

DOCTORAL PAPERS

51 Analyzing Sustainability-performance Link in a Quasi-experimental Setup

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The objective of this paper is to investigate short term linkages between sustainability and financial performance for large U.S firms by market value Dow Jones Sustainability Index DJSI has been used as a proxy for overall sustainability of firms Robinson 2011 Firms performance is evaluated through stock returns We have used event study methodology to analyze the sustainability-performance relationship Two specific contributions intended in this research are resolving the identification problem inbuilt into stock market reaction using quasi-experiments and constructing the often ignored actual event date sample in DJSI event studies for the estimation of abnormal returns.

140 Innovation Patterns and Firm Performance: An Analysis of Global Technology Companies

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The technology sector witnessed the disruptive advent of internet, an upsurge in mobile communication and a paradigm shift in personal computing during the period 1990-2009, buffeted by severe economic stress caused by the dotcom crash and the more recent global financial crisis. This paper uses the theoretical framework on innovation patterns developed by Joseph Schumpeter to investigate whether innovation paid off in the tech industry during the turbulent two-decade period of 1990-2009. Innovation-firm performance models are estimated using panel regression to ascertain the influence of innovation on firm's performance and the discriminating impact of Schumpeterian patterns.

144 Comparison of Altman and Ohlson's Bankruptcy Prediction Models in Indian Context

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Many researchers have built bankruptcy prediction models and tested in different countries. Among them the most popular have been the model developed by Edward Altman (USA) in 1968 in which Multiple Discriminant Analysis was used. This is so popular that this has a mention in most of the reputed text books on Financial Management under the chapter of Ratio Analysis. In this study we had compared the most popular technique used for bankruptcy prediction that is Multiple Discriminant Analysis with a comparatively newer one that is Artificial Neural Network with Indian data.

274 A study of demographic factors on Role stress and Role efficacy

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Southwest airlines founder, Herb Kelleher, is famous for saying "the Business of Business is People". Today every industry is becoming service oriented and its not customer satisfaction but customer delight that benchmarks an organization. Diversified and culturally disperse workforce, flattened management hierarchies, virtual teams and team-based projects and emergence of a technology driven and knowledge based economy: there has been a paradigm shift in the ways organizations communicate internally and externally. The maxim of management is "working together we make it work". In this research we shall study the approaches used by selected managers from various organizations for Team Communication.

403 Influence of Organizational Stress on Service Quality of Bank Employees- A Study

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The primary goal of every organization is to make surplus profit. For service organization, this goal is achieved through quality service. Managers often put pressure on the employees. But they need to remember that such pressure often leads to job stress which ultimately affects the quality of service. Managers usually set targets to keep employees on their toes, assuming that performance can be enhanced by putting pressure, given the competitive environment prevailing today. The present study makes an attempt to gain a better understanding of the influence of Organizational Stress on quality service for service organizations like Bank.

404 Rural Markets: A New Destination of Marketing

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Rural marketing is an emerging trend to explore marketing possibilities in the rural areas. According to census of India about 70 % of population lives in rural India. India is the world's 12th largest consumer market and by 2025 it is projected to be ahead of Germany. The rural market offers opportunities for both consumer durable and non durable, yet marketers have not tapped this opportunity aggressively. So the rural market has to be explored and more segments to be covered. The present article deals with the factors determining consumer buying behavior in the rural markets.

444 Awareness About Environmental Issues: A Study of Female Students

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Environment has suffered a lot because of fast pace of development, industrialization and increased consumption of goods and services. Humans have degraded all vital life supporting system in our planet. The degradation of environment has forced everyone to think about the problem related to it. This paper attempts to study the awareness and concern of young female

students about environment and their suggestions to improve the current situation of environment. Data will be collected by using qualitative approach to the research. The finding of the study will provide theoretical and applied contribution to the concept of "Green consumer behavior".

570 Developing a Framework for Effective Environmental Management in India

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This paper examines the various research studies undertaken in the Indian and international context highlighting the significance of effective environmental management in Indian companies. The research work recognizes the need to address potential environmental issues that challenge the role of coal industry sustainable development. These include the potential health hazards from the consumption of coal and the environmental impacts from emissions associated with the use of coal. This paper tries to propose an integrated framework for effective environmental management in the coal mining industry.

