

**PAPERS  
IN-ABSENTIA**



### **9011 The Role of Process Owner on BPM-System Implementation Success**

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Business Process Management as an organizational-issue is essential for leveraging business output of tasks and procedures. BPM-system success is of critical importance for managers and it has been investigated in different researches. Different classifications of CSFs for BPM-system implementation indicate people as one of the most important factors. That means every organization must consider individuals as a critical factor to improve system performance. In this research, we aim at poring over the Process Owner as one of the critical positions in BPM implementation. We suppose three concepts dealing with process owner's role in BPMS implementation individuals, process and organizational structure.

### **9101 Joint Efforts in Product Creation**

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From the point of view of market orientation and competitiveness enhancement, the value generation chain constitutes a potential for differentiation of product creation from the customer point of view. The management thereof must respect both the company's interests and market requirements. The chain is also the place of inconsistencies in the interpretation of the marketing concept within the company. A complex tool to create the prerequisites for effective partnership and provide flexibility in relation to market requirements is the operative production management principle. The work uses experience gained from research in companies in the Czech Republic.

### **9104 Challenges of Albanian Agribusiness Sector for the Increase of Competitiveness**

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We're living in an economic situation where always more and more the trades are extending and consisting on that the economy is facing with the high competitiveness of imported products. The immediate goal in the agribusiness sector is the quality improvement of agricultural and food production. The objective of this paper is to identify the opportunities as well as challenges and possible solutions facing the Albanian agribusiness sector. This research consist in the identification of strategies and possible solutions to increase the competitiveness of the sector.

### **9105 Euroisation of the Albanian Economy-a Close Reallity and an Irreversible Process**

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*Euroisation of the Albanian Economy-a Close Reallity and an Irreversible Process*

The integration of Albania into European Union has been an aspiration expressed very clearly throughout the final two decades. The political integration will be accompanied with the monetary integration. The Albanian economy is showing a progressive euroisation of the Albanian Bank (from 39% in 2006 up to 56% in 2010). In this situation, it must be taken into consideration the one-sided euroisation alternative. The Albanian integration towards EU is an irreversible process, that's why the issue isn't posed like this: Will the Albanian economy be part of euroze? But when it will happen?

### **9106 Role of Business Communication in Knowledge Management Organization**

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It has been identified that in the knowledge management organizations, Business Communication has disseminated from the decision-making level. To be more efficient communicators, knowledge workers should have excellent interpersonal communication skills. However, Knowledge professionals are unacquainted with its needs to perform everyday activities in an organization. Business Communication plays a vital role to integrate stability and relationship across an organization structure. The endeavor in this article is to determine the key aspects of effective business communication that are necessary for the success of a knowledge management organization.

#### **9408 From Accounting to Operations: Conceptualizing a New Sustainability Framework**

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Sustainable development has touched every realm of human civilization since last decade. Sustainable operations and sustainable supply chains as new research dimensions have drawn considerable interest. Many research has tried it to investigate sustainability from several angles. With the advent of IT, many studies have tried to establish several conceptual and empirical models. For e.g. Dao et al.(2011) have tried to investigate how bundling IT, HRM and SCM resources can help building sustainability capabilities. In this paper an effort has been made to integrate Accounting, Finance, Marketing & Operations can be bundled with IT resources for building an integrated sustainability framework

#### **9423 Where have All the Teachers gone?**

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Where have all the teachers gone?. The truth and sorry state of affairs in business schools operating in India is the shortage of good teachers. Students lack teachers who have wider research interests, corporate experience and a commitment to the profession. Students end being taught by visiting faculty and others who end up in teaching primarily because they cannot go anywhere else depriving the students of the immense benefits of having a committed qualified teacher. This conceptual paper tries to discuss reasons, for people taking up teaching as a profession, and the shortage of good teachers in Business Schools.

#### **9426 Distance Language Programs: Innovatory Approach for Language Education**

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Considering the complexity of today's life and science and technology revolution, new systems of ELT delivery should be provided in higher education systems, which enable the modern learners to cope with barriers of language learning. Although distance education is an innovatory approach to education which is not a new concept, but it can be considered as a modern method of EFL education and delivery. This paper aims to study the efficiency of distance education programs in Improving Language skills of EFL learners and find out their success rates.

#### **9427 Linking Knowledge Management and HR Performance and Practices for Sustainable Development**

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Organizations nowadays are challenged to make knowledge more productive as a competitive resource in a complex and unpredictable environment. Owing to the increasing importance of HR practices to the competitive advantages of organizations in the rapidly changing knowledge-based economy, it is vital to examine the determinants on the HR performance and knowledge management and their effects on organizational outcomes (productivity and efficiency). The present paper aims to examine the relationship between the determinants of HR performance and knowledge management in Islamic Azad University. The findings provide evidence that knowledge management plays a significant role to improve HR performance and practices.

