

**CONTRIBUTED  
PAPERS**

**MC1 Monday 1:30-2:50**  
**Topic: Business Models**  
**Session Chair: Arvind Chaudhari**

**5105 Recent Trends in Indian E-commerce Industry**

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In the past decade, e-commerce has grown rapidly in the world and India is no exception. India has seen huge growth in e-commerce and m-commerce over past years. The website of Indian railway has set big example as public sector e-commerce success story and financial inclusion has availed plastic money in the reach of common man. The flipkart which is one of most popular e-commerce company in India is competing with Indian version of world giant amazon. The powerful IT act, comfortable bandwidth and increased awareness are promoting e-commerce. The researcher presents recent trends in Indian e-commerce industry.

**5117 Resource Allocation in Project Scheduling Application of Fuzzy AHP**

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Several approaches are followed in project scheduling under multiple resources. Typically, priorities for each activity are obtained using qualitative data. In this paper, both quantitative and qualitative data are considered in a fuzzy environment. A Fuzzy Analytical Hierarchy process is developed to obtain weightages for each activity that needs multiple resources. Fuzzy AHP efficiently handles the fuzziness of data. A hierarchical structure is constructed for the resources consumed in the project network. A weighted sum of resources for each activity is obtained and the activities are ranked based on weighted sum and scheduled and explained through numerical illustration.

**5124 Fundamental Analysis of Cement Sector with Multi- Regression Model**

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The paper is based on fundamental analysis of cement sector using Economic, Industry and Company (EIC) method. A statistical model was also developed using Multi-Regression – where, the Cement Company's share prices (Dependent Variable) and 4 parameters that is SENSEX, IIP, CPI and Realty Index (Independent Variable) are used. Analysis was done on monthly share prices and other variables from last 5 years. The model was tested and the attempt was successful to a good extent. The stock market is unpredictable but fundamental analysis backed with Multi-Regression model can help one invest in stocks.

**5126 Medical Process Pattern Prediction Model Using Case-based Reasoning**

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A case-based reasoning model is studied for the medical process pattern. The medical service process pattern to each patient is identified based on the practical event logs. Age, gender and symptom are employed as key characteristics of patients. The similarity is computed based on these key characteristics, and the process pattern is anticipated based on the similarity. The computational experiments are performed with real medical data.

**MC2 Monday 1:30-2:50**  
**Topic: CSR**  
**Session Chair: Pramod Chaudhari**

**5104 Corporate Social Responsibility in India**

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India is having long tradition of social responsibility by business houses. The Companies Act, 2013 which makes CSR as mandatory affair has taken positively by the Indian corporates and companies in the public and private sector both Indian and multinational started contributing as per the act. The Infosys foundation, Azim Premji foundation and reliance foundation are good examples social initiatives by the companies. The tata group, birla group and bajaj group are known as major contributors since last century and institutions like IIT and BITS are result of their social vision. Researcher present some CSR cases from India.

**5182 Study of Corporate Social Responsibility with Special Reference to Selected Indian Automobile Industry**

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The automobile industry in India is one of the largest automobile industries in the world. It keeps on expanding each year which has led to extensive competition and every corporate tries to boost its image with the help of Corporate Social Responsibility (CSR). CSR is recognized as a significant tool, which enhances the company's reputation leading to its success. The objective of this paper is to examine the CSR initiatives adopted by the Indian Automobile Industry and how these have helped them to enhance their corporate image.

**5184 Development and Growth of Women Entrepreneurship in India**

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Entrepreneurship can be a rewarding career route. But with rewards, come challenges. Women entrepreneurship is gaining momentum in today's context of a globalized village. Many women feel confident about themselves to leave the formal job scenario and work from home, starting a business on a modest scale, making a profit and moving onwards from there. They have managed to break the proverbial glass ceiling. It is their success stories, which become an inspiration to be studied. This paper focuses on the progress of women in the corporate sector and the challenges faced by them while pursuing their goals.

