

ABSENTIA PAPERS

101 Ethnocentric Tendencies and its Influence on Consumer Purchase Intent

Sapna Modi, ITM Business School, sapnamodi@yahoo.com

Experiential view of shopping takes holistic approach to the consumption process, right from involvement to post purchase decisions. With current border-thinning global economy, consumers around the world are increasingly exposed to foreign products, giving them more buying choices, creating intense challenges for manufacturers in attracting local buyers. This study shows the importance of Indian consumer attitudes towards classes of products in determining purchase behavior Indians harbour towards consumption of domestic vis-à-vis foreign goods. Data from the study suggests tendency towards ethnocentrism that exists in Indians, which offers vital clue to marketers for launching the products in their country of origin.

102 Critical Review of Data Mining Techniques for Insurance Service Operations

Girijesh Pathak, National Insurance Academy, girijesh_kgp@hotmail.com
Amar Nath Jha, Birla Institute Of Technology, Ranchi,
anjha06@rediffmail.com

Data Mining Techniques have the potential of finding valuable patterns from the data even if they are hidden. These techniques are of high importance for Insurance Industry as they require data from almost all possible sources in their operations. At the data analysis level it depends on the managers to ask for the appropriate analysis to get valuable information from the data. Some valuable patterns get missed if they are not searched for. This paper discusses various aspects of Insurance Operation and identifies appropriate data mining techniques to reach to hidden valuable patterns to increase the effectiveness of operation.

107 Aspirations and Wants of Generation Z- A Study on the Work Force of the Future

Sandhya Tewari, Mumbai University, sandy.tewari@gmail.com
Ritu Bhattacharyya, Mumbai University, ritubhat05@gmail.com

This paper majorly explores the career aspirations of Generation Z the various traits of generation Z and the surroundings that affect the way they aspire when it comes to professional growth or their careers During the process of writing this

paper it became evident that this generation although young in years is exhibiting strong leadership innovative smart working extremely challenging and active decision making skills What they need from the society teachers mentors and their parents is the support to imbibe in them the values ethics commitment customs and listening skills to help them balance their life.

108 Implementation of ERP in Indian Companies

*Arun Kumar Mangalapalli, Adithe Satyanarayana PG College,
arunm1212@gmail.com*

In the wake of Liberalization and Globalization of Economic Policies the Indian Business scenario is significantly changed in the last two decades The scenario is tending to become more competitive in view of multinational entry and foreign capital inflow into this country Technology plays vital role in the Corporate World It pressure on the Indian Companies to transform themselves or reengineer in order to achieve learner structures and reduced costs To fulfill these the companies opted for Business Process Reengineering BPR and to adapt Enterprise Resource Planning(ERP in their Administration and Management Levels.

113 A Novel PDR Based Fault Tolerant System on Chip

*Deepa Jose, KCG College of Technology, deepajose11@gmail.com
Nirmala Devi K., KCG College Of Technology,
nirmala.ece@kcgcollege.com
Vidhya Balakumar, KCG College Of Technology,
vidhya.ece@kcgcollege.com*

This research deals with the implementation of a real-time adaptive system for fault tolerant FT mission critical applications that can change automatically based on the performance and reliability constraints of the application. The hardware implementation on Virtex 6E FPGA offers greater than 40% power savings at reliability (R) values as high as 0.75 and the gain reduces to 30% for high-reliability systems ($R > 0.90$) while retaining similar fault-protection capabilities associated with triple modular redundancy. The PDR implementations provide an average a 14.61% improvement in terms of power and 32.6% improvement in terms of resource utilization.

130 Human Capital: A Power Investment for Organizational Growth and Success

*Sujata Shahi, IILM Institute for Business & Management,
sujata.shahi@iilm.institute.ac.in*

In contemporary business scenario, human capital and business growth need to be represented as two sides of the same coin. Nowadays increasing number of organizations has recognized the importance of investing in their employees. Companies in general understand that to stay on top in global competition they need to place more and more emphasis on developing and retaining their employees. Organizations that appreciate the financial impact of their employees often refer to them as human capital. This paper investigates and finds out that steady investment by organizations on human capital leads them to a higher performance trajectory.

133 Analysis of the Factors Affecting Service Deliverance in Service Industry

*Prateek Cecil Daniel, prateekcdaniel@gmail.com
Sneh Daniel, sneh.daniel@gmail.com*

Tourism is the major revenue yielding industry of every economy, and a major contributor to the country's economy. The tourists experience many services by the service providers which either turns to be in satisfaction of the visitors or dissatisfaction. The major role is of the employees as they direct interact with the visitors. This paper intends to study the factors affecting the improved deliverance of service by the employees. The identified factors include Training, motivation and awareness in performance deliverance through review.