

ABSENTIA PAPERS

101 Factors of Increasing Competitiveness from the Viewpoint of Inventory Reduction

Gustav Tomek, Czech Technical University in Prague tomek@fel.cvut.cz

Věra Vávrová, Czech Technical University in Prague, vavrovav@fel.cvut.cz

The research work, inter alia, confirms a significant conclusion relating to inventory optimisation in all links of the value-creation chain, i.e. implementation of product management project view. One of the most significant factors affecting increase in flexibility and competitive ability of a firm is conceptual, complex intra-plant standardization. A company implementing standardization is capable of flexible responding to customer's demands for assortment, accelerates research considerably, development and technical preparation of manufacture, and offers satisfactory delivery terms. At the same time, costs are decreasing and other economic indicators are showing positive trends as well.

102 Strategic Problems in Public and Non-profit Organizations in Albania

Aida Gabeta, gabetaaida@yahoo.com

Esmeralda Shkira, " Fan S. Noli " University, shkiraesmeralda@yahoo.com

Strategic planning in public and non-profit organizations is equally important as in private organizations. Strategic planning is the responsibility of all managers and more important is that, such responsibility is becoming increasingly critical. Organizations today operate in a complex environment with a growing demand for fast and effective strategic responses. In this context, public organizations face a constant pressure from policy changes, competition and market demand. Purpose of this paper is to identify development strategies and strategic problems in the public and non-profit organizations in Albania and in particular in the region of Korca.

103 Managing of Service Quality in Restaurants of Korca Region

Esmeralda Shkira, " Fan S. Noli " University shkiraesmeralda@yahoo.com

Aida Gabeta, gabetaaida@yahoo.com

Tourist destination all over the world are oriented in competitive advantages and the quality of the environment and services. This paper analyses the management of services quality in restaurants. Korça region is a mountain destination. However, in the absence of a study of the associated impact factors and the little information about the visitors and their expectations, is made a study in three touristic areas and are identified impact factors, strategies and approaches that are used up to now.

104 Analysis of Service Quality in Hotel Industry

Eleina Qirici, University of Korca qirici.elena@yahoo.com

Oriola Theodhori, University of Korca, orjolatheodhori@yahoo.com

Esmeralda Shkira, " Fan S. Noli " University, shkiraesmeralda@yahoo.com

The quality of service in hotel industry is an important factor of successful business. This paper gives a better recognition of critical success factors of quality management implementation in hotels which have some advantages to provide better service to customers. Data was gathered from designed questionnaire and statistically analyzed. The aims of the paper were to evaluate perceptions of hotel guests and to test using of the SERVQUAL model in hotel industry and to evaluate perceptions of tourist for attributes of the destination.

106 Towards Online and Virtual Event Marketing

Oriola Theodhori, University of Korca theodhoriola@yahoo.com

Eleina Qirici, University of Korca, qirici.elena@yahoo.com

Internet marketing is one of the most discussed areas recently. The Internet is an enormous source of information for market research and event marketing. Effective event marketing increases awareness, generates excitement and helps increase attendance and participation in event. Whether we are promoting a cultural event or organizational activity, an effective marketing campaign will help us to make the event successful. The main aim of this study is to analyze the impact and perspectives of internet in event marketing and how it can be used by organizations in order to promote the touristic destinations.

107 Services Provided By B-to-B Service Companies: Innovation in Cost Accounting

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

We investigate the relationship between cost accounting systems and customer profitability in business-to-business service companies. We analyze the methodological characteristics that a cost accounting system must have in order to manage properly customer. Two innovations are identified: the final object of cost measurement and the creation of a new intermediate costs containers. The case of an Italian leader provider of services for banks is presented. Findings show that service components constitute a key element to link activity costs and customer profitability.

108 Status of Omani Women Entrepreneurs

Blossom Christina Chettiar, Waljat College roqueshirley4@gmail.com

The aim of this study is to understand the status of Omani female entrepreneurs. For this purpose, Omani female entrepreneurs were interviewed in terms of their demographics, reasons for becoming entrepreneurs, problems faced during start-up, and financial sources used. Through the questionnaire the researcher has found the following practical solutions and recommendations to the difficulties being experienced in various fields by providing appropriate support to small and medium enterprises through

low interest rates and facilitating the requirements and provide all forms of technical support for the development of small and medium enterprises.

161 An Experiential Exploration of E-Commerce Activities in the Gujarat State

Parimal H Vyas, The Maharaja Sayajirao University of Baroda parimalvyas17@gmail.com

Priti Nigam, The Maharaja Sayajirao University of Baroda, priti7vivek@gmail.com

The new economic era witnessed a new technology known as digital economy. Information Technology [IT] has transformed the way people work. Internet or World Wide Web (WWW) is a worldwide system of computer networks that allows its users called as to send and receive information from various other computers (William. R. Swinyard and Scott M. Smith, 2003). According to Information Technology Association of America (ITAA), Information technology (IT) is the study, design, development, implementation, support or management of computer-based information systems, particularly software applications and computer hardware. IT deals with the use of electronic computers and computer software to convert, store, protect, process, transmit and securely retrieve information (www.ITAA.com).

163 Managing Services in Competitive Environment

A.S. Jeyasudha, Sree Sastha Institute Of Engineering And Technology asjs1974@gmail.com

Many firms have engaged themselves in developing strategies that could lead to higher performance. Among those strategies, the most widely used one is to satisfy the customers by providing high quality products and services. The contribution of services to the development of every national economy is in the progress. Services constitute the major contribution for any country's GDP. Developing value added services is a managerial challenge in the competitive environment. Such services enable firms to sustain the competitive advantage while minimizing the cost of generating the services. Managers and leaders in service firms are required to take decisions about generating the services that only have value added benefits but also to be priced competitively.

167 A study on Customer Retention Strategies of Mobile Phone Providers in Chennai

Geeta Kesavaraj, Sree Sastha Institute of Engineering and Technology geetamurli@gmail.com

A fundamental truth in the business world is that competitors are always looking to steal our customers. Customer attrition rates range from 7% annually in some industries with high exit barriers, like banking and insurance, to nearly 40% in the mobile phone industry. Slowing the customer "churn" rate by as little as 1% can add millions of dollars to any sizable company's bottom line. As it's a great deal more expensive to acquire customers than to retain them, an effective customer retention strategy is crucial to a company's success. Mobile phone service is viewed as a commodity by customers all over the world.

270 Analytical Review of Investment Behavior of Investors

Shipra Saxena, Bundelkhand University shipansh@gmail.com

Investment culture among the people is an essential pre-requisite not just for capital formation but also for passive contribution in the faster growth of an economy. Investment behavior refers to the attitudes perception and willingness of the individuals and institutions in placing their savings in various types of financial assets. The study helps to anticipate the preferred portfolio of an investor. It will also assist the market to analyze the mentality of an investor and to understand his pulse to act accordingly. This study shall try to synchronize the needs of the investor with their demand of desired features in the financial instruments.