**MC3 Monday 1:30-2:50**  
**Topic: Operations Management**  
**Session Chair: Ram Kumar**

**5112 On Aggregating Supplies from Single Supplier to a Cluster of Buyers- Role of 3PL**

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In this work we consider the coordination problem of a 3PL service provider satisfying the orders placed by multiple buyers to a single supplier. It is assumed that all the buyers are located within a cluster. We consider a coordination mechanism where buyers share the demand forecast with the 3PL provider who in turn optimizes the replenishment quantities for buyers. We critically analyze relevant factors and their interactions that affect the coordination mechanism. The contribution of our research is to identify important factors that are critical for achieving the benefits of coordination provided by 3PL services.

**5136 Affect of Implications Project Management Processes on the Delivery of the Const**

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Middle East has witnessed fast growth in Construction industry where investors of real-estate sector had the opportunities to develop many projects which have been completed on time while some have not been delivered. This paper determines the affect of the project management processes and tools which can be most effectively employed in the construction and Engineering Projects. This work facilitates the construction and engineering managers to develop the skills to face the professional practice through knowledge and understanding of ethical and cultural context affecting architectural design and delivery of project on time.

**5155 Multi-objective Evolutionary Algorithm for Illiteracy Problem**

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Over the years, MCDM has made considerable contribution to the development of various DSS subspecialties. Many real-world problems have multiple competing objectives and can often be formulated as multi-objective optimization problems (MOOP). Multi-objective evolutionary algorithms (MOEAs) have proven very effective in obtaining a set of trade-off solutions for such problems. This paper will describe the illiteracy problem in a certain city and study the problem to build literate classrooms at different suitable locations according to some criteria and constraints. The problem under consideration will formulate as a MOOP and will be solved by using the SPEA.

**MD1 Monday 3:10-5:10**  
**Topic: Organizational Behaviour**  
**Session Chair: Rajagopalan A. R.**

**5111 A structural equation modeling to understand the moderating effect of correlates**

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Kim, Price Mueller & Watson (1996) Price and Mueller's Model is comprehensive employee turnover model which captures 360 degree view of the determinants of employee turnover. Its comprises of Individual determinants, Structural determinants, Environmental determinants, Process variables and correlates. In this paper, initially we studied the impact of age, salary and marital status of the correlates on structural and process determinants and further we consider studying the moderating effect of eight variables of structural and two variables of process determinants in Indian context by using Structural equation modeling.

**5116 Organisational Role Stress and Life Satisfaction among Female Doctors**

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The aim of the present research work was to study the ORS and life satisfaction among female doctors The sample size was 40 female doctors age 25 to 60 years from hospitals in Shimla Life satisfaction scale 1 and organizational Stress Scale 2 were used Results in terms of nature and magnitude of relationship of life satisfaction and ORS and its components among female doctors indicates a negative and significant relationship between life satisfaction and ORS and its component among the female doctors i.e higher the life satisfaction lower the stress related to the organization and vice-versa.

**5160 Spiritual Intelligence and Organizational Effectiveness Ecosystem**

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There are a number of factors which affect the performance of employees in an organization. Most of these factors pay little attention to the emotional and spiritual aspects of individuals. This paper attempts to establish the spiritual intelligence (SI) and organizational effectiveness (OE) ecosystem to show the relationship between an individual's SI and his/her workplace performance, which catalyzes the formation of overall Organizational Effectiveness. This ecosystem promises the creation of Organizational Effectiveness. In this paper, the authors have proposed five dimensions of SI and have also advocated that these dimensions form the basis of the development of OE environment.

**5172 Implications of Emotional Regulation on Organizational Citizenship Behavior**

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In a competitive environment, organizational efficiency and individual efficiency are critical to organizational success. Organizational Citizenship Behavior (OCB), commonly known as the "good soldier syndrome", refers to a set of actions directed at increasing performance. Features of OCB include extra role, entirely voluntarily, constructive, not-compensated-but-desired by the organization. These behaviors contribute positively thus resulting in enhancing organizational competitiveness. This research paper considers emotions that are viewed as passions that come and go, and will seek answer if individuals differ significantly and systematically in their use of particular emotional regulation strategies and the implication on OCB.