619 Behavioral Dynamics of Knowledge Workers in KPO Industry

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Knowledge Workers and their behavior plays a crucial role in knowledge organizations as knowledge is capital To creates business value intricate strategies should be designed to nurture understand and address the needs of these workers With a sample size of 500 respondents from ten IT companies with exploratory research design the study was conducted in order to find out the factors of behavioral dynamics and the HR climate prevailing in the IT organizations as major indicator of employee work behaviour It has practical implications on the strategic role of human resource management in order to manage the knowledge workers .

787 Investigation and Classification of International Marketing Process: A Literary Assessment

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The objective of this paper is to investigate the potential future research area in international marketing and enhance understanding on the evolution of international marketing by taking all the constituents together which has not been taken in previous research of international marketing. This study is systematic review and classification of international marketing articles published in journals and conference proceedings during 1990 - 2011. 159 studies published in various publication outlets in Management, Marketing, International Business, Economics and related areas in the mentioned time frame are amalgamated and reviewed in different aspects by divided in four time spans.

788 Business Confidence Index in India: Necessity for Capturing Key trends of the Economy

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Business Confidence Index is used largely in Japan(1951), New Zealand(1961), Australia(1994), Germany, Canada(1997), United States(1997), etc. to track key economic and financial statistics for a country. These confidence indices are used by central bank of concerned country for monetary policy formulation; and by government to fine tune fiscal policy and look at resource statistics for those countries. The indices give an overall picture of economy of concerned country; in essence it is a behavioral or an attitudinal measure where perspectives of important persons having a say in the economy are gathered. There is a need pressing need for adopting, preparing and following business confidence index for Indian economy to compete at global level for prosperity, harmony & development and this paper will detail the necessity for this index.

902 Effective Supply Chain Management in Food Processing Industries: A Case Study

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Better information technology and applications of quantitative tools and techniques for inventory management have allowed dramatic reductions in inventories In the United States business organizations have reduced total inventory as a percentage of gross domestic products GDP from 8.3 to 3.8 This increases net working capital and reduces cash flow requirements to run the business resulting in improved operational and financial efficiency The present research paper is the detailed PhD study of impact of effective supply chain management towards productivity enhancement in small and medium scale food processing industries.

907 Life Cycle Environmental and Economic Impacts Assessment of Thermal Power Plants

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This study makes the use of life cycle analysis and life cycle costing for measuring environmental impacts of imported coal (with and without Flue Gas Desulfurization system- FGD) and natural gas thermal power plants using CML 2001 and Eco-Indicator 99-H methods. This study reveals that certainly natural gas is better option in terms of environmental aspects as compare to imported coal; however, electricity generation cost is higher than coal. By introduction of clean technologies like FGD reduces SOx concentration comparable to natural gas emissions and still electricity generation cost is lower as compare to natural gas.

908 End-user Acceptance of Technology Interface in Transaction Based Environment*Kartikeya Bolar, IBS Hyderabad kartikeya.b@ibsindia.org*

Creators and investors of technology need information about the customers' assessment of their technology interface based on the features and various quality dimensions to make strategic decisions in improving technology interfaces and compete on various quality dimensions. The study identifies the technology interface dimensions as perceived by the end-user in a transaction based environment (viz. Internet banking), using exploratory factor analysis. The influence of these dimensions on the utility of technology interface and hence the usage is examined by Structural Equation Modeling. The moderating role of user demographics and technology comfort is also tested. Managerial implications are discussed.

909 Predictive Maintenance of Coal Pulverizing Mill Using FMECA Method*Nishit Srivastava, Indian School of Mines nks.ism@gmail.com**Sandeep Mondal, Indian School of Mines, mondal.s.ms@ismdhanbad.ac.in*

This paper proposes a predictive maintenance policy for a coal pulverizing mill by integrating the Failure Mode Effect and Criticality Analysis (FMECA) and output measurement. FMECA is used to identify the several failure modes, reasons, effects and criticality of the coal pulverizing mill. Corresponding to each failure mode, output of the coal pulverizing mill is measured. By comparing these criticality and output measurement data, the paper devices a predictive maintenance policy, which could further be extended to different areas of application.

