

**PAPERS**  
**In-Absentia**



## Papers In-Absentia

### **9016 Enterprise Performance Management: A Three-Level Approach**

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The study is devoted to the development of a mechanism of enterprise performance management, which combines possibilities to increase efficiency with the help of three different sources: intrafirm, intrabrand and interbrand (international). The different types of benchmarking, data envelopment analysis and other tools of performance measurement and management are used. The results of validation of the mechanism are based on the sample of thousands enterprises of the food industry of Ukraine. Developed recommendations have been realised at the several enterprises of low-efficient food industry branches and allowed to provide with growth of performance indicators on the tens per cent there.

### **9036 Teaching Tools to Promote Problem-Based Learning and Active Learning**

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This paper presents an effective teaching approach that promotes both problem-based learning and active learning techniques in decision science and engineering classes. Students are provided with a combination of visual and interactive teaching materials to enhance their learning. This active process of learning is not normally available to student during traditional lectures. Both mid-semester and end-of-semester student evaluations indicate that the proposed approach is appealing to most students and has the potential to help students better achievement

### **9113 Modeling the Efficiency of an Agent Based Agricultural Supply Chain**

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The goal of the research is to build a mathematical model to study the impact of networking among the agents, based on the transaction cost analysis. The research uses the agent based theory as a platform to simulate the agricultural supply chain. Here, each member in the supply chain is considered as an agent with different attributes connected through a network. The research studies the impact of networking among all the agents especially the farmers. The paper shows the efficiency of the supply chain improves by reducing the transaction cost, which is possible by networking information among the agents.

### **9116 Teaching-Learning Process in Decision Sciences- Gaps and Challenges**

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Multidisciplinary subject-matters involving individual perspectives pose challenges in teaching decision-science and for its utilization in decision making. Decision making includes knowledge from unconventional sciences like faith, belief, value system etc., and depicts the attributes of one's personality; therefore it is difficult to teach decision-making. But a tool can be developed to make decision-science coherent and capable of being taught in a classroom. The paper attempts to highlight the gaps in teaching decision sciences and proposes implementation of 'expert system' and inclusion of facts from ethical and spiritual sciences to address the challenge of making Decision-Science feasible for classroom teaching-learning.

### **9128 Educational Industry - Oppositions and Challenges Ahead**

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The global economic melt down which began at Wall Street has had a ripple effect around the globe. The impact of which lend to the global slow down in almost every major sector right from value of a firm in technical terms to the interest rate at banks especially sectors like IT, BPO, Real Estate, Exports etc. Many of the companies were almost lost in this tsunami of global melt down. But this has given a great opposition to the education sector. The lay offs, cost cut strategies, huge salary cuts, down sizing have become everyday news and

### **9130 Diagnostic Approach to Indian Consumer Preferences of E-shopping**

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The second favorable activity of internet is E-shopping. The nature of E-shopping is considered to be multidimensional, interdisciplinary, complex, and unstructured due to lack of certainty in consumer behaviour and information regarding quality of returns, etc. Designing a decision-making model for the same requires quantitative and qualitative evaluation based on criteria such as demographics, convenience, environmental impact, quality, market, etc. In this paper, we propose factor analysis E-shopping (FAES) methodology to handle complexities. We believe the research framework and propositions serve salient guidelines for researchers and managers to understand effective significant factors of Indian consumer's E-shopping behaviour.

### **9131 Emerging Trends in Neural Networking in the Area of Statistical Decision-Making**

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Neural networks have emerged as a field of study within AI and decision-making via the collaborative efforts of engineers, physicists, mathematicians, computer scientists, and neuroscientists. Although the strands of research are many, there is a basic underlying focus on pattern recognition and pattern generation, embedded within an overall focus on network architectures. Many neural network methods can be viewed as generalizations of classical pattern-oriented techniques in statistics and decision-making systems, optimization, and numerical analysis. This research is an effort to study the implementation of various statistical techniques in the area of neural networks in decision-making?

