

# ABSENTIA PAPERS

## **23 Déracinement of Foreign Economic Policies Across Asia: Untoward Consequences**

*David A. Jones, University of Warsaw, profdrjones@yahoo.com*

Déracinement of Foreign Economic Policies Across Asia is evident recently with the realignment of India and Japan toward Russia, in turn requiring the realignment of China and Taiwan toward each other and toward the United States, both economically and militarily. This poses consequences for the BRIC nations, Chinese imports from Japan, India's security from Pakistan, and EurAsian and TransPacific trade patterns. Also, it will require China to hasten its expansion across Pakistan in search of a West coast, and China's entry into Central and Eastern Europe for tariff reduction aims. Some Threats, many Opportunities, seem to be emerging.

## **201 Open Innovation Strategy and Performance: A Study of Malaysian Universities**

*Mohd Rushdi ` , Universiti Utara Malaysia, rushdi@uum.edu.my*

The innovation strategy popularise by Chesbrough as an emerging approach towards innovation started to receive attention from organisations and researchers. Open innovation signifies opening up of internal R&D by leveraging inflow and outflow of knowledge. Open network is one mechanism of open innovation, which brings solvers from different area to work on problems posted by seekers. Since solvers and seekers serve as the foundation for the realisation of the open innovation strategy, such understanding is imperative to encourage participation and realise benefits from open networks in Malaysian Public Universities.

## **202 Ethical Issues Due to Emerging Technological Advancements**

*Bhargav Mallampati, Birla Institute of Technology and Science, Pilani - Dubai, bhargav2509@gmail.com*  
*Pushkala Muralidharan, Birla Institute of Technology and Science, Pilani - Dubai, pushkala@dubai.bits-pilani.ac.in*  
*Spoorthi Satish, Birla Institute of Technology and Science, Pilani - Dubai, spoorthi.satish.92@gmail.com*  
*Sourya Sriharsha, Birla Institute of Technology and Science, Pilani - Dubai, sourya09@gmail.com*  
*Anurag Ramireddy, Birla Institute of Technology and Science, Pilani - Dubai, anurag.ramireddy@gmail.com*

In an era of globalization, good business ethics leads to sustainability and long term benefits not just to shareholders but also to other stakeholders such as consumers, employees, government and the society at large. The 21st century has seen new technologies that bring with them some questionable and often unintended side effects. This is an exploratory research on some of the major ethical issues that have emerged in the fields of biotechnology, nuclear technology and information technology due to rapid growth of modern technology. The paper also discusses organizations which are unified in their efforts to curb ethical concerns.

## **204 Costing and Customers: a Challenge in Knowledge-Intensive Firms**

*Antonella Cugini, University of Padova, antonella.cugini@unipd.it*

The key role of customer relations in knowledge-intensive firms clearly highlights the need to control the trade-off between generating customer value - which often means offering greater quality and customization - and guaranteeing company profitability. The paper contributes to this emerging research stream by analyzing two case

## **344 Performance of Monthly Income Schemes in Indian Mutual Fund Industry**

*Nalligounder Dharmalingam, Bharathiyar University Coimbatore, dharmal405@gmail.com*  
*K Balanaga Gurunathan, Bharathiyar University, balanagagurunathan@yahoo.com*

Mutual fund is one of the financial investment in the market, main theme of the study for the performance of monthly income schemes in Indian Mutual Fund Industry to invest the investment in the field and return high profit with low risk in every monthly income growth of monthly Income in Mutual Fund in India. An investment alternative for senior citizens looking for regular income beyond fixed deposits. Methodology include the size, design, types and period. Equity tax-savings, all funds compliant with Section 80C of the Income Tax Act. Data collection is only from secondary data from magazine, books, news collection relevant through financial field.

## **348 HRM Challenges Managing Digital Natives**

*Beena Prakash, DSIMS, beena99@rediffmail.com*

The world has undergone far reaching societal cultural and economical changes based on the increasing dominance of digital media and tools. This has led to the current period being characterized as the digital age. Now entering the workforce are digital natives. Moreover, while it seems obvious that HRM has to react to such supposed changes, it is unclear which strategies, concepts,

and practices are actually necessary and suitable to respond to this change. Therefore this research paper explores HR practices for digital workforce.

