

Great Lakes Institute of Management, Empirical Studies, 2009-2010

S.No	Guide Name & Affiliation	Student Name	Topic	Abstract
1	Ajay Gupta DLF	Mahaboob Ali Khan & Kunal Verma	Factors affecting the negotiation process in Automobile industry	Any manufacturing company is involved in the business of transforms the input (raw material) into a sellable output through multiple sequence of operations or processes. So the prerequisite for a manufacturing company to exist is a procurement or supply chain department which will ensure an uninterrupted flow of goods (both revenue and capital nature) to work upon.
2	Anatharaman Mani HeyMath!	Aditi Yadav	Effectiveness of Social Media as a Marketing Channel	The world is still coming to terms with Social Media and how it has impacted the marketing of consumer goods and services. The advent of Social Media has brought with it the need to measure how effective this medium is for the consumers seeking product information. Organizations are still trying to find ways to measure social media. This study aims at measuring Social media vs. Television for consumers seeking information on the products and whether these social networks are trusted by the consumers for information regarding products
3	Arjun Chakerverti Indusage	Atul Goyal Syed Zoheb Sweta Kanumuri	Effect of Green IT on Social sustainability and Return on Investments (ROI)	The topic of discussion here is Green IT initiatives and the effect it has on the Return on Investment and Social Sustainability for a firm. Green IT is a field of study where-in the companies look to improve their machines/processes by incorporating methods that are environment friendly. Over the years this has become a specialized area which the companies are trying to leverage by building environment friendly practices that are not only good for the environment but have positive long term implications for the firm as they include improved sustainability and better returns.
		Om Mohapatra	Impact of telephone access on Earnings, Savings and Social Status of Urban Poor	The number of people living in slums in India has more than doubled in the past two decades and now exceeds the entire population of Britain, the Indian Government has announced. That has been exacerbated by mass migration from the countryside as millions of farmers have forsaken the diminishing returns of small-scale agriculture to seek the relatively high wages of manual laborers in India's cities. The study focuses on the social and economic impacts of usages of mobiles on the lives of urban poor Keywords: mobile phones, urban poor, socio-economic effects, telecom
		Kumaravel Sivakumar Senthil Manoj	Impact of Internet Marketing on sales	An organization should be able to successfully sell the product/service it produces in order to survive and make progress. Sales and Marketing are the two most important aspects that help the organization to sell the products/services. Though these two aspects help in selling the product, they are quite different conceptually. A sale is the act of persuading or influencing a customer to buy a product or service. The sales process focuses on meeting consumer demand and tries to make the consumer demand match the product/service it has produced.
4	Asif Shahinsha Ex-Citi Smith Barney	Anush M S	Evaluating the asset allocation rules of leading wealth management firms	The main aim of this project is to evaluate the asset allocation rules of certain leading wealth management firms. It aims at checking if the rules suggested by these models indeed generate better returns than a benchmark on a rolling returns basis. The asset allocation is done on the risk appetite of the investor. The main independent variables that are to be studied are: the amount invested in stocks and the amount invested in bonds
5	A. V. Vedpuriswar UBS India	Rahul Jain Reema Verma Nikhil Sehgal	Shift in Business Development Strategy of organizations in Recessionary times	Business development strategy plays an important role in any organization which aims to create growth through expansion or extension of existing relationships. Historically, very few companies such as P&G, GE and Kellogg have been able to expand or maintain their market leading positions in recessionary times by adopting contrasting strategies to their rivals. This empirical research focuses on discovering how recession has impacted the business development strategies of various organizations.

6	B. Ramesh	Rajshekhar Patne Sourabh Dubey	Carbon Footprint Reduction: Mere an Illusion or Reality	Global warming and carbon emissions reduction have been one of the most important issues for the entire world. The existing system of carbon trading and carbon offsetting, introduced in European Union and US have failed to make the impact. Indian government has signed the Kyoto Protocol and owes the responsibility to cut down carbon emissions.
		Chandrashekar R &Prakash R	Comparison of Indian IT industry during slowdowns	This study aims at comparing the impact of the two slowdowns on the Indian IT industry. Using secondary data, the industry is analyzed during the two slowdown periods (dot-com bust and the present recession) in terms of geographical spread and vertical split. The impact of the slowdown on the industry is analyzed by comparing the revenue growth rates and the employment growth rates. It is proved statistically that the slowdowns are different in terms of their impact on the industry.
		Swapnil Thote	Pattern and type of Energy used with change of GDP, Change in population for developing nations: Where do we stand and what will be its effect on Infrastructure projects in India?	Energy has been universally recognized as one of the most important inputs for economic growth and human development. There is a strong two-way relationship between economic development and energy consumption. On one hand, growth of an economy, with its global competitiveness, hinges on the availability of cost-effective and environmentally benign energy sources, and on the other hand, the level of economic development has been observed to be reliant on the energy demand
		Dhrity Bujarbarua Jagadish Kumar M	Strategies for IT industry during downturns	The objective of this study is to analyze one of the important strategies followed by IT companies during recession, i.e. cost-cutting, through content analysis of annual reports. We examine an off-beat approach now being seen by companies to reduce expenses, which is by conserving energy and going green. The annual reports of top tier IT companies are reviewed for inclusion as well as frequency of mention of Green IT related terminology during recessionary as well as non-recessionary years
7	Bala V. Balachandran Kellogg School of Management, Northwestern University	Jagadeesan R A. Prakash Meyyappan Annamalai	Default Rate Analysis of Credit Rating Models in India	The word "credit" derives from the Latin "credere," meaning to trust or believe. The credit history plays a very important role in letting the lender decide whether he sanction the loan to the borrower or not. When considering any loan, banks cannot lend to unknown borrowers. The banker needs to assess the credit score of the borrower, be it consumer or commercial institutions (mainly corporate's which thrive on debt in their capital structure).
		Paras Bedmutha Shubham Singh	Impact of Adopting Activity based Accounting System on IT company's Profitability	Traditional cost accounting has been the widely used approach to costing within all the organisations. The conventional methodology can only summarize the business expenses as per the aggregation of the all costs incurred such as labor, material etc. As a result the company lacks the efficiency to determine the actual cost and thus the profitability of its products. Activity based costing approach reports the spending into activities and eventually associates it each product or service that is offered to the consumer
		N.Anirudha Ranjit Magendraraj Aswath. B	Impact Of Context Effect On Brand Equity & Pricing When People Are Auctioned	Various factors affect the profitability of an auction. There is a significantly large body of research on these in the fields of economics, behavioral psychology, cognitive psychology, operations research etc., This paper attempts to deal with only those types of auctions that involve humans as auction items. Instead of looking at the various attributes of the auction items and the type of auction that determines the final price and the profitability, we look at the context effects (contextual changes in the environment) that might influence buyer perception of the brand equity of the people sold, subsequently yielding premiums or discounts for the auction items
		Gulab Nebhani&Kranthi Askani& Sabyasachi	Do more integrated messages lead to higher Brand Equity?	Empirical evidence categorically established the fact that IMC (Integrated Marketing Communication) is related positively to Brand Equity. Research conceptualizations, frameworks and propositions over the years since the initial seminal work by Keller have hypothesized that the Consistency, Complementarity and interactivity are related positively to Brand Equity. Furthermore, the proposed research models have theorized that the IMC effectiveness spearheads the multitudinous independent variables in effecting the Brand Equity.