### **9201 Ways to Improve Operations Efficiencies for an Indian Oil Company**

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The Oil Sector is a Crucial Sector as energy is one of the big drivers for the world economies. The Oil companies are looking for a competitive advantage. Quality is identified as a crucial factor. This paper looks at improving the productivity to meet the quality standard. The study involves analysis of the plant layout, machinery, process and job descriptions to work out the optimum mix for operations efficiency. Our study would show how operations can be improved to radically increase the competitive edge of Oil companies.

### **9202 An Insight in the Governance of Family Firms**

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In spite of the importance of family firms to our society, our understanding of what family firms are, how they can be best managed is relatively limited. This paper provides an overview of some of the key concerns: What do we mean when we describe a firm as a family firm? Then there is a discussion on how corporate governance appears to distinguish family firms from their counterparts. Finally, a look at some assumptions & the research support for drawing such conclusions.

### **9203 Branding with a Cause - An Emerging Trend in the Global Market**

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“What do you stand for?” is the resounding question being asked of companies around the globe by consumers, employees, business partners, etc. In an age of corporate scandals, increased scrutiny by consumers and advocacy organizations, and increased competition globally, companies are evolving how they interact with society. The intent of this paper is to provide a brief history of the development of cause branding, define it as a viable marketing strategy in the changing media and cultural environment, and evaluate the role and benefits of cause branding in brand building.

### **9204 Analysis of Voluntary and Involuntary Turnover in Business**

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Manpower turnover which is referred to as attrition, separation, or wastage is an important factor in human resource planning and accounting. Although there are several categories of manpower turnover, but three major groups are voluntary separations following resignations, induced separations following voluntary retirement scheme (VRS), and retirements due to superannuation. In this paper, apart from development of a multiple regression model linking turnover with employees numbers in different grades and mean age, an empirical study concerning pattern of employee turnover among different business units of a multi-firm organization; and a typical retirement vector in a business unit are presented.

### **9205 Integrated Hospital Supply Chain Logistics and Warehousing Management**

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Need for integrated supply chain logistics and warehousing are important features in corporate hospitals, which characterize healthcare scene in the coming periods. A warehouse is a depository of all items needed in a hospital and its role is central in receipt and dispatch of all medical items to user departments including hospital waste management services. In this paper, it is attempted to present an integrated hospital supply chain and logistics framework for a corporate hospital with the help of two case examples pertaining to hospital supply chain logistics and warehousing management involving application of industrial engineering and operations research techniques.

### **9207 The Effect of Facial Image and Cosmetic Usage on Perception of Brand Personality**

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The paper seeks to examine the women perceptions of brand personality in relation to women's facial image and cosmetic usage (taking three popular cosmetic brands) Design/methodology-A sample of 200 respondents from a leading business school in India are selected .Multivariate and univariate analysis are used for data analysis.originality/value-this paper contributes to the body of knowledge in the area of brand personality and cosmetic usage in the Indian context.Limitation-cross cultural research among different age groups can be taken.

### **9209 Perceived Effectiveness of Instructional Methods and Instructor Characteristics**

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Studies on student achievement have consistency emphasized the role of instructional methodologies and instructor characteristics. Though many institutions leave them at the discretion of the instructors, there has not been much attempt to examine their implications on student learning. The current study examines the perceived effectiveness of instructional methods and instructor characteristics using mean rankings and finds that instructor's work experience, personal appearance, age, doctoral qualification, research publications, and business consultancy do not have much impact on student learning. This suggests that the business schools should tailor systems aligned with student demographics to ensure enhanced learning outcomes.The potential risk can be stagnated growth due to poor quality student intake.

### **9210 Capitalising Rural Potential**

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With over 70% of the population living in rural India, with over 70 million mobile users in Indian villages and small towns, Indian villages once inconsequential dots on maps, are now getting the attention of global marketing giants'. What new is happening in rural India? With the tempo of development accelerating in rural India, coupled with increase in purchasing power, changing life style, consumption pattern of villagers with increase in education, social mobility, improved means of transportations and communication etc. has exposed the rural India.The study pertains to potential of Indian Rural Market, which is still unexplored and untapped.

