

**CONTRIBUTED  
PAPERS**



**MC1, Monday, March 18, 1:30-2:50 P.M.**  
**Session: Technology-I**  
**Session Chair: Mr. Swayam Prakash Singh**

3215 An Experimental Study on Retrofitting and Shear Strengthening of the RCC Beams

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This paper considers the repairing/retrofitting as well as strengthening of shear strength of Beam. The repairing/retrofitting of the deteriorated Beam will be done with the help of materials like Epoxy Resins and structural strengthening of the shear capacity of Beams by FRP materials. Furthermore paper provides equations for designing a composite system to satisfy the additional demands of system. The paper encompasses the design, strengthening of the existing beams and comparison of the ultimate shear strength of strengthened beam with both Indian and American codal provisions.

3230 Influence of Technology on Childrens' Health

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Current advancement in technologies has both positive and negative impact on children's health. The purpose of this research paper is to highlight the harmful effects of technology on children and to find out ways to reduce the children addiction to technology. The paper also tries to analyze the role of the parents and educators in helping the children understand the dangers of using technology on their overall development and health related issues. Qualitative and quantitative methods have been used to analyze the effect of technology on the children's health in United Arab Emirates Recommendations were made based on the findings.

3236 New Killer Apps for Business: Are Apps a Paradigm Shift or Just New Technology

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Killer applications are defined as game changers. The first apps were the business spreadsheets that drove the sales of the early personal computers as the software quickly became essential for all businesses. iPads and tablets are newest technologies to enter the market. There is a substantial emerging demand in related applications, or 'apps', especially in the area of supporting managers. In this paper we will debate whether or not the apps that operate in the cloud to support business management have the potential to fundamentally change the field.

**MC2, Monday, March 18, 1:30-2:50 P.M.**

**Session: OB-I**

**Session Chair: Dr. K. Balakrishnan**

**IBS Business School**

3149 Realities of Virtual Teams: A Review of Literature

*Shikha Gera, University of Delhi, shikha.gera@yahoo.com*

Advances in communication and Information technology created new opportunities for organizations to build new kind of teams. Many organizations are forming “virtual teams” of geographically distributed workers with unique skills to collaborate on a variety of workplace projects. But how effective are these virtual teams compared to face to face teams? How does communication take place? The paper also extends knowledge about realities of virtual teams including purpose, advantages and challenges. Review of previous researches on efficacy of virtual teams can gain a better understanding of ground realities of virtual environment so that we may effectively implement virtual strategies.

3201 Integration of Organisation Climate Research

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This paper examines the development of theory, conceptual and research based work in the area of organisation climate since 1958. Early attempts examined the interplay between organisation culture, organisation climate and psychological climate. Subsequently there were many attempts at developing instruments to measure organisation climate. A very large body of work examines various global indices describing single strategically focussed climates. Yet another stream of research examines the intersection of organisation climate with other constructs such as leadership, personality, etc. Recent work examines the cross-cultural aspects of organisational climate. Finally, the paper attempts a holistic model of organisational climate study.

3255 Self Help Groups- are They Real Catalysts of Change?- a Study in Tamilnadu, india

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*S. Balasubramaniam, Anna University Regional Centre*

The concept of Self Help Group (SHG) is the most vibrant discovery in the field of poverty and unemployment reduction. With SHGs, people from poor and marginalized strata of a society, informally join as a cohesive group to solve their individual problems with a holistic programme of self-employment. Hence, SHGs are expected to act as a ‘Catalyst’ of change. Whether the SHGs are really living up to the above expectations? This paper is based on a study conducted among the SHG’s particularly women in Salem District, Tamilnadu, India, to determine its effectiveness in reducing poverty and unemployment.

3262 Work – Leisure Conflict among ICU Nursing Staff

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The present study aims to explore the level of stress among ICU nursing staff of different corporate hospitals in Delhi. One hundred ICU nursing staff from five big corporate hospitals were selected for the study. The study revealed that there are five major factors for stress level among ICU nursing staff and these are Role conflict, Role ambiguity, Role overload, Inter role distance and Work role commitment. All these independent variables lead to work pressure conflicts which ultimately lead to ICU work stress.

**MC3, Monday, March 18, 1:30-2:50 P.M.**  
**Session: Higher Education-I**  
**Session Chair: Dr. Mohan Lal Agrawal**  
**American University in Emirates**

3144 Technology in University Administration -A Study of North Maharashtra University  
*Pramod Chaudhari, M. J. College, prchaudhari58@yahoo.com*  
*Arvind Chaudhari, Nahata College, anc.chaudhari@gmail.com*

North Maharashtra University is leading university in India which has adopted technology for integrated data management, efficient services and effective decision making. It has implemented SAP for its internal administration. University has adopted 'eSuvidha' an educational eGovernance scheme. All the students of from university and two hundred plus affiliated colleges are the beneficiaries. Students are offered personalized access for accessing various academic services. It has made important activities like affiliation, staff approval & admissions online. The examination and assessment is on the way of going online. We present the study as how university got advantage of technology for improving efficiency.

3160 Assessment of Factors Influencing Academic Performance in Higher Education  
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As a socially relevant enterprise, it is imperative that educational systems attempt to assess the academic process periodically directed towards performance enhancement of the participants. This study attempts to aggregate the academic ambience prevailing in a case institution of higher education with an aim to identify the areas of shortcomings that can aid the management to focus their efforts on improvising the ambience. The study conducted through a specially prepared questionnaire designed to measure motivational level of the students through attribution theory, factors influencing academic performance and group behaviour.

3187 Event Marketing in Higher Education  
*Mohan Lal Agarwal, American University in Emirates, mohan.agarwal@aue.ae*

Marketing is and has always been a major decision and challenge for higher education institutions For traditional reasons and perceptions universities and colleges regard marketing as a necessary but activity of lower social esteem Measurement of the outcome and effectiveness is also mixed at best Most educational institutions therefore market their brand programs courses and events in low key and often position them as activities of brand building and community engagement The proposed submission documents one such example of event marketing at the American University in Emirates AUE Dubai It is seen as a reference benchmark for other institutions.

**MD1, Monday, March 18, 3:15-4:15 P.M.**

**Session: Strategy-I**

**Session Chair: Dr. U.M. Premalatha  
Jain University**

3108 Corporate Strategies, Business Ecosystems and Convergence

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The objective of this study is to analyze the impact of the convergence (technological and industrial) and of the fast development of social networks on the strategy of three major players engaged in a "technology race" and conquest of the markets: Apple, Google and Microsoft. These ICT groups have adopted different relational strategies to achieve a sustainable competitive advantage. Special attention will be paid here to the changes in these strategies, value chains and business models in the light of the analytical framework: the resource-based view (RBV) which has become an influential framework for analyzing corporate strategy.