### **371 Understanding Efficiency and Productivity – A DEA Approach**

*Rupambika Bharati, Xavier Institute of Management, rupambikab@gmail.com*

*Biresh Sahoo, Xavier Institute of Management, u511006@stu.ximb.ac.in*

Efficiency measurement has gathered tremendous interest, as organizations have struggled to improve productivity. It was first dealt with over half a century ago by Farrell (1957). Firms or production units have commonly been described as being more or less “efficient” or more or less “productive”. Productivity may vary due to differences in production technology, efficiency of the production process and in the environment in which production occurs. This paper is an attempt to not only understand the relationship between these two concepts but also know the methodology of data envelopment analysis (DEA) for measuring efficiency.

### **403 Customer Satisfaction in Private Insurance Services in Kolkata Market**

*Ananya Ghosh, Supreme Knowledge Foundation Group of Institutions, prof.ananya@gmail.com*

India is among the most promising and emerging insurance markets in the world. Its current premium volume of USD 18 billion has the potential to increase to 90 billion within the next decade. At the time of opening up of the sector in 1999, insurance was viewed primarily as a tax saving device. However, policyholders perspective is slowly changing towards taking insurance cover irrespective of tax incentives. Study reveals that private insurers are growing aggressively at a very fast pace posing the strong competition for the public insurers who are still dominating because of their already existing huge base.

### **412 Erosion of Value by Fake and Imitation Products**

*A K Singh Suryavanshi, National Institute of Food Technology Entrepreneurship & Management, suryavanshiaks@yahoo.com*

Market place is complex set of all actual and potential buyers of a product or service India is a huge market for beverages like soft drinks milk based products juices etc Consumer behavior and consumer satisfaction are most important factors for building a business in this category All decisions in modern food business organization revolve around information related with marketing decisions prompted by situations which are characterized by Distribution Strategy of channel members. Customer assess a product’s value by looking at many factors including those involving product's attributes and perceived value Fake and imitation products does value erosion.

### **413 Role of Marginal Standing Facility in Containing Rupee Volatility**

*Geetha Joseph, XIME, geethasjoseph@gmail.com*

*Ravikiran Gopalakrishna, XIME, ravikiran.g@xime.org*

The main objective of the study is to understand the contribution of Marginal Standing Facility MSF rate in containing rupee volatility in India An empirical study is done by analyzing all the instances when RBI increased the MSF rate and corresponding variation in rupee-dollar exchange rates An attempt has been made to analyze the influence of external factors at those instances where MSF rate hike resulted in an unexpected variation in rupee-dollar exchange rate The study also aims to understand how currency fluctuations are controlled in countries like Brazil and China by the central banks.

### **701 A Study on Welfare Measures for Departmental and Contract Employees at FCI**

*M. K. Biju, Kannur University, bijubijumk@gmail.com*

*Anusha M., IGNOU, anusham@gmail.com*

Food Corporation of India is doing procurement, movement, storage and distribution of food grains. This study analyses the differences in opinions between Departmental and Contract employees on welfare measures. Primary data was collected using questionnaires. The population includes employees under two categories. Sample was 100 in each category collected through convenient sampling. The tools used include percentages, ranking scales, Likert scales and statistical test. It was seen that the Departmental employees prefer social security and welfare the most and Contract employees prefer safety, health and occupational welfare schemes the most.

### **703 Design and Manufacturing of Multi-spindle Drilling Jig**

*Amol Nannikar, AITRC, Vita., amolnannikar@gmail.com*

*Pravin Anandrao Pawar, pravin.1900@gmail.com*

*Tukaram Sahadev Gulavane, tsgulvane@gmail.com*

Many alternatives are available for a manager, like retrofitting of existing machines, expanding the present set-up and installing a brand new CNC machine for the sake of development. Considering the component and its requirements in the market a better alternative like Special Purpose Machine. A Special purpose machine has the advantage of tailor making of the machine as per the company and component requirement. In this paper overview of the design and manufacturing of the multi-spindle jig for special purpose machine. By providing this jig gets increase in production and reduce cycle time.