### **9501 Crisis in American Management**

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The United States of America Economy (USA), No.1 economy of the world, still, and largely perceived to be an engine of growth of the world economy, following the repercussions of the sub-prime housing loans and their failure, is said to be facing an economic crisis of the dimensions of the great Depression of the 1930s with world-wide repercussions . It is marked by the failure and near failure of American icons like Lehman Brothers, Mac Mae and others. The result of it all is the loss of business confidence and a 'shrinking' American economy, and the resultant loss of income , employment etc., with a traumatic effect upon the people at large . It seems to represent a crisis in American management, which appears imperative to go through. This crisis, largely human and moral, needs to be overcome first for the American economy not only to recover but also to be on right track.

### **9713 Relevance of CSR in Business Education: Then and Now**

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As we make the transition to the 21st century it is useful to think about most of the important challenges which business and other organizations face, what will constitute ethics arena as we start and move in to the new century. The overall thought is that we pulsate in to the future on our current trajectory and that the new century will not cause catalytic changes at least not immediately. In fact the problems and the challenges we face right now we will be facing then also.

### **9801 Mobile Banking in Gulf Countries**

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Telecommunication technology is proliferating and in such an environment mobile banking is becoming very popular. Mobile banking is growing at fastest pace among all the applications in the financial services. It is coming up as an indispensable business asset for the banks to attract their customers. It can be performed anytime and from anywhere. It is one of the easy methods to perform remote banking. Banks in gulf countries are also providing mobile banking service to their customers. Banks provide this service through WAP (Wireless Application Protocol) and SMS (Short Message Service) using GSM (Global System for Mobile Communications) and GPRS (General Packet Radio Service). In this paper the architecture of GSM and GPRS is discussed. There are security lacks in these services. All the possible security problems and their possible solutions are also discussed. These suggested solutions can help banks to give secure mobile banking services to their customers.

### **9802 The Factor Analysis on Productivity in Textile Industry in Thailand**

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This research was to study the factors influenced to productivity in textile industry in Thailand. The sample was comprised of 58 factories around Thailand. The data were collected by a questionnaire with interview and analyzed by factor analysis method. The results showed that the factors that affected to productivity in the most level were five factors as following; Work dividing, Management policy, Production method, Team working and Management Planning, respectively. The factors were analyzed to six main factors and the correlation between factors was discussed.

### **9803 Cost of Quality in Thai Manufacturing Firms**

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Cost of quality is one of concepts to manage quality in organization. The concept of COQ mentions to identify hidden cost and indirect cost that concern to quality. There are three methods to evaluation COQ that are Prevention – Appraisal – Failure cost element method (PAF). The objective of this research was to study and identify of the COQ and their application in manufacturing firms in Thailand. The study focus on the concept of PAF-COQ as following: Cost of Quality Prevention, Cost of Quality Appraisal and Cost of Quality Failure. The sampling group is 150 manufacturing firms in Thailand. The data was collected by questionnaire and analyzed by statistics. The results showed that the COQ in factories as following; Cost of quality prevention, Cost of quality appraisal and Cost of quality failure, are comprise of forty-two, twenty and seven items, respectively. It was found that high significantly correlation between three elements of COQ. That means affecting between three elements of COQ. However, the implementation of COQ needs to be provided to organization in various parts of firms. The need of increasing cost of quality prevention and cost of quality appraisal consequence to decreasing cost of quality failure and quality improve.

### **9804 Labour Market Challenges Facing Oman**

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Oman has recorded impressive economic growth rate in the period 2001-2007 and has attempted to diversify the economy away from oil by following a policy of actively encouraging foreign investment through various incentives and measures. However, Oman has to address economic challenges stemming largely from the combination of a rapidly growing population, a public sector dominated economy, depleting oil and gas assets and the spectre of rising world prices of essential commodities. Current policies include focus on three themes: Omanisation, economic diversification and privatization. The current study focuses on the intricacies of Oman's labour market in this context.