3176 Technology and Other Determinants of Competitiveness in the Indian Auto Industry

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The automotive industry has been affected greatly by the technological change that the world has gone through From car's being made by hand one at a time in the beginning To car's being mass produced along an assembly line by robots The automotive industry has been changed forever The automobile sector is a key player in the global and Indian economy In India the automobile industry provides direct employment to about 5 lakh persons It contributes 4.7 per cent to India's GDP and 19 per cent to India's indirect.

3226 Clinical Service Lines as a Competitive Strategy in Eye Care Hospitals

*Smitha Sarma Ranganathan, IBS Business School, sarma.smitha@ibsindia.org*

Consumers (patients) and caregivers today are more engaged with each other in their healthcare decisions than ever before. With substantial private investments and increased awareness on the need for eye care in urban India, there is also a heightened sense of competition and consumerism in the tertiary eye care hospital space in India. This paper attempts to propose the introduction of clinical service lines as a conceptual model for eye care hospitals to effectively compete. The service line model will pave the way to define and deliver services more attuned to consumer needs, thus creating market-savvy competitors.

**MD2, Monday, March 18, 3:15-4:15 P.M.**  
**Session: CSR**  
**Session Chair: Dr. Irene Samanta**  
**Graduate Technological Education Institute of Piraeus**

3165 Exploring Impact of CSR on Employees Perceptions

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Nowadays one of the main effort of firms is to implement the concept of the business of business is the social contribution to the society. Corporate Social Responsibility (CSR) is an effort to gain positive results on corporate performance. The present research examines the impact of CSR activities on employees of a company. This research is a case study of a multinational company. A total of 30 supervisors and 176 employees were examined. CSR programs have a strong influence on employees behaviors affecting their organizational commitment, intention to stay, positive word-of-mouth, employee job performance and CSR championing behavior.

3190 One Dirham Goes Global!

*Mohan Lal Agarwal, American University in Emirates, mohan.agarwal@aue.ae*

Corporate social responsibility is now regarded as a valid activity in the business community and motivating an increasing number of individuals and institutions to get involved in socially responsible initiatives Among diverse CSR initiatives cause-related marketing has been referred to as a strategic marketing tool for survival and brand building in the past decades Our case submission about a social cause called OneCoin is a step in the same direction We are seeking to establish how a systematic marketing approach not only diffuses the cause awareness among the wider number of constituents but also improves satisfaction with the same cause.

3285 Corporate Social Responsibility in the Telecom Industry in United Arab Emirates

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Telecom is one of the leading sectors in the corporate world today In UAE the telecom industry is dominated by ETISALAT and DU Apart from providing world class telecom services to their customers within the nation they ensure that they contribute in every possible way for the welfare of the society and environment around them They aim to instill values of social commitment and responsibility by encouraging people to participate in community work and various other social activities which has a major impact on the public economy and the environment This in turn promotes sustainable economic growth and development.

**MD3, Monday, March 18, 3:15-4:15 P.M.**  
**Session: Higher Education-II**  
**Session Chair: Dr. Yathish Kumar**  
**Dept. of PG/UG Studies Commerce and Management**

3115 ERP in Indian Universities : Opportunities and Challenges

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Enterprise Resource Planning (ERP) in Indian Universities : Opportunities and Challenges  
Enterprise Resource Planning (ERP) is a business management system that integrates all facets of the business with a view to facilitate the flow of information among all business functions . Though a large number of business organizations and many universities abroad have adopted ERP , the concept is not only new but also challenging to the Indian Universities. This paper discusses the opportunities and challenges involved in initiating and implementing an ERP system in Indian Universities. The presenter would communicate the challenges faced by her multi-campus university.

3155 A Study of New Maharashtra Public Universities Act

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In Maharashtra state existing Universities Act will be soon replaced by the proposed Maharashtra Public Universities act prepared under leadership of Arun Nigvekar. Act claims that it has the potential of transforming higher education into socio economic development force. It has new approach for funding public colleges and universities and the creation of the higher and professional education finance corporation. It recommends new leadership posts in university for IT, international linkages, knowledge and innovation. Act proposes dean of faculties as full time officers of the university. We are presenting the analysis of act for various academic, administrative and social considerations.

3182 RUDSETI: A Unique Training Institute of its Own

*Yathish Kumar, Dept. of PG/UG Studies Commerce and Management, yathish313@gmail.com*

RUDSETI Rural Development and Self Employment Training Institute. Training modules of RUDSETI are so designed that the Entrepreneurship Development is achieved through Human Resource Development. The course modules structured out of practical experience, research and experiment facilitate development of the necessary skills in a systematic manner in a short period. The training modules of RUDSETI have been accepted as standard modules by SIDBI, NABARD, Department of Industries and Commerce, KSWDC etc. RUDSETI reviews these course modules on an ongoing basis and revise and update them.



**MD4, Monday, March 18, 3:15-4:25 P.M.**

**Session: Workshop**

**Session Chair: Dr. Barani Gunatharan**

**Anna University Regional Centre**

3710 Teaching Assertiveness to Students

*Swayam Prakash Singh, Indira Institute of Management, sp.singh@indiraiimp.edu.in*

Assertiveness when correctively used helps one to acquire self-confidence and get expected behavioral results from others. It helps practicing respect for, rights of self and rights of others. Solutions to social problems can be facilitated by guiding students to inculcate assertiveness in their behavior. Students' needs this skill set for daily social interactions, job interview as well as career progression.

**ME1, Monday, March 18, 4:20-5:20 P.M.**

**Session: Case Studies**

**Session Chair: Dr. DNS Kumar**

**Christ University**

3105 Impact of Cluster Development: A Case, Belgaum Foundry Cluster, Karnataka

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The small and medium enterprises (SMEs) can play a key role in triggering and sustaining economic growth and equitable development in developing countries. In the current scenario, where companies face a great deal of global competition, industries tend to cluster. Cluster has been diagnosed and the kind of support required to overcome some common problems faced, and to achieve the objectives of cluster approach and development of SMEs in India have been discussed with an analysis of impact cluster created.

3151 Digital Inclusion in India: A Case of Mobile Banking

*Parimalarani Ganesan, University Grant Commission, vini\_parimal@yahoo.com*

The Indian banking industry is witnessing a far reaching changes in its operations. After the liberalization in 1990's the functioning of banking sector has changes drastically by introducing technology in banking services in their operational systems like internet banking, ATM services, core banking solutions, mobile banking etc., thereby the service quality of the banking sector has increased a lot. The present study analyze the effectiveness of Indian Banking industry in provision of mobile banking services by using the primary and secondary data.