8	Bharadhwaj Great Lakes Institute of Management	Varun Khandelwal & Dhiraj Patil	Factors that influence the health checkup decisions of people suffering from life-style diseases	As India's GDP is rising at amazing growth rate mainly due to globalization, a threat to India's human capital, in the form of life style diseases is also increasing consistently. It is estimated that by 2020, India would have 30 million diabetic patients, most prominent reasons being the sedentary lifestyle, lack of physical activity, obesity, stress and consumption of a diet rich in fat and sugar.
		Rajib Saikia Ayesha Sultana Akram Khan	Factors affecting Green Marketing in India	Growing awareness about protection of environment and balancing ecosystem have developed huge potential to tap the opportunity of going green. People are more interested in purchasing green, energy saving, recyclable, organic products. So green marketing became a demanding and challenging opportunity. Green Marketing is now a broader concept which consists of product development, modification, processing, packaging, distribution, advertising, selling and promotion.
		Pratyush Harsh Ramya Ramesh Prem Kumar	Using Netnography as Marketing Research Tool for Indian industries	IPO pricing and returns to investors has been an issue of focus for various studies. Indian markets in the past 6 years has seen both a bull and bear markets with a plethora of IPOs coming into the market place covering a large spectrum of company and sizes. Our study has tried to understand the effect of under-pricing on returns that investors receive. The price points considered for study are issue price, listing price, close price on the listing day and close price after 90 days of listing
		Jaimin Mehta Lalima Dutta Choudhury Pratik Tyagi	How does culture affect impulse buying?	In this study, we examined the impact of culture on impulse buying tendency in Indian consumers. The study surveyed a group of customers shopping in a city mall and through online surveys. The respondents were asked questions on their impulse buying tendency along with other culture related factors such as independence, long term orientation, spirituality, ritualism and traditionalism. The results prove that culture related factors have a strong effect on the impulse buying tendency in Indian customers.
		Minil Singhai Pushkar Bendre Karmendra Trivedi	How does culture affect information searching behavior?	The impact of culture is so natural and habitual that its influence on behavior is usually taken for granted. Information search pertains to primary processes a customer indulges in before making a decision to buy a product. Thus, it may be expected that consumers from different cultures will exhibit search behavior in their buying process. To determine if such a relationship exists, an analysis was done to determine association between information search activity variables and Hofstede's culture dimensions. Culture dimensions namely Social inequality, Power distance, long-term orientation varied along with information search activity variables
		Priyanka Narayanan Sandeep Mishra Rajarshi Samanta	Companies can use PR instead of advertising in many cases. When should companies use PR and when advertising?	The purpose of this study is to identify whether between PR and advertising, one is more effective than the other in driving intentions to purchase and building brand attitudes. This study builds on the available relevant literature, empirical studies and existing approaches to such studies. The results of this study show that in the case of high involvement products like mobile phones, PR is more effective than advertisements in driving intentions to purchase and building brand attitudes.
		Rahul Gupta	Product Positioning Strategies of Branded Food Commodities in the Indian Market	Indian Food and Beverage (F&B) industry has radically revolutionized in past decade. The consumer buying behavior has significantly evolved with increasing population of Gen-X, Gen-Y, and DINK (Double Income No Kids) families. This change in shopping for daily commodities is evident from the fact that the retail stores are increasingly shelving high quality branded commodities of products such as wheat, rice, juices, and milk.
9	Conrad Vincent JM Financial Asset Management	Abhishek Bansal Ashish Soni	Efficacy of Technical Analysis in Forecasting Market Movement	Traders invest in the securities market to get better returns for their invested capital. They buy or sell stocks and settle the transactions to book profits or losses anticipating the stock price movements. As every trader wants to earn profit for himself and his clients; he does his due diligence about the company, about the industry, future cash flows the company promises/expects, government policies, state of economy, price trends in past, analyst recommendations to speculate the nerve of market. All these market indicators are basically divided into two disciplines viz. Fundamental & Technical Analysis

10	D. Ravishankar Brickwork Ratings	Sandhya Subramanian Shreyans Jain Sarika Hiranandani	Do FIIs contribute to volatility in Indian stock exchange	The main objective of this empirical study is to understand if the investments made by Foreign Institutional Investors in India contribute to the volatility in the Indian Stock Market. We analysed the FII inflows in India in the last few years and the Sensex levels prevailing in the country around the same time. Further, we also analysed the buying decisions of FII's and what drives them to invest in emerging economies like India. Foreign capital is important in developing countries like India and can accelerate growth by preventing companies from taking debt
		Sumit K Singh Shankar Saini Aniruddha Marathe	Effect of Stock Split on performance of stocks	Stock Splits essentially serve the purpose of rationalizing the share price and fundamentally have no relation with company's performance. Stock splits reduce the share price by split factor and increase the outstanding shares by the same. Hence, the performance of the stock in terms of price, liquidity and volume should have no relation with stock split.
		Lakshmi.R	Factors affecting consumer's decision in purchasing insurance plans in the Indian context	India is a young nation with a large chunk of its population within 35 years of age. With increase in income and standard of living, an insurance policy is purchased not only to safeguard against risk but to also make money grow. In other words, an insurance plan is seen as an attractive investment option. Even though we're the second most populated country in the world, life insurance penetration is as low as 2.26% which implies that there is high scope for life insurance products.
		Salonie Sehgal Piyush Mehra Bijoy Thomas	Impact of Mergers & Acquisitions by Indian companies on the shareholder value	In the event of a merger or an acquisition, the most important consideration for investors is the value they will derive from the deal. Practitioners often try to arrive at one number which epitomizes the entire synergy effects accruing out of such a deal. One of the most common yardsticks used in evaluating a merger is the acquirer's Earnings per share (EPS). A deal is said to be "accretive" in earnings, if the buyer's EPS goes up post the merger. On the other hand, an acquisition is "dilutive" if its EPS falls post the deal. Our study aims to focus on both kinds of deals discussed above in the Indian M&A sphere, and examines their impact on shareholder value.
11	Govind Hariharan Kennesaw State University	Tanya Dutta	Impact of the lack of comprehensive actuarial data and lack of standardized billing system on the health insurance premium	In the backdrop of the low level of health insurance coverage in India, this study tests the market for individual health insurance to determine if adverse selection is present. Evidence is found that low risk consumers do purchase less insurance in the individual market. This finding is consistent with adverse selection existing in the individual market for insurance. The individual market is characterized by a subsidization of high risk consumers' insurance purchases by low risks.
12	Jayadev M IIM-B	Prashanthi AL	Impact of Recession – 2007-2009 on Indian Banks	The financial crisis of 2007-2009 is the most serious economic crisis since the great depression. It has shaken the roots of the economies all over the world. Millions of people have become jobless. For a change the elite are wary of the policies of the banking industry of United States of America. This has affected not only the banking industry but also had spiral effect on the other industries because financing forms the back bone of an economy and for any industry to survive, financial conditions of the country should be sound. So at the end of the day when the banking system collapsed, the down fall of the other industries followed.
13	Joffi Thomas IIM-Kochi	Raghavan AG Reema Nagpal	Analytics in a WEB 2.0 Environment	Customer engagement in a Web 2.0 world is one those seemingly squishy marketing concepts. An engaged customer becomes an asset to the organization and is a regular customer and also has an emotional attachment to the brand. This paper intends to review the literature on customer engagement strategies. The industry adopted models are also studied. Then a theoretical framework is suggested for measuring customer engagement
14	K.Sivaramakrishnan	Venkataraman.S	Valuation of internet companies	The objective of the study is to find the impact of intangible assets on internet company valuation. For the purpose of this study, intangible assets such as strength, passion and reach of a firm are considered as independent variables and their impact on the dependent variable which is the stock price is analyzed.
		Mohit Kumar Vijay Bhargav	Reducing packaging (in order to reduce overall carbon footprint) and its effect on consumer perception/sales	Packaging plays a prominent role in the overall branding of a product and the consumers' experience with it. However, use of non-biodegradable packaging also contributes to the carbon footprint of the business and hence is a cause of concern for the firm.