### **704 Does a Higher Plant Load Factor Result in Higher Return on Assets?**

*Amritpal Singh Dhillon, Hemchandracharya North Gujarat University, amritpal\_dhillon2000@yahoo.com*  
*Hardik Vachhrajani, Amrita School of Business, hardikbv@gmail.com*

This study applies Karle Pearson's coefficient correlation tool to measure the impact of Plant Load Factor (PLF) on overall profitability of Gujarat's leading thermal power plant based on published data during 2003-04 to 2012-13. Using Karle Pearson's coefficient correlation tool, coefficient correlation has been calculated & examined that positive relationship exist between Plant Load Factor and overall profitability, during research period. 't'-test was applied to accept & reject null hypothesis. Thus this research paper supports the normal phenomenon that higher PLF results into higher or better returns on assets.

### **705 Managing Reliability in Printing Industries in India: Role of Information System**

*Poulomi Mukherjee Mondal, School of Mgt Sc, Bengal Engg and Sc University, poulomi.mukherjeemondal@gmail.com*

To cope up with the burgeoning costs of input materials like printing ink and paper as well as cost of retaining skilled employees the SMEs need to reorganize business in printing This could be achieved by updating the way printing organisations use the information available to them in the form of customer order as well as inputs from the shop-floor. This paper presents the case of a model information system adopted around appropriate business processes which ensures reliability and customer satisfaction

### **707 Brand Personality Dimensions and Cross Cultural Studies: A Review**

*Anees Ahmad, Indian School of Mines, anees.candytuft@gmail.com*  
*K. S. Thyagaraj, Indian School of Mines, ksthyagaraj@gmail.com*

In recent years, brand personality as a branding construct has attained significant attention, which has paved the way for personality directed brand management. In this context, development of a brand personality scale by Aaker(1997), proves to be an important step for researchers to study symbolic meanings of brands. Although Aaker's brand personality scale has been widely approved and used in many brand personality-related studies, yet some researchers have questioned the generalizability and validity of Aaker's framework. The paper at hand contributes to this discussion by reviewing related studies and analyzing the stability of Aaker's brand personality dimensions across cultures.

### **710 Recruitment Perspectives in Banks: A Few Gap Areas**

*Sanjay Kumar, Regional Centre for Biotechnology, san\_alps2005@yahoo.co.in*  
*S P Kala, Dept. of Businees Mgt., HNB Garhwal University, guruspkala@gmail.com*

The paper aims to give a conceptual and meaningful framework about recruitment and selection perspectives emphasizing the shortcomings among banking industry. SBI, PNB and UBI are public banks, while ICICI, HDFC and Axis Bank are private banks derived for the research comprising a sample size of 600 from Delhi, Haryana and Western Uttar Pradesh. Study is based on the primary and secondary data. Research results are generated on the basis of questionnaires collected from Public and Private Bank employees. The statistical tools viz. "Frequency Distribution" and "Comparative Analysis" have been used in study. Paper concluded with appropriate suggestions.

### **712 Role of Gender Differences on Brand Perception and Evaluation**

*Rashmi Sud, Juit, rash\_sud@yahoo.co.in*  
*Yaj Medury, JUIT, myajulu@hotmail.com*

gender plays an important role as strategic inputs for decision making. The study shows how male and female perceive a particular brand and assess the product in their own way Hypothesis of positive affectivity and negative affectivity of a brand on both the gender consumers were made and led to the conclusion that there are different parameters that affect the buying power of males and female in different different parameters that affect the buying power of males and female in different segment of society and such parameters must be given strong consideration so as to have an edge in competitive market.