272 Instrumenting Retail Services Upgrading Through FDI: Challenges and Opportunities

Isha Wadhwa, Mata Gujri Mahila Maha Vidyalaya ms.ishawadhwa@gmail.com

Jalaj Goantiya, Mata Gujri Mahila Maha Vidyalaya, luckyjalaj@gmail.com

The 21st Century global order sprouted from the seed of market with the rise of middle class at the global plane, the tendency of consumerism, customer services has fortified the global competitive environment. The intensity with which, the retail services is measuring its height pose a challenge to retail sector to enhance their services both qualitatively and quantitatively. In this context, the political will and role of government is crucial in determining the quantum of Foreign Direct Investment in Multi Brand Retailing.

285 Indian Health Care Sector in a Competitive Environment

Ritu Bhattacharyya, Indira Institute of Business Management, dr.ritu@indiraibm.edu.in

The Health Care Sector in India is driven by Government Health Care Schemes efforts by the Government have not been enough>the sector is growing at 20% p.a. The factors driving the growth include increasing population lifestyle related health issues improving health insurance penetration increasing disposable income etc An estimated 189 million people in the country will be more than 60 years of age by 2025 needing higher healthcare spends. Is the Indian Health Care Sector which has always been in the sellers market for too long ready for competition?

303 Internet Users' Perception Towards Security and Trust in Online Transactions

Shruti Maheshwari, Shri Vaishnav Institute of Management shrutifabs@gmail.com

Preeti Singh, IIPS, purnima4@rediffmail.com

Internet is changing the way users purchase products and services. Driven by the need to save time by urban India, e-commerce has emerged as the biggest part of Internet use. Users' perception on negative outcomes in terms of financial, physical, psychological risk comes along with the benefits of online transaction. This study explores the significant factors that influence the security and trust aspect of online transaction. The study is based on primary data collection from approximately 200 respondents in Indore city. Results of this study will be beneficial to companies providing online transaction facilities.

310 Determinants of Capital Structure for Indian Manufacturing Industry

Shivi Khanna, Christ University, Bangaluru shivikhanna1@gmail.com

Harsh Purohit, Banasthali University, harsh_wisdom@yahoo.com

This paper is an attempt to analyze the important determinants of capital structure in Indian manufacturing industries for last decade. Since Modigliani and Miller's famous propositions on the capital structure to test the ground realities of capital market imperfections such as taxes bankruptcy costs agency costs and information asymmetries. Financial economists and researchers have worked to bring more of scientific and predictive understanding in Corporate finance this has been done by preparing formal theories that can be tested by empirical studies of corporate and stock market behavior. This paper is an attempt to study it by using panel data model for traditional techniques.

326 Dancing Elephant Menacing Dragon- a Tale of Two Asian Giants

Veena Tewari Nandi, Asia Pacific Institute of Management veenatewari@yahoo.com

One day in 2001, a report from Jim O' Neill, an analyst with Goldman Sachs, New York, made the world sit up and take notice. The content of the report that O' Neill wrote were to make significant impact on the World opinion in the years to come, with the perception that most people in the developed countries had of countries, that were mentioned in the report collectively called BRIC (Brazil, Russia, India and China, with South Africa added later, the acronym became BRICS), drastically changed and suddenly two of the Asian Giants mentioned in the report.

369 An Organized Venture for Managing Projects in Business Dynamics

Pradip Kumar Pathak, Krishna Engineering College pradipathak27@rediffmail.com

Project Management is a scientific way of planning, implementing, monitoring and controlling the various aspects of a project such as time, money, materials, manpower and other resources with the intention of achieving the basic objectives or goals including technical specification, cost and time schedule. It involves coordination of group activity wherein the manager plans, organizes staff and other resources, directs and controls to execute the project within constraints of time, cost and performance. Work Breakdown Structure is a technique to breakdown a work into its components and simultaneously establish their connection on the lines of a family tree.

399 Facebook : Prejudice or prejudice -An empirical study

Rajini Anand, IBS Business School rajini@ibsindia.org

Samta Jain, IBS Business School, samtajain@ibsindia.org

Social Networking has become a focal point in everyone's lives these days The boom of social networking has radically changed the concept of relationships friends and in-groups Several researches and investigations are being attempted to determine the effect of these sites on the moods of the users This paper aims at understanding the intent behind the usage of Facebook and also its impact on the moods of the users This empirical research will consider the sample group between the ages 20-30 years The findings will help in better understanding of the adverse effects of Facebook.

430 Quality and Excellence in Management of Teacher Education: Issues & Challenges

Shalini Gupta, Desh Bhagat Group of Institutes dg@deshbhagatinstitutes.com

Chetan Gupta, Desh Bhagat Group of Institutes, guptachetan99@yahoo.com

Quality and excellence in the education sector is one of the major initiatives of the Government of India in its plans. To achieve the outcome of enhanced quality at all levels of education, Govt. of India has been focusing its attention on quality and excellence in higher education and teacher education. Teacher quality has produced voluminous studies that line many a research library. Discussion on what it is, how it is developed, and its connection to student achievement have become the feature of educational slang in the 21st century.

435 Growing Influence of I-banking and its Impact on Service Quality

Jyothi Kudapali, Ballari Institute of Technology & Management jyothi_kudapali@rediffmail.com

Dinesh Gurrum, VTU, gurrumdinesh@gmail.com

Recent developments of Information Technology in banking sector have given rise to innovation in financial products and services. With the advent of Innovative banking, newer challenges in delivering competitive service quality among banking service providers has increased. With the application of IT, The present study aims in understanding the effect of Internet banking and its results on financial performance and service quality provided.

489 Dimensions of Employee Engagement

Shruthi NP, Mindtree Ltd. npshruthi@gmail.com

Today's global consumers are very demanding technology is changing everyday so is the demand by consumers. Developing nations such as India and China is in great demand for industries and a hot spot for FDI's To cope up with ever changing technology companies have to ensure that they have enough enriching talent in their organization They also have to make sure they have the best of talent in their court of players This paper will highlight few insights regarding Employee Engagement strategies and its trends. It shall also reveal few success stories of major industrial players who now are global leaders.

493 Green Marketing: The Road Ahead

Rupa Rathee, Deenbandhu Chhotu Ram University of Science and Technology ruparathee@gmail.com

Pallavi Rajain, Deenbandhuchhotu Ram University Of Science And Technology

Green marketing is the marketing of the products which are environmentally safe. The present study explores the attitude of the Indian people towards green marketing. A sample of 200 respondents has been taken from the NCR for this descriptive study. The findings revealed that the attitude of the customers is quite positive and they want to buy green products because they want to save the environment for the future generations. So, the road ahead for the organizations is that they should adopt more and more green marketing strategies to satisfy their customers and make earth a better planet to live.

