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PAPERS

3124 Innovation in Service Marketing: A Case of VFS Global Services Pvt. Ltd.

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Indian service industry is now growing at leaps and bounds. Few service operators are using innovative means to reach at greater heights. VFS Global, an associate of Swiss multinational subsidiary, Kuoni Travels, is one such player which implemented few innovative strategies and turned VFS into a global player from providing visa application services to diplomatic missions to a promoter of tourism worldwide. This case explores to see the reasons of their business successes and discusses how innovation could help to achieve this greater feat in the service sector despite various pressure and odds in the competitive market of service industry.

3127 Qualitative Approach for Sustenance of Quality Higher Education Through FDI

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In the present study an effort has been made to analyze the role of FDI qualitatively for sustenance of Quality in Higher Education in India and all over the globe. Globally, the 'Hub & 'Spoke' spatial model focused with production and storage system commonly used by organized retailers; has been incorporated with production of Quality Professionals, and storage by creation of Quality Infrastructure of building and labs by the entrepreneurs in the field of Higher Education . Next, the Highway for sustenance of Higher Education Quality has been laid down to bring peace to the humanity.

3166 Study of Effective Change Agents for Social Marketing Programs

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Social Marketing programs rely on the use of 'change agents' to effectively communicate and execute their agenda. For successful implementation the selection of this change agent is of key importance. Social and Digital media is gaining fast popularity as the agent of choice, owing to its wide-reaching approach and low-cost implementation. The question is however whether this approach is universally successful or whether it could be an ineffective, if cost-efficient, solution in certain cases. This study aims to answer this question by comparing success and failure based on three key categories: Social, cultural and demographic influences.

3173 A Study on Impact of Time on Worklife Conflict and Worklife Balance

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Time plays a vital role in enabling employees balance work life If more time is spent on work then less time is available for family thus creating a spill over that increases work life conflict The study analyses two aspects of time i Time spent away from home and its influence on work life conflict and well being as a measure of work life balance Ii Time spent on work at home and its influence on work life conflict and work life balance. Employees of insurance companies are the respondents and the concept is analysed using Chi square test.

3238 The Significance Of Internal Control in the Rural Banking Sector

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In every business establishment, internal control is very crucial in its operations. In banking (Rural Banking) the internal control system is no exception. The objectives of this research study are: (a) To research into how management establishes internal controls. (b) To investigate how internal control system has assisted auditors in executing their obligations. Findings from the research study indicate that management has got control over the internal accounting controls. The internal audits are established by the management of the bank. Reporting systems are used by management to achieve the banks objectives as identified in the study.

3243 Scope of Mobile Phones for Technology Transfer

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Exponential growth of mobile phones amongst world population opened up new opportunities for every business. SMEs concentrated in industrial clusters within India are no exception. Due to recent globalization of India creation of more efficient and innovative business activities and effective ways for technology transfer and update have become survival necessities for the clusters. Our study of the role of mobile within some clusters in eastern India shows some interesting factors affecting the business use of mobile phones within the clusters.

3246 ERP Applications in Marketing in the Core Industrial Sectors - A Conceptual Study with Special Reference to SAP

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Enterprise resource planning (ERP) systems integrate internal and external management information across an entire organization—embracing finance/accounting, manufacturing, sales and service, customer relationship management, etc. ERP systems automate this activity with an integrated software application. The purpose of ERP is to facilitate the flow of information between all business functions inside the boundaries of the organization and manage the connections to outside stakeholders. Throughout the 1990s, most large industrial companies installed enterprise resource planning systems—that is, massive computer applications allowing a business to manage all of its operations

3250 Usage of Sacrilege in Global Environment

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This study identifies the levels in usage of swear words in personal, professional and social life in global environment by taking the sample from different walks of life. It starts with the list of most commonly used profanity around the world and also focuses on the etymology of foul language with statistical observations in different cultures. To analyze the usage of sacrilege globally a set of ten words has been chosen for the quantitative research. The meaning and origin of the sample set of words has been dealt with .Root cause of profanity