**5187 Human Capital Development**

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Human Capital Development has been an overlooked obsession across the industries in developing economies. Industries focusing on training and development are miniature. In this quantitative, co-relational and causal study relationship amongst momentous elements of human capital development i.e. Training, Skills and Experiences with firm performance is investigated. 264 professionals from manufacturing industry participated in the study. By divulging historical researches analysis revealed significant relationship amongst variables portraying Human Capital Development significance towards organizations performance. Further after impact exploration organizations are recommended to schedule structured training, skills and experiences enhancing activities with an aim to acquire exceptional organizational performance.

**MD2 Monday 3:10-5:10**  
**Topic: Finance**  
**Session Chair: Mahdi Nasereddin**

**5123 Activity Based Costing as a Measure to Improve Cost Structure at JCI-ETCI, Pune**

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Automobile electronics at a boom increases the need to implement various cost reduction measures. Activity Based Costing helps identify cost drivers and measures performance of activities. The purpose of the research was to understand the cost structure of Johnson Controls India Pvt. Ltd. and to analyze and gain insights of its implementation. The researcher identifies various costs of business activities as- • Manpower Costs• Information Technology Costs• Travel CostsThe researcher during the time of 2 months observed that these costs can be controlled by some effective management activities in the company.

**5129 Perceptual Factors Impeding Stock Market Investment – an Empirical Study**

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Growth theorists opine that there is a significant and positive correlation between stock market development and economic growth. Well-developed stock markets mobilize savings and boost investments. However, the Indian retail investors exhibit a remarkable reluctance in investing in the stock market. Given this contention, this study attempts to examine the reasons for the same. Analysis of the views of 234 Indian investors who do not invest in the stock market reveals seven factors that impede stock market investments – myths regarding suitability of stock market instruments, multiple incomprehensible risks, uncertain returns, volatility, poor understanding, fraudulent practices and psychological fears.

**5134 Underpricing: Empirical Evidences from Japanese IPO Markets**

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In this paper I measured IPO underpricing in more than two thousand cases. I broke the Japanese companies that conducted IPOs in Japan into those which were more interested in the maximization of the offering price and those which are more interested in the success of future offers at market price. I hypothesized that many of the former companies seek lower costs and higher post-offering liquidity, while many of the latter companies seek markets that represent smaller underpricing even at a higher cost. In this version I examined the robustness of the model comparing data from different time.

**5135 Investing in Omani Telecom Sector: A Case Study**

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In this paper, the case study of investing in Oman Telecom sector is investigated. Three different scenarios are presented and analyzed. The case study looks into the competitiveness of the Omani telecom market in attracting venture capitalists to invest in telecom companies in Oman.

**5159 The Implementation of Balanced Scorecard within Tehran Stock Exchange Companies**

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In this paper we are intending to determine the implementation of Balanced Scorecard in the Tehran stock exchange companies. For satisfy the research objectives, companies classified in to two groups, group one: that companies with applying BSC criteria and group two without it. Financial and nonfinancial items were used to determine the implementation rate, and semi-structured interviews were utilized to find out the factors impacting the implementation of BSC.

**MD3 Monday 3:10-5:10**  
**Topic: Education**  
**Session Chair: Bharati Deshpande**

**5107 Application of Balanced Score Card in Business School**

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BSC process has helped the client align the roles and responsibilities of individuals in the organization with the overall strategic plan. There is lot of efforts taken by business schools to bring in a core-differentiating factor than other B-School. This concept is bought in US and UK in different B schools. The research paper attempts to study the concept of Balanced Score Card as a holistic tool, identify and find out the application of this strategic tool in education and come up with a Conceptual Model (Process Model) of application of Balance score card in education.

**5130 Determinants of Employee Engagement in the Education Industry – an Indian Study**

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Employee engagement has attracted the attention of researchers and social scientists worldwide because of its direct and positive influence on productivity and ultimately success. Within the context, the present study is an attempt to examine the factors that influence employee engagement in the education industry. Data for the study was collected with the help of a well-designed pretested questionnaire. Exploratory factor-analysis revealed five factors that impact engagement – opportunities for growth, goal congruence, employer support, workplace ambience and interpersonal relationships. Since, most of these factors are controllable, they may be kept in mind while designing success and retention strategies.