3203 Management Control System (MCS) at Infosys Technologies Ltd. – A Case Study

*Anand Chakravarthi, IBS, anandc2707@gmail.com*

Management Control System is a set of formal & informal systems to assist the management in steering the organization towards its goals. Controls help in guiding employees towards achieving such goals. However, establishment of a control system in the environment of distributed accountability, reengineered processes, and local autonomy and empowerment is a challenging task. This study on Infosys Technologies Limited is based on the analysis of control parameters such as Organization Structure; Management Style and Culture; Control Processes; Rewards; and Coordination & Communication.

**ME2, Monday, March 18, 4:20-5:20 P.M.**

**Session: Learning**

**Session Chair: Dr. Semiyu Aderibigbe  
American University in the Emirates**

3228 Peer Mentoring among Undergraduate Students in the Emirati Context

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Peer mentoring is recognized as a strategy to strengthen students' learning and familiarize them with institutional traditions. However, its implementation may be challenging. This study aims to explore the views of undergraduate students about the challenges in peer mentoring and way forward to ameliorate the situation in an Emirati university context. Drawing on pragmatism, a mixed methods approach by means of a survey with both closed and open-ended questions and a focus group discussion will be used to collect data for this study. Hopefully, the study's results would shed some lights on issues related to peer mentoring among undergraduate students.

3229 E-Learning as a Catalyst of Educational Change in the United Arab Emirates

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Due to its direct impact on the political and social framework of the nation, education is an important aspect of all government strategies. The government of Dubai has developed free zones to attract foreign educational institutions to the UAE and also raise local quality as international universities I the local market place is important with respect to promoting the quality of the region's educational system. New technologies are allowing Dubai to become an educational hub for the GCC. This paper will examine the how E-learning in the UAE is now moving education into the international market place.

3237 ALTA Course Learning Outcome Tool

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Accreditation of a university by a national or international body can be an opportunity for growth and evolution In this paper we explore the ALTA CLO tool designed to enhancing our ability to understand student performance in the classroom We argue this is a useful tool to better measure student learning and achievement in the classroom in the first instance but has much to offer also in terms of institutional measurement quality assurance and institutional effectiveness We explore the literature and conduct a case study of the tool already in use in action of preparing for AUE accreditation visit.

**ME3, Monday, March 18, 4:20-5:20 P.M.**  
**Session: Online Business**  
**Session Chair: Dr. Balasubramanian Somasundaram**  
**S K P Engineering College**

3111 Technology Assisted Online Matrimonial Services—An India Specific Review

*Balasubramanian Somasundaram, S K P Engineering College, drbala1951@gmail.com*

A new business space -technology assisted online matrimonial services has been fast evolving in India and what was once considered a traditional at best community driven or through individual brokered pre matrimonial communication based service between bride and bridegroom families As a service marketing perspective how Indian service economy specific to this business is trying to adopt the technology in service design positioning pricing quality service recovery and find opportunity to grow in the emotional driven socially complex decision making process This paper tries to portray the complex social process being effectively tackled by technology assisted online matrimonial service.

3204 M- Commerce - Beyond Virtually Managing Commerce

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The growing acceptances of Internet over wireless networks has enabled and transformed mobile devices from handling mere communication to data. This enhancement has lead to an exponential increase in the usage of mobile devices giving way to the rapid development in m – commerce and a paradigm shift from e to m - commerce. This paper focuses on the emergence of m-commerce and analyzes its various features supported by case based analysis. Proposing a model depicting the future of m-commerce moving towards a more congenial and secured environment.

3273 Mobile Banking - Growing Regulatory Issues

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M-Banking or M-Transactions are growing remarkably across the world. Thanks to the improvement in technologies and opening up of the economies for new investment in these technologies. Not only this nearly all the industry leaders and market experts are promoting the use of M-Banking for serving the not-yet-banked population of the country and thereby giving a boost to the financial inclusion. The models suitable for M-Banking are also being debated. The present papers attempts to throw light on the M-Banking Models, Risks Involved in the M-Banking and the regulatory issues which have to be addressed by all the stakeholders.

**TA1, Tuesday, March 19, 9:30-10:50 A.M.**  
**Session: Indian Business**  
**Session Chair: Prof. Purushottam Bung**  
**Karnataka Law Society's Institute of Management Education and Research**

3103 Role of Ethical Climates in Developing Trust in Management: The Indian Context

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Trust in the management of an organization becomes crucial in maintaining credibility with employees and other stakeholders. This study examines the role that ethical climates play in developing trust in the management. Analysis of data collected from 270 respondents suggests that positive ethical climates, characterized by caring and those based on rules and laws and professional codes, enhance trust in management. However, the relationships of negative climates, viz., independence, company profit and self interest, with trust are insignificant. The results are a pointer to a double set of factors influencing trust in management, at least within the Indian context.

3116 Problems affecting the growth of Small and Medium Enterprises (SMEs) in India

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SME (Small & Medium Enterprises) are the growth engine of every emerging economies specially India. India has registered a consistent high economic growth (6-9%) over the last decade and was able to survive and sustain world recession triggered in 2008. For the sustainability of this kind of growth proper nurturing of SME sector is imperative. This paper will detail various challenges being faced by Indian SMEs with recommended solutions so that SME sector is empowered to take its rightful place as the backbone of the economy and be able to make forays to new unchartered areas.

3271 Mango Processing Industry of India: Problems and Prospects

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India is the largest producer of mango in the world, contributing to nearly 46% of the total world production. Despite this mango processors are facing grave challenges leading to processing of just 2% of total production. This has catalyzed the research work. Primary research is made using single stage cluster sampling where-in Karnataka state was chosen as a cluster. Major reasons for ill growth of this industry include: non availability of right varieties of mangoes; lack of necessary infrastructure; lack of cooperative effort; and lack of integration of all the activities because of ill functioning of the nodal bodies.

3341 Analytical Study Of Convergence Of Indian Accounting Standard With IFRS

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As we all know, The International Financial Reporting Standards (IFRS) is posed as the global language of accountancy which is aimed to make the comparison and interpretation of the financial statements across the world easier. In this background, convergence of National Accounting Standards with the International Financial Reporting Standards (IFRSs) has become necessary. The objective of this convergence project is to reduce differences between IFRS and US GAAP and it will benefit the preparers and users of financial statements by making EPS more understandable and less complex to calculate.

**TA2, Tuesday, March 19, 9:30-10:50 A.M.**

**Session: Quality Management  
Session Chair: Dr. Vishwesh Akre  
Higher Colleges of Technology**

3112 Effectiveness as an Outcome of Quality Initiatives

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Sudden changes in the technology are making even the best innovations in product and service seem obsolete to the end users. In such a scenario, it is essential for the organizations to introduce a turnaround through the use of quality practices in their processes. Any quality initiative encounters strong employee resistance which the organizations need to overcome to achieve effectiveness. The paper discusses evolution of quality conscious among the present organizations and how they can deal with employee reactions to change while implementing quality to achieve effectiveness.