#### **9434 Customer Satisfaction of Internet Banking and Theory of Big Push**

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The purpose of this study is to find out the Customer satisfaction of internet banking users which leads to make more loyal customer and hence loyalty leads to the attracting more customer, expansion of business and increase in net profit. The finding of the study shows that there is a significant variation in the level of satisfaction among internet banking users. The satisfaction of an Internet banking users depends upon Reliability, Responsiveness, Security, Ease of use and Tangible. Study also suggests that in which segment there is a need of BIG PUSH to improve the overall satisfaction of the customers.

#### **9435 Stress of the Police Personnel at Waghodiya Police Station in Vadodara City**

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The Purpose of this research is to find out level of stress among police personnel at Waghodiya Police Station in Vadodara city. Open ended Questionnaire has been used to collect the data among police personnel at Waghodiya police station. Each and every employee has been included in this study of the same police station. The finding of the study suggests that there is a significant difference of level of stress among police personnel at Waghodiya police station. Sources of stress vary as per their nature of profile, shifts, designation, role and responsibilities.

#### **9444 Global Business Leadership Capabilities**

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To compete globally organisations have to be more innovative, effective, productive, and profitable in an increasingly global and challenging economy, thus they design dynamic leadership programmes to address clear and compelling corporate needs with well-defined outcomes. To translate productivity into a true growth engine, lead by performance of leaders in key functional decision making positions. The Research reveals that it is critical for organizations to establish effective leadership competency models to successfully identify and nurture leadership within their organizations and can dramatically increase their chances of building and retaining world-class leadership teams by successfully assessing and developing employees' leadership ability.

#### **9470 Practical Approaches to Embedding Emotional Intelligence Training in the Curriculum**

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The work conducted in most organizations has changed dramatically in the last 20 years. There are now fewer levels of management and management styles are less autocratic. Naturally, the criteria for success at work are changing too. Increasingly, new yardsticks are being applied to choose who will be hired and who will not, who will be let go and who will be retained, and who will be past over or promoted. Emotional intelligence may be the (long-sought) missing link but a problem with our current education system is over emphasis on IQ.

#### **9475 Blue Ocean Strategy - A Critical Analysis of Application on Indian Companies**

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Blue Ocean Strategy is much discussed strategic approach that needs to be followed by such companies that wish to beat the market competition. This paper analyses the practical application of Blue ocean strategy in case of Indian companies. This paper also discusses the risk factors/negatives associated with the emergence of application of Blue Ocean Strategy in India/ worldwide.

#### **9495 Relationship between OCB and Organizational Justice at Work Place**

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Study examined the relationship between organizational justice and organizational citizenship behavior in a sample of 240 service sector employees from Haryana, Delhi and NCR region. Distributive, procedural, and interactional justice interacted to predict organizational citizenship behavior. A relation between distributive justice and OCB was found only when there was low interactional and procedural justice. The 2-way interaction of distributive and procedural justice was observed only at a low level of interactional justice, and the 2-way interaction of distributive and interactional justice was observed only at a low level of procedural justice.

#### **9498 Academic Staff Development: Challenges of Higher Education**

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Stepping in the new era of information technology imposes the need to redefine teachers' roles. This has become more complex and demands specialized training and qualifications, which, in turn, lead to changing the paradigms of pre-service and in-service teacher training. It is necessary to evaluate whether its goals and aims have actually been achieved. The main focus of this paper is to evaluate the effects of teachers' short-term training programs from the viewpoint of administrators of Islamic Azad University and University of Pune in order to evaluate the efficiency and rate of success in teacher training programs.

#### **9500 The Attitude Virus- Curing Negativity at the Workplace**

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Negativity spread in a matter of minutes, and before anyone realizes what has happened, the entire workplace can be affected. This is not a physical illness but it is an attitude virus that causes negativity in all it touches. It can affect the weak or powerful, the home or workplace, the worker or employer. Worst of all, if not discovered and eliminated quickly, the virus can spread to epidemic proportions, leading to loss of confidence, enthusiasm, creativity, productivity and it is quite expensive too. Therefore, this paper focuses on finding preventive actions- "cures" for managing negativity virus at organization.

#### **9544 Managing Quality with Quantity in a Higher Technical Education Institute in India**

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Field of education management as a sub field of human resources management has found established because of the massive increase in the student population, faculty, resources and funds requirements in India. Despite the increasing number of students in HTEIs, only 4% students from rural area are able to get admissions in universities in Punjab (Ghuman, 2007). As a result of poor admissions in rural area institutes; these suffered in funds; faculty; teaching and development, research, results, placements and image building. These were complex problems and require to be essentially solved to provide the proper balanced development.