509 Total Quality Management in Meenakshi Mission Hospital & Research Center

Subramania Bala Jeshurun, The American College jeshujacob@gmail.com

Total Quality Management (TQM) concept of measurable & predictable error reduction can be applied to talent management. 360 degree performance appraisal processes have increasingly become a mode of evaluation & employee development. As an enhancement to a traditional review, where employees are given a single evaluation by superior, 360 degree performance appraisal provide a multisource review. In this paper, an attempt is made to propose this system to engineering education. Concept, implementation strategy & reasons are discussed. Optimum utilization of human resource is the key in engineering education. Talent audit system can be used as best TQM tool

540 Corporate Reputation Dimensions, Enablers and Outcomes in Service Organizations

Upendra Maurya, National Institute for Micro, Small and Medium Enterprise upendraximb@gmail.com

Pawan Sarraf, National Institute of Technology Karnataka Surathkal, saraf_pawan@rediffmail.com

Prahlad Mishra, Xavier Institute of Management, pmishra@ximb.ac.in

The importance of corporate reputation for enhancing organizational performance(OP)has long been recognized. However there is a conspicuous absence of the discourse on the enablers,dimensions and consequences of Customer based Corporate reputation(CCR)in developing countries,despite the prime importance of customer for OP.This study investigated the link among CCR dimensions(customer orientation, good employer, reliable and financially strong company, product and service quality and social and environmental responsibility); enablers(Customer satisfaction and Trust) and outcomes(WOM and Loyalty). Using PLS-SEM technique,data(224 sample from financial service industry)has been analyzed.Based upon findings guidelines for better CCR management has been suggested along with the contribution.

586 Sales Strategy Adopted by Builders in Mumbai

Mugdha Keskar, Faculty of Joshi Bedekar College yrkeskar@yahoo.com

This paper makes an attempt to find out sales strategies adopted by builders in a big metro city, like Mumbai .The builders have made use of various marketing channels like digital marketing through websites, online brokers, real estate agents(local and International), property exhibition, direct selling agents, Bank tie ups, etc. The researcher proposes to analyse the sales strategies adopted by builders.

588 Role, Opportunities and Challenges of Financial System in Rural India

Sushma G, BITM sushma.ganachari@gmail.com

The study is an attempt to evaluate the opportunities and challenges of rural credit in India. The main objective of this study is to explore the role played by various schemes undertaken by the government in order to develop Rural India and the provision of financial services in rural communities is a very challenging task, especially in developing countries, it also focused on study the challenges or problems of lenders and borrowers in rural credit market of Rural India. It was found from the study that rural credit plays a very important role in emerging country like India.

598 Emergence of M- Commerce: Issues and Challenges with Reference to Pune City

Poonam Rawat, University of Pune poonam.aprawat@gmail.com

Sonal Muluk, University of Pune, sonalmuluk@gmail.com

Technological advancements have changed the way businesses are done. Today, more and more people are becoming aware of digital technology and this awareness has resulted in emergence of novel ways of doing commerce. Commerce is broadly defined as the buying and selling of goods and services. Many organizations are using the technological advancements in mobile phones, portable computers, and wireless data communications to sell goods and services. Due to the rapid advances in these technologies business firms started using Internet and hence the emergence of electronic commerce (e-commerce).E commerce gave way to many businesses to flourish in India.

625 Analyzing Good Corporate Governance : Role & Advantages

Palki Aankit Praharaj, palkit@gmail.com

Corporate governance has evolved and grown significantly in the last decade By striving for better governance firms reduce their cost mitigate risk enhancing investors confidence and corporate valuation Corporate disclosure plays vital role in protecting the interest of various investors The responsibility for preventing fraudulent activities lies with the Management Their acts and conduct impact the reputation of Indian Markets and they must ensure that highest standards in corporate disclosures An impromptu need to clear every issue and make it necessary to solve the arising questions and to fill gaps of the loopholes to protect investors interest.

652 Impact of Emotional Intelligence on Employee Success

Pranjali Madhur, Pune University pranjalin7@gmail.com

In the present scenario, cut throat competitions, stretched goals lead to increasing level of stress in employees, also increase the job dissatisfaction. Therefore, by developing our emotional intelligence, we can become more productive & successful. Goleman (1992) has found that nearly 90% of the difference in their performance profiles was attributable to emotional intelligence factors. Objectives of the study as below:- - To study & investigate the relationship between employee job performance and emotional intelligence. Expected Conclusion: There is a co-relationship between emotional intelligence & job performance of employees.

664 Passenger Expectation of Services from Low Cost Carriers

Tadamarla Anupama, University of Petroleum & Energy Studies anu1078@gmail.com

Manish Yadav, University of Petroleum and Energy Studies, myadav@ddn.upes.ac.in

With increased number of travelers, it will reward for the government or the private player who can meet the consumer expectations. This paper tries to attempt to identify the gap in the services that are provided by the low cost airlines in India. It also gives the overview of different factors like the preferences and purpose of travel, unique selling point of the airlines, measure the consumer satisfaction level of the services provided by low cost carriers. A well defined questionnaire is used for collecting data for the research. The study is carried in Dehradun during January 2012.

696 Service Quality Assessment with Servqual in Insurance Sector: A Comparative Analysis

Sonal Muluk, University of Pune sonalmuluk@gmail.com

Mahesh Abale, University of Pune, mahesh.abale@gmail.com

This research paper attempts assessment of service quality offered by the LIC of India and selected private insurance companies. SERVQUAL scales are used to interpret satisfaction level of the customers on seven different parameters. Objectives of the research are to find out customer satisfaction level on set parameters of service quality of customers' of LIC of India and customers of selected private life insurance companies. The research method is exploratory research method with convenience sampling method. The primary data will be collected from 180 policy holders of different private insurance & LIC of India companies

697 Analysis of Risk Pooling in Supply Chain for Multiple Demand Patterns

Atul Sidola, University of Petroleum & Energy Studies asidola@gmail.com

Pradeep Kumar, Indian Institute of Technology Roorkee, kumarfme@gmail.com

Dinesh Kumar, Indian Institute of Technology Roorkee, dinesfme@iitr.ernet.in

Madhuben Sharma, University of Petroleum & Energy Studies, Madhuben

Risk pooling is a familiar policy to alleviate the risk in business, insurance and finance. It is evenly appropriate for supply chain management as well. The participating members of the supply chain at retailers end can pool their resources to mitigate the effect of uncertainty of the market place to satisfy the customer. The present work discusses the effect of various demand patterns on risk pooling. Two echelon supply chain is designed for the study. The simulation models are made for both, with and without pooling. Service level is used to measure the efficiency of the supply chain system.

