

### **115 Medical Tourism in India**

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Medical tourism or medical travel is the act of traveling to other countries to obtain medical, dental, and surgical care. After the silicon rush India is now considered as the golden spot for treating patients mostly from the developed countries and Far East for ailments and procedures of relatively high cost and complexity. This is an exploratory study which looks at this sector and what would be the various factors needed to consider to tap this golden opportunity in the current global meltdown.

### **125 Complex Standardization as the Factor of Flexibility and Competitive Ability**

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Research, performed by the authors proved that one of the most significant factors affecting the increase in flexibility and competitive ability of a firm is the conceptual, complex intra-plant standardization. The enterprise implementing the standardization is capable of flexible responding to customer's demands for the assortment, accelerates considerably research, and offers satisfactory delivery terms. That means, the selection of types of the input factors and the method how to use them, the selection of working procedures and procedures of intermediary consumption, definition of the relations in the process of control, rational structure of the final products etc.

### **175 Internet as a Teaching-Learning Enabler in the Context of Management Education**

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The penetration of ICT in diverse fields ranging from business to banking and education to entertainment has profoundly altered the processes and procedures of routine activities. Efficiency in terms of time and relative ease in terms of usage seem to be the obvious reasons for wide acceptance of these technologies. But there is more to it than meets the eye. This paper attempts to gauge the reasons for the growing dependence of educators and students on internet as a tool. It tries to further probe into the impact of technology on student-teacher relationships especially in the context of management education.

### **176 Brand Management: What Next ?**

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Unlike a 'Product Brand', the responsibility for which may be with the marketing department only, all the employees in an organization are brand ambassadors and share the responsibility for building 'Organization Brand'. The 'Internal Brand' survives only if the employees duly propagate it, and the 'External Brand' survives only if the internal brand is carried on strong shoulders. Thus, 'Internal Branding' needs to be seen as a 'Leadership Practice' that aligns all actions and messages with the organization's vision and core values. The paper examines how companies can use 'Internal Branding' as a tool to achieve sustainable competitive advantage.

### **178 The Mapping Framework: A Case Study of Automotive Supply Chain**

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Mapping has been used in many scientific areas as an important framework to a better understanding of a diversity of phenomena. In a supply chain context it helps to visualize all the echoes and to identify problematic areas for further analysis. The main purpose of this paper is to highlight the importance of mapping the supply chains and to call attention to the lack of universal symbols or conventions used on it. To attain this, a case study about the Portuguese automotive supply chain with two different mapping approaches (geographical location and identification of supply chain players) is presented.

### **187 Influence of Complaints on Customer Buying Pattern in India: Empirical Research**

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Companies have recognized the value of customer complaints for improving its offerings and patronage relationships. Effective complaint handling increases enhanced customer satisfaction, positive behavior while diminishing negative word-of-mouth (Blodgett, Granbois, and Walters 1993; Gilly and Gelb 1982; TARP 1986). Extant literature suggests that customer complaints have direct relationship with future purchase and is extremely critical. Therefore, customer complaints should be handled delicately to build a bond which result in higher level of customer satisfaction and long-term commitment. The researchers analyzed the concerns of customers, reasons, organizations responses, corrective action. Researchers provide discussion of results, managerial implications, suggestions for future.

## **202 Role of Human resource Management in Technology Innovation**

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Contemporary business challenges and globalization pressures had a significant impact on the HRM practices of many organizations. Many managers and organizations now recognize that a critical source of competitive advantage often comes not from having the most ingenious product design, the best marketing strategy or the most state-of-the-art production technology, but managing the organization's human assets. The recent developments including demographic changes in the labor force increased global competitions, experiments with new organizational arrangements and public policy issues have made HRM increasingly important for organizations. Human resources play in getting the new technology from lab to market place.

## **205 Multi-objective Job-shop Scheduling: An Integer Goal Programming Approach**

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The scheduling is an art of assigning resources to tasks in order to ensure the termination of those tasks in a reasonable amount of time. This paper presents an integer goal programming model considering (1) a multi-performance system of evaluation (2) directly incorporate multiple organizational goals and (3) under certain conditions for minimizing the computational burden. Also in this paper I have extended the formulation of resource constrained scheduling problem as integer goal programming to include specification of multi-objectives. Therefore, this approach to formulating the scheduling problem may be potentially very fruitful and implementable.

## **207 Leadership in Crisis**

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CEO's on the level 5 leadership were men with humility and small egos who put the organization's need above their own. Do we have business leaders whom we can put on level 5? Studies have investigated into transformational leadership theories but it is also important to understand how specific leadership behavior might interact with such situations. The present study investigates the effect of this specific self-sacrificing behavior that puts leaders on level 5, its relevance in today's difficult (crisis) times, and the importance of leadership values in assuring social security and sustainability for an organization.

## **208 Role of Service Quality in the Development of Brand Association and Brand Loyalty**

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To find out the role of service quality in the development of brand association and brand loyalty. Design/methodology—A sample of approximately 100 respondents are selected to test the development of brand association and brand loyalty on the basis of service quality in case of mobile phones. Multivariate and univariate techniques are used for analysis. This paper contributes to the existing body of knowledge in testing the role of service quality in case of mobile phones.