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Jayakrishnan V Piyush bhatnagar	Factors that can influence the price sensitivity of Indian mobile subscribers	Indian Mobile services market is a relatively young market when compared to developed markets such as US. However it is growing at a stupendous rate (70% per year) and due to changes in regulatory policies, a lot of Indian and International players are attracted towards it. As a result, market has become highly competitive and knowledge of customer price sensitivity has become the key to retain existing customer base and build to new markets.
Soumyo Kanti Mitra Parag Barhate Tanushri Sharma	Brand Architecture and its effects on Brand Equity	Brand architecture is a concept implemented by organizations to classify the brand portfolio strategically. Brand architecture is an essential part of brand management as it helps in creating a organized fleet of brands to compete in the market. The factors considered for placing the brands in the architecture or creating the brand architecture are mainly brand role, differentiation, financial contribution and synergy
Sankhanil Chakraborty Shubhangi Muralidhar	Impact of Brand Repositioning on FMCG Marketing	This study aims to identify the impact of brand repositioning on the sales of a famous retail brand. The study identifies three independent variables brand identity, brand awareness and new brand strategy which could have a possible impact on the sales of the retail brand.
Abhishek Choubey Deepak Sharma	Impact of relationship equity on customer profitability	In the ever changing world of marketing discipline, there has been an observed paradigm shift off late - the marketing strategies have started moving from a transactional perspective to a relational perspective. This change in turn calls for more focus on the accurate understanding of customer profitability and customer satisfaction as a result of marketing initiatives.
Mitesh Shah Shobhit Verma	Factors affecting Customer Loyalty and Retention	In today's competitive business landscape, retaining customer and acquiring their loyalty is a critical issue that determines the success of the business system. The concept is getting increasing attention across the businesses today, since loyal customers are seen as essential part of the organizational growth engine. Thus, organizations strive to identify and employ effective methods to retain their profitable customers and hence increase the predictability of future revenues
Sumedha Varma Vishwa Shah	Effect of buyer seller relationship on sales volume in an organization	Better quality of relationship results in greater (1) amount of information sharing, (2) long-term orientation, (3) satisfaction as well as (4) trust. In this article measurement scale (the RELQUAL scale) is used to assess the degree of relationship quality between the buyer along with that trust is also added as a factor.
Abhishek Shukla Ipsa Khandagiri	Does Internal Banking in IT Companies affect Loyalty of employees?	Branding, for any organization, is as much important internally as it is externally. External branding is done to attract customers. Internal branding is focused towards employees and is aimed at gaining their loyalty. IT organizations are no exceptions to this. Most of the IT companies put in effort and spend huge sums of money on programs and events for the purpose of internal branding
Srija Majumdar	Effect of online marketing and social media on consumer's automobile purchase decision	The emergence of multifarious digital media is bringing a radical change in our every aspect of life. It is changing the way business is done. Gone are the days where marketers could have concentrated entirely on Print and TV Advertisements. Now one of the major issues facing them is the optimal allocation of marketing budget among digital and offline media to exploit the opportunities the digital media offers in terms of reach.
Angad Menon Parag Maheshwary	Study on the effects and results of price bundling	Different buyers value each product offering differently. At any specific price, some buyers would be willing to pay more, and some buyers would be willing to spend less. Price bundling is the marketing tactic where two or more, related or unrelated products are bundled and sold at price less than individual prices to create incentive for consumers to buy the bundle. By packaging products at special prices, the goal is to shift some of the consumers' surplus for products they would be willing to pay more for products they would be willing to pay less for. This technique has been widely used by marketers in various industries from automobile, insurance to FMCG sector

		Puneet Patni	Factors impacting Impulse Buying	Impulse buying is the tendency of a consumer to buy without having planned for the purchase. It is the purchase that a consumer does when he/she sees the product and the urge develops to buy it even though he/she wasn't prepared to purchase in the first place
		Gaurav Gupta Bennett Pereira Agrima Singh	What are the effects and implications of Customer Churn in Credit card industry?	The focus of our study is to understand the effect of charges, customer service, product features, brand name, rewards program and various other factors on customer churn in the Credit Card industry. It is a known fact that retaining customers add to the profitability of a firm in the form of increased purchases, reduced operating costs, referrals and price premiums.
		Aakash Makkar Nikhilesh Murthy Jatin Gupta	How does advertising change consumer behaviour in the adult confectionary market?	The adult confectionery market in India is booming. More and more people are buying mouth fresheners and toffees. Players in this segment like ITC, Dabur, Wrigleys, Cadbury, Perfetti Van Melle, continuously introduce new brands or improved flavours of brands in their current portfolio. At this rate, the Indian market will be fraught with extremely stiff competition. The 'impulsive' nature of consumers when it comes to the confectionary market makes it tougher to predict buying behaviour
		K.P Ashwini Jasmin Sethi Manika Tandon	Impact of INSTORE's marketing practices on the consumer behavior	The study is done to study the effect various instore promotional activities & product assortment techniques followed by various superstores on the consumer purchase behaviour. The primary objective of the study is to understand the extent to which the techniques implemented by retailers influence customer buying decisions. In addition, the study also describes the purchase pattern of customers with respect to impulse buying; total budget of grocery shopping and the income spend when in store
		Menka Vora	Role of Counterfeiting in increasing Brand Loyalty	This study attempts to measure how counterfeiting can increase brand loyalty through familiarity and how companies can capitalize on this by giving products for trial for a definite period and help build endowment effect in turn creating loyal customers. It describes the results of a survey of 102 respondents of small businesses in Chennai, India who use Windows operating system on their computers
		Apoorv Surkunte Rishi Unnikrishnan	Role of Web 2.0 in a Firm's Promotion Mix	Social media uses web-based technologies to transform traditional broadcast media monologues (one to many format) into social media dialogues (many to many format). Be it Facebook, Twitter, Linked/In or blogs and wikis, social media has transformed the consumer from a passive audience receiving a signal to a broadcaster and co-producer of information. Today enterprises big or small are increasingly migrating from traditional advertising to Web 2.0 technologies
		Mayank Garella Kaustav Mukherjee	How warranty and other extrinsic cue effects on consumer risk perceptions and eventual sales	Changing market environment has resulted in a shift from mass customization to product differentiation. Many companies to gain competitive edge provide extrinsic cues, such as warranty, to reduce consumer risk perception for their products. This study is intended to explore the effects of warranty quality, warrantor reputation and extrinsic cues such as price to formulate an understanding of consumer risk perception while making a decision regarding a product
16	Krishnan Dandapani Florida International University	Niranjana Muralidharan	Impact of Exchange rate volatility on stocks in Indian Stock Market	The adoption of floating exchange rate regime, full convertibility of rupee in current account, and a gradual shift towards full capital account convertibility have increased the volatility of the foreign exchange market and has caused much concern in the corporate world. This study seeks to find empirical evidence to reject the null hypothesis that there is no directional causality between the exchange rate of the Indian Rupee and returns on all the stock indices. An eclectic choice of industries like Information Technology, banking sector, pharmaceuticals etc. has been picked to make the study more comprehensive and beneficial to practitioners.
17	M Rajamanickam Trimentus Technologies	Amit Anand Madhur Rathi Gaurav Kamboj	Suitability of Agile methodologies on differnet software projects	In the recent times Agile methodologies have generated keen interest among the practitioners. The challenges faced by the classical project management have further catalyzed the evolution of various Agile based methods. The almost inflexible division of project into separate stages done in the waterfall model and commitments made in the early stage make the adaptation to the changing requirements almost impossible or very costly. In present times testing and re-work account for more than one-third of the project cost.

