

**DOCTORAL  
PAPERS**



**SB-5, Sunday, January 1, 2:20-4:00 P.M.**  
**Session Chair: Prof. Prithvi Yadav**  
**Dr. Gaur Hari Singhania Institute of Management & Research**

**9436 Meeting Project's Service Levels in terms of Cost/budget: A study of pharmaceutical projects**

*Sai Nandeswara Rao Nallam, Dr. Reddys Laboratories Limited, nsainand@drreddys.com*

*Jigeesh Nasina, IBS, jigeesh@ibshyderabad.org*

The success of any project is measured in terms of three important dimensions – time, cost and quality. When the cost of project exceeds the targeted budget, in many cases, the project manager has to face the brunt and in rare cases only, the customer may be convinced to release additional funds. Hence, when compared to time, the budget and running costs of the projects should be monitored and controlled more. By focusing on pharmaceutical projects, this paper studies the extent to which various projects meet the service levels in terms of cost.

**9535 A Study on the Factors Determining the Decision to do IPO: Evidence from India**

*Manas Mayur, IMT Ghaziabad, manasmayur@imtcdl.ac.in*

*Manoj Kumar, Sanjiv Mittal*

This paper investigates the determinants of going public decision of the Indian firms. The above investigation juxtaposes the following two related research issues: What ex-ante (pre-IPO) characteristics of going-public Indian firms differentiate them from those Indian firms that continue to remain private even though they fulfill the eligibility criteria of going public? What ex-post consequences of IPOs for firms influence their going public decision? The preceding research issues are examined using two independent analyses. First, a panel probit regression analysis is done to identify the ex-ante characteristics of going-public Indian firms that differentiate them from those Indian.

**9548 Mathematical Model Using AHP to Optimise the Organizational Financial Performance**

*B. Vijaya Rammath, Sri Sairam Engineering College, vijayarammathb@gmail.com*

*P. V. Krishnan, Vels University, aravindh11111@yahoo.in*

*Mohan K., Pondicherry University*

*K. Pillai, Pondicherry University*

In today's competitive world, the success of an industry is contingent upon the management of its delivery time of development of new products to keep the demand in face with manufacturing capabilities also to reduce the lead of the product reaching the customer with the commitments made are met. To make it happen the Organization Financial performance to be optimum for investments and New Technology developments so as to meet the Organizational goal. A mathematical model was developed to optimize the Organizational; Financial performance using Analytical Hierarchy Process (AHP).

**9901 An Analysis of Service Quality Formulation and its Measurement in India**

*Bhavesh Vanparia, Tolani Institute of Management Studies, bhavindh@gmail.com*

**Objective:** The objective of this study was to assess the applicability of the SERVQUAL, SERVPERF, BSQ and BANKQUAL in banking and SERVPERF and RSQS in organized retail store for measuring service quality. **Methodology:** Researcher has used instrument SERVQUAL, SERVPERF, BSQ and BANKQUAL for measuring service quality in bank and SERVPERF and RSQS for retail study. The research instrument was administered through personal interviews. The sample size is 2093, in which 1373 for bank study and 720 for retail study. **Findings:** BANKQUAL and SERVQUAL in bank and RSQS is more reliable and valid instrument in service quality measurement.

**9902 Customer for Lifetime: A Winning Customer Relationship Management Approach**

*Pravin Patil, IBS, pravin@ibsindia.org*

Emerging India is witnessing a rapid transformation of retailing industry in this decade. The growth has created huge market opportunities coupled with new set of challenges. This is a detailed study of expected and existing CRM adopted at organized national level food and grocery retail stores. The primary focus of study is to identify gaps in CRM. Strategic role of CRM impacts the acquisition of new customers as well as retention of the existing ones. This study concludes with suggested framework for improving relationship with customer. The study would significantly help to achieve the objective i.e. customer for lifetime.

### **9903 Impact of Information Security Initiatives on Supply Chain Performance**

*Sindhuja Parakkattu Narayanan, IBS Hyderabad, menon.sindhuja@gmail.com*

Recent research in supply chain management has an increased emphasis on collaboration and shared vision between trading partners for competitive advantage. This has been enabled by the explosive growth of internet-enabled inter-organizational information systems for information exchange between trading partners. Moreover, when businesses transcended geographical boundaries to interplay with diverse cultures, standards and practices, security of information is a matter of concern. Consequently, the need to ensure the security of supply chain information assumes great significance. This research examined the intra- and inter-organizational measures of information security and their potential impact on supply chain operations and performance.

### **9906 Impact of Foreign Direct Investment in India by way of Cross-border Mergers & Acquisitions**

*Bhagwan Jagwani, GHS-IMR, bhagwan.jagwani@ghsimr.org*

Over the last two decades, the share of cross-border mergers and acquisitions (CB M&As) in the global FDI inflows has been over 50%. The Indian Corporate sector too experienced a boom in this form of FDI. The increasing flows of foreign capital, especially the impressive proportion of CB M&As, raises questions on the merits and impact of this type of FDI on recipient firms. The present paper contributes by studying the impact of CB M&As on various aspects of target Indian companies. It concludes by raising concerns on the expectation of India Inc. from FDI by way of CB M&As.