3200 Quality of Higher Education in the Perspective of Global Standards

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A paradigm shift have been noticed in higher education nowadays, from 'national education' to 'global education', from 'one time education for a few' to 'lifelong education for all', from 'teacher- centric educations' to 'learner-centric education'. These changes make new demands and pose fresh challenges to the established education systems and practices in the country. Globally gross enrollment ratio is increasing in the field of education; however questions remains unanswered that whether the quality of education to the end user is being delivered in all the educational institutions? With higher education becoming an international service, there is growing concern.

3293 Enhancing Profitability in Furniture Manufacturing Using Six Sigma Methodology

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Low profit margins on sales forced a medium scale furniture manufacturing firm to apply the six sigma quality improvement technique to enhance its profitability. This paper deals with the analysis of the sales of the sole proprietorship concern, and conclusively proves how this operations management technique proved to be a boon for the company. The paper identifies the root causes of the problem, makes use of sophisticated computer software to perform the data analysis and also suggests sustained development plans.

3702 Establishing Association between Quality of service (QoS) properties in University Web Portal

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Quality of Service(QoS) is considered as an important criterion for Web Portals among enterprises and higher educational institutions. Web Portals have become popular among universities for variety of reasons, chief among which the competitive advantage such portals offer omnipresent and facilitating a single point access to multiple web services. Despite their critical importance, there has been relatively little research devoted in this area. This research developed a framework which supports QoS based on service selection and presenting association relationship between properties of QoS and QoS constrains. Having a three dimension service quality involving: scalability, accessibility, Respond time.

**TA3, Tuesday, March 19, 9:30-10:50 A.M.**  
**Session: Marketing**  
**Session Chair: Dr. Kanchan Naidu**  
**Shri Ramdeobaba College of Engineering & Management**

3142 Multiattribute Attitude Measurement of Incredible India Campaign

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A questionnaire was designed to measure the attitude of the foreign tourists towards India. For analyzing the attitude towards Incredible India campaign, Fishbein Multi-attribute model has been used quantitatively. The attitude has been measured by calculating and analyzing a mean overall attitude (Ao) in respect to the minimum and maximum value keeping the evaluation score constant. The value has been calculated assuming strongest belief and evaluation and weakest belief and evaluation. The analysis of the elements of Incredible India campaign shows a mean overall attitude (Ao) of 184.29 with a minimum and maximum value of 47.03 and 235.16 respectively.

3170 Understanding Relationship among P's of Marketing Mix with Respect to Reposition

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Relaunching by repositioning will help to get faster growth and higher market share. The study regarding the interrelationship among the P's of Marketing Mix is causal in nature and is aimed at evaluating the impact of marketing mix among each other. Self-designed questionnaire was used for evaluating Marketing mix for tea branding. Cronbach's Alpha reliability was computed using PASW 18 software. Both the measurement model and the structural models were evaluated simultaneously through Smart PLS. On conclusion the GoF index was launch 2000 is 0.33443 and relaunch 2003 is 0.4346 meaning that the model had acceptable predictive relevance.

3174 CRM vs ECRM to Study & Understand the Impact of Traditional CRM vs Technological CRM

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Street smart salesman is one who is highly conscious about his clients. Market is full of challenges it is dynamic. Small, medium and big players along with constant new entrants in a free economy both from within and outside is a reason of worry for all sales organizations be it product industry or service based industry. The purpose of this paper is to study the impact of CRM, its approach and techniques used by the sales persons in an organization to achieve the organizational targets thus earning brand image and revenue not only for their organization but also for themselves.

3268 Social Media and Marketing Strategy: The Case of Multinational Firms

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The purpose of this research is to examine the perceptions of executives of multinational firms in Greece on social networks to integrate marketing strategies to them. Moreover, it explores how companies can gain competitive advantage through the use of social networks. To achieve the above objective, a quantitative survey was conducted involving 46 executives of multinational pharmaceutical firms in Greece. The findings showed that through social networks both companies enhance their corporate reputation and also the recognition of the trade marks. Moreover, firms interact with the audience by building trusting relationships between organizations and consumers.

**TB1, Tuesday, March 19, 11:20-12:40 P.M.**

**Session: Operations Management**

**Session Chair: Dr. Chetan Jhaveri**

**IMNU, Nirma University**

3000 Modeling Functional Competencies and its impact on Firm Competitiveness

*Rameshwar Dubey, Symbiosis Institute of Operations Management, rameshwardubey@gmail.com*

*Omprakash Gupta, University of Houston-Downtown, gupta@uhd.edu*

Benchmarking is a process by which firm tries to become competitive. It may be achieving high inventory turn or practicing lean or implementing six-sigma or adopting best HR practices or adopting virtual integration in order to improve firm performance (Camp, 1989). Here researcher(s) explore that how Indian manufacturers can benchmark themselves against their global counterparts to become competitive based on sources of competitive advantage. Here researcher(s) identified based on review that a firm derives its competitive advantage from its functional competencies like manufacturing, marketing, research & development, human resource, logistics and procurement. The findings identified six set of items of functional competencies namely manufacturing, marketing, research & development (R&D), human resource, logistics and procurement and two set of items of organizational performances called profitability and market performance.

3191 Application of AHP in Estimating Importance of OSS Usability Factors

*Vishwesh Akre, Higher Colleges of Technology, vishwesh.akre@hct.ac.ae*

Open Source Software (OSS) phenomenon has caused turbulence in the smooth sail of the Software Development Bandwagon. This paper is an attempt to provide some insights on usability of OSS. The Analytic Hierarchy Process (AHP) method, pioneered by Thomas Saaty, was used to ascertain the relative importance of indicators among the OSS usability factors as well. Importance ranks were assigned to the OSS usability indicators as well as the OSS usability factors. These results might be very useful to OSS development communities to prioritize their development objectives. OSS users can use these findings to evaluate OSS products to adopt.

3197 Airworthiness Monitoring of Aircraft - a Rule Based Approach to Task Management

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*Jagathy Raj V. P., School of Management, Cochin University Of Sc & Technology, jagathyraj@gmail.com*

A rule based algorithmic approach for management of aircraft maintenance tasks as part of airworthiness management is discussed here. It allows the aircraft operator to maintain a CAM program that combines the scheduled maintenance tasks for the airframe, engines, systems and components and their life limited components from the regular AMP along with all other monitoring tasks related to compliance requirements of periodically issued directives. Monitoring of one time and/or repeat inspections related to aircraft structural damages and their repairs and operator specific in-house tasks are also achieved by way of this approach.