## **213 U-Commerce : Increasing potential of e-Business**

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UCommerce is universal or Ubiquitous Commerce. The term Ubiquitous Commerce—or UCommerce—often conjures thoughts of new technologies such as Web-enabled mobile devices and other tools that enable the continuous stream of communications, content and services. There are four Facts of U-commerce: network ubiquity, universality, uniqueness and unison. Currently, with the adoption of m-commerce in the e-business realm, the newer concept of e-business is to merge and integrate the physical and virtual world. E-Business Technology Provides superior customer services, superior Computing and outfitted efficiencies. This paper shows important benefits for growth and efficiency for e-Business.

## **246 Texture based Image Retrieval System using Wavelets**

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This article presents a new approach for texture based image retrieval problem by combining Feature Extraction and Similarity Measurement tasks. We show that by using a consistent estimator of texture model parameters for the FE step followed by computing the Kullback–Leibler Distance (KLD) between estimated models for the SM step decreases the retrieval error probability. The statistical scheme leads to a new versatile wavelet-based texture retrieval method that is based on the accurate modeling of the marginal distribution of wavelet coefficients using Generalized Gaussian Density (GGD) and on the existence of a closed form for the KLD between GGDs.

### **254 Impact on of Technology on Business Management**

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New technology has been injected into the workplace at an exponentially increasing rate and companies see technology as the means to increase profits and to remain competitive. There is therefore an imminent and immediate need to explore the technologies inherent in the field of information technology and their impact on management systems. As a result, the paper is an important outlet for studies concerning the man/machine interface, human factors, organizational, managerial and strategic issues that arise from the management of information technology, some of the new technologies and their impact in the workplace, its implementation, pitfalls, and future.

### **277 Global Compact, Enviornment Ethos and Climate Change**

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Within the framework of global initiatives such as the 'Global Compact' introduced by the former UN Secretary General, Mr. Kofi Annan, CSR (Corpotate Social Responsibility) initiatives provide a moral framework for business to operate in responsible manner. Forums such as the 'Global Compact' and environment ethos enshrined in Indian culture can facilitate addressing world's most pressing issues like 'climate change' by mobilizing world business community efforts for minimizing carbon dioxide emissions. In this paper, it is intended to review significance of world business community endeavours and relevance of environment ethos for meeting the challenge posed climate change and global warming.

### **283 Factors Affected to Productivity in Thai Plastic Industry**

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The objective of this research was to study the factors affected to the productivity in Thai plastic industry. The sample was composed of 125 factories. The instrumentation for data collection was a questionnaire and an interview form. The data were analyzed by statistics. The results showed that the most productivity method used in this industry was 5S, QCC, Just in Time (JIT),Kaizen, respectively, the importance factors that affected to productivity was Work condition. The analysis of factors affected to productivity was discussed. Thai plastic industry used productivity techniques to reduce cost but still not concern important factors.

### **291 Integrating Human Resources and Technology**

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Technology is transforming the world of work and has had an incredible impact on today's workplaces and is dramatically changing the business landscape. New technology has opened a door of opportunities for companies. Technology has become an integral part of every successful business. Without integrating today's latest technological advancements, companies are missing out on significant opportunities for progress, and this is most important in the context of human resources.

### **311 Role of Energy Audit in Energy Conservation Achievements**

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Some manufacturing processes are energy intensive. These processes should be reviewed at regular intervals with a view to explore possibility of improving the energy efficiency of the process. Several options like change of process parameters, change of materials and tools, modification of the processing machinery etc may emerge as alternatives and should be evaluated. This can be effectively done by introduction of regular energy audits for all the processes. Energy audit is a continuous recording and periodic review of energy use of each unit operation of the company. Initial cost of energy measuring systems and equipments shall provide useful data for evaluation of alternatives. Case study of one such process of coal based power generating station is presented here which has resulted into substantial saving of energy. Stress here is on the periodic review of the energy use of the system leading to search for energy efficient alternatives on regular basis. Details presented here is extract of the actual evaluation of one typical process.

### **312 Application of Data Mining in Telecom Industry**

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Data Mining is the process of analyzing data from different perspectives and summarizing it into useful information. Churning is a major concern for telecom companies. Customer becomes "churners" when they discontinue their subscription and move their business to a competitor. The cost of churn in the telecom industry is large. Churn management can determine what kinds of customers are most likely to churn, and which one is most likely to remain loyal. The present paper will explore the application of data mining in churn analysis.

### **320 Concepts Perception of Strategy and Strategic Management: University Case Study**

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Aiming at to reveal the university students' understanding in management as for the strategy and strategic management phenomena, this study accomplished a phenomenographic research to assess the futures managers' of the market perception. It was chosen university students in Management of a Portuguese university. We conclude that the strategy definitions obtained were an assembly of the diverse existing concepts. Concerning to strategic management it was perceived an approach with one of the main existing concepts. The findings raise interesting issues with respect to the difficulties felt by new managers in translate their theoretical definitions in real examples in the organizations.