701 An Empirical Study on Brand Preference of Laptop Users in Park St. Area, Kolkata

Adrijit Basu, CMC Limited adrijit@gmail.com

This study explores the brand preference of laptop users. The detailed analysis of marketing, consumer behavior and brand preference of laptops is carried out in Park Street area of Kolkata city. As a result, focusing on an industry where brands, marketing knowledge and distribution networks have been important determinants of the growth. The article illustrates the analysis and interpretation of data. Finally it concludes with findings and recommendations of the study which may be useful for general public as even the manufacturers and dealers can understand the dimensions reflecting brand preference and impact of all these factors on customer satisfaction.

702 The Impact of Branding on Customers Attitude Towards Indian Banking System

Sangeeta Trott, ITM-SIA Business School sangeetat@itm.edu

Purpose-the purpose of the paper is to study the impact of branding on customer attitude towards Indian Banking system. Data collection-data was collected from 100 respondents of particular bank in Mumbai through questionnaire method. The questionnaire was divided into three parts i.e customer based brand equity, customers attitude and demographics. Data analysis-Data was analysed using SPSS software. Data analysed revealed some interesting results about consumers attitude towards Indian banking system. Managerial implication-The study is of great use to the marketers in branding of Banks in India. limitation-The main limitation of the study was its limited sample size.

703 Penny Wise Pound Foolish: A Study of the Struggles Faced by Handicraft based Services In Special Context of Rajasthan

Jyoti Joshi, SCMHRD, Symbiosis International University jyoti_joshi@scmhrd.edu

In 2009 when recession had hit the service market in India, Federation of Rajasthan Handicraft Exporters (FRHE) extended help to domestic market by organizing a fair to let local business man (exporter) to concentrate on the domestic market. Although appearing to be a feeble managerial intercession, in the beginning, it actually helped the local service market since many people

could relate to the potential in domestic market. The paper attempts to explore the interventions taken to uplift the domestic service market in an ever growing competition in special context of state of Rajasthan for services related to handicraft industry.

704 A Study on Consumer Pre-purchase Behaviour

Jesu Kulandai Raj, University of Madras jesukraj@gmail.com

The car industry in India is continuously growing on especially the sales of passenger cars are escalating It is very strong because of the different best competitive practices and the other supporting values offered on the product that makes consumers to choose To analyze the growth the research was done on the primary data collected from 600 consumers who owned different companies passenger cars and found that consumers are extremely looking for 5 M's when it comes to pre-purchase behavior such as money maintenance mileage marketability and measurability.

705 Green Banking- Banking through the Greens...

Meera Mehta, Delhi University meeramehta.2007@rediffmail.com

Growth and development while promoting Green is the new mantra. However, what we need to understand is that development needs to be sustainable i.e decisions taken today do not compromise options for the future. Banks while performing their finance function can be holistic as well. Present day banking is all about managing money and finances in a green and ethical way. Green Banking means promoting environment-friendly practices and reducing carbon footprint from banking activities. This paper studies the various aspects of green banking and the role of Indian banks as socially responsible corporate citizens (SRCC).

706 Application of Six Sigma in Service Quality Improvement of Phone Banking

Shruti Tripathi, AIBS, Amity, University stripathi@amity.edu

Nihar Ranjan Das, Amity International Business School, nihar.das@hotmail.com

This paper highlights the Phone Banking operation as is followed in ICICI Bank and how the service quality is maintained with the application of Six Sigma. An attempt has been made to understand the various CTQ (Critical to Quality) parameters involved in the entire process. Quality Improvement initiatives are an ongoing exercise and learning organizations are adopting Six Sigma methodology to better control and consistently deliver customer satisfaction.

707 Spot Electricity Price Modeling and Forecasting: A Review

Girish G P, IBS gpgirish.ibs@gmail.com

Electricity markets around the world are being transformed from a highly Government regulated and controlled markets into deregulated markets. Today, electricity trading has transformed from primarily being a technical business, to one in which the product is treated in the same way as any other commodity. A Generator/firm/Individual Power Producer (IPP) which is able to forecast prices correctly can adjust its own production schedule accordingly and hence maximize its profits. This study reviews literature pertaining to short term electricity price modeling and forecasting.

709 Women in Leadership Positions: Gender Culture in Scientific Research Organization

Namrata Gupta, Indian Institute of Technology Kanpur namrata@iitk.ac.in

R.R. K. Sharma, IITK, rrks@iitk.ac.in

Mens stories of gender culture in organizations contribute to the maintenance of the symbolic order Murgia etc 2009 The mens point of view depicts their values and experiences which may be referred to as masculine Masculinity refers to values meanings and experiences interpreted culturally as masculine and ascribed to men although it cannot be linked exclusively with males and can be practiced by both men and women By using the concept of hegemonic masculinity this paper demonstrates through a qualitative study of scientists in an Indian R&D organization the complex of practices that maintain the hegemonic position in gender.

710 Product Development and Customer Segmentation using Fuzzy Logic-ROC Approach

Sanjaykumar Gangurde, K. K. Wagh Institute of Engg Education and Research gangurdesanjay@rediffmail.com

Milind Akarte, National Institute of Industrial Engineering, milindakarte@yahoo.com

Manufacturing firms have to customize the product with lowest possible cost as per preference of customer by identifying meaningful clusters of customers that have relatively homogeneous sets of needs. The variation and uncertainty in the preference as well as customer worth will be evolved. The customer worth offered by customers for particular attribute of a product may be linguistic, uncertain and non precise which have to be evaluated with precise values. This paper proposed a methodology for developing the products by allocating the preferred attributes to the customer group using a fuzzy logic- rank order clustering approach.

712 Impact of Consumer Characteristics on their Online-purchase Intentions

Upasana Gupta, Lal Bahadur Shastri Institute of Management & Technology kanchan_upasana@yahoo.com

In today's era of globalization, the internet presents a huge and viable opportunity as a way of doing business with low investment but manifold business impact. Online-shopping is the process consumers go through when they decide to shop on the internet. Today, internet has developed to a highly competitive market and in order to have an impact on and retain customers, in a competitive market, it is the first step to identify certain influencing factors when purchasing online. This paper identifies the consumer characteristics that influence an individual consumer's intention to adopt online shopping in India.

713 CRM Issues in MSMEs

Ruby Chanda, University of Pune shantanu82000@gmail.com

Worldwide, the micro, small and medium enterprises (MSMEs) has been accepted as the engine of economic growth. In India too, the MSMEs play a pivotal role in the overall industrial economy of the country. The sector accounts for about 39% of the manufacturing output and around 33% of the total export of the country. MSMEs in India suffer from the problems and require a well-thought CRM strategy and technology to improve its efficiency, reduce costs and increase profitability. The study aims at highlighting importance of CRM and major problems in adopting and implementing the same in MSMEs.