3242 Inventory System for deteriorating item with time dependent holding cost in declining market with partial backlogging

*Chetan Jhaveri, IMNU, Nirma University, chetan@imnu.ac.in*

This research study develops a mathematical inventory model to derive optimal ordering policy for constantly deteriorating item when demand of an item is quadratically decreasing with time and inventory holding cost is linearly increasing function of time. The shortages are allowed and part of shortages is partially backordered. The backlogging rate is considered as function of time. The objective is to minimize the total inventory cost. A numerical illustration is shown to exhibit the proposed inventory model. The Sensitivity is carried out to analyze the changes in the optimal solution with respect to the key parameters.



**TB2, Tuesday, March 19, 11:20-12:40 P.M.**  
**Session: Knowledge Management**  
**Session Chair: Prof. Amit Bhatnagar**  
**AIMA-CME**

3107 Enhance Corporate IQ Through Knowledge Management Portfolio

*Bharti Thaker, ICFAI, bharti@ibsindia.org*

The paper brings forth the concepts of knowledge management through literature review Corporate IQ is the major contributor to the brand equity the paper explains through models the pathway for building the IQ by the management of its Knowledge Portfolio The portfolio would be a repertoire of knowledge in context of processes and behaviors leading to bi-functional advantage on one hand the development of intellectual property rights and on the other a collective effort of all people working within the system to strengthen and uplift their intellect The paper includes methods for a phase-wise implementation process leading knowledge mgmt portfolio.

3178 Knowledge Management in Indian Higher Educational Institutions: A Three-dimensional Approach

*Renu Vashisth, Banarsidas Chandiwala Institute of Professional Studies, renu@bcips.ac.in*

*Anil Mehta, Rajasthan University, mehta2001@gmail.com*

Indian academic institutions have steadily developed considerable R&D capabilities and have shown promising results. This study presents an insight into knowledge management practices in Indian Universities and shows three dimensions of Knowledge Management KM namely Knowledge Gathering Knowledge Creation and Knowledge Diffusion Each dimension is further divided into three aspects individual organization and technological Researchers and academicians from different universities their affiliated colleges and research centers situated in Delhi-National Capital Region NCR region were surveyed for studying KM systems in the Indian context.

3244 Factors influencing the sustainable development of knowledge management practice

*Sindhu Shivshankar, Computer College, sindhu.shiv@gmail.com*

Knowledge management is gaining importance these days as it helps organizations in converting their resources into capabilities. This paper is mainly focusing on analyzing the gaps in the alignment of the knowledge management and the business strategies which can help in finding out the factors for sustainable development of knowledge management practices. The strategic link is studied using four steps which are evaluation of the infrastructure, design analysis and implementation of the knowledge management system, deployment of the system and performance evaluation taking into consideration the return on investments. The methodology chosen is to conduct interviews, distribute questionnaires and onsite observations of two colleges in Dubai.

**TB3, Tuesday, March 19, 11:20-12:40 P.M.**

**Session: Consumer Behaviour**

**Session Chair: Dr. Sandhir Sharma**

**Chitkara University**

3152 Perception of Rural Consumers Towards FMCGs

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The success of a business depends upon its ability to attract and retain customers who are willing to purchase goods and services at prices that are profitable to the company. Consumer perception describes how consumers view a company and its products and services and is important to businesses since it can influence consumer behaviour which ultimately affects the profitability of a business. The Socio Economic and Political changes contributed to a great extent for changes in the life styles of countryside people who patronize branded FMCGs. The study aims to explore the perception of rural consumers towards FMCG's.

3179 Shopping Behavior of Business Travelers in Dubai

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*Vikas Tembhare, IMT, vikas.tembhare@gmail.com*

The United Arab Emirates (UAE) is a very popular destination for business travelers. Specifically, UAE is one of the top 10 ranking countries that attracts international business travelers and Dubai is one of top 10 ranking cities in the world which has experienced 10% growth in the visits of business travelers during the year 2010-11 (Euromonitor, 2012). The business travel and tourism means that the travel and tourism carried out by the people who attend business meetings, conferences, exhibitions and incentive travel programs.

3233 Impact of Television Commercials on the Financial Health of Viewers

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*Sandhir Sharma, Chitkara University, sudhir.sharma@chitkarauniversity.edu.in*

The current study explores how people satisfy the desires instilled due to television advertising viewing and its implications for their financial health Empirical analysis of the views of 520 respondents revealed that television commercials entice viewers to buy products they do not need and cannot afford thereby encouraging them to borrow money They also play a vital role in purchase decisions and a large proportion of the population buys products based entirely on them Where reliance on television commercials for the purchase decisions is heavy people spend greater proportions of their income on the repayment of borrowed money.

3298 Eco-Branding: A Perceptual Study in Indian Context

*Deepali Singh, Indian Institute of Information Technology and Management, deepalipsingh@gmail.com*

There is a need to progress towards the greener planet all the companies are moving towards making their processes and products as eco-friendly as possible There is little amount of data on the basis of which consumers or companies can identify the greener product For comparing the products based upon the Eco-friendliness of a certain product In view of this on the basis of literature review and the items generated through interviews with respondents of different knowledge level around various cities of India through online questionnaires this paper intends to identify and describe the factors for Eco-branding Strategy.

**TC1, Tuesday, March 19, 1:40-3:00 P.M.**  
**Session: Production System**  
**Session Chair: Dr. Ashok K. Pundir**  
**National Institute of Industrial Engineering**

3117 Lean Production System: A Productivity Tool for MSS India Pvt Ltd. Nasik  
*Deepak Khairnar, Pune University, deepak25374@rediffmail.com*  
*Ramesh Berad*

Today, the main concerns in any manufacturing organization are mainly inventory control, productivity, cost reduction etc. for facing the global Competition. The importance of Scientific & Professional approach towards manufacturing is understood by the fact that "A Rupee saved is a rupee earned." Any saving in material cost will have a multiplier effect on the profitability of the Organization. The Lean Production System provides a holistic view to our business, focusing on an area of production, suppliers, and customers of organization. Lean Production System focuses on five areas like Cost, Quality, Delivery, Safety and Moral which effects on productivity.

3175 Production of Electricity Using Coffee Husk  
*Rahul Gangaputra, National Institute of Technology, Surathkal, rahulvgangaputra@gmail.com*

The production of renewable source of energy has become very important. One of the major waste products of the coffee processing is the husk Coffee husk. It has a very low ratio of ash percentage to the heat of combustion This low ratio is one of the major factors considered for the selection of the fuel used to generate the required power. Coffee husk has high calorific value which make it an ideal raw material for generating green power. The project is also economically feasible and helps protecting the environment and helps us to produce sustainable energy.