910 Fama and French Three Factors Model in the Indian Capital Market*Rajeeva S, BIET srjdyg@yahoo.co.in**T. Manjunatha, Bapuji Academy of Management & Research, tmmanju87@rediffmail.com*

This study empirically examines three central findings of Fama and French asset-pricing model in the Indian context using daily returns of portfolios: (i) whether there were pervasive market, size and value factors in Indian equity returns, (ii) whether portfolio returns were explained by these three factors and (iii) whether market, size and value factors in earnings/earnings' growth rates could be tied to the equity return factors. The study confirms the first two of the central findings but cannot draw a reliable conclusion on the third. The empirical results were reasonably consistent with the Fama-French three-factor model.

911 Corporate Restructuring & Maximisation of Shareholder Value*Deepika Dhingra, Faculty of Management Studies, Delhi University mithudhingra@gmail.com*

In the current scenario of global economic slowdown, success hinges on the implementation of a parallel restructuring and growth strategy. A very important question which needs to be answered is whether restructuring is a good alternative to go for in terms of shareholders' value and wealth maximization. The present research investigates this potentially significant issue involved in the process of corporate restructuring. Additionally, this research study will also provide an overview of existing research on how restructuring affects the wealth of shareholders.

912 Study of Maturity Effect in Indian Derivatives Market*Vasantha G, Mangalore University naikvasantha@gmail.com**T. Mallikarjunappa, Mangalore University, tmmallik@yahoo.com*

Samuelson (1965) proposed 'maturity effect' hypothesis which deals with the functional relationship between volatility and time to maturity. It states that volatility is a function of time to maturity and the volatility increases as the contract approaches its maturity. Our study tests Samuelson hypothesis (SH) on selected futures contracts of Indian derivatives market. We use the trading volume and value data of futures contracts traded in India and select the stocks for the study. We use ARCH and GARCH methodology to test the hypothesis.

914 Barriers & Challenges for Growth of Grid Connected Solar PV in India*Karan Kapoor, University of Petroleum & Energy Studies kkapoork@rediffmail.com**Krishan Pandey, University of Petroleum and Energy Studies, kkpandey@ddn.upes.ac.in**Arvind Kumar Jain, UPES, akjain@ddn.upes.ac.in*

India is the one of the fastest growing economy in World & 3rd largest in Asia. With an average growth rate of 7.3% since 1999, the increasing demand for energy is an endeavor to transform itself from developing to developed nation, motivated us to think to create the nation self-sufficient through the use of clean energy. The study necessitates the identification of barriers & challenges faced by the Solar PV (grid connected) power plants in India & ways to mitigate them through the learning from prevailing practices adopted by Gujarat & Rajasthan states, through a case study approach.

917 Sectoral Choice of Credit in Rural India: An Empirical Assessment*Debdatta Pal, Indian Institute of Management Indore debdatta@iimdr.ac.in*

This paper examines, in a competitive environment what makes rural household a preferred choice for formal lenders? It develops a two-stage sample selected ordered probit model to address this question. While, the first stage models the determinants of access to credit, second stage estimates access to credit sources in a hierarchical order. Using household data of 600 rural households spread over six Indian states this study establishes that besides resource endowment interlinked credit, which till date studied primarily for informal credit under imperfect market condition, as a significant variable improving access to formal credit even in a competitive environment.

918 Factor Influenceing Investment Decision of Generation in Selected Cities of Raja*Rahul Swarankar, rahulswarankar09@gmail.com*

This study aims to gain knowledge about key factor that influence investment behavior and ways these factor impact investment risk tolerance and decision making process among men and women and among in the different age groups. The individuals may be equal in all aspects, may even be living next door, but their financial planning needs are very different. It is by using different age groups along with gender that synergism between investors can be generated. In this context , demographics alone no longer suffice as the basis of individual investors.

919 Customer Perception of Banking Services – A Comparative Study of Rural and Urban Markets*Naresh Sindhal, sindhal.naresh21@gmail.com*

Banking services are regarded as one of the important services. Banks provide financial services to the customers. Due to the rising competition and liberalization the banking industry has become the buyer's market. Banks need to create and develop the services which can satisfy the consumer needs. Customer satisfaction is a very important construct in today's market and it is directly influenced by service quality as per earlier studies. Therefore, the present research work has been carried out to analyze the customer perception of service quality in rural and urban bank branches and its impact on customer satisfaction.