**9561 Service Quality Towards Student Satisfaction: An Empirical Investigation**

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This study attempts to examine the relationship between service quality dimensions and overall service quality (tangibility, responsiveness, reliability, assurance and empathy) and students satisfaction. Furthermore, this study is also examining critical factors in service quality dimensions (tangibility, responsiveness, reliability, assurance and empathy) that contribute most to the satisfaction of the students. This study was conducted using a set of questionnaire to 100 Management students from reputed Management institutions, Sangli and Miraj City, Maharashtra. The study will provide results from empirical test of these relationships.

**9562 Challenges and Constraints of Production, Marketing and Export of Litchi**

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In India, litchi ranks seventh in area and ninth in production among fruit crops, but in value terms, it ranks sixth. Though the yield and area of litchi is increasing but India's share in world litchi trade is negligible. Some of the important reasons accounted for this are short production and marketing period, post harvesting handling, transportation and lack of proper infrastructure and high prices. For increasing the India's export share, the Indian litchi should be price competitive and the price analysis of Litchi fruit helps in identifying the competitiveness and the factors affecting the prices.

**9563 Microfinance and Women Empowerment: An Impact Study of Self Help Groups**

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The study aimed to assess the impact of microfinance on socio-economic empowerment of women SHGs members in Nainital district of Uttarakhand .The study was based on the data collected from 87 women members of self help groups (SHGs).The women SHGs were under SGSY and NABARD category. The study aimed to assess the impact of microfinance on socio-economic empowerment of women SHGs members in Nainital district of Uttarakhand. The socioeconomic profile of women members of SHGs across the models were compared taking age, poverty level, education, caste, health, type of family, size of family and type of land holdings.

**9803 Employee Relationship Model: An Emerging Stride**

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Economic growth of the country especially in the services sector has created options not only in relationship management emerged as a tool used by marketers to counter fickle customer loyalty reaching out of increased options. Researchers found that success of CRM emerged as a tool used by marketers to counter fickle customer loyalty resulting out of increased options. This has challenged the erstwhile tenure of stay and form of administration and governance of organisations.

**9804 Determining the Influencing Factors of Marketing Strategy on Performance**

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The present study is an attempt to identify and analyze various motivating factors for strategic marketing planning in the context of FMCG Dealers of Kolkata. Drawing from extensive literature review, the study develops a research model of factors and variable relationships considered being essential for the performance based marketing strategy. Concluding from the model, the research hypothesize that the credibility of marketing strategy depends on the external business environments and its formulation process. The causal relationships amongst these variables were analyzed by structural equation model. It determines the effectiveness of the implementation of the strategy in achieving the desired performance.

**9805 Significance of Perceived Convenience of Purchase of Product in Customer Equity**

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This paper considers the aspect of convenience of purchase in increasing the customer equity in a competitive scenario. The automobile industry in UAE has been studied.. Convenience of purchase is one of the key aspects in increasing the customer equity. Significance of this factor is proved through primary research which is carried out by administering questionnaire to potential

automobile customers in UAE. Statistical analysis and hypothesis testing is carried out and significance of convenience of purchase is established. It is concluded that the firms should focus on increasing the value through focusing on various aspects of convenience of purchase.

#### **9807 Managing Turbulence and Uncertainties in Organization Behavior**

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Organizations have entered a new era characterized by rapid, dramatic and turbulent changes. Several emerging trends are impacting organizational life. Of these emerging trends, three will be examined: Environmental uncertainty & dependence, Technology and Size. These trends create tensions for organizational leaders and employees as they go through waves of changes in their organizations. The substantial organizational turbulence has affected managers' careers in the last two decades. The tensions produced by these trends cannot be solved. They have to be managed. Effective approaches in organizational change and alternatives will require leaders and employees to develop greater resilience in confronting these tensions.

#### **9808 Energy Diplomacy for Energy Security**

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The growth of any economy in the world needs energy to propel it to move forward. As the world and the nation progresses with the increased population and increased industrialization the need for the energy is growing with each passing day. The nations have made the indigenous exploration and production of resources a priority. The diplomacy becomes an imperative because there are nations with energy exporting capacity while other nations need to import energy on a long lasting priority. The paper shall discuss how energy diplomacy helps nations to achieve their goal of energy security.