18	Manu Vora Business Excellence Inc	Neelanchi Verma Divyansh Nasa	Impact of Data mining and Business intelligence on performance of a Supply Chain	A supply chain is a network of manufacturer, distributors, wholesaler, transporters, retailers, storage facilities, and suppliers that participate in the production, delivery, and sale of a product to the consumer. There is a plethora of activities performed under this complex structure of the supply chains, which are spread over multiple functions or organizations. Therefore it is necessary to overlay a coordination system, which is designed to include the assignment of roles and decision rights among the coordinating partners, the selection of partners, the design of incentives, and the design of processes to monitor performance, set goals and solve problems.
		Sushil Verma Abhishek srivastava	To analyze changes in inventory level caused by launch of new products in mobile handset manufacturing industry	With the innovation in the supply chain and technology in today's world the overall cost of production has gone down and profitability has increased by minimizing the loss on wastage of products in reverse supply chain management. Due to increasing centralization of the distribution network, lead time for the supply has gone down but there are various other factors which impact the inventory of the existing mobile handsets when a new model is launched.
19	Narendar Rao Northeastern Illinois University	Awhan Mohanty Gurava Reddy Maruri Akanksha Sethi	A comprehensive study of stock prices, insider trading and drivers for major mergers and acquisitions that happened in United States recent past various sectors.	In the present scenario, more than ever, one of the essential elements of any corporate growth strategy is through mergers and acquisitions (M&A). Mergers and acquisitions are seen not only as instruments to avoid the global economic crisis, but also as an opportunity for firms to either buy their way into new technologies or expand, or to merge and bulk up. Today, Whole industries are consolidating at a rate and a scale that is off the chart of historical experience.
		Animesh Aggarwal Subhasis Routray	Deciding right price and payment structure in M&A	This empirical study has attempted to examine mergers and acquisitions that occurred between January 1st 2004 and December 31st 2009 in 3 different sectors – Financial services, Healthcare and ITES. At the core of any M&A deal there are 2 factors – Price and payment mode. Financial position of involved parties just provides a direction towards the price deal, since rest is decided by strategical motives of the acquirer.
		Aparna Tibrewal Santosh Kumar Jha	Effect of Merger & Acquisitions on financial health of firms in emerging markets	In recent times the number of merger and acquisitions in the emerging economies has been on the rise. This is due to the fact that companies are constantly looking out for growth opportunities, both organically and inorganically. The inorganic way of growth is very useful when fast pace growth is needed.
		Anil Panikkar Aravind Rajagopal Anirudh Kashyap	Intra-Industry Capital Structure and Performance of Indian Firms	Capital structure optimization has inspired a prodigious amount of research world-over in the field of corporate finance. This study attempts to quantitatively link performance of a firm in its industry to its capital structure as well as various important parameters relevant to the Indian environment. The study aims to understand the various factors that drive performance in the industries earmarked for this study with a special emphasis on capital structure
		Linesh Kothari Prashant Sikdar Abhishek Kekre	Growth and sustenance of Islamic Finance	Islamic Banking is a system of banking activity which is consistent with Islamic law of Sharia, the basic principle of which is sharing of profit and loss and the prohibition of interest. This unique style of ethical banking is growing rapidly and today Islamic banking and finance has become a US\$500 Billion with a yearly growth rate of 15 percent.
20	Nitisha Patel Watson Wyatt Worldwide	Rohit Das Mayur Mantri Tejas Bhatt	Role of country of origin of product in brand perception in the middle and premium segments	In today's scenario the traditional product oriented view of the marketers has reached a dead-end. Companies need to be increasingly customer oriented in today's competitive industry landscape. Most surveys and focus group studies fail to bring out the intangible decision parameters in consumers mind. According to Martin Lindstorm's best seller consumers don't always buy products for the reasons they think that they do.
		Anant Singhal	Relationship between Macroeconomic Volatility and Stock Market returns in India and China	In the present recessionary scenario, India just expects its growth to slowdown. The government constantly remind the citizens that there is no concern for worry. Despite this assurance and growth figures reported by the authorities, the stock markets have witnessed a steep fall. This study will help the investors understand the relation between these indicators and help them understand the economic scenario in a better way.

21	P. K. Vishwanathan, IFMR	Prashant RoySiva Raja Sekhar Padala Satyendra Pratap Singh	Demand Forecasting using Econometric Models	In this paper we discuss the demand forecasting using econometric model – GARCH (Generalised Auto Regressive Conditional Heteroskedasticity Model). Our attempt is to explore advanced forecasting tools for decision support in supply chain scenarios and provide preliminary simulation results from their impact on demand uncertainties
		Praveen C.K Raj Narayan	Applicability of Advanced Forecasting Model for Fluctuating demand	This study aims at evaluating an advanced forecasting model Auto-Regressive Integrated Moving Average (ARIMA) for better forecasting the sales so that an organization can plan its supply chain activities more precisely in times of increased uncertainty. ARIMA is compared to regression models using data for dispatch of Mahindra Scorpio from January 2009 to November 2009.
		Aravind S Neha Kedia Karn Kanwal	Materials Requirement Planning optimization	In stochastic (non – deterministic) environments countered by today's inventory managers, it is unavoidable that sometimes there is not sufficient inventory to meet demand variations. Usually firms keep a safety stock to neutralize the predictable variations. However firms will have to keep an eye on the holding costs of inventory
		Shilpi Munjal	Impact of knowledge Management on Quality in IT/ ITES Firms	The field of Knowledge Management is gaining attention of business managers as they realize the importance of managing the expertise and skill of its employees and keeping them within the organization and ensuring that they are passed on to the new generation of employees. This is especially applicable to knowledge intensive sectors like IT/ITES where it could significant contribute towards improvement of operational efficiency.
22	Paul Prabhaker Northern Illinois University	Anjali Pandey Jagadishkumar Gandhimurthy Nupur Yagnik	Effect of Consumer Contact Points on Consumer Choice Behavior	Utility theory by Von Neumann states, consumers make decisions based on the expected outcomes of their decisions. However, consumers are typically not completely rational, or consistent. Buyer's decision in selecting a product / service from the alternatives available is a cognitive process, which often gets influenced by various factors and stages of decision making. A marketer may lose a customer if it fails to reach the consumer and educate him about the product / service in his decision making process
		Basant Choudhary Siddhesh B Naik Prasad Bhosnurmath	Impact of Brand and Pricing Strategy on Customer's Perception of Quality	"Brand names greatly influence perception of product quality and willingness to buy" (Venkataraman, V. K. 1981) is a well known fact and a reason for companies to invest so heavily in building brands. What could be the more effective means to improve the customer perception about the quality of the product?
		Mohit Khatri M S Yoga Vigneshwarran Milan Goswami	Role of brand equity, competition & consumer profile in deciding the pricing strategy of white goods	Our empirical study focuses on studying the impact of variables like brand equity & competition on the pricing strategy of white goods. The white good market consists of articles like television, A.C., refrigerator, microwave. There are many pricing strategies that can be followed in a market, for our purpose we are just focusing on the premium being charged or more specifically the premium which a buyer would be willing to pay
23	Prashant Mishra IIM-C	Kshitij Agrawal Varsha Tiwari	Difference in online buying behaviour between men and women in India	As we see the ever growing scarcity of time for leisure in every walk of urban life, a huge presence of work stress in the fast pacing life style of men and women in urban India, it is much evident that it leaves people with a paucity of time. Information Technology has invaded every facet of our existence.
24	Puneet saxena Nomura Plc	Mihir Shah Pratyush Sharma	Impact of underpricing of an IPO on the performance of the stock	IPO pricing and returns to investors has been an issue of focus for various studies. Indian markets in the past 6 years has seen both a bull and bear markets with a plethora of IPOs coming into the market place covering a large spectrum of company and sizes. Our study has tried to understand the effect of under-pricing on returns that investors receive.
25	R K Kalra CCS University, Meerut	Mukul Kant	Effect of various determinants like security ease of use on user acceptance of Internet banking in India	The aim of literature review is to search and apply the relevant literature in the field that is selected for the research. It focuses on the researches already conducted in similar fields and to get insights from them. With the ever growing network of Information technology and web, e-banking services are growing exponentially finding users at a rapid pace. Banks are spending hefty amounts in the net banking customizations and technology, making them ever more useful and friendly to the end users. Use of Conventional mode of banking like going to the branches is heading southwards.