3256 Survey of Text Mining

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Approximately 90% of the world's data is in unstructured text format which cannot be used by the computer for further processing. Today's main challenge is to find the useful information from large text collections. Therefore we use many preprocessing methods and algorithms to find useful information from large text. Text mining is the part of data mining which helps to process large amount of textual data and extract meaningful information which can be analyzed by different data mining algorithms classification clustering and association to extract the previously unknown patterns and trends. The survey of text mining applications, techniques and tools have presented here.

3277 Gender Differential Attitude among Professionals of Indian IT Companies

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Studies find that women's professional skills are not utilized optimally due to gender differential attitudes within and outside the organization. This study is based on the sample survey of employees of IT companies around Delhi and some students. Statistical tool of Factor Analysis is used to reduce initial variables and then grouping them. T Tests on selected grouped factor components show that men and women have significantly different responses on some professional issues. The study confirms the need to eradicate gender malice from the society and the organization for HR Management in highly skilled professions like IT Sector.

3288 New Product Development Strategy for High Intensity Industry

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New product development has become a key element in developing a competitive strategy. New product development decisions involve large investments and are based on the profitability and long-term value for the company The products in the technology-based industries have become so complex that the industries have changed their production strategy from manufacturing to sub-assembling the products The purpose of the study was to investigate the process of new product development in the high-intensity industry and develop a model for formulating a new product development strategy for the high-intensity strategy.

3301 An Evaluation of Perception as a Variable in Product Differentiation

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Perception creation has been an area of significant focus among the marketers globally. Perception is the process of selecting, organizing and interpreting information inputs to produce meaning. This means consumers chose what information they pay attention to, organize it and interpret it. Every company works at brand building through positive perception. This paper analyzes perception as a variable in product differentiation with the case study method. The findings of the same have helped in establishing the fact that a

consumer's perception created through promotional techniques help in establishing differentiations among competitive brands in the market.

3302 Energy from Principle of Buoyancy

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The biggest challenge today faced by the mankind is to sustain the comfortable lifestyle created by the advent of technology. Among the non-conventional energy sources in use so far none has qualified as the reliable and continuous alternative. Today completely new use of principles of nature is to be tried and found out. One such idea is the use of principle of buoyancy of liquids to produce electrical energy. Calculations show that energy spent on a machinery in sending up mass with help of buoyancy is far less than energy available as potential energy.

3306 Future Outlook for India-EU Trade

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Several Eurozone countries have effectively gone bankrupt having a knock-on effect not only on other Eurozone countries but also globally and in specific on trade with India. India being primarily a domestic economy the exports are positively linked to the global economy. The depressed European market has slowed the Indian economy. India needs to learn the more fundamental lessons from the EU in terms of globalization, international trade imbalances and slowing economic growth. This paper looks at the future of India-EU business in the global uncertainties in terms of understanding and strengthening the fundamentals of the Indian economy.

3307 Mechanism of Projectile Motion

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Projectile motion is a form of motion where a particle (called a projectile) is thrown obliquely near the earth's surface & it moves along a curved path under the action of gravity. This is mechanism to give a projectile motion to a projectile with the help of restoring force of spring. This is small version mechanism, it can be modify into large size also. There are many uses of this mechanism such as in basketball, baseball, golf etc. In this paper the construction, design of parts, applications and calculations are described.

3314 Substitution of Current for Future Consumption Expenditure in Indian Economy

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Consumption and savings are postulated to be inversely related theoretically. Greater consumption leaves less proportion of income for savings and vice versa. However, this aspect needs empirical testing. Till mid 1980's, current consumption was financed, by and large, from current income as plastic money was not a part of Indian business and economy. Its use has now become common. Use of plastic money for consumption results in substitution of future for current consumption, which also leads to forced future savings. This study highlights trade-off between current and future consumption in India.