#### **9811 Knowledge Management Perspectives in Business Communication – A framework**

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Aspire of this paper is to develop a framework of a competent method for the use of knowledge management with effective business communication skills that boost managerial affirmation and enhance employee productivity. It has been widely accepted that business communication plays an important role in communications between the employees for better understanding of activities within organization. In this context, very little work has been done on the awareness of perceptive and communicating the use of knowledge management among the workforce in organization.

#### **9813 Celebrity Endorsement: A Stratagem to Influence Perception and Behavior Towards Brands**

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Purpose This paper aims to obtain a view on how celebrity endorsement influences consumers' perception and buying behavior towards brands. The Notion There has been a remarkable increase in celebrity endorsement as well as endorsers, since the late 19th century. Marketers and advertisers are now fervidly turning to celebrity endorsements as a tool to sway consumer behavior in favor of brand building, despite all pitfalls and associated risks. Main Contribution This article intends to provide greater insight into the nature of celebrity endorsement in the context of branding and consumer behavior.

#### **9814 Management Education in a Changing World: Emerging Issues and Challenges**

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Changing economic conditions and intensification of global competition have given management education an increasingly central role in the success of individuals and corporations. Management education on has spread in the last fifteen years in India. Management education, at this juncture, needs a critical examination as only developing talent can take India forward. The purpose of this paper is to engage all concerned in a serious issues and challenges with a view to revitalize management education in India for better participation and viability in the global economy.

#### **9817 MBA Losing its Sheen: Interplay of various macro-environmental factors**

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The management degree, once considered a golden ticket to the world of professional success has lost its sheen in the past few years. A single reason can't be ascribed rather interplay of various macro environmental factors is required to be undertaken to divulge more comprehensive results. The source of data for study is secondary for a period of 2008 to 2010, including relevant comparative data from some international surveys. The results achieved seek attention of most of the b-schools to restructure business education for the greater interest of all the stakeholders.

### **9818 Am I Financially Literate?**

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RBI aims at Financial Inclusion and Financial Literacy as twin pillars, so as to deepen the penetration of financial services in the country, particularly at the bottom of the pyramid. This Paper is a modest attempt towards assessing the banking outreach in India, to study the link between financial literacy on the demand side and financial inclusion from the supply-side. This Paper also explores the needs and gaps in respect of literacy rate as well as the facilitating factors, awareness of financial products and services, teaching, training, of the people, as an opportunity and a challenge.

### **9819 Inclusive Banking: A Sustainable Strategy for Economic Development**

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Inclusive growth is emerging as an important perspective and priority in the policy agenda of economic development. Banks being major financial intermediaries in the growth process are incorporating inclusive growth as a major policy perspective in their business plans so as to ensure effective implementation and derive economic value from their operations. The paper analyses the government schemes, policy perspectives that throw up enormous opportunities for the banking industry in augmenting the inclusive growth and as an enabler of economic growth and economic development of our country by targeting the customer at the "Bottom of the Pyramid".

### **9820 Raising the Kite of Management Program - Against Winds**

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The winds is blowing against the management program which deemed to be the spinal cord for whole corporate world, The study is intend towards raising the kite of this program to heights. This analytical and descriptive research is done to understand the behavior of potential as well as other students who enroll themselves to another program instead of management during 2008-2011. The analysis and interpretation of data is done by SPSS. Through SWOT analysis, we proposed possible approaches to overcome our weakness and in reaping the opportunities to strength out cord as we know sky is the limit for us.

### **9821 A Study of the Role of Absenteeism in the Era of Globalization**

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Absenteeism plays a dominant role in the present day. This study aims is to find out the level of absenteeism among the workers in the Organization, to find out the various causes for absenteeism, to study the relationship between the employees job satisfaction level and absenteeism and to finally suggest the possible remedial measures to reduce and control the absenteeism rate. The study concludes that absenteeism can be reduced to a great extent if the management takes initiative in making the workers feel responsible towards their job by introducing various motivational schemes and counseling.

### **9826 Management Education and Entrepreneurship Development in India – Need of Era**

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India's strength is availability of Intellect manpower, keeping our growing global aspirations in view. The relationship with the rest of the world can be expanded by access to market, technology and security. We connect these aspirations by providing the Management Education with a focus to grow entrepreneurs. Considering this issue, through a primary study the extent of percolation of entrepreneurship development in overall management education is analyzed. The growth of management education generally and entrepreneurship education specifically, is needed as a core activity for academic investigation and as practical activity in the private and public sectors.

### **9827 What ails the MSME Sector in India ? Is it Poor Access to Funds?**

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This paper attempts to look into some of the problems which this sector faces in India. and focuses largely on the issue of funding problems If India is to attain its aspiration of double-digit growth rates and a reduced poverty ratio, greater focus on the well being of the Small and Medium Enterprises (SME) sector becomes a necessity.