26	R. Srinivasan	Ankita Jain Tabish Maqsood	Outsourcing trends of the European Economy	The IT outsourcing is a growing trend. With majority of the companies around the world trying to get the competitive advantage in terms of cost, it is expected that this trend row in future . However for IT companies getting business from a handful of countries is like putting all the eggs in the same basket. This can be detrimental to the IT vendors in the situations such as credit crunch and recession.
27	Rahul Joshi RBS Groups	Apurva Gupta Sushil Burnwal Chinmay Korhalkar	Do ratings and Basel II Norms help banks in assessing financial condition of companies?	Worldwide, financial organizations are going through a transition. This is the time when Central Banks across world are revisiting the strategies that should be employed to ensure safety of investor's money. Credit Ratings and Credit Rating agencies played an important role in the 2007-2008 down run of the capital markets. This seems to be right time to evaluate their importance in investment decisions that banks and other financial organization makes.
28	Rajveer Great Lakes Institute of Management	Deepak Bhaskaran Poornima R	Do economic factors and raw material costs impact the performance of local stock markets?	The Stock market has always been used as a barometer for a country's economic progress. This is because the underlying forces that run the Stock Market are related to the various macroeconomic factors. However, the actual relationship that exists between Stock market indices and the macroeconomic variables is relatively unclear. Thus future research is required in this area. The main aim of this study is to uncover the relationships that exist between the Stock Market indices and the various Macroeconomic variables in India
		Arun Bansal Atul Kothiyal	Do fluctuations in Foreign Exchange Rates impact the bottom line and market performance of Indian IT companies?	Indian IT industry showed a phenomenal growth and played a significant role in India's growth story. But the industry is not devoid of some inherent risks, one of them being fluctuation in exchange rate. In 2007-08 world economy witnessed a wild swing in exchange rates and it was expected to adversely impact the profitability of IT industry
		Nithya Ganesan Shiva Shekhawat Yamuna Priya	*** Impact of F&O Volume, VIX and FIIL Volume on NIFTY ***	NIFTY is a well diversified 50 stock index and accounts for 21 sectors of the economy. It is used for a variety of purposes such as benchmarking fund portfolios, index based derivatives and index funds. Hence it is imperative to know what impacts the index. The quantity of futures contract and options bought and sold in a given period of time tends to vary with market performance.
		Bharath S Vineet Nangia	Influence of Analyst Recommendation on Indian Stock Market	The role of Equity analysts in the stock markets has been an area of considerable interest and research over the years, our study studies the performance of 36 analysts by reviewing 250 recommendations made by them over a period of 12 months for 149 stocks traded on the National Stock Exchange of India. We find that in more than two third of the cases the analysts are right in predicting the direction of a stock and help generate healthy returns if the Stock is held for a period of a month after the recommendation is made
29	Rakesh Singh Mumbai Business School	Arvind Paruthi	Effect of Recession on Automobile Industry in India and World	Any work of this magnitude requires the inputs, efforts, enthusiasm and passion of not only the person involved in doing it, but also of the people around him. In making this report, I was fortunate enough to get active and kind cooperation from many people without whom my endeavor wouldn't have been a success
		Sivakumar T	Green Supply Chain in Indian Automotive Sector	Green Supply Chain is a concept which organizations worldwide have started to adopt in their supply chains to reduce the organization's impact on the environment. The Scope of the study is to determine the characteristics that an organization's supply chain must possess to implement Green supply chain initiatives. The results of the study can be extremely useful to organizations who want to implement "Green supply chain" as they will get to know the essential characteristics that a "Green" organization possesses

		Sangeetha D	Level of penetration of rural retail in India	The Indian retail sector has undergone a tremendous transformation in terms of growth and investment pattern. The growth is driven by changing lifestyles and by a strong surge in income, which in turn is supported by favourable demographic patterns. [Tripathi, 2008]. The increasing availability of basic infrastructure, improving access to funding, employment guarantee schemes, better information systems and growing literacy are together helping bring prosperity to rural households [KPMG, 2007].
30	Rama Shankar Delta Consultant	Swapan Kumar Vishnupriya Jite	To study the effect of different Sigma levels on Customer Satisfaction Index (CSI) across industries	Five manufacturing companies across industries and their customers were surveyed to determine the impact of Sigma level on Customer Satisfaction Index (CSI) and Net Profit Margin. Defect data from these companies were used to calculate sigma level. Findings show a positive correlation between Sigma level and CSI, but no correlation was found between Sigma level and net profit margin across industries. KEY WORDS: Six Sigma, Correlation, Customer Satisfaction Index (CSI) and Net Profit.
31	Ramjei Narasimhan DHL Express (India)Pvt Ltd	Nikhil Mannar Srikanth Pispaty	Challenges faced by SME's in adopting IT	SME sector is one of the main growth drivers of Indian economy. They play a very important role in the economic growth by creating employment opportunities and constitute a major part in the industrial activity of the economy. However in this highly competitive global scenario, SMEs are increasingly finding it difficult to compete with large companies due to the constraints in terms of finance, size and knowledge.
		Gokul Gururajan	Cloud Computing - Implementation in non-IT organizations	In any business, organizations always try to maintain a competitive advantage over its competitors either through innovation or through cost advantage. Cloud computing, an emerging trend in IT, has the ability to change the way in which business is done. Cloud computing can be defined as the concept of providing on demand resources or software services via the Internet
		Jaywant Pandit Rahul Nair	India as a preferred destination of IT / ITES Outsourcing for emerging domains	This research intends to study the trends of share of different verticals and different geographies in the total revenues of the Indian IT companies. This study can provide the trends in vertical-wise revenue share as well as geography-wise revenue share of Indian IT companies
32	S. Subramanian Enam Securities Pvt. Ltd.	Sandeep Maheshwari Sapan Joshi	Capital Market Volatility : A Quantitative Analysis of its causes and effects	This document explores the different approaches that can be taken to study the market volatility relationship and its effect on the investments in the market. Three different approaches are discussed in the order of preference and their relative pros and cons are presented.
33	Saikat Mukherjee Merryl Lynch	Arindam Mandal Chandan Banerjee	The analysis of post-transaction stock price performance and transaction premiums for recent acquisitions in India	In recent years numbers of research papers have been published around the world which looks at the performance of target and acquirer organizations leading to the merger and after the merger. Most research papers have focused on behaviour of stock prices of target and acquiring company leading to merger where generally the returns obtained by the shareholders of the target firm were more as compared to that of the shareholders of acquiring entities
34	Sanju Laroia Esys Technologies	Deepinder Singh Sethi Nipun Vig	Do discounts really help boost product sales?	Retail Managers as well as Brand Managers must decide whether to use discounts to promote sales. To choose from varying strategies to increase market share and boost product sales Managers must be aware of the exact impact of discounting on product sales. In the current cut throat competitive world, companies are coming up with innovative ways of retaining, broadening the customer base and thereby increasing their bottom-line. One such technique is to offer discounts and attract the customers' eye
35	Saurabh Thirani Cognizant Technology Solutions	Nitesh Sah Subhodeep Mukhopadhyay	Empirical Study of stock returns, volatility and volume in Indian stock market in the context of market corrections and rebound	This paper empirically explores the relationship between volume, returns and volatility of the information technology sector in India. A study is performed on the CNXIT index of National Stock Exchange of India. The asymmetric relationship between volumes and absolute returns is explored, followed by an exploration of the linkages between volumes and unconditional volatility