3315 Buying Behaviour and Customer Satisfaction of Hyundai Cars

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Automobile units play a vital role in the industrial development of a nation. By considering the facts, the author has chosen the topic as pertinent to the current situation in car market. Hence an in-depth study of satisfaction of customers of Hyundai cars has been undertaken. The main objective of the study is to identify the factors influencing the customers to purchase Hyundai cars and analyze the factors influencing their satisfaction. The study was confined to Hyderabad and size of the sample is 300 customers of Hyundai car by adopting simple random sampling technique for data collection.

3320 Role of Ecological Intelligence in Greening of the Supply Chain: A Review of Lit

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The concept of ecological intelligence is often explained as making ecologically safe decisions at the individual, organizational, local and global levels. It can become an integral part of an organization's environmental management strategy and can also be extended to its entire supply chain networks to achieve sustainability. Even though researchers are increasingly focusing their attention to greening the supply chain, very few firms have implemented it on a global scale. However, not many studies have investigated the relationships between ecologically intelligent practices and their effectiveness in bringing about supply chain greening.

3321 Understanding Consumer Perception Towards Brand Archetypes for Selected Brands

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The purpose of the paper was to understand consumer perceptions towards brand archetype like Caregiver, Creator, Ruler, Innocent, Explorer, Sage, Hero, Magician, Outlaw, Guy or girl, Lover, and Jester for selected brands different industries. Using a quantitative research design, the questionnaire was administered on sample of 300 respondents. The study conducted in Anand city of Gujarat State, India. The main implications of this research is to develop an understanding of importance of brand archetype used by advertisers and marketers to break the clutter by personifying brand in the mind of the consumer leading to brand recall and loyalty.

3324 Corporate Sector's Foray in Education in India -the Emerging Trends

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While in India Right to Education is a fundamental right, as enshrined in constitution, given the current national literacy levels, of 74.04%, even with a very liberal and flexible definition of literacy, we are far from achieving the lofty goal of 100% literacy. This paper is focused and oriented towards corporate foray in the area of higher education in our country.

3325 Internet Marketing - Boon or Bane for Indian Exporters

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Although the Internet has become accepted as a tool of business, relatively few companies have thought carefully about using Internet as a tool to capture export business. Even in India, there is not much awareness among the exporters about the knowledge of using Internet as a tool to capture export business. The paper focuses on the effective utilization of Internet Marketing for Indian Exporters with the help of the tools of Internet Marketing. And if done so effectively, then Internet Marketing for Indian Exporters, surely becomes a boon for them.

3326 Theory and Practice of Online Learning in Higher Education

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The last years the internet and wide world web have fundamentally altered the practice of distance learning The number of students who wanted to learn on line is triplicate The aim of this article is to explain what are the link between theory and practice in area of online learning in higher education what are the strengths and weaknesses of the online approach how can online learning be used to enhance the student experience It examines the online approach in the context of the internet age changes in the distance learning and how online learning is affecting the mass education

3329 Tourism effects in rural areas of Korca region and a strategy for development.

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Rural tourism is became very popular. Rural tourism provides social and cultural benefits, i.e. social contacts between local population and tourists, and preservation of cultural heritage, stronger communication among local people. Local communities are able to develop economics in the area, to improve living standards and to preserve cultural heritage and social values. The aim of the study was to formulate the measures of tourism development in rural areas in order to have more positive than negative effects and a strategy for a successful development.

3334 Role of Corporate Leadership in National and International Culture

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LEADERSHIP The reality of today's challenging business situation for the organization competency to proactively deal with change and provide a leadership at every level. The leadership in organizational context largely depends on the willingness of the subordinates to follow and the support of the peer group. According one observation, leaders contribute on the average no more than 20 percent to the success of most organizations and thus for remaining 80 percent followers and peers are important. A leader is supposed to direct and lead its people to success. A leader is, therefore, "the visionary". In fact, vision is essence of leadership.