## 715 Social Capital in Workplace

*Aparna Venugopal, Indian Institute of Management, aparnavmenon@gmail.com*  
*Krishnan T.N., Indian Institute of Management, tn\_krishnan@iimk.ac.in*

Having a good network of coworkers always helps to share information, and give necessary support to the budding entrepreneur in employees. The strength of social capital does not lie merely in the communities. This paper looks into the sources, measures, forms and consequences of social capital in communities and workplaces. It also delineates the social capital at workplace and explicitly mentions its various uses in knowledge sharing and venture creation at workplace. Casestudies of various organizations are also mentioned in this context

## 716 E-Banking: An Emerging Trend in Digital Era

*K V S Prasad, GMR Institute of Technology, prasad.kvs@gmrit.org*

E-banking is one of the emerging trends in the Indian banking sector and is playing a unique role in strengthening the banking sector. However, there are several major challenges and issues facing the e-banking system today. Technology has rapidly altered the traditional ways. In this context the present study aims primarily to trace the developments and the deployment of E-banking system in Indian banking sector. It also highlight the benefits and the challenges facing the e-banking development in India. The study concludes that e-banking serves with better efficiency, reduced costs and have bright future with more satisfied customers.

## 717 Globalization: Indian Ports Sailing Smoothly

*Thomas Mathew, SIMSR, saintl@vsnl.com*

The Indian coastline with 13 major ports handles over 90% of Indian foreign trade. The total cargo during FY 2012 was 911.5 million metric tons (MMT) that is expected to reach 1,758 MMT by FY 2017. The briskly growing traffic makes increased cargo handling capacity very crucial. This paper looks at the notable trends, the strategic perspectives of port development by increasing the efficiency of operations, focusing on the issues and opportunities faced by the Indian ports. This needs to be facilitated by private investments, excellent infrastructures and proper government support to make Indian ports match global standards.

## 720 Ranking the Urban Cooperative Banks

*Triambica Gautam, Jaypee University of Information Technology, triambicag@gmail.com*

The cooperative banks are a critical component of banking in India. The funds under management of these institutions might be very low as compared to commercial banks but their contribution to financial inclusion is significant. This paper attempts to evaluate the urban cooperative banks on a framework similar to the one used to rank commercial banks. The cooperative and commercial banks can thus be compared. This ranking is limited to scheduled urban cooperative banks here as their financial data is easily available and among the cooperative banks they have substantial deposits.

## 721 Hedging Effectiveness in Commodity

*Sunil Zalke, B K School of Business Management, sunil\_5184@yahoo.co.in*

This paper explains effectiveness of hedging in commodity. In this paper, the main concentration is on Aluminium and the cost, benefits and constrained in the process of hedging. Paper explains the process of hedging & its mechanism of price protection. It also highlights the platform available for aluminium hedging and its effectiveness in last 2 years. The paper also highlights the industry volatility due to volatility in the base metal prices in last two years. The paper represents the synchronization between physical metal prices and exchange prices.

## 725 Space Optimization & Association Analysis in Retail Sector

*Ram Shukla, Jaipuria Institute of Management, ramshukla@gmail.com*

Scenario - In the retail sector, the space available in the shelf for the merchandise to be placed is limited and it has to be put to best use. Also there could be products which are associated with each other, in other words, a product's sales could increase if it's placed next to an associated product. There are four products Bread, Butter, Jam and Cheese. Determine the ideal mix of quantities of the products in the shelf in order to maximize sales? Also, design the layout for placing the products (in one-dimensional space) based on the association amongst them.

## 726 General Anti-avoidance Rules: A Double Edged Sword

*Masooma Qasim Zaidi, School of Management Sciences, masoomaqasim@gmail.com*

Tax avoidance is a major area of concern in many countries and there many rules laid down in this respect The most significant development India pertaining to this was the introduction of Direct Tax code 2010 DTC 2010 and General Anti Avoidance Rules GAAR. The law is specifically targeted to circumvent the law from individuals avoiding and evading tax and to tackle the exploitation of loopholes in the tax laws The introduction of GAAR prevents tax evaders from routing investments from tax havens. The implementation of GAAR brings out a new discussion and creating an apprehension foreign investors.

### **727 Preventing Ill-effects of the Computer and Mobile Technologies**

*Ram Shukla, Jaipuria Institute of Management, ramshukla@gmail.com*

Whenever students / employees feel frustrated, depressed and want to have some entertainment, they open the computer / mobile and start blindly viewing various materials available over there. This slowly becomes a daily habit and the person starts living and entertaining himself / herself in this virtual world. Some of the students and employees can get so much engaged and addicted that, they do not even attend regular classes and regular work respectively. This paper discusses on various strategies on how to prevent the ill-effects of computer and mobile technologies.