715 Efficient Education Sector in Kerala: Lesson to be Learnt

Shivani Jaswal, Amity University, Noida 310861@soas.ac.uk

Sunaina Singla, Amity University, Noida, sunainasinghla@yahoo.com

Growth of Indian economy is positively correlated with the growth of its education sector. In India promotion of quality education has been at the heart of growth policies. Vivid education structures can be spotted across India. On one hand where state like Kerala holds a strong education base, other states like Orissa and Andhra Pradesh show poor performance in their education sector. This paper highlights the key factors that makes Kerala's education sector of a success story and puts forward various lessons that other states across India may learn to induce growth in their educational structures thereby aiding Indian growth.

716 Corporate Wellbeing Using Vedic Mantras & Chants: A Perspective Based Study

Rajini Anand, IBS Business School vrajini@ibsindia.org

Prakash Pandit, IBS Business School, ppandit@ibsindia.org

Workplace stress, a serious problem today for both employees and employers, reduces productivity increases management pressures and makes people ill in many ways evidence of which is still increasing. This paper is based on various primary and secondary sources gives a comprehensive understanding about the concepts of stress, with specific reference to organizational stress and the factors leading to it. It focuses on the findings of Vedic Mantras as a stress management technique which leads to increased effectiveness in the work place thereby reducing health disorders.

717 Indian Fast Moving Consumer Goods Sector: An Overview

Dinesh Gurrum, VTU gurrumdinesh@gmail.com

The Indian FMCG sector is the fourth largest in the economy and has a market size of US\$13.1 billion. Well-established distribution networks, as well as intense competition between the organized and unorganized segments are the characteristics of this sector. FMCG in India has a strong and competitive MNC presence across the entire value chain. It has been predicted that the FMCG market will reach to US\$ 33.4 billion in 2015 from US \$ billion 11.6 in 2003.

718 Indian Information Technology Sector: Challenges and Opportunities

Dinesh Gurrum, VTU gurrumdinesh@gmail.com

India's Information Technology (IT) & information technology enabled services (ITES) segments are aligned in a way that the growth in one avenue has ripple effects on another. The IT & ITES industry, as a whole, is the mainstay of Indian technology sector as it has driven growth of the economy in terms of employment, revenue generation, Standards of living etc & has played a major part in placing the country on the global Canvas, India has already established her brand equity in the global IT market.

719 Indian Pharmaceutical Industry: Boon or Bane

Isha Jaswal, Jamia Milia Islamia ishaj85@gmail.com

Nandita Kandal, Amity University, Noida, nandita.kandal@gmail.com

Health is an essential socio-economic asset which contributes to economic development in numerous ways like enhanced productivity improved human capital etc. Sizable improvement in health outcomes are a prerequisite for a developing country like India to break out of its vicious circle of poverty. Indian pharmaceutical industry in turn plays a vital role in providing health care to billions of population in India and abroad. However several malpractices and frauds in the midst of stiff market competition adversely affect the consumers. This paper thus aims at highlighting the issues concerning the Indian pharmaceutical industry and its undesirable impacts on consumers.

720 Future Prospectus for Rural Market

Jyothi Kudapali, Ballari Institute of Technology & Management jyothi_kudapali@rediffmail.com

Dinesh Gurrum, VTU, gurrumdinesh@gmail.com

In recent years rural markets have acquired significance as overall growth of the economy has resulted in to substantial increase in the purchasing power of the rural communities India's per capita income has doubled over the past 20 years. A growth rate GDP of around 9 per cent per annum would be sufficient to quadruple the per capita income by 2020. This will raise India's rank from around 11th today to 4th from the top in 2020 among 207 countries given in the World Development Report in terms of GDP. The present study assesses current future changes and emerging trends.

721 Differential Adoption of Study Patterns Amongst Management Students

Somiya Saxena, Lal Bahadur Shastri Institute of Management & Technology somiya.saxena@yahoo.in

The management education is at its paramount stage. But austere condition is more number of institutions and less number of students in past few years. The acumen behind this is the lack of interest arousal and more distraction towards aspired job opportunities. This research paper is an empirical study to assess the differential adoption of study patterns by management

students. Several B Schools in and around the Rohilkhand region are studied to assess the learning patterns so that B Schools can bring enlightening changes for the gaining of interest towards studies by students in this competitive world.

722 Job Rotation: A Strategic HRM Approach in Visakhapatnam Steel Plant

P Venkata Varaprabhakar, Yogi Vemana University venkatavaraprabhakar@gmail.com

Venkata Ramana T, Sri Venkateswara College of Engineering and Technology, ramana2274@gmail.com

Job rotation is a multi-skilled employee design approach widely used by dynamic companies in globally. Sometimes it involves in workers satisfaction in their workplace by moving from one job to another for reduce exhaustion and boredom. Basically it has two dimensions, one is within-function rotation and another is cross-functional rotation. Within-function rotation means rotation between jobs with the same levels of responsibility and within the same operational area. Cross-functional rotation means movement between jobs in different parts of the organization over a period of time. This paper is focused on Visakhapatnam Steel Plant for empirical study.

723 Changing Role of HR in the Emerging Global Scenario

P Venkata Varaprabhakar, Yogi Vemana University venkatavaraprabhakar@gmail.com

Venkata Ramana T, Sri Venkateswara College of Engineering and Technology, ramana2274@gmail.com

The Human resource management has challenging aspect in any business. There are new trends in the world of HR emerging every now and then and it is closely connected with the world of business to learn such contemporary emerging issues. In this global era human resource touches the new technology and certain emerging issues of management. So, it is necessary for the management to learn the changing scenario of the HR department in order to place the competent role in the globe. Hence, a company's HR activities play a pivotal role to cope up with emerging market.

724 Leadership Learnings from Classical Tamil Literature

Jeyakkumaran S S, Shri Jagdish Prasad Jhabarmal Tibrewala University jeyakkumaranss@gmail.com

Saravanan K, Shri Jagdish Prasad Jhabarmal Tibrewala University, saransai@gmail.com

Preethi Rani, Vellore Institute of Technology, preethi_d76@yahoo.com

Hrishikesh M.P., CMR Center for Business Studies, Hrishikesh

The contemporary world walks on the principles and theories which have been nurtured and rendered in the past. In this reference, it can be said that the contemporary ethical management theories, concepts and principles are very uniquely correlated with that of the oldest ethical literature of Thirukkural written by Thiruvalluvar about 2000 years ago. This paper attempts to rediscover management wisdom, particularly in leadership, it attempts to highlight various theory of leadership and its linkages to Thirukkural which is the original work of Thiruvalluvar.

725 Strategies to Improve Management Education in Competitive Environment

Irshad Nazeer, Bangalore University nazeer.irshad@gmail.com

Ritika Sinha, Bangalore University, ritika.snh@gmail.com

Management Education is very important in shaping the human beings' attitude and help to form liberal society. It converts human into human capital. Across the globe leaders have put their faith in management education. They understand that economic growth rests largely on the quality of a nation's human resources. Some of them are resorting to various malpractices to allure and attract students, particularly in smaller cities and towns. This paper attempts to focus on centralized policy, regulatory regime for foreign educational institutions in the country.