920 ERP System Selection by Small and Medium Enterprises: An Empirical Study*Neetu Ganapathy, SDM IMD neetuatsdmimd@yahoo.co.in**Raju Javali, IMS, Davangere University, drjavali@hotmai.com*

In the last few years Enterprise Resource Planning systems are being increasingly adopted by Small and Medium Enterprises the world over. An ERP system acquisition is a strategic decision that can significantly affect future competitiveness and performance of an SME. While it is well documented that large enterprises use a structured approach to ERP evaluation and selection the same is not true of SMEs. In this paper the authors via an empirical study elucidate the current ERP selection process adopted by SMEs and suggest what they can do in future to ensure a better fit to their organisational requirements.

923 The Intersection of CSR and Strategy: Examining the Case of Indian Banks*Mukta Samtani, University of Pune msamtani2012@gmail.com*

The debate in India on Corporate Social Responsibility (CSR) has gained momentum following reports that the new Companies Bill might direct large companies to spend 2% of their average profit on CSR activities. Considering the fact that the banking system in India has been developed as an effective instrument of social and economic development, the paper contributes to the literature by critically examining the concept and practice of CSR with respect to Indian Banks; and proposes that CSR be deployed as a growth strategy by banks to enhance their competitive edge.

924 Profit optimization in a multi-stage remanufacturing closed loop supply chain*Rabindranath Bhattacharya, Indian Institute of Technology Madras rabindranath.bhattacharya@gmail.com**Arshinder Kaur, Indian Institute of Technology Madras, arshinder@gmail.com*

Customers demand better prices for good quality of used products and lesser amount for not so good products to maximize return. We present a three stage closed loop supply chain model with normally distributed acquisition prices for graded returns collected from customers directly. The expected proportion of used materials over a period of time going to different stages is thus determined from the areas under the curve between any two acquisition prices. A non linear maximizing profitability function was developed. Optimum values of price external returns percentage and stage acquisition prices to be paid were obtained by solving the equation.

926 Two Level Supply Chain Coordination Model Under Price Dependent Demand*Kota Syam Sundar, Gudlavalleru Engineering College syamsundarkota@gmail.com**S. Narayanan, VIT University, provc.vlr@vit.ac.in**Dega Nagaraju, VIT University, deganagaraju@vit.ac.in*

In this paper an attempt is made to develop an integrated inventory model for supply chain with single manufacturer and single retailer. The main contribution of this research is to demonstrate the optimality of inventory levels and annual gross profits under price dependent demand. The model is developed in two stages first the annual gross profit expressions for retailer and manufacturer and then to the total chain. Further the numerical example is taken and the model is solved using MATLAB for the optimality of decision variables and objective function.

929 ROI of Internal Communications Management: Analysis of the Trends*Rukma Vasudev, Karnatak University, Dharwad rukma.vasudev@gmail.com*

The function of internal communications was traditionally performed by the HR department. These days it is being managed by exclusive departments such as the corporate communications department, internal communications department, etc. Their performance is constantly monitored by the top management. Hence these departments have been devising metrics to measure the return on investment or the ROI of the communication activities. The current research paper discusses the different ROI metrics used by selected organizations. A qualitative research method was used wherein managers from the HR/communications departments were interviewed. The author also presents her own perspectives on ROI.

933 Application of Kitting Assembly for WIP Reduction in an Automotive Assembly Line

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Kitting assembly is generally accepted as a good solution in industries for controlling problems related to WIP and whenever there are problems about space, quality, materials handling, flexibility and learning due to high number of variants. This paper proposes the application of kitting assembly for reduction of work in process inventory in an automotive assembly environment. The kitting assembly supplies the component to the assembly line through kit. In general, the design of kit based on conventional ABC analysis which does not consider the ease of handling of the components and subassemblies in terms of placing them in the kit container leads to inconsistency in the solution. Hence, in this paper the dual-criteria ABC analysis (DC-ABC) is used, as a decision making tool to deliberate upon the inclusion of a component.