### **728 Impact of Customer Care Services in Attaining Customer Satisfaction**

*Shalini Srivastava, Sutrapat, shalinisrivastava22@rediffmail.com*

Customer service forms an indispensable component of various parameters evaluating a company's success. Though most companies cherish efficient customer service system as one of the core values among services they render, a very few absorb it in their work culture. And for most such endeavors end at front-line delivery only. The paper attempts to explore impact of customer care services in entailing customer satisfaction. For research methodology the author has used Critical Incident Technique (CIT). The findings reveal a large magnitude of dissatisfaction among customers on such services which at times even affect their repeat purchases.

### **729 Building 'Learning Organisations' to Manage Human Resources in Digital Era**

*Jawahar Renuka, Pendekanti Institute of Management, pjr\_6479@rediffmail.com*

Today in digital era Gen Y's form a significant part of workforce that supplement challenges as to how to meet their learning needs. To enhance a learning Orientation in Gen Y's a combination of well designated formal and informal tools would help focus on proactive learning actively connect with each other and share knowledge. Learning Organisations are able to harness the collective genius of Gen Y people combined with technology knowledge management and people empowerment. The paper focus on Gen Y's learning needs and how a learning Organisation may adapt formal and informal tools to foster, collaborate and transfer knowledge.

### **732 Impact of Business Value Planning and Human Resources on Business-IT Alignment**

*Lakshmi Vishnu Murthy Tunuguntla, Institute of Management Technology, Process.Innovation@gmail.com*

*Prakash Chandra Tunuguntla, Srinidhi Institute Of Technology, Prakash1193@gmail.com*

*Vaishnavi Tunuguntla, Indian Institute Of Managment, vaishnavit12@email.iimcal.ac.in*

The purpose of this research is to understand and quantify the direct and indirect effects of BVP and BHR on Business-IT Alignment. A theoretical framework is proposed for BVP, BHR and BIA. The sample data from 65 firms were obtained through structured questionnaires. SEM was used to quantify the relationships. BVP had a significant Direct effect on the BIA and BHR has a significant direct & Indirect effect on BIA. The tested framework suggests that BHR plays a key role during BVP thus adding value to BIA.

### **735 Stress at Work Place: An Emerging Problem in Present Era**

*Shelly Mohanty, SCT, shelly\_mohanty4@yahoo.co.in*

With the advancement of modern science and technology stress has become a normal part of person's life. The stress in work place is one of the biggest challenges faced by both employers and employees, which has been exacerbated by today's uncertain climate. Everyone has to deal with daily goals, deadlines, responsibilities, pressure etc. The demand in the work place is much more than before and often exceeds the ability of a person to cope with it. While some workplace stress is normal, but excessive stress can have impact on employees' mental and physical health.

### **736 Emerging Challenges and Issues in E- Banking Practices in India**

*Priya Solomon, Amity University, psoloman@amity.edu*

In this Internet era, E-Banking has helped in establishing relations with customers and has provided convenience to the customers. The active internet users have increased to over 45.3 million and it is expected that India would rise to third position in Internet usage by end of 2013. It has been estimated that there is about 60% cost saving in e-banking. The paper examines the challenges of the banking

sector in the emerging era of information technology services and provides insights into the factors that influence customers satisfaction and the need to incorporate CRM in banking operations.

### **737 Examining the Role of Self-regulatory Focus on Compliance Dependent Services**

*Kishwar Joonas, Prairie View A&M University, kajoonas@pvamu.edu*

*Stephanie Dellande, Menlo College, sdellande@menlo.edu*

Literature suggests that the customer needs to comply with specific behaviors prescribed to them in personal interaction with the provider, and to independently continue to do so over a period of time. While many studies relate to compliance dependent services (CDS), literature relating to academic settings is scarce. In addition, studies point to the impact of self-regulatory focus (SRF) on CDS, and the greater effectiveness of specific measures of SRF over generalized measures. This theoretical research examines the effect of self-regulatory focus (SRF) on long-term student compliance behavior within a higher education setting. The proposed methodology is also included.