**5140 Analysis of Variables of Self Esteem: A Study Conducted in a B-School**

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Self-esteem represents the overall value that one places on oneself as a person, in terms of approval or disapproval reflecting the person's beliefs about his/her capability, significance, success and worth. The research paper aims to study the levels of Self Esteem with respect to four critical variables: Self -awareness, Self-Regulation, Self- Motivation and Social Skills. The study attempts to analyze the degree of correlation between the above variables. The Self Esteem Assessment Inventory by Robert Sherfield was used. The Study was conducted on B-School students, the data was analyzed using statistical tools.

**5183 Study of Faculty Turnover in Engineering Educational Institutes in India**

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Studies have been conducted on the problems caused by high turnover rate in the corporate world but little has been done to examine the sources of faculty turnover, a high rate of faculty turnover in an institution means increasing recruiting, selection and training costs. Retaining talents is not the choice of employers but is also the need of time as educational institutes are already at risk running with talent crisis. This paper examines the faculty turnover with the help of Schematic Diagram for Theoretical Framework, effects and forwards some strategies on how to minimize faculty turnover in Indian Educational Institutes.

**TA1 Tuesday, 10:00-11:00**  
**Topic: Service Industry**  
**Session Chair: Yogesh Pai P.**

**5106 Role of Technology in Banking Industry- An Empirical Study**

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Information technology is the most important facilitator for the transformation of the Indian banking industry. This paper focuses on the main objective of understanding the importance of technology in banking industry and to find out the awareness, perception, and the level of satisfaction of customers towards the use of technology in banking industry in Mangalore in India based on primary data. The data collected for the purpose will be analysed and interpreted to draw a meaningful conclusion. This study will have a positive contribution to the field of existing knowledge on technology in banking industry.

**5119 Reliability & Validity Analysis of Lean Service Frameworks in Indian Service Sector**

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The paper highlights a study done for reliability and validity analysis on the existing Lean Service frameworks with the help of data collected from Indian Service sectors (Financial, Healthcare, IT/ITES and Telecom) & Experts through a survey questionnaire. The empirical data was collected from 92 Lean practitioners/ experts in Indian Services. Each individual framework was analysed for Reliability using Cronbach alpha value. The present study found that only nine out of eighteen Lean Sservice frameworks have displayed unidimensionality with respect to the construct; that it measures. The study concluded the need to develop a new Lean Service framework.

**5179 The healthscape as an antecedent to service quality and behavioral intentions**

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The demand for healthcare is increasing and thus service quality in a healthcare setting is being measured. This paper presents the relationship of healthscape on service quality and behavioral intentions using PLS-SEM.



**TA2 Tuesday, 10:00-11:00**  
**Topic: Consumer Behaviour**  
**Session Chair: Kirti Arekar**

**5110 A Model for gold buying behavior by Retail Consumers in India**

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Gold is not just another precious metal but is a part and parcel of the Indian culture. However, of recent there has been a shift in the mindset of the people and they have started looking at gold beyond a status symbol. Individuals are different in nature and in needs. Therefore, the object of this study is: 1 To identify the factors influencing the gold buying behavior of the retail consumers; 2 To examine which factor has significant impact on various groups; 3 To recommend a model that will help to understand the most influencing factor for gold.

**5128 Market Basket Analysis of Consumer Buying Behaviour of a Lifestyle Store**

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Market Basket Analysis is the discovery of relations among various items. The proposed method can analyze and predict the sales of individual product category on a daily basis and predict most likely items sold. The study area is Mumbai. Average Data per store is 1 year. Primary data was provided by the store itself from the retail software shoppers. It predicts using Microsoft Associative algorithm with help of Business Intelligence Development studio software. The type of Research is exploratory. Results can provide a valuable reference for cross-sell, up-sell, devising promotions and placing the merchandise in the store for improved sales.

**5181 Study of Impact of Celebrity Endorsements on Consumer Buying Behaviour**

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The study is aimed at analyzing the profitability, leverages and earnings before interest and taxes (EBIT) and earnings per share (EPS) of the Amara Raja Batteries Limited (ARBL). In view of the objectives of the study, the researcher has adopted exploratory research design. Secondary data of profit and loss account and balance sheets of Annual Reports of the ARBL from 2010-2014 are used in this study. In this study, the researcher used both the financial tools as well as statistical tools. Based on findings from the study, some viable and appropriate measures, which can be adopted by the company, are also suggested for bettering its overall performance.

