

International Conference & Colloquium 2010

On Excellence in Research & Education

Schedule of Presentation

(M=Morning; N=Noon)

September 25, 2010 N1A Education & OB

Session Chair: Prof. Vaibhav Bhamoria Student Coordinator: Neeta Nagar	Time: 04:00 – 05:30 pm
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Sl. No.	Name	Title of the Paper
01	Anoop C. Nair	Critical Analysis for Improving Faculty – Student Ratio in Technical Institutions
02	Indrajit Bhattacharya	Critical Success Factors in Crafting Strategic Architecture for E-Learning at H. P. University
03	Nagashekhar M.	Study of Organisational and Individual Factors Influencing Ethical Behavior among Medical Representatives in Pharmaceutical Industry in India – A Pilot Study
04	Rajesh Kumar	Innovating for the Poor: Product Innovation and Organizational Characteristics in Micro Finance Organisations
05	Janitha Nadarajah	Analysing the Factors Influencing the Development of Skills among Knowledge Workers: A Case Study in Higher Education Institutions in Klang Valley

September 25, 2010 N1B Marketing and Strategy

Session Chair: Prof. Student Coordinator: Rajeev Verma	Time: 04:00 – 05:30 pm
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Sl. No.	Name	Title of the Paper
01	Garima Malik	Service Failure and Complaining Behaviour in Indian Banking Industry: A Factor Analytic Study
02	Sumona Ghosh	A Study of the Participation of the Private Sector Companies in Corporate Social Responsibility Activities: A Qualitative Analysis
03	Sudha Mavuri	Role of Top Ranked Marketing Journals to Promote Research in Service Marketing Findings from Two Decades of High Class Research
04	Anbalagan Krishnan / Ravindran	An Empirical Study of the Influence of Business Environment, Business Strategy, and Business market Position on Performance Measures and Firm performance in Malaysia
05	Shaphali Gupta	Effect of Shopping Value on Service Convenience: A Conceptual Model

September 26, 2010 M2A OB

Session Chair: Prof. Sushant Mishra Student Coordinator: Kunal Kamal	Time: 09:00 – 10:15 am
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Sl. No.	Name	Title of the Paper
01	A. Srikanth Sharma/ Arpit Anand	Personality, Perceived Benefits and Usage Intensity of Social Networking Sites
02	Anandan Pillai/ Swanand Deodhar	Role of Perceived Trust in the user acceptance of Hedonic Vs. Utilitarian Social Networking Websites
03	Anuj Sharma/ Abhishek Totawar	HR 2.0: Leveraging Social Media for Employment Engagement
04	Arindam Banerjee	Usefulness of Internet in Enhancement of Learning – A Study of Students Perception

September 26, 2010 M2B Education

Session Chair: Prof. Ashraf Rizvi Student Coordinator: Hemant Shrivastava	Time: 09:00 – 10:15 am
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Sl. No.	Name	Title of the Paper
01	Aparna Rao	Business Communication in Management Institutions: Expectations of Students and Corporate Professionals
02	Narayan Krishna Prabhu/ Hari Priya Narayan Prabhu	Innovative 'Foray' in Management Education
03	Narendra Singh Bohra	Quality of Management Education in Average Business Institutions
04	Shikha Bharadwaj	A Study of Succession Planning as Competitive Advantage in SME: Indian Family Owned Business

September 26, 2010 N2A F & A

Session Chair: Prof. Student Coordinator: Sriranga Vishnu	Time: 02:00 – 03:15 pm
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Sl. No.	Name	Title of the Paper
01	Nigama K.	The Role of Select Psychological and Cognitive Characteristics of Entrepreneurs in Financial Decision Making and Financial Success
02	R. Vignesh	Epanechnikov Kernel Estimation of Value at Risk: A non Parametric Historical Simulation (Density Estimation), A Study of VaR and ETL
03	Loo Choo Hong	The Acceptance of Taxation as a Means of Promoting Good Environmental Practices in Malaysia
04	Nidhi Srivastava	Variables affecting Earnings: Evidence from Indian Banking
05	Sanuj Krishnan/ Kishore Pathur	Symbiotic Innovation Powered by Crowd