36	Shekhar Rakheja	Aparna Sharma	Divesting shared services unit of a company as value creation tool	I have studied effects of a sample of 402 divestment deals across the globe that was announced between January 2000 and December 2009. The cumulative average abnormal return over the one month period pre and post divestment announcement has been positive. The results vary across regions and industries. These results are in line with previous studies conducted for specific geographies like the United States and Europe
37	S. Sriram Great Lakes Institute of Management	Altaf Darzi	Strategic analysis of Cost Leadership	This article focuses on cost leadership strategy. Specifically, the objectives of the paper are two fold: a) to study the general characteristics of firms implementing cost leadership strategy, through b) to develop the insights into cost leadership strategy implemented in the manufacturing of the 'NANO', Tata's 'People's Car'. The research procedure follows secondary data analysis approach, due to unavailability of contacts for the first hand interactions, required for case research method
		Aravind Rao H P	What influences business diversification decisions?	Capital structure optimization has inspired a prodigious amount of research world-over in the field of corporate finance. This study attempts to quantitatively link performance of a firm in its industry to its capital structure as relevant to the Indian environment. It also categorizes companies based on their debt levels to assess industry-specific choices of debt structure and their impact on performance. The industries chosen for the study are an equal mix of high technology dependent and low technology dependent industries, namely Drugs and Pharmaceuticals, Information Technology, Primary Goods, Primary Metals, and Textiles. Keywords: Capital Structure, Debt-to-Equity Ratio, Indian Firms
38	Subhash Chandra VCTM - Aligarh	Nimish Varshney Karishma Shah Neelima Jain	Impact of Procurement Strategy on Logistics Cost, Supplier Relationship & Inventory Level and Impact of IT-implementation on transactional costs in Supply-Chain of Hyundai	In today's competitive and dynamic environment of automobile industry, procurement strategy plays a crucial role in determining the profitability of an organization as raw material constitutes approximately 60% of the total operating cost. One of the widely used strategies that help companies to gain competitive advantage is Just-In-Time (JIT) system.
39	Sunder Raj Great Lakes Institute of Management	Komal Kumari	Impact of Firm's characteristics on e-procurement adoption	Effective Supply Chains are very important for a firm to remain competitive in the market. Synchronization between network of activities i.e. from supplier end to the end consumer without compromising on maintaining optimum quality, lead times and efficiency has become a must. As a result, Procurement, a primary determinant for the organization's relationship with suppliers becomes very important in the effective SCM [Sambasivan & Jacob, 2008].
		Achyuta Madabushi Akhil Surange	Impact of SCM Practices on the competitiveness of a firm	Supply Chain Management practices have become very essential for the functioning of a firm and have been recognized as a key step towards achieving success. Effective supply chains provide opportunities to create a sustainable competitive advantage (Tracey, Lim, & Vonderembse, 2005).
		Vidhyasagari S Hitesh Jain	*** Simulation of multi-attribute models for E-procurement ***	Supplier-bid selection is a multi-criteria problem which needs to consider both quantitative and qualitative factors. This paper provides new two-stage DEA-based (Data envelopment analysis) models for addressing this problem, by considering criteria such as cost, quality, and service, reliability of components, capacity to innovate, adaptation to specifications supplied and financial strength of the supplier. The DEA model will be used to allocate optimum weights for the inputs and outputs and maximize efficiency score of each supplier

40	Sunil Rai Mumbai Business School	Sunandh Chakravarthi Koushik Ramakrishnan Shafeeque Ismail	Effect of E-SCM on the operating efficiency in Indian Supply Chains	Our study intends to find the effect of e-SCM on the operating efficiency in Indian Supply Chains. In other words, our study analyses how much the operating efficiency can be improved if e-SCM is implemented to control the entire supply chain operations. Operating efficiency in this context is the reduction in the overall cost of the supply chain. We are considering overall cost because this is also one of the variables that define efficiency. We are restricting our analysis to retail firms.
		Abhishek Varun Sharma Ankur Sriastava	Strategic collaboration of Indian IT companies: a global viewpoint	Rapid advancements are taking place in the technology. The changes in economic activity pertaining to knowledge have removed the entry barriers for knowledge-based businesses like IT industry. The communications technology is changing the way people work, collaborate and socialize. With changing face of the competitive arena and emergence of new rules in the game, collaborative environment is a must for any successful business continuity initiative to thrive. IT Companies have realized that collaboration can form a firm base for achieving the desired growth as well as continuity and provide confidence to their customers.
41	Surysekar Florida International University	Sreelalitha	Is the Performance in the Indian Banking Industry driven by industry or firm specific Factors?	Traditionally, firm specific ratios like return on assets have been used to measure the performance of the firm. This empirical study analyzes the influence of industry specific factors like wages as a percentage of total expense, Priority sector advances, Cost of funds on the profitability of the banks. A small representative sample consisting of public and private sector players is chosen in the Indian Banking Industry. Based on the business volume in the original population, a small representative sample consisting of both small and big banks is chosen. Operating Profit as a percentage of working funds is used as the performance metric of the banks. Firm specific factors are analyzed through the ratios – Net NPA/Net Advances, Credit Deposit Ratio, Capital Adequacy ratio, Return on assets
42	T. V. Somanathan	Nimisha Saxena Sameer Hoda Hitesh Kumar K	Importance of Capital Structure in creating Shareholder value	Managing capital structure of a firm is increasingly turning out to be the most important and critical task for most of the CFOs. A lot of analysis and thinking goes behind such decision making in understanding the impact the change in capital structure would have in the market valuation of the firm. Especially in the light of current crisis where uncertainty is high and risk appetite is low amongst the investors, companies are hesitant to take any major call to bring a change in their capital structure
43	T.N. Swaminathan Great Lakes Institute of Management	Anuj Arora Bharat Maheshwari	Why should corporate India invest in rural India	In the recent global financial meltdown, Indian economy emerged relatively unscathed compared to the US and the European markets. One of the primary reasons for this was the cushion provided to Indian economy by rural India, which allowed Indian economy to balance off the losses suffered by urban India. India ranks fourth in the world in terms of PPP-adjusted GDP. The key driver for this low PPP is the rural economy which supplies India with its labour and food needs at low cost. The UPA government has identified rural India as its focus area for growth over the next few years. Hence, the rural development and growth has become ever more important for the growth of Indian economy.
44	Thomas A Thatapudi UBS Investment Bank	Amit Kulkarni Kirti Singh Vishal Vikram	Analysis of firm's profitability : Capital Intensive Vs Knowledge based Industries	Analysis of the capital structure of a firm is considered to be important to understand the various economic and financial factors influencing the profitability of the firm. Some of the important factors that have been analyzed by researchers are the cash flows, financial ratios and ROI. However financial analysts should not forget the nature of the business, growth prospectus for an industry and firm size since they also constitute critical factors that influence capital structure and profitability
45	V.K. Jain	Rohan Thacker	Effect of buyback of shares on stock prices of a company	Investors put money into the stocks of a company to earn good returns. Buyback of stocks done by companies is a way of giving dividends to its share holders. Companies' buyback shares from its shareholders and distribute free cash back to them. Buyback has been a global phenomenon since early 1980's but buyback of shares in India was allowed in the 1998. Since then India has seen a rapid growth in the buyback trend. There are many reasons why a company buys back its shares but one of the reasons is to send a positive signal to the market and also to boost the stock price. This paper examines the reaction of the stock during and post the buyback period and tries to find a relation between the stock price and the event of buying back of shares