**TB1 Tuesday, 11:20-12:40**  
**Topic: HRM**  
**Session Chair: Abhilasha Singh**

**5141 Learning Organisation: Rhetoric and Reality - A Study with Reference to Selected**

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The present study made an attempt to measure the emergence of the learning organisations in Karnataka State with special reference to Dakshina Kannada District. The specific objectives are: To highlight the learning profile and contextual setting of organisations; to measure the inhibiting and facilitating factors faced in the change process, to measure the facilitating factors that supported development of learning organisation. The researcher is planning to consult secondary sources of data such as books and periodicals. A questionnaire will be developed to measure the extent of learning organisation characteristics depicted in the case study organisations.

**5176 Work-Family Conflict, Family-Work Conflict as Predictors of Work-Life Balance among Women Employees Working in IT Industries**

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The purpose of the study is to explore the impact of the work-family conflict and family-work conflict on the work-life balance of women employees working in Information technology industries located in Bengaluru. Regression analysis was used to test the proposed hypothesis. The research finding says that the work-family conflict is having a significant impact on work-life balance and it is impacting the work-life balance of the women employees working in IT industries in a negative manner whereas the construct family-work conflict is not having any significant impact on work-life balance.

**5185 Job Analysis: A Case Study of Multinational Firm**

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This primary Job Analysis was developed for a Private multinational company in Canada with global operations in UK, USA, EUROPE, AUSTRALIA and the MIDDLE EAST. It aimed at developing an effective Recruitment and Selection system based on an accurate, detailed, thorough and thoughtful job analysis for a 'requisite' position based on Canadian National Occupational Code job classification (6552 Customer and Service Representatives). Following a Functional Job Analysis methodology based on a Canadian Standards' approved Job Fact sheet, Job Analysis Questionnaire, and a Task Statements' sheet, job duties, job statements and job specifications were identified. Key Knowledge, Skills, Abilities and Other Attributes from the task inventory and task statements were derived. The Job Analysis not only assured Managers that valid selection instruments can be developed based on Job Analysis, but also showed them how systematic selection decisions can be made based on Job Analysis approaches adopted in this research.

**TB2 Tuesday, 11:20-12:40**  
**Topic: Marketing**  
**Session Chair: Kavita Kalyandurgmath**

**5127 Predictive Analysis for Sales of Product Categories of a Lifestyle Store**

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A forecasting method involving construction and interpretation of the business cycle is presented. The proposed method can analyze and predict the sales of individual product category. The study area is Mumbai. Average Data per store considered is 1 year. Primary data was provided by the store itself from the retail software shoppers. The type of Research is exploratory. The study employs Time series algorithm consisting of ARIMA and ARXTP algorithm for predicting sales of product categories using past sales data of a lifestyle company. Results in this study can provide a valuable reference for buying team to take decisions.

**5171 Challenges in Promoting Innovation and Entrepreneurship in University Education**

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Innovation entails and entire lifecycle of generating better products, methods, services, technologies and wealth creation. To achieve the 9 percent economic growth and fulfill the make in India expectations our universities should focus on Innovation and Entrepreneurship. Universities should encourage the student and faculty for developing the enterprises and to start the IPRs centers, technology transfer centers, industry-University collaboration centers etc. The government should give accreditation based on no. of IPRs obtained, technology transfers, and collaboration agreements. The researcher studies the innovation and entrepreneurship education in India and other developed countries and suggests the measures to improve it in Universities.

**5178 Developing People Trust on Body Shop Products Through Cause Campaign and Emotions**

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Modern world well know organizations practice cause related marketing in order to benefit the organization and society. The exhaustive literature review reveals that corporates does cause related marketing in different forms. But the main problem for the corporates is about whether cause campaign match with the cause on which they spend. So this paper tries to identify the importance of various causes like cause purview, cause rubric, cause consequential, cause span and cause amount in creation of trust. At the same time this paper tries to understand the role of positive and negative emotional factors in creation of trust.