3183 Evaluation of Different Lubricators for Reduction of Rail- Wheel Noise and Wear  
*Ritvik Dhoke, National Institute of Technology, Surathkal, ritvikdhoke88@gmail.com*

Small scale unevenness on the contact surfaces between the rail & wheel induces high frequency dynamic interaction between them when the train runs on track, as a result the wheels & rail are excited, vibrate, and radiate noise. This paper presents a study on the dynamic interaction between the rail & wheel, excited by the roughness of the wheel & rail contact surfaces. With the aim of reducing the noise and wear due to this interaction by evaluation and application of suitable lubrication/friction management materials to reduce wear, noise and vibration and managing rail-wheel interaction on transit rail systems.

3340 Development of a Framework Incorporating Flexibility and its Application for Building Construction Projects  
*Rashmi Shahu, National Institute of Industrial Engineering, rashmishahu17@gmail.com*  
*Ashok K. Pundir, National Institute of Industrial Engineering, pundir.ashok@gmail.com*  
*L. Ganapathy, National Institute of Industrial Engineering, ganapathyl@gmail.com*

This research brings out a systematic model for making tradeoff between the extra cost of flexibility during the design phase of building and the discount that can be achieved in future due to this premium investment. Attempt has been made to develop a framework with the help of various research works and case studies for incorporating flexibility at the initial design phase of any building projects. This paper maps the expenditure and advantage of flexibility and tries to bring out a mathematical model that can decide about the incorporation of flexibility at the design phase. This model will help in making a comparison between the cost and the benefits of application of flexibility during the design of building and thus help in deciding about the incorporation of flexibility.

**TC2, Tuesday, March 19, 1:40-3:00 P.M.**  
**Session: Service Management**  
**Session Chair: Dr. A. Rashid Trag**  
**Islamic University of Science and Technology**

3139 4 Es: Environment, Education, Engineering and Enforcement on Road Safety

*Kaliyaperumal K, Madras University, kkperumal3@gmail.com*  
*C Nedumaran, Regional Transport Office, cnedumaaran@gmail.com*

According to the Indian National Crime Records Bureau 2010 there are 1.33 lakh deaths in India due to road accidents and 75 percent within the age group 15-49. About 85 percent of these accidents occur in developing countries. As per the global status on road safety 60 percent of road accident deaths belong to small group of 10 countries which includes India. The thrust of accident prevention and control across the world has been on "4 Es", Education, Enforcement, Engineering and Environment and emergency care of road accident victims. This paper focus on the situations of 4Es on road safety in Indian context and also offer remedies.

3206 Feasability of High Speed Transit Based on Logit Model

*Upamanyu Mallik, National Institute of Technology Karnataka, upamanyu.mallik@gmail.com*

Every day thousands of commuters travel the 20km distance between Surathkal and Mangalore on National Highway 66. Presently the most commonly used mode of public transport is the privately run city bus service. Using the logit model of travel choice theory we can estimate the optimum cost to reduce the travel time from Surathkal to Mangalore to a certain number of minutes as well as the ridership of the alternative faster mode of transport Based on these values the feasibility of setting up a high speed transit system can be studied extensively.

3220 Food Security Scenario in Kashmir

*A. Rashid Trag, Islamic University of Science and Technology, drartrag@gmail.com*  
*A. G Rather, Islamic University of Science and Technology, rather\_ag@rediffmail.com*

Jammu Kashmir a hill State has cultivable area of about 0.88 mh having 3 regions Jammu (sub-tropical) Kashmir (temperate) and Ladakh (cold arid). The annual rainfall of Kashmir valley is 650 mm with mean temperature of 13.5 degree Celsius. Only 40% area is irrigated. More than 65% of population is directly or indirectly dependent on agriculture. The average yield of main crops like rice, wheat, maize and pulses is low. The deficiency of food grains of 0.6 million tons is met through imports from neighboring States. Major emphasis is being laid on enhancing productivity/production through innovative appropriate technological interventions to ensure food security.

3267 Improving Health Care in the US and International Setting Using Cultural Change

*Richard Kunkle, Saint Vincent College, richard.kunkle@email.stvincent.edu*

The Healthcare needs of the worlds population are increasing. WHO and other organizations find that access inequality efficiency cost and defects in care contribute to unsatisfactory outcomes in many settings. Utilizing the principles of a culture based on mutual trust and respect customer first thinking internal and external no defect downstream and 2nd order root cause problem solving I describe a balanced system of human development and operations that can improve healthcare efficiency access cost and defect reduction I will further describe success stories and outcomes in several US and international Mexico settings where this system has been implemented.

**TC3, Tuesday, March 19, 1:40-3:00 P.M.**

**Session: Finance-I**

**Session Chair: Dr. Darrol Stanley  
Pepperdine University**

3143 What Goes Up, Comes Down: Critique of Overreaction Effect Over the Last 3 Decade  
*Supriya Maheshwari, Delhi University, supriya.maheshwari86@gmail.com*

Overreaction Effect can be traced back to 1980's when DeBondt and Thaler (1986) argued that there existed a strong tendency for both low and high performing securities in one period to experience reversal in following years. Since then it has become one of the grey areas in finance and lead to an on-going debate on its existence. The current paper critically evaluates the work of various authors discussing the possible causes of the effect and its behavioural aspects. The paper is of its own type as it comparatively analyse the profitability of the effect in Developed and Emerging Stock Markets.

3147 Market Timing of the Dubai Financial Market General Index Utilizing Entropy  
*Darrol Stanley, Pepperdine University, dstanley@pepperdine.edu*  
*Levan Efremidze, Pepperdine University, levan.efremidze@pepperdine.edu*  
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This paper examines the effectiveness of Entropy Analytics on market timing of the Dubai Financial Market General Index (DFMGI). This is the key stock market index of Dubai. The index has been subjected to numerous tests. It has not been analyzed by the use of entropy. This paper subjected the index to such analytics using both sample and approximate entropy. These tests were undertaken using three data sets: price, volume, and on-balance volume. The objective behind the study was to facilitate market timing by introducing a relatively un-tested investment methodology that could be pragmatically utilized in investment management.

3205 Working Capital Management at Chennai Petroleum Corporation Limited  
*Emmanuel Attah Kumah, All Nations University College, emmanuelattah37@gmail.com*  
*M. Daniel Rajkumar, SRM University, mdr32000@yahoo.com*  
*Sandra Adu Ameyew, Ghana Community Radio Network Ltd., smasa5gh@yahoo.com*  
*Owusu Bempah Godfred, All Nations University, gowusubempah@yahoo.com*  
*Ebenezer Bennet, All Nations University College, bennetebenezer@yahoo.com*

The purpose of this project is to study the financial position of CPCL with respect to its working capital management. The project includes the analysis of working capital management of the company and its ability to finance its working capital. The analysis includes the financial years from 2006 to 2012. The analysis is carried out with the help of ratio analysis, regression analysis and trend. The project includes projections of working capital and sales for the next 5 financial years. It also includes how the company can increase the profit in coming years with proper management of working capital.