726 Changing Paradigm of Customer Service in Banking Industry

Archana Nair, VPM's K G Joshi College of Arts and N G Bedekar College of Commerce archana.sunilnair@gmail.com

Banks are the life line of the financial system In today's competitive environment it is the customer service that defines competitive advantage for a commercial bank Earlier the regulatory restrictions and proximity to customers gave less scope for competition The expectations of the customer's were very few Today with automation having invaded the banking sector and the customer's expecting any time any where banking the landscape of services have changed completely.

727 Multi-echelon Agri-food Supply Chain Improvement by Applying Lean Concepts & VCA

Alok Singh, Academy of Business & Engineering Sciences, Ghaziabad aloksinghiit@gmail.com

Kavita Singh, Greater Noida Institute of Technology, kavitasinghsikarwar@gmail.com

Purpose – To develop an innovative methodology to apply lean value chain improvement techniques to a complete supply chain for a food product from farm to consumer. Design– Action research based on case study involving farmers, food processor and a major retailer. Findings – VCA highlights significant opportunities to improve supply chain performance, profitability and relationships. Research implications – Lean/VCA methodologies can be readily applied to the retail and processor elements of food chains. However, further research is required to apply the concepts to farm operations. Practical implications – Subsequent to this research, VCA techniques have been increasingly adopted in agri-food sectors.

728 Organizational Restructuring in Economic Recession: Reviving an Ailing Business

Alok Singh, Academy of Business & Engineering Sciences, Ghaziabad aloksinghiit@gmail.com

Kavita Singh, Greater Noida Institute of Technology, kavitasinghsikarwar@gmail.com

Purpose – To identify factors that are significantly associated with the delisting risk of restructuring firms. Design– Drawn on a sample of firms with negative earnings that undertook restructuring during the economic recession. Findings – The paper finds

that delisting risk increases when firms undertake repetitive restructurings, massive workforce reduction, and large-scale asset downsizing. Firms with high levels of debt and failure to cut costs and narrowing its focus on core competencies are also more likely to delist. Practical implications – This paper provides a guide for managers to effectively plan and implement a restructuring program to improve performance amid an economic downturn.

730 Quality of Services in Higher Education Institutions - An Empirical Study

Robert Clive G, Crossland College grclive@gmail.com

Competitive higher education today demands excellent quality of services to attract students and remain vibrant. Student satisfaction assessment is vital in determining the quality of services in higher education institutions. This paper analyses the level of students' satisfaction of services in colleges based on an empirical study in Karnataka. The students are satisfied with the quality of teachers and the institutional atmosphere but they are dissatisfied with the infrastructure, usage of ICT in teaching and student welfare services. The results of this study can spell out newer strategies for enhancing the service quality in higher education institutions.

731 Rural Women Entrepreneurship – A Step Towards Self Contained Economy

S.Ambiga , Sathyabama University ambigasundar@gmail.com

M. Ramasamy, ambigasundar@gmail.com

This paper discusses the impact of Women Entrepreneurship in rural areas towards attaining a self contained economy Analysis is based on the data collected from two villages of Perambalur District Tamilnadu Rural areas rapidly losing out their self contained economy From the data collected the authors found that the Women Entrepreneurs in rural areas procure most of their inputs locally and market their products locally This activity results in sustainability to some extent amid invasion of urbanization The effect of this sustainability on their life style earnings and occupational pattern were also analyzed There were 120 Women Entrepreneurs participated.

732 Internal Marketing in Information Technology Industry in Chennai

Praveen Kumar S., Panimalar Engineering College professorpraveen@yahoo.co.in

Firms which have talented and engaged employees enjoy significant advantages over their rivals. Therefore companies spend a great deal of time in building engaging motivating and retaining talent An important way of accomplishing this task is by Internal Marketing. Thus the challenge for businesses today is not just in satisfying employees and getting them to stay with the organization but to create the environment where they want to do and give discretionary effort to go above and beyond what is written in their job description This empirical study explores the extent of Internal Marketing in IT companies in Chennai.

733 Role Stress – the Relationship of Work Experiences and Overall Satisfaction

Madhuri Mahato, Usha Martin Academy madhuri.modekurti@gmail.com

Pranab Kumar, Birla Institute of Technology Mesra, pranabkumar@bitmesra.ac.in

This paper presents a literature review of the origin of the concept and the research in the area of Organizational Role Stress with a review of 50 papers published between 1971 till 2010. The review has been segmented based on the contributions made by each study, major issues it deals with, the data sources, primary methodologies adopted and country-wise & year-wise publications. The literature compilation talks of how the concept of stress has been understood and dealt over the years. Such studies can help the managers chalk out better policies & strategies for the modern diverse workforce base.

734 How Engaged are Your Employees? - A Study on Dimensions of Employee Engagement.

Shruthi N P, Mindtree Ltd. npsruthi@gmail.com

Today's global consumers are very demanding technology is changing everyday so is the demand by consumers. Developing nations such as India and China is in great demand for industries and a hot spot for FDI's To cope up with ever changing technology companies have to ensure that they have enough enriching talent in their organization They also have to make sure they have the best of talent in their court of players This paper will highlight few insights regarding Employee Engagement strategies and its trends. It shall also reveal few success stories of major industrial players who now are global leaders.

736 Effect of CSR on Consumer Behaviour with Reference to PSU

Praveen Kumar, Sri Sai Ram Institute of Management Studies praveenkumarreach@gmail.com

Kirupa Priyadarshini, KCT Business School, kirupa@kctbs.ac.in

Drawing on social identity theory, a model of influence of CSR on loyalty is adopted and tested using a sample of real Chennai based public sector banks consumers. The intent of this research is to study the influence of CSR on consumer loyalty through company evaluation and consumer company (C-C) identification. The model was tested with a survey sample. So in this study we do the path analysis to test the 8 hypothesis out of which 5 hypothesis have positive relationship. The findings of this study indicates that CSR initiatives are linked to stronger loyalty of the consumers towards their banks.

738 Best Practices for IT Managed Services in a Competitive Environment

Ramakrishna Kavirayani, Gitam University rkavirayani@yahoo.com

There has been a radical shift for companies operating in IT services industry between mid-nineties till date. The competitive environment focuses on the competitors who win clients in the same market segment that includes all immediate rivals. Service providers business thrives on the deliverables, quality, customer satisfaction, and honoring commitments to their customers. The types of projects could be among application development, support, testing. The best practices that aid organizations are:

Effective Communication; Good Governance model; Escalation Resolution; Process Adherence; Honoring Commitments; Maintain Stakeholder expectations and relationships; Quality Deliverables; Metrics; Status Reports; Team Empowerment; Lessons learned.