46	Vaidy Jayaraman University of Miami	Ravi Kiran Vamsee Krishna	Impact of 'the extent of ERP implementation' on the Business Outcomes	ENTERPRISE RESOURCE PLANNING (ERP) software systems encompass a wide range of software products supporting day-to-day business operations and decision-making [7]. An ERP system addresses a need of companies to integrate their various functional silos. An ERP system includes various functional areas like: supply chain management, inventory management, forecasting, scheduling, production control, sales, accounting, Customer Relationship Management, human resources and any other data driven processes. ERP systems allow collaborative functioning of several independent units mentioned above. Such degree of standardization and integration of several custom built systems implemented in several independent units is not possible without an ERP system [3, 4].
		Ashish Kumar Karthikeyan Dhanabalan	Impact of Buyer Supplier Relationship on Retail Supply Chain Performance	In empirical terms, our study, "Impact of buyer-Supplier relationship on retail Supply Chain performance", measures the impact of relationship dynamics on the performance of the retail supply chain as a whole. There are five prominent dimensions of the buyer-supplier relationship: Trust, Communication, Interpersonal relationship, Cooperation and Power-Dependence. The objective of our study is to study the dynamics of relationship in Buyer-Supplier setup in the retail industry. Specifically, we are interested in finding out which of the following independent variables has the biggest impact on Supply Chain Performance. Our study is based on survey method by sending questionnaire to retail organizations around the world. We expect to collect as much as 250 samples for our study.
		Avinash Ramanathan Sree Surya Tej Burra Praveen Pedagandham	Impact of Supply Chain collaboration on the performance of the supplier	In recent times, supply chain collaboration has become an important paradigm. Supply chain collaboration has transformed the supply chain from its traditional isolated form of production, purchasing, transportation and logistics into an integrative framework of sharing resources, capabilities and information. This trend has impacted the relationship between various partners in the value chain like supplier, buyer etc. However the performance evaluation of suppliers still seems to be an enigma. This empirical research will analyse how the relationship between supplier-buyer dyad affects the performance of the supplier. Measurement of performance of a supplier shall be in terms of four crucial factors namely: Delivery, responsiveness, quality and cost competitiveness in a collaborative environment. Key words: Supply chain collaboration, Degree of collaboration, Supplier performance, Delivery, Quality, Responsiveness, cost competitiveness
		Prasanta K. Sahu Santanu Jena	ISO implementation: Impact on financial Performance, productivity and relation with workmen awareness	The technology and advancement of communications system has made today's customer more informed. They gather lot of information before buying any product and they also check for the quality aspects. The customer focus of a company increases its business and helps it grow further by realising more revenue. There are various quality certifications available which recognise the various aspects and also take care of the improvement of the same. In this paper we have tried to analyse the impact of ISO implementation on organisations. Looking at the global business environment and increasing customer awareness, the quality of a product of a company matters a lot. This needs a certification from an agency and it also needs to be educated every employee of an organisation about the importance of the certification. We have identified certain factors and tried to evaluate how those factors contribute towards the improvement of the organisation through ISO implementation
		Bhoomi Patel	The Firm-Supplier Dyad - A Consumer's Perspective	The objective of this study is to examine the buyer-supplier relationship from a buyer's perspective i.e. how does the firm's impression of the supplier induce cooperative behaviour, long-term orientation and how do they in turn impact the buyer's perception of the relationship performance. The industry in focus is the retail industry in India. This study shows empirical evidence that joint responsibility in a buyer-supplier dyad for operational and strategic issues and the willingness of the buyer to engage in a long-term relationship with the supplier impacts the buyer's assessment of the performance related outcomes of the dyadic relationship.

		Mandar Malshe Harsh Ratan mehta	Impact of Green Supply Chain Management on an Organization's Performance	The study aims at measuring the impact of the green initiatives the organization has implemented. In today's world, awareness towards the environment is becoming a need of the hour. In these times, organizations need to focus on being eco-friendly while driving their business. Such initiatives by the organization not only results in better brand building and increased market share, but also, improved financial performance. Through Green initiatives such as Green purchasing and remanufacturing, organizations can bring about better production efficiencies and cost reduction. We see four broad areas which present risks to the future success of green supply chains-fierce resistance to change, lack of consensus, media perceptions, and solution myopia.
47	Veeravalli Great Lakes Institute of Management	Anu Sathyan Dev Khandwala	Does investment in green IT technologies lead to an increase in cost advantage and brand equity	Today, green has come to refer to responsible, sustainable energy practices. Many companies have come to look at Green IT not only as a means for lowering energy costs by providing bottom line cost savings, but also creating a competitive advantage in the marketplace. Investment in green technologies like highly efficient data centers and monitors can provide significant savings in the overall energy and utility costs. Companies investing in such technologies can leverage this cost advantage and the perceived environmental benefits to create a competitive advantage in brand equity. This study proposes to measure change in the brand equity of a firm resulting from green IT technologies, there by positively impacting the top line, middle line and bottom line of a company
48	Venkat R. Krishnan Great Lakes Institute of Management	Archana V	Enhancing impression management skills of employees in the services industry: Role of transformational leadership	Employees in the service industry do not sell a product. They sell 'confidence'. Therefore, impression management skills are of immense importance. It is worth studying how to instill and enhance certain desired impression management skills in the employees. This paper explores the relationship between transformational leadership and impression management skills of the follower and the mediating role of the leader's expectations. Survey responses were collected from 111 employees from 3 service organizations in India. They answered questions on transformational leadership skills of their manager, their own impression management tactics and the expectations that their manager from them. The results indicate that transformational leadership is positively related to the follower's impression management skills. However, only 3 out of the 5 dimensions of impression management are statistically significant. The leader's expectations mediate this relationship
		Nithiya Loganathan	*** Transformational Leadership in Health Care Sector: Role of Gender and Emotional Intelligence ***	Using a sample of 110 doctor-nurse dyads and data collected from 5 hospitals in southern India, this study shows how leader's gender (femininity and masculinity) and emotional intelligence affect transformational leadership. Results show that leader's emotional intelligence mediates the relationship between leader's femininity and transformational leadership. Masculinity is also positively correlated to emotional intelligence.

	Kanwaljit Kaur Bathh	Impact of internal and external factors on performance of store in terms of Sales and determining the most predictive factor affecting Sales	This empirical study is based on real time project for the retail chain- Time links located in Anna Nagar Chennai. The store attributes to be analyzed are Approach, Visibility, Irregularities, Road to Shop, Store Entry, Proactive Approach, Waiting, Time, Warmth, Delight, Ambient Lighting, Array Clarity, Array Logic, Utilization of Space, Brand Clarity, Brand Availability, Customer Interaction Ease, Interaction , Proactivity, Customer Walk-ins, Knowledge I, Knowledge II, Handling Multiplicity, Shelf Appeal, Shelf Convenience, Navigability, Billing Time, Billing Interaction, Post Enquiry , Proactively, to find out which factor is majorly impacting the overall assessment of the stores and what is its correlation of with sales. The purpose of study will be to meet the client requirements for the Time Links in Anna Nagar, Chennai, which is the sole distributor for its clients like Tanishq, Titan, Flower Express and Gold Plus. Client wants to figure out the impact of in store and out store variables on the Sales.
	Ayush Aswal Himanshu Agarwal Anuj Mittal	Effectiveness of Digital Marketing on sales and promotion of Business School	Digital Marketing is an important factor for promotion of a B-School. In this paper we seek to extend the on the reason for the importance of Digital Marketing. Earlier studies has been done to find research out importance of digital marketing for all but our study is specifically focusing on its importance from prospective student point of view
	Abhishek Tripathi Ramesh Vellingiri Manjit Singh Sahni	Traditional buying behavior versus E-Procurement in B2B environment	This study is done to examine various factors which are associated with the adoption of e-procurement. A survey questionnaire was used to collect data from 61 companies in India. Using logistic regression analysis, we found that firm size and top management support are positively and significantly associated with the adoption of e-procurement. Further, industry type does not show any relationship with e-procurement adoption. Implications of our results are discussed
	Manoj Gupta Ritu mishra Mohit Sewak	Finding empirically a better model for Demand forecasting of seasonal services (Hospitality)	Forecasting demand accurately has been one of the biggest problems for any industry. The problem increases manifolds when the demand is seasonal and volatile. And, if the industry requires huge investments in infrastructure and fixed assets, this demand uncertainty leads to severe business risk. Tourism and Hospitality industries experiences great volatility and hence the accurate forecasting of demand in this industry gains prime importance, and also is one of the most challenging research jobs
	Harshdeep Singh Rapal Kirthika C Saurabh Suhasaria	Impact of CRM implementation in an educational institute	Academic institutes face numerous challenges such as improving learning environments, recruiting skilled and certified staff, training the employees, maintaining and reporting accurate student information to staff, students, teachers and parents; and keeping accurate and updated records of the alumni. Meeting these challenges is difficult for organizations with limited resources and out-of-date, paper-based service-delivery systems. Information technology is being leveraged by organizations world over to provide competitive and strategic edge. An Enterprise solution like a CRM suite is a way to achieve such an objective. However, these solutions are costly to implement and require a lot support and involvement from all the stake holders to be successful
	Priyanka Sarkar Nidhi Sethi Ramya Rajamani	Understanding the impact of Semiotics on brand perception in Rural Markets	All over the world a lot of companies spend millions on building their brands. Brand building has shifted from being just representing the products to representing the company. Corporate communications today are looking towards building strategic identities in the market place and the brand plays a major role in that. The brand reflects the personality of the company to the outside world. What the company believes and what it represents is brought to the world through the brands. Brand plays a high role in every industry and very product no matter the economic profile of the customer it is catering to. However there are certain products where the brand is of paramount importance. The premium products of this world like perfume or haute couture are places where the brand is much more important than the actual product. Here the brand of one's apparel will often define the person by identifying him/her with the personality of the brand. A man in an Armani suit automatically becomes stylish and suave