**WA1, Wednesday, March 20, 9:30-10:50 A.M.**

**Session: Globalization**

**Session Chair: Dr. Bryn Holmes  
American University in the Emirates**

3134 Export Potential of Coir And Coir Products

*Kalpana Agrawal, Prestige Institute of Management & Research, muskan\_mangal@yahoo.com*

Fifteen countries of the Asia - Pacific region produce 86% of the coconut in the world. But only a handful of them are known to be coir producers. . India is the largest producers and exporter of coir and coir products. Sri Lanka, Indonesia, Malaysia, Philippines, Thailand and now Vietnam are the other primary producers of coir with varying levels of production capabilities. India is one of the top producers and exporters of coir in international market. The Indian coir products are in great demand in the international market because of their special attributes like fitness, price, craftsmanship, quality

3148 Country Image as FDI and Growth Driver: Lessons Learned

*John Kozup, Villanova University, john.kozup@villanova.edu*

*Aronte Bennett, Villanova University, aronte.bennett@villanova.edu*

*Charles R. Taylor, Villanova University, raymond.taylor@villanova.edu*

With countries aggressively vying for foreign direct investment (FDI) in a hyper-competitive global marketplace, an understanding of key FDI drivers is of paramount importance. This research examines perceptions of EU and BRIC countries as FDI destinations and, based on those perceptions, explores country image frames and promotions that would foster and encourage investment. Results indicate that nations would benefit from targeted country promotion initiatives. Specific FDI education and country promotion campaigns serve the purpose of reducing the cost of acquiring information for potential investors and consumers thus reducing perceived risk. Implications for researchers, policy makers and practitioners are discussed.

3240 Impact of Cloud Computing on Global Scale: The AUE Virtual University Experiment

*Nawfal Mahdi, American University in the Emirates, nawfal.mehdi@aue.ae*

*Bryn Holmes, American University in the Emirates, Bryn.Holmes@aue.ae*

This paper explores the need for increased access to education on an affordable platform and the will be explored in relation to a local example of the American University in the Emirates. Virtual classrooms are increasingly used to aid in enhancing education and solve a number of educational problems within developed nations. AUE is engaged in exploring how to not only offer a virtual classroom but on a more fundamental level how to offer a virtual university using far less resources than one would expect due to advances in cloud computing.

3703 A Critical Analysis Of The Post 1973 Oil Embargo Opec

*Oyetola Oniwide, Fountain University, oniwideoyetola@hotmail.com*

The organization of Petroleum Exporting Countries (OPEC) came into limelight when it imposed an embargo on the western developed nations that were dependent on oil in 1973 due to the Arab- Israeli war. The embargo had dire consequences on the economies and other activities of affected nations. The embargo also created awareness that it was possible for countries that were economically underdeveloped to be economically powerful in such a way and manner that even countries that are developed economically could be brought to their knees by those that are economically less developed but appreciable economically powerful.

**WA2, Wednesday, March 20, 9:30-10:50 A.M.**

**Session: OB-II**

**Session Chair: Prof. Lalit K. Khurana  
School of Petroleum Management**

3122 Organisational Performance Management in Power Utility Context

*Lalit K. Khurana, School of Petroleum Management, lkkhurana25@gmail.com*

Organizational performance metrics evolve and respond to environmental changes. The performance metrics also depend on nature and type of business activity. This paper discusses the performance parameters in the post reform period of Indian power sector. Power sector in India has seen a shift in the policy framework in 1991 when private sector participation was allowed in power generation and several structural changes have also taken place to bring into the market competitive like conditions. In this context, performance metrics also need to be redefined to realize more efficiency. This paper discusses performance management in electricity distribution companies.

3132 Organisational Hierarchy of Leadership Styles and its Influence on Effectiveness

*Anju G S, UBDTC, anju9927@gmail.com*

*Raju J K, Davangere University, drjavaliraju@hotmail.com*

This paper examines the theory and conceptual understanding of the banking, leadership and organisational effectiveness by various authors. The present paper is an attempt to review these studies already undertaken from past few decades. The review of these literatures specifies that, examiners have reported their effort in isolation. Leadership and organization effectiveness have shown importance in private/public and various industries. However, these fields have found inattentive by researcher especially in urban co-operative bank. Further, it was observed, researchers have not addressed Organisational Hierarchy of Leadership styles and its influence on Effectiveness. Leadership styles, models on organisational effectiveness have been discovered.

3156 Organizational Wellness and Excellence through Yoga

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Business of business is the function of self business, and self business is the function of yogic living. Impaired self business results in impaired feelings, thinking and doing; and chronic health problems which further impair organizational productivity directly/indirectly. Various workplace interventions developed for health promotion/disease management, and cultivating optimal feelings, thinking and doing are found insufficient to address these problems. While workplace yoga implemented by different companies has been found more comprehensive and effective to address these problems, promote sustainable organizational processes and meet the goals. Therefore, this paper discusses relevance of workplace yoga for organizational wellness and excellence.

3168 Managerial Competencies in Indian Business Context- An Empirical Analysis

*Prashant Saxena, IBS Business School, prashants@ibsindia.org*

Focus on 'competencies' in business and as well in individual job holders, has gone significantly high as Indian organisations today face global competition and high performance expectations from stake holders. Managerial competencies have been researched and mapped world over by top organisations to benchmark and direct, training, staffing performance management related efforts. In Indian context, today a lot of organisations are trying to map and build competencies models to improve managerial effectiveness. The present study is an empirical analysis to gain a cross-sectional view on managerial competencies Indian managers believe are needed to successfully perform on managerial role requirements.

**WA3, Wednesday, March 20, 9:30-10:50 A.M.**

**Session: Strategy-II**

**Session Chair: Dr. Tanushri Banerjee**

**Pandit Deendayal Petroleum University**

3241 Smart Business Based on Dynamic Cloudbursting

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*Bryn Holmes, American University in the Emirates, Bryn.Holmes@ae.ae*

Cloud computing, the new frontier of computing provides unlimited resources to companies based on their demands in the form of pay as you go. It helps when the demand for resources spikes. The business can survive even if it runs out of resources. However, it puts more overhead on the total budget. This paper tackles the problem of cloudbursting with dynamic budget and demands. An algorithm is proposed that manages the relation between the public and private cloud providers. Using simulation, several empirical experiments have been conducted to evaluate the proposed framework.

3245 Do Outside Directors Create Shareholder Value?

*Takeshi Yamamoto, Iwate Prefectural University, t-yama@iwate-pu.ac.jp*

In this paper I investigated the relationship between board structure and shareholder value when the announcement of corporate merger would be executed by using dairy stock return data from 2000 to 2008 in Japan. I found that influence of outside directors significantly increased their shareholder value.