### **9805 Knowledge Management Practices in the Small Medium Software Companies**

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This paper studies a three dimensional view point of knowledge management for understanding Knowledge Management (KM) practices in Small Medium Software Companies. It is being suggested that a new framework of study for understanding KM practices in small medium software company's (SMSCs) is possible which accounts the internal and external knowledge. For this we have studied the software Capable Maturity Model (CMM) to account the internal and external knowledge. It is being proposed to have a new KM Framework based on the work of Handzic (2001) by incorporating the internal and external knowledge with the organizational knowledge. Present work deals with more option for the knowledge fostering. The new work may be interesting by giving a simple but extended guideline as a basis for understanding KM practices in small medium software company's (SMSCs).

### **9806 Role of Technology on the Knowledge Management and Reuse**

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Role of technology on the knowledge management and knowledge reuse has been analysed by considering the recent extended model of Nonaka and Takeuchi which includes the knowledge reuse in the three dimensional environment. Role of the technology in knowledge transformation has also been analysed. We discuss both Nonaka and Takeuchi & Mitre Knowledge Management Models from the latest technological point of view. It has been suggested that technology support more to the non-reusable and reusable explicit knowledge and needs more support to transform the reusable explicit knowledge into the reusable tacit knowledge.

### **9807 Why Learning Effects May Increase Production Costs**

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Learning effects have been studied extensively in the OM-literature, and it is widely accepted that learning is important for a company's competitive position. In this paper, we develop a model where we show that learning effects in production might result in higher total costs and that apparently inefficient measures are appropriate to lower these costs. To reduce total costs, we discuss alternative measures to hamper learning: manipulating the learning environment, swapping/rotating production teams, and machine cut-offs. We conclude the paper by analyzing the problem domain of the model, which may be the source of the inefficiencies identified in the paper.

### **9808 An Analysis of the Business Environment and Investment Climate in Oman - How Attractive is it for Foreign Direct Investment**

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Oman has witnessed impressive economic growth rate in the period 2001-2007 on the back of sharp hike in world wide oil prices and has used the resultant enhanced revenue to diversify the economy away from oil. One method employed to achieve this is by following a policy of actively encouraging FDI in non oil sectors. In this article an attempt has been made to analyse the effectiveness of the Oman investment climate and government policies on many of the above dimensions, in attracting and retaining FDI.

### **9809 A Structured Approach to Estimating Residual Value of Industrial Assets**

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Today the importance of the evaluation of assets within an industrial company depends mainly by the influence they have on production costs and, thus, on their profit. The literature suggests the industrial appraisal for rational assessment of tangible assets of industrial company. The traditional estimation methods do not permit to analyze technical and operating parameters that affect the value of the asset. The aim of this work, therefore, is to propose a structured model able to determine the residual value of industrial assets through the analysis of technical and managerial factors, differently to what suggested by the literature.

**9948 Performance of Trading Tactics based on Moving Average Rule**

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This paper examines the utility of technical analysis based on moving average trading rules pertaining to the daily Index prices of S&P CNX Nifty of Indian stock market during the year 2008. On a comparison of returns of the Buy days and the Sell days of the Index, our findings indicate no significant differences between buy days' returns and sell days' returns. Further, the returns following sell signals are more volatile than returns following buy signals. Furthermore, returns following sell signals are negative which seems to be reflecting the scenario of the market.

**9953 Bullwhip and Pooling Effect under Spatially-Correlated Demand**

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This paper studies a two-echelon supply chain model with single Distribution Centre and 'n' retailers that follow an (R, S) inventory policy, in which the Inventory Position (IP) at each retailer is reviewed each day ( $R = 1$ ) and an order of a fixed batch size  $Q_r$  is placed on the DC to raise the IP to the desirable stock level, S. The study reveals that high spatial correlation demand between retailers increases demand variation at the distributor level but results in a lower variance amplification ratio i.e. Bullwhip effect. Further, the scope for suppressing the bullwhip effect is presented.