### **332 Building Supply Chain Practices through Usage of Information Technology**

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Companies strive to improve market share, grow corporate profits, and gain strategic advantage. In order to achieve these goals, supply chain competency must be placed at the heart of a company's business model. Effective supply chain management can offer customers high quality products and services with low prices (Chou et al, 2004). Information technology has highly contributed towards the growth of the world's economy. In the network economy, business applications like the supply chain management must embrace the internet in order to survive in the e-commerce age. Many papers have started appearing about the conceptual framework of supply chain management

### **339 Global Pharmaceutical Business Management and Product patenting in India**

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Pharmaceutical business is one of the most profit making businesses in the world, the risk of loss involved in rejection of any pharmaceutical drug or product in any part of the world is also tremendous, as it hits not only to the income from the business but also to the credibility of the business. This paper emphasizes on the current trends of product and process patenting in the pharmaceutical Industry to establish monopoly on the drug or pharmaceutical product across the globe and harness desired business returns on global ownership of a pharmaceutical product.

### **340 Krugman Trade Theory and Developing Economies**

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This paper examines new trade theory which has won Nobel Prize for Paul Krugman. The theory is an explanation of the actual pattern of trade between similarly endowed countries in respect of factor endowments, tastes, technology, etc, as against the classical theory of trade between differently endowed countries. It takes the aspects of monopolistic competition of product differentiation or distinction, large scale production, decreasing costs or increasing returns. The theory has many lessons for the developing economies like India, for which strategic trade policy is a good policy option, for bringing out the variety of trade potentials of the country.

### **342 USA Financial Crisis and India**

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The world of finance has been in a crisis, commencing with the USA. The financial crisis has termed into depression of the magnitude of the great depression of the 1930s. The major governments trying to tackle the situation through bailouts and stimulus packages. India also hit by the crisis, as already there is a crisis of liquidity in the economy and the estimates of the growth rates lowered. India is also ready with some minor stimulus dosages, notwithstanding the "Al-Is -Well" stands of Ministry of Finance and the Planning Commission, MF, PC.

### **355 The Perilous Effect of Increasing Product Variety**

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Increasing product variety is a dominant trend in various industries, and is often desirable as it shifts the focus from cost-based pricing to value-based pricing. In this paper we demonstrate how increasing product variety may actually ruin the value-offering in a given market. We model a market with pre-existing noise that makes product selection difficult. Our analysis indicates that under those circumstances, consumers can be overwhelmed by the information processing costs that arise from assessing too many product options. We offer managerial guidelines and highlight future research avenues.

### **356 On Publishing Inventory Information on E-Commerce Sites**

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Information systems allow for publishing inventory information pertaining to items sold on e-commerce sites. Online sellers often display the number of products remaining along with 'hurry-up' tags. But how does publishing of inventory information affect seller profits? Are buyers induced to purchase items? Will sellers consequently have an incentive to lie? In this paper we model the publishing of inventory information and analyze its effects on a monopoly seller's profits. Quite surprisingly, we find that publishing inventory information can have a mixed effect on profits, depending on the degree of buyers' ignorance about the true stochastic nature of demand.

### **384 A Glimpse into the Green Revolution in Marketing**

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World-wide evidence indicates that people are becoming concerned about the environment and are changing their behaviour accordingly. As a result, there is a growing market for sustainable and socially responsible products and services. This paper will attempt 1) to introduce the terms and concepts of green marketing; 2) briefly discuss why going green is important; 3) examine some of the reasons that organizations are adopting a green marketing philosophy; and 4) mention some of the problems with green marketing.

### **385 From Managers to Innovators – A Perspective on Corporate Entrepreneurship**

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Corporate entrepreneurship, which refers to the efforts of corporations to generate new business, has, until recently, received far less attention. Indeed, to those who view large firms as bureaucratic and inhospitable to creativity and innovation, the term "corporate entrepreneurship" is an oxymoron. This paper, attempts to explore the meaning & domain of corporate entrepreneurship, the need for entrepreneurial activity within an organization, conditions that favour corporate entrepreneurship, synergy between corporate entrepreneurship and strategic management, strategic benefits of corporate entrepreneurship and issues inherent to corporate entrepreneurship.

### **391 Teachers' Attitude towards Performance Evaluation**

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This descriptive paper investigates the attitude of teachers toward a formal performance evaluation system and their perception regarding the factors to be considered in teacher performance evaluation. It also explores the practices and procedures that are currently adopted by the teachers to evaluate their performance and their preferred methods to evaluate teaching performance. A survey of school teachers in the Kingdom of Bahrain was conducted. The findings clearly reveal that teachers have a very favorable attitude towards a formal evaluation as well as self-evaluation of their performance.

### **399 An Insight into Quality Attributes in Higher Education**

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Higher education reforms as initiatives of recent attempt in Sultanate of Oman deserve more careful understanding and analysis. It is important to understand the factors contributing to quality in higher education. This study examines the various quality attributes in the higher education particularly what is needed in Oman. The common service dimensions are reliability, responsiveness, assurance, empathy and tangibility. It is based on the SERVQUAL model (Parasuraman, A. Zeithmal, V. & Berry, L, 2000). Quality service is a winning edge in the highly competitive environment.