739 Empirical Study of Link Between Growth of a Country and its Success in Sports

Smita Shukla, University of Mumbai smitashukla_in@yahoo.com

As per reports and available historical trend it can be stated that China's haul of medals in Olympics has tripled between 1984 and 2008. The performance of China in recently concluded London Olympics was spectacular. This paper empirically analyse if there is link between economic and political growth of a country and its success in international sports event. The study is based on relevant historical data. The paper also analyses the factors that contribute to the growth/rise of a country in International sporting events.

740 Study on the Impact of Strategic Orientation at Women owned Service Enterprises

Jeyakodeeswari R, Lady Doak College jkodi ldc@gmail.com

Christina Jeyanithila R, Francis Xavier Engineering College, nithilainc@gmail.com

As the Beauty Parlour segment is experiencing a high growth rate many women have taken up business in this field The US Bureau of Labour statistics 2008-09 estimated a 14 percent increase in the growth of industry between 2006 and 2016 The women who are operating as individual business owners in the industry tend to strive through adopting appropriate strategies because of their effective strategic orientation This study considered strategic orientation from its three perspective viz Entrepreneurial orientation Marketing orientation and Learning orientation The study concluded that there was significant relationship between strategic orientation and the performance of the firm.

742 Impact of physical environment of hospitals in patient satisfaction

Sharmila Sakthivel, sakthisharmi03@yahoo.co.in

Jayasree Krishnan, St. Josephs College of Engineering, jayasree.krishnan@gmail.com

Hospital marketing is a specialized field that deals with connecting patients physicians and hospitals Patients nowadays are more aware and more quality conscious than before It stands to reason that a high level of quality which can translate into patient satisfaction is important for a hospital Consumer satisfaction is important to the hospital because it is generally assumed to be a significant determinant of repeat visit positive word-of-mouth and patients loyalty In this study the researcher would like to bring about how the physical environment have the impact on patient satisfaction.

743 Credit Lending Practices of Indian Public Sector Banks in the Competitive World

Rashmy Moray, Sinhgad Institute of Business Administration and Research rashmymoray@hotmail.com

Indian Banking Industry has under gone tremendous changes in their products and services since Basel norms were implemented. In the globalised business environment of banking it is the quality of service that is going to help the Indian banks to sustain their business and profitability. The paper attempts to evaluate the perception of banks customers towards the service quality with special reference to the lending practices based on the study of few select banks. This paper aims at presenting the fundamental concepts behind the credit lending practices and assessment of innovative services strategies that banks have been employing.

744 Managing Service in Competitive Environment: A Study of KFC and McDonald's

Rohan Sharma, Innocent Hearts Group of Institutions rohansharma001@gmail.com

Sayeed Zafar, Innocent Hearts Group of Institutions, sayeedz@yahoo.com

The present research aims to study the service quality of KFC & Mc. Donalds in Punjab. 126 customers of KFC & Mc. Donalds were taken who were regularly visiting both the outlets. Various aspects of services pertaining to these giant outlets were taken in to consideration. The result shows that the customers are more satisfied in service parameter in KFC than Mc. Donalds. The other aspects of services were also discussed in the paper.

747 How Green is Indian Business? A Study of Sustainability Initiatives

Saroj Datar, JDBIMS, SNTD University sarojdatar@gmail.com

How green is Indian Business A study of sustainability initiatives undertaken by Indian businesses The nomenclature which started with Green economy green growth green jobs has now reached up to greening of business and with various shades of green in corporate social responsibility Global concerns for sustainability are now knocking at the doors of Indian corporate sector as well This paper tries to understand the awareness about the sustainability issues by Indian companies the initiatives they undertake in this regard and the problems they face in measuring and reporting the same to the authorities, with the secondary and primary research .

749 Graduate Employability and Students Orientation to Labor Market

Vikram Katyal, Lovely Professional University katyal1984@gmail.com

Ridhi Arora, Lovely Professional University, ridhi.arora23@gmail.com

Employability as a concept demonstrates true potential of students to attain and undertake future employment Simultaneously employability also represents significant linkage between industry and academia Past research has depicted that with the transition of students from higher education institutes to entering labor market there has been variation in the approach and perception of students towards jobs available in the labor market The paper thus puts an emphasis on measuring the students perception towards

their employability and future career prospects. Besides this, the research also discusses the implications of the same for the higher education sector and the industry.

753 Gap Analysis of Services at Jolly Grant Airport Dehradun

Tadamarla Anupama, University of Petroleum & Energy Studies anu1078@gmail.com

Inumula Krishna Murthy, University of Petroleum and Energy Studies, kris0779@gmail.com

K Deeppa, University of Petroleum and Energy Studies, k.deeppa@gmail.com

The recent increase in the number of people going online to research and planning their vacations has prompted travel brands to develop a solid digital presence. Many travel brands have already made social media an integral part of their marketing strategy. Keeping in view this topic is chosen for preliminary research in order to find the effectiveness of branding and future scope of marketing by social through for Travel Agencies Objectives. The objectives of the study are o To find the effectiveness of branding of Travel Agencies through Social Networking sites and to find the future scope of Marketing.

754 Determining Internet Banking Service Quality & Customer Satisfaction in India

Jasveen Kaur, Deptt. of Commerce & Business Mgt., Guru Nanak Dev University drjasveenkaur7@gmail.com

Baljit Kaur, Dept. of Commerce & Business Mgt., bkbajitkaur@gmail.com

The main objectives of this empirical study have been to determine the bank-wise comparison among the customers usage of internet banking services by using one-way Anova and to evaluate consequent impact of the Internet Banking Service Quality on the Customer Satisfaction through Multiple-Regression statistical techniques. Anova results have depicted that there is no significant difference in facilities determining the customers' usage of internet banking services of Public-sector, Private-sector and Foreign Banks in India. The Regression measures have indicated that Responsiveness, security/privacy and site-aesthetic are influential factors, whereas, Reliability and Efficiency have insignificant impact on satisfaction of the online customers.

756 Fraudulent Practices in Banks : A Case of Loans Against Forged Fixed Deposits

Ravinder Bhatia, Asia-Pacific Institute of Management ravindra.bhatia@asiapacific.edu

Mr Ramlal was working as an Officer in a small branch of Aapka Bank which is one of the oldest Public Sector Banks in India. The branch was located on the outskirts of Delhi/NCR region. The bank has in all about 3500 branches all over the country. It is rated as one of the best Banks in terms of customer-service. The bank had a total business of more than Rs 3,00,000 crores with deposits of Rs 1,75,000 crores and advances of Rs 1,25,000 crores. The said branch of the Aapka Bank had a total staff strength of six officials headed.

760 FDI in Multibrand Retail with Special Reference to FDI Impact on Indian Economy

Ravi Bhandari, University of Pune bhanravi@gmail.com

Atiq Shaikh, University Of Pune, meetatik@gmail.com

The Cabinet at its meeting held on September 14, 2012 approved FDI in multi brand retail trade up to 51%, through the prior governmental approval route. This study helps to find out what are the different legal aspects of multi brand retail & its effect on Indian economy. The null hypothesis assumed in this paper is GDP is not dependent on the FDI. Simple correlation model is used to test the hypothesis using SPSS software. This paper contributes to the existing issue of the Multi brand retail & how FDI is essential for the economic growth of India.