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Pranit Dubey Abhishek Chauhan	Impact of Social Media on Indian consumer behavior	Social media has slowly evolved as a new marketing channel in the past few years. And it has been increasingly used by consumers as a source of information influence the adoption and use of products and services (Subramani & Rajagopalan, 2003) and affects the consumer decision process. It is a relatively new concept in India, but rate of adoption this new media by consumers has been phenomenal. However, the marketers have not kept pace with the trend and used social media as an effective tool to listen and reach consumers. Much of this is not only because it is a relatively new channel but also lack of research available in terms of its impact on consumer behavior in India. This study attempts to examine a part of this impact by studying how information social media influences the purchase decision of the consumer
Amitesh Kumar DasFareed Syed Tanvir Khan	Managing the retail stores better by analyzing the customer behavior	This study aims at gaining insight into how the pattern based profile of a consumer (mindset, personality and attitude) affects his/her loyalty, satisfaction and commitment towards a retail store in India, using a brain mapping tool. The tool looks at behavior patterns for profiling rather than mapping traits against norms or stereotyping. Mindset here means whether one's focus of attention is success, growth or happiness. Personality on the other hand defines the internal processing style of the brain (reason, volition or emotion). By attitude we mean 3 motivational attitudes: 'in pursuit of pleasure', 'aimed at a purpose' or 'avoiding pain'. Keywords: Consumer Profile, Store Loyalty, Store Commitment, Customer Satisfaction, Customer Mindset, Customer Personality, Customer Attitude
Bharath Kumar Murugan	Understanding customer behavior with Neuromarketing	This empirical study tries to understand the way a customer reacts subconsciously to various aspects / characteristics related to a product
Adhiraj Jambekar Deepika Verma	Effect of CSR on the company	In the last few years, we have seen a tremendous change in the relationship between companies and the society. The companies have evolved themselves beyond the sole aim of maximizing profits to laying more importance to their social responsibility activities. The existence and sustainability of a company to a greater extent is attributed to the goodwill of the people towards it and this is where CSR plays an important role in creating that additional value. The objective of this study is to develop a framework to understand the depth of the impact on its employees and customers, in terms of perception and branding, that CSR brings along with it due to company's indulgence into such activities. This study would enable the companies to realize the importance of the CSR activities in creating the intangible assets like brand and goodwill.
Rakshit Bhandari Sourabh Gaonkar Ruchi Golcha	Buying Decision Drivers for Odyssey Generation of India	New York Times columnist David Brooks came up with the term "The Odyssey Generation". He primarily used this term to refer to young adults between 21 to 45 years who do not feel grown up, postpone marriage & responsibilities and have higher percentage of disposable income. In Indian context this Odyssey generation is 21-35 years. This generation is adaptive and technology savvy. They are fashionable and brand conscious. Age is positively related to brand awareness (Keiser, 1975). The income levels on young urban Indians are on the rise. Knowledge of brands appears to depend on available income. Generally, greater brand awareness is found to accompany higher incomes (Keiser, 1975). According to Journal of Textile Association, today's India is young India and is placed in an enviable position with 60% of the population falling in purchasing class. Savings have fallen by 45% for these young Indians.

		Anushree Chowdhary Harsh Kejriwal Hiren Soni	Impact of Social Media Marketing on Consumers and Firms	Social media marketing is an online platform which helps a firm in promoting its business through social media channels. The common social media channels are blogs, chat forums, wikis, interactive web applications, mobile applications and social networking sites like Orkut, Facebook, and Twitter etc. In the past few years with the emergence of social media and increasing number of internet users, companies have started to leverage upon this new channel. Consumers are making increased use of consumer-to-consumer communication such as social networks, chat forums, blogs etc resulting in e-word of mouth (e-WOM). Consumers are shifting towards online media and have shifted their focus from traditional media and advertising. Research shows that people trust advice from interactions within communities more compared to traditional media. As consumers choose online media, firms have to review their strategies to work on the same lines. There has been a huge rush towards social media in recent years.
		Shipra Bansal Shriman Kalyan	The Influence of Social Media on Consumers Brand preference	Social Media is a concept where in the online sites support social interactions between users. This has thrown open a whole new way of reaching out to the consumers. Consumers interact over social networks to know more about products and this could have an influencing effect on their purchasing decisions. Currently there are many research activities pursued in the areas of social media and online word-of-mouth. In this research work, we intend to establish the relationship between the social media content and the purchasing decision of consumers. Positive or negative reviews of products, user comments, product ratings and user experiences are shared across various forums on the internet and prospective consumers' perspectives and hence buying preferences could be altered by these. This research is intended to bring to light the existing relationship between the social content and the purchase decisions which would be of a greater significance for companies to effectively use Social Networking and Social Media as a medium of advertising. Keywords: Social Media, Internet, Mobile
		Sriram Krishnamurthy Vishal Desai	SMS based proximity marketing	With rapid adoption of mobile phones, PDA's and similar hand-held devices, marketers are inclined to use these mediums in an effective manner. Smaller the gadget, closer it is to the person; Closer it is, better it gets for the use of marketing. Marketers are putting effort to strategically make full use of this medium using different channels for marketing. One such strategy is the use Location Based Services (LBS) for improving their communication with the potential customer. This study aims at providing insights of how LBS can be used as a marketing strategy by retailers/restaurants/shops in order to increase footfalls that can eventually drive up the sales
50	Zubin Mulla Tata Institute of Social Sciences	Venkat Yellapantula	Transformational Leadership: Culture and Organization Structure has a role in affective commitment of an individual	The objective of this study is to see the impact of femininity on transformational leadership and affective commitment of the individual towards the organization. The study is relevant in the present context of globalization, liberalization and privatization where the competitive advantage of the firm lie in its human resources. With globali-zation, leadership styles and organizational culture play a significant role in commitment and job satisfaction of an individual. This study is a step towards understanding inter-relationship of culture (femininity) and leaderships' style in influencing and motivating the individual to stay committed to the organisation.

*** = one of the top 3 studies