**9828 “May we have a break, Sir?” The Problematics of Knowledge Induction and Absorption in the Recent Generation Students**

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Knowledge induction process done by the teachers in any field involves a lot of strategy making besides scholarship. The recent problems that India is facing with the present generation students are bizarre. A survey shows that the students of India today are facing the same problems that the students of America had faced twenty five years ago. The most important change that a teacher notices in the students today is their change of attitude towards learning and education. The priority output of education for students is no more gaining knowledge only but gaining knowledge only to earn money.

**9829 Impact of Managing Personnel Records in an Electronic Environment (HRIS) on Business**

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In the current booming Information technology world, human resource management in the Public Service become a model of excellence, in which service to society stems from individual commitment instead of compulsion. The management of people should be regarded as a significant task for those who have been charged with the responsibility and should be conducted in professional manner. Different companies were facing issues of compliance, data protection and identity theft on a daily basis. While technology is a great friend in business, it can turn into an enemy if you don't take the steps necessary to protect the security.

**9830 Managing Turbulence and Uncertainties in Management Education: New Dimensions**

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Last few years have been difficult for Indian Management Education because of several reasons viz. increase in IIMs, Business Schools, MBA and PGDBM Colleges/Institutes, commercialization of education, lack of quality assurance and finally deficiency in employability skills. Entry of Foreign Universities/Business Schools will pose more challenges. International Management Education is affected by economic crisis and restriction of government funding in western countries. Next decade will see rule of ecosystem 'survival of the fittest'. Business School, MBA and PGDBM Colleges/Institutes need to explore new dimensions and innovative techniques for long term existence.

**9833 Managing Turbulence and Uncertainties in Management Education: New Landscapes**

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Five years ago Peter Drucker predicted thirty years from now the big universities will be relic. His prediction set a global debate on the future of higher education within University System. Many believe that in this millennium, unless there is a drastic change in the strategy and structure of universities, they are up to gloom and doom. It calls for strategic innovation in standards, decentralized structure, system delivery in consonance with changing times. Creating an indigenous model education in India for today is the most challenging task faced by the business schools.

**9834 A Systems Thinking Approach in Delivering Sustainable Management Education**

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Today management education in India is undergoing a crucial phase in which many Institutions sustainability is under threat. Getting the magic path is a 'question of Crore'. Instead of delivering quality education many of the institutions are 'managing education' ignoring the fact that 'academic rigor' is its backbone. Understanding 'academic rigor' needs a systems thinking approach in which the causal relationships determine and fix a problem treating it as a part of the system. This paper identifies the factors affecting quality delivery of management education and their mutual relationship within the system using a weighted causal loop diagram.

**9835 Role of Ethics in the Indian Business Education System**

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It is estimated that the business education market in India is about Rs.40 billion at present with an annual CAGR of 12%. There are more than 1,550 business schools producing over 100,000 management graduates annually. India needs managers with values that are achieved through continuous improvements. Colleges concentrate on efficiency without looking at values. Given the striking ethical failures of recent corporate leaders business schools are very keen in improving education. This paper examines the importance of ethics while imparting highest quality education. The ethical aspects have been analyzed so that practical value systems can be imparted in business education.

**9836 New Age Technology - Social Media Marketing and Its Impact**

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In today's market 'social media' has become the fastest grass root movement for companies. The various inexpensive platforms of social media allow unprecedented access to consumers, and potential clients. The Social Media refers to the use of web-based and mobile technologies to turn communication into an interactive dialogue. Social media are media for social interaction, as a superset beyond social communication. The study concentrates on social media networking, and the role it plays in business. The org. is experiencing the benefits through social media such as low costs, credibility building among consumers etc. Social media allows for brand promotions, awareness.

**9904 Performance Evaluation of Indian Mutual Fund Industry From 2002-2007**

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Mutual funds in India have emerged as a strong financial intermediary and have witnessed dramatic growth in terms of new fund openings, the number of mutual fund families, and in the total assets under management in recent years. The shift in the preferences of the mutual fund investors towards mutual funds can be attributed to many reasons like increase in returns from mutual fund investments, availability of solid products tailored to meet their financial needs, tax incentives offered by the government and a series of regulatory measures taken by SEBI.

**9905 The Study on Formulating Strategies on Institutional Selling with Special Context of Emerging Condition of Vegetable Oil Industry for Existing and New Entrepreneur for Higher ROI**

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The Study on formulating the strategies on institutional selling with special context of emerging condition of vegetable oil industry for existing and new entrepreneur to obtain higher ROI.