September 26, 2010 N2B HR

Session Chair: Prof. Nisha Nair Student Coordinator: Abhishek Totawar	Time: 02:00 – 03:15 pm
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Sl. No.	Name	Title of the Paper
01	Kaushik Mukherjee/ Niladari Kundu	Impact of Spirituality on Job Performance
02	Pooja Misra/ Jaya Gupta	Analysis of Transactional Styles @ Management Students
03	Subrata Debnath	Status of Motivational Elements in the Course Curriculums of Entrepreneurship Development Programme
04	Sweta Singh	A Study of Job Burnout vis-a-vis Role of Organisational Leadership in Preventing Burnout

September 27, 2010 M3A F & A

Session Chair: Prof. Student Coordinator: Archana Patro	Time: 09:00 – 10:15 am
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Sl. No.	Name	Title of the Paper
01	Rajeev Sharma	Impact of Various Asian Stock Markets and Determinants on Indian Stock Market Performance – A Case Study of Asia pacific Region
02	Nataraj K.	R&D Intangibles Valuation – Integrating Monte Carlo and Real Options and Fund Allocation Process Through AHP: A Focus on Public Funded Research Organisations in India
03	K. Tulsi Veigneswara Rao/ Ankit Sharma	Performance Evaluation through Financial Indicators: A Case Study on AXIS Bank Ltd.
04	Piyush Kumar Singh/ Ankit Sharma	Weather Index Insurance: Risk Hedging Tool for Indian Agriculture Sector

September 27, 2010 M3B Strategy

Session Chair: Prof. Prashant Salwan Student Coordinator: Khushboo/ Shagufta	Time: 09:00 – 10:15 am
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Sl. No.	Name	Title of the Paper
01	N. M. Leepsa	Post Merger and Acquisition Performance: A Study of Manufacturing Sector Companies in India
02	Sanjeev Kumar	Implementation of Green Supply Chain through Green Manufacturing
03	Sukhpreet Singh	Trading TV Formats in Emerging Economies
04	Cheg Boon Liat	A Study of Service Quality, Customer Satisfaction, Corporate Image and Customer Loyalty in The Hotel Industry in Malaysia
05	C Ganesh	Towards Green Universities For Green Revolution

September 28, 2010 M4A IT

Session Chair: Prof. Rohit Kapoor Student Coordinator: Anuj Sharma	Time: 10:45 am – 12:00 pm
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Sl. No.	Name	Title of the Paper
01	Hemant Marmat/ Alok Kumar Singh	ANP with ISM based Approach for Supplier Selection
02	Prachi Pandey	Influence of People, Organizational and Operational Factors on Supply Chain Performance: A Conceptual Framework
03	Umakanta Panda	Alignment of Information Technology with Business in Power Sector of Andhra Pradesh
04	R Harihara Subramanian/ Gauri Belapurkar/ Ghanasyam Hegdekatte/ Hitesh Aggarwal	Organisational Politics and Turnover Intention: The Mediation Effect of Procedural Justice and Job Satisfaction
05	Swanand J Deodhar	Impact of Licensing on Open Source Software Success: Role of Project Characteristics

September 28, 2010 M4B Marketing

Session Chair: Prof. Sabita M / Prof. Nilkanthan Student Coordinator: Aditya Billore	Time: 10:45 am – 12:00 pm
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Sl. No.	Name	Title of the Paper
01	Bhavya Jha/ Subhadeep Roy	Jo Dikhta Hai Wo Bikta Hai: A Case Study on Brand Activation at Coca Cola
02	Manjula N. S.	Talent Management of Frontline Sales Staff in Garment Retailing
03	Nidhi Gupta/ B. Abdul Azeem/ T. Naryana Reddy	Association of Store Loyalty with Customer Satisfaction, Merchandise Quality, and Service Quality
04	Nitin Sharma	Telemedicine Strategies for Sustainable Development of Indian Public Health System with Special Focus on BOP
05	Raju Narayana Swami	Effective e-governance and development – Case studies from Kerala
06	Rovilaa Bambang	Implementation of Risk Management Policy in Indonesia for State Bank