3279 Impacting the Business Value Chain Model via the Enterprise System

*Tanushri Banerjee, Pandit Deendayal Petroleum University, tanushri.banerjee@sls.pdpu.ac.in*

*Rajendrsinh Parmar, GSECL, taniabanerjee@yahoo.com*

As mandated by Electricity Act 2003 Gujarat Electricity Board (GEB), an Indian electrical services public sector organization, reorganized in April 2005 into initially six Companies. The power generation activities were transferred to GSECL (Gujarat State Electricity Corporation Limited). GSECL has implemented an Enterprise system (ERP) to support its business processes called the e-Urja project. In this paper we have analysed using a structured questionnaire the experience shared by the employees at GSECL who are also the end users of the system across various functional teams about workflow and process improvement for better decision making via the e-Urja platform.



**WB1, Wednesday, March 20, 11:20-12:20 P.M.**

**Session: Finance-II**

**Session Chair: Dr. Gouher Ahmed**

**Al Ghurair University**

3254 Financial Inclusion in India

*Sachin Napate, Indira School of Business Studies, sachin.napate@indiraibs.ac.in*

Financial inclusion has been looked at only from the prism of making financial services available, opening no-frill accounts, giving smart cards and so on. This paper presents the cases of financial inclusion in India. While the aim was to ensure that financial inclusion should not be measured by the number of new groups or enterprises but should focus on consumption-credit over credit-for-income generation purposes.

3281 Lessons from the Global Financial Crisis for Growth

*Gouher Ahmed, Al Ghurair University, gouher@usa.net*

The study sets to examine the lessons to be learnt from the current world financial crisis resulting in a number of bank failures and the bailout of 'too big to fail' banks from collapse and crisis resulting in a great economic meltdown of the type the Great Depression. The failure of central banking is glaring. As against this UAE banking and central banking system which appear to be unfailing and growth and equity oriented due to good governance of the UAE. India is also a case of banking which is banking, no money lending.

3292 Managing Risk in Investments - Prediction of Instrument Prices

*Chirag Mehta, Bits Pilani, Dubai Campus, mehtachirag@gmail.com*

*Pushkala Muralidharan, BITS Pilani, Dubai Campus, pushkala@bits-dubai.ac.ae*

After the global financial debacle, general investors in financial markets feel more threatened by their lack of prediction skills. While focussing on the concept of economic price discovery, this paper proposes to incorporate mathematical prediction techniques in the area of financial instrument price forecasting. The paper concentrates on the development of java based software for the incorporation of these operations research concepts to real financial markets, such as equity, forex, mutual funds, commodities, etc. The proposed solution is offered keeping in mind that a general investor is an amateur in the field of mathematical prediction techniques and computer software.

**WB2, Wednesday, March 20, 11:20-12:20 P.M.**

**Session: HRM**

**Session Chair: Dr. Upinder Dhar**

**J K Lakshmipat University**

3146 Managing the Workforce Conflicts: A Situational Analysis of Organizations in UAE

*Hadeeqa Batool, SZABIST, hadeeqa.batool@live.com*

*Shoaib Riaz, SZABIST, shoaib@szabist.ac.ae*

The existence of conflict in workplace is not necessarily bad, if managed properly, can lead to organizational growth. Approaching conflicts as opportunities to improve departmental policies and operations rather as ailments to be eradicated or ignored can result in increased productivity. It is important in rapidly developing countries with diversified cultures like UAE. UAE is home of multinationals from all over the world. This paper studies different approaches adopted by managers in UAE to manage the conflict in a multicultural environment. Based upon the findings, it suggests model for further exploration in order to managing conflict in more productive manner.

3154 Meaning of Work: A Study of Future Managers and Technocrats

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Today employers contend that the traditional work ethic is no longer enough to motivate present generation employees Given the growing need for workers to work smart and to be retained within an employer's workforce it is important to understand the various aspects of the work experience that makes it meaningful for an employee It needs to be explored what are the powerful human feelings experienced at work that make the work meaningful The present paper attempts to gain a clearer understanding of the meaning of work for one key stratum of society the students of professional programs

3209 Analysis of Factors Affecting Employee Engagement and Job Satisfaction

*Sumi Jha, National Institute of Industrial Engineering, sumijha05@gmail.com*

Engagement is the state of emotional and intellectual satisfaction to an organization or group producing behavior that will help fulfill an organizations promises to customers - and, in so doing, improve business results. HR practitioners believe that the engagement challenge has a lot to do with how employee feels about the work experience and how he or she is treated in the organization. It has a lot to do with job satisfaction which is fundamentally related to drive bottom line success in a company. This paper attempts to study different factors that influences the employee engagement and job satisfaction

**WB3, Wednesday, March 20, 11:20-12:20 P.M.**

**Session: Technology-II**

**Session Chair: Prof. K V S Patnaik**

**Dr. L Bullayya PG College**

3289 Efficient Particle Filter Based Framework for Econometrics Applications

*Jitendra Abhyankar, Tirupati Institute of Management, jiten3003@gmail.com*

*Aditya Abhyankar, University Of Pune, aditya1210@gmail.com*

Effective parameter tracking is necessary for all real-time-data based econometric applications. Econometrical parameters being highly non-linear and non-modular are always difficult to track. To make it more challenging, in real scenarios, there are always multiple parameters to be tracked and optimized. In this work particle filter based multiple parameters tracking system is proposed. For actual deployment Markov Chain Monte Carlo methods are used. The system was tested using CRSP Indexed database and accuracy of 98.7% was obtained.

3342 Futuristic Impact of Neuromarketing On Buying Behaviour

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Emerging tools of marketing has been evolving In its present scope, it has metamorphosed from barter system, to production concept, to product concept & so on. New discoveries in neuroscience are revolutionizing twenty-first century life and marketing is no exception. Neuromarketing can be considered as another milestone, which is still evolving. Neuromarketing is a dynamic package of medical knowledge, technology & marketing. It can be a powerful tool in market research; where advertising is becoming more scientifically advanced. The role of buyer has changed dramatically.

3709 Depth Estimation through Wavelet Framework

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The 3D reconstruction from multiple views (images) is fundamental and old challenging problem in the field of computer vision and extremely active research area. There is a large variety of algorithms available in the literature. These algorithms are intended to provide different tradeoffs between performance that is speed and accuracy along with practicability. The different algorithms may provide different outputs. Algorithms can also differ in their input scene representation for example, in some algorithms entire scene is modeled as voxels, some use level sets or polygon mesh representation. Out of the available methods one has to select particular technique depending on the requirements of the application. Though the earlier very nice surveys available in vision literature, the state of the art is excelling further rapidly.