and researcher- made questionnaire, so identified weaknesses and strengths, and opportunities and threatens of university, and major problems and strategies.

327 Collaborations among Government, University and Industry

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The aim of this article is development and presentation of a conceptual pattern of factors affecting on interorganizational collaborations effectiveness among government, university and industry. Finally, it is concluded remarks including discussions and issues, implications for managers, and directions for further works.

336 Theatrical Reading over Crossing Private Sector Strategic Planning Models

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In this article is trying with reading over strategic planning models which are used in private sector investigating capability of using of these models in strategic plantings of eleemosynary sector and also analyzing efficiency scale of these models in eleemosynary sector and expressing strengths and weakness points of it in such originations. Finally, it is concluded remarks including discussion, summary of implications for managers, and directions for further work.

352 Corporate Governance - Governing the Corporates

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Effective Corporate Governance practices begins at the board level and composition of the board of directors is a principal driver for proactive functioning of the corporate. It is expected that the market regulator should design and execute the stricter compliance standards. This paper analyses the corporate practices followed by TATA, way before the introduction of clause 49 of listing agreement by the SEBI. The paper also suggests a view point that Corporate Governance is all about constant vigilance.

TB2, Tuesday, March 31, 11:00-12:15 P.M.

Session: Workshop

**Session Chair: Surendra Vyas
Government, Engineering College**

405 Case Based Teaching: A Concept Note

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Of late more B Schools have been using cases in classroom discussions. In today's real world of business, intuition, lateral thinking and the ability to take decisions amidst limited information, are the capabilities that managers must possess in abundance. Cases go a long way in developing such capabilities.

In real-life situations, managers tend to manipulate facts and figures without clearly defining the problems. Cases help students in understanding how to ask the right questions and develop a better conceptual understanding of the problem at hand. Cases also help students sharpen their analytical skills, since they must produce quantitative and qualitative evidence to support their recommendations and decisions.

Management is more about skills and philosophy rather than techniques or concepts. The best way to learn a skill or philosophy is through in a simulation-type process. This is where the case method of instruction comes in handy. It is built around the concepts of metaphors and simulation. Each case is a description of a real business situation and serves as a metaphor for a particular set of problems.

The broad aspects to be covered in the workshop are: The essence of case discussions, Where cases are not appropriate, Some useful ground rules, Creating a new mindset, and Student-driven approach

TB3, Tuesday, March 31, 11:00-12:15 P.M.
Session: Information Systems-II
Session Chair: S. L. Gupta
Birla Institute of Technology

325 Understanding Software Maintenance Costs Using a Gap Perspective

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Software maintenance costs are estimated to be between 40 and 80 percent of overall costs in the software lifecycle (Pressman, 2005). A rich literature base provides many technical and operational suggestions to make software maintenance less complicated and costly but, there is a paucity of research that focuses on the management aspects of the software lifecycle. Data from a software company in India found problems with documentation, skills, communication, co-ordination, vision, and financial and non-financial aspects of the firm to contribute to a gap identified between software development and maintenance. Strategies to reduce the gap are discussed.

338 Review of Application of Accounting Information System in Petroleum Companies in Yemen

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Today the competitive world has thrown more challenges to the corporate world. More transparent and clear information to the corporate management and its customers also has been the trick of success in today's market. A company can gain confidence and attract more customers if it is very transparent, clear substantial and subjective in its information it provides to its investors and managers. Keeping this in view Accounting Information System has been the talk of the corporate world. The petroleum producing countries are also forced to follow certain technologies in their accounting systems so as to get more information regarding distribution and sharing of profits among its investors. This article is a study on the importance and also applications of AIS in petroleum companies with special reference to Yemen.

364 Privacy Awareness and Preferences Among UAE Users of Social Network Sites

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Social networks are becoming one of the most popular online activities for a large segment of the society. Facebook is the seventh most visited site within the UAE. The proliferation of social networks raises many questions about the risks it poses to personal privacy. The nature of social networks not only depends on disclosing private information but it encourages it as well. We report on privacy awareness, attitudes, concerns, and preferences among the users of social networks in the UAE. We look into the gender differences in privacy preferences and we report on societal acceptance of social networking.

377 Document Summarization Using Pronoun Resolution and Sematic Net

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This paper presents an improved approach to automatic summarization of documents. It is based on first resolving pronouns and then generating a weighted semantic net of related terms. Semantic net along with statistical analysis is used to extract most relevant sentences. Depending on the size of summary, the percentage of sentences to be extracted from each paragraph of the document is determined subject to thresholds. Post-processing checks for the degree of new information in the extracted sentences. The sentences having low new information are dropped from the summary. Experimental results are encouraging.