3338 Enormity of Emotional Labour and its Significance in the Modern Service Economy

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As the nature of global economies is increasingly transforming from manufacturing to service, organizational participants are coping with new challenges. In order to capture the realities of work in the modern economy which marks a paradigm shift in customer service, organizations are striving hard, to face those challenges which often involve complex processes of emotion management in

the workplace. This paper attempts to shed new and valuable light on the vastness of Emotional labour, an intrinsic part of any workplace, and if unnoticed, though subtle, may generate life-altering effects on physical and emotional health of any organization.

3705 Facets of Buyer Behaviour in Retail Supermarket Chain Stores

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The retailing business is globally experiencing huge trends due to the ever-changing nature of consumer tastes, consumption patterns and buying behaviors. Each retailer's ability to sustainably sell its merchandise, therefore, largely depends on the strategic strength of understanding the buyer behavior and cordially design the marketing mix activities. Given the power of understanding the buyer behaviour the retail stores would be pushing revenue and profits up and also marketers would be able to influence the in-store decisions of their potential consumers through creating enjoyable, attractive and modern state-of-the-art environments. There is tremendous change in the buyer behaviour and it becomes vital to understand the key issues on consumer buying behavior and store patronage in present marketing environment. Hence this empirical study is an initiative in understanding the factors influencing customer's buying behavior in supermarket chain stores in Chennai.

3706 The Concept of Conflict and Balance: Relationship between Work-life conflict and Work-life balance

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Work-life balance is an important issue which is receiving increasing attention from policy makers, organizations, and employees worldwide. Work-life balance has become an important workplace issue due to several significant changes that has occurred in the composition, values and attitudes of the work force. The increasing percentage of women in the workforce participation and the increasing number of dual income and single parent families has made work-life balance a prominent social issue. This paper studies the correlation between both the directions of conflict-namely work-life conflict and life-work conflict and work-life balance. A survey was conducted among women employees working in BPO Organizations at Chennai and their level of work-life balance is assessed. An attempt is also made to find the difference in the level of work-life balance of the respondents based on their marital status and parental status.

3707 A Study on Level of Emotional Intelligence of Software Professionals Working in Software Companies

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With the entry of many Software industries the pace of work has increased. Many computerized activities are being carried out simultaneously towards one single deadline. It is absolutely imperative to finish on time. As a measure of improving their efficiency, many corporate are now reducing the time for any job, thus escalating the pace of work. Software Professionals are those people whose pace of work has increased to a high level and it becomes difficult to adjust the schedules for themselves and which in turn made them to become *emotionally imbalanced*.

3708 Employee Commitment and credibility with respect to work related demographic variables - A path to Talent Management in Software Companies

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Increased productivity and efficient performance can be realized only through employee's support and their contribution. Turnover among software employees can cause disastrous effects, due to loss of their knowledge and acquired skills. The present study investigates the difference in employee commitment and credibility among software employees in Chennai city. Work related demographic variables such as Designation, Income and Experience were considered for the study. The survey was conducted in the top five software companies in Chennai city, ranked by NASSCOM for the year 2011 - 2012. Descriptive analysis and ANOVA test were performed on the data to analyse the significant difference. The result of the study showed a significant difference in employee commitment and credibility with respect to work related demographic variables such as Designation, Monthly income and Work Experience.

3711 Auditor's Independence and its Related Challenges; A Case Study of Regional Audit Service –Koforidua Ghana

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An audit of financial statements, is the verification of the financial statements of a legal entity, with a view to express an audit opinion. The objectives are (a) To determine how auditors fees affect their independence (b) To find out factors that enhances auditor's independence. The conclusions reached are (a) Objectivity and integrity, maintenance represents the best definition for independence of the auditor (b) The relationship between the independence and fees charge can be direct and indirect.