763 Impact of Commodity Derivative Trading on Commodity Prices

Kaleel Nisha, B. S. Abdur Rahman University kaleelnisha@gmail.com

Haider Yasmeen, B. S. Abdur Rahman University, haider.yasmeen@gmail.com

Derivatives have become an important component in investors portfolio. Although derivatives do not have value of their own they influence the prices of underlying assets and other variables also. This paper gives a status review of various research works carried out by different researchers on the influence of commodity derivative trading on commodity prices. The reviewed papers have adopted Granger causality test, Johansen's cointegration test, EGARCH model to test the relationship between futures prices and spot prices of commodities. This paper not only aims to identify the research gaps but also makes an earnest attempt to formulate research hypotheses.

764 Effect of Consumer Response on Sales Promotion in Organized Food Retailing

Meenakshi Sharma, BITS meenu.3july@gmail.com

Sonia Antil, BITS, soniaantil@gmail.com

The burgeoning consumerism in the nascent market economics has momentous repercussions for organized food retailing. Sales Promotion has emerged as one of the medium of advertising. Attempt was made to study the effect of consumer response on sales promotion in organized food retailing. Studying of four demographic factors gender, age, income and family size has been considered to have an impact on consumer response towards sales promotion in Food Retail shops at Jaipur. The results will help the managers to identify their target consumers and in turn to develop appropriate sales promotional programs in order to increase their revenue.

771 Application of Yoga in Management: A Theoretical Framework

Nirmala Raghavan, B S Abdur Rahman University rnirmala25@gmail.com

Haider Yasmeen, B. S. Abdur Rahman University, haider.yasmeen@gmail.com

The term Yoga is derived from the Sanskrit which means union of mind body and spirit The word Yoga is associated with meditative practices in Hinduism Buddhism and Jainism As far as research evidence on yoga is concerned there are a lot of empirical studies on physical aspects and mental health but only few studies with regard to various aspects of management This conceptual paper is a modest attempt to bring to light the findings of those research studies that have related yoga with management The current study aims to identify the research gaps based on the reviewed papers.

774 IT in Agricultural Supply Chain Management for Information Integration

Nisa James, AICTE nisajames@gmail.com

Information flow in Supply Chain coordinates the various parties involved. In the new millennium, the challenges in Indian agricultural sector are quite different from those met in the previous decades. One of the key issues, which require attention, is the inefficient supply chain network, where there is need for value addition to agricultural produce to maximize the agriculture return. This paper attempts to highlight the role of IT in revamping agriculture. A few initiatives like ITC e-choupal and Kerala Govt.'s e-Krishi are analyzed for their role in the agricultural supply chain.

776 3c as Hallmark for Employee Effectiveness, Success and Retention

Shelly Mohanty, SCT shelly_mohanty4@yahoo.co.in

LPG (Liberalization, Privatization and Globalization) proves that Human resources are the key resources towards the organizations success. The most important trends in this 21st century are the retention management, increasing productivity and profitability. To be an effective organization and to maintain the performance of the employee, it needs competent, committed, objective oriented and motivated employees. Various forces are there which has its impact upon the employee effectiveness and success. The most important is coordination, cooperation and cohesiveness among employees.

777 Customers' Perception and Buying Behavior w.r.t. in-flight Shopping Experience

Mukta Srivastava, Allana Institute of Management Sciences muktassrivastava78@gmail.com

Syed Azher Ali, Allana Institute Of Management Sciences, syedazherali@gmail.com

Gunjan Singh, Allana Institute of Management Sciences, singh.gunjan33@gmail.com

Though retailing in flights is a common business practice in west, but in India it is new for both vendors and customers. In this article, an effort has been made to study the customers' perception and buying behavior with reference to in-flight shopping experience in Pune. Multiple Regression, Independent Sample t-test, One-way ANOVA and Chi-square test have been applied for analyzing the data. Statistical computations are done through IBM SPSS statistical package. In the light of the article, the in-flight shopping service providers may get to know the factors that play prominent role in making the on-board shopping experience unforgettable.

778 Effectiveness of Grievance Handling Procedure

Poonam Rawat, University of Pune poonam.aprawat@gmail.com

A grievance procedure is necessary in large organization which has numerous personnel and many levels with the result that the manager is unable to keep a check on each individual, or be involved in every aspect of working of the small organization. The primary value of grievance procedure is that it can assist in minimizing discontent and dissatisfaction that may have adverse effects upon co-operation and productivity. This paper aims to study the "Effectiveness of Grievance Handling Procedure" at "Bhilai Jaypee Cement Limited".

779 Optimization of Indian Higher Education System: Continuity and Change

Vineeta Kaur Saluja, Mata Gujri Mahila Mahavidyalaya placement@matagujricollege.in

Kirti Diddi Pandey, Mata Gujri Mahila Mahavidyalaya, kirtipandey@rediffmail.com

Linking education to economy is of paramount concern to all developing countries, resulting in a perpetual cycle of reshaping Higher Education services. Sustaining and enhancing quality of higher education is crucial for economies to escalate along the value scale. Global economies demand a highly adaptable trained workforce from the HEI's requiring integration of 21st century skills and competencies responsive to contemporary and future labour market needs at both local and international levels contributing to national development in the process. Global standardization and competitiveness of Indian higher education has to be enhanced pro rata in the equation of change and continuity.

781 Service Quality Assessment with SERVQUAL in Insurance Sector: A Comparative Analysis

Sonal Muluk, University of Pune sonalmuluk@gmail.com

Mahesh Abale, University of Pune, mahesh.abale@gmail.com

This research paper attempts assessment of service quality offered by the LIC of India and selected private insurance companies. SERVQUAL scales are used to interpret satisfaction level of the customers on seven different parameters. Objectives of the research are to find out customer satisfaction level on set parameters of service quality of customers' of LIC of India and customers of selected private life insurance companies. The research method is exploratory research method with convenience sampling method. The primary data will be collected from 180 policy holders of different private insurance & LIC of India companies.

783 Building Customer Engagement – Challenging Strategy

Sayali Pataskar, Hirachand Nemchand College of Commerce sayalipataskar@gmail.com

The term engagement is sometimes used to describe customer marketing loyalty satisfaction and retention practices companies are now realizing that engagement also is a more strategic way of looking at customer or stakeholder relationships In this emerging approach engagement refers to the creation of a deeper more meaningful connection between the company and the customer and one that endures over time Engagement is also seen as a way to create customer interaction and participation While that might sound like what marketing has tried to do all along cultivating engagement is increasingly a job that is being undertaken.