

GREAT LAKES INSTITUTE OF MANAGEMENT, EMPIRICAL STUDIES 2010-2011

S #	Guide Name / Affiliation	Students' Names	Topic	Abstract
BEST STUDY				
132	Venkat R Krishnan, Great Lakes Institute of Management	Bhargavi S & Smriti A	Impact of gunas and karma yoga on transformational leadership	This study examined whether transformational leadership would be affected by the predominance of a particular Guna (Sattwa, Rajas & Tamas) in a leader and his or her belief in Karma Yoga. An experiment was conducted on 118 marketing executives working in a financial services firm in Kolkata. A 2X2 + 1 factorial design was used where Sattwa and Rajas were crossed with Karma Yoga (yes or no) to produce four cells with Tamas being the fifth one. Results showed that compared to Rajas, Sattwa enhances transformational leadership whereas Tamas reduces it. Further, Karma Yoga enhances transformational leadership when the leader is Sattwic. Results imply that organizations should develop Sattwic qualities in their employees and encourage them to be duty oriented.
SECOND BEST STUDY				
147	Xavier, IIM Ranchi	Rahul Mamidwar & Juzar Rampurawala	Impact of abstract advertising on consumer behaviour	The research is based on studying the impact of abstract advertising on the purchase decision of the consumers. Since the impact of abstractness is different for different type of products, we considered two types of products for our research – edible and cosmetic (non edible). To measure the impact of above stated variables we conducted a focus group discussion and an experiment. After collecting the data, we did quantitative analysis using ANOVA as the independent variables are categorical in nature. Using ANOVA, we determined how independent variables affect the purchase decision. Results indicated that abstract advertising does have an impact on consumer behaviour.
THIRD BEST STUDY				
96	S. Sriram, Great Lakes Institute of Management	Anshul Saxena & Aswin Sundaresan	Go green initiatives in corporate India	India indeed has a significant role to play in reducing the global carbon foot print. India's keenness to reduce its global carbon footprint can be seen in its commitment to reduce the intensity of its carbon emissions by the year 2020, by about 25 percent of what it was in the year 2005. Organizations in India have a significant role to play in this as the adoption of sustainable activities by these companies can go a long way in protecting and preserving the environment in general.
FOURTH BEST STUDY				
31	N.V. Rao , Northeastern Illinois University	Nishant Dalal & Priyank Joshi	Relationship between dividend policy, share price performance & operating cash flows performance	Free Cash Flow is defined as the amount of cash that is available for distribution to investors after expenses, taxes, and the necessary investment in operating capital. This study presents evidence of relationship between the stock price volatility, cash flow volatility and dividend policy in India, by using the cross-sectional regression analysis after controlling for earning volatility and payout ratio. Our finding is consistent with MM (1961) original dividend irrelevance proposition.
FIFTH BEST STUDY				
59	Rajveer Samuel Rawlin, Dayananad Sagar Institute	Vinod Menon & Yuvarajan U	Effectiveness of trading strategies in the Indian Stock Market	Several studies of asset pricing, mostly based on U.S. data, have found predictability in equity returns—in particular, short-term price momentum and long-term price reversals. These stylized facts are the empirical basis for investment strategies that earn unusual profits relative to standard valuation models, such as the capital asset pricing model (CAPM).

REMAINING 143 STUDIES				
1	Arjun Chakerverti, Indusage	Sudharsan Narasimhan & Vinod Narayanan	Measuring the effectiveness of marketing done by the IT Companies. Does ROI reflect its true measure?	In any company the accountability for any expense made is important. This applies to marketing expenditures also which had avoided these metrics for long. There has been an increased awareness among the companies for the marketing expenditure metrics. Marketing effectiveness is a framework that helps companies measure the financial impact of their marketing investments. It also helps to establish the value of marketing initiatives of an organization.
2	Arjun Chakerverti, Indusage	Anup R & Indraneel Mukherjee	Future growth prospects of eRetail in India	Brand names are very important towards making a choice of products. Through this research we find out whether Brand names are more valuable in e Retail formats or in traditional brick and mortar stores. We address this factor and other related parameters by first conceptualizing how consumer choices are affected by the choice of stores i.e. over the internet (e Retail) versus traditional brick and mortar stores. We also study the effect of visual cues about the product, impact of product information and price sensitivity of Indian customers on the choice of stores i.e. online stores or offline.
3	Arun Goyal, MTS	Puneet Singh & Ravi Teja Ungarala	Can mobile network operators boost the financial inclusion in India?	Financial Inclusion is one of the important aspects that Indian Government is focusing currently. Presently only 59 per cent of adult population in the country has Bank Accounts. This paper looks at the role of mobile network operators in boosting the financial inclusion in India.
4	Arun T, Great Lakes Institute of Management	Ankit Singhal & Tripti Motwani	Evaluating the essential and sufficient conditions for brand extensions to succeed	Marketing team of a Consumer Goods company often bring in new products under existing parent brand names. The evaluations of these "brand extensions" are mostly based on a brand's physical, conceptual, or contextual similarity to the parent brand. However, when marketers introduce multiple extensions of a brand in close temporal proximity, some other considerations also arise. In this case, the extensions, at times, can have synergistic effects on evaluations of one another. These evaluations are independent of their similarity to their parent brand, leading both to be evaluated more favourably as compared to if each were considered in isolation.
5	Arun T, Great Lakes Institute of Management	Abhimanyu Sharma & Sunil Jain	Role of visual images in advertising	In this dynamic environment, with various variables at work, it is hard to tell what the effect of the visual component (photographs and images) of print media is on consumer behavior and how this has impacted advertising and marketing communication. This piece helps us to better understand the role of visual images in advertising.
6	Arun T, Great Lakes Institute of Management	Akshay. S & Arun Jayaram	Port privatization in India and its impact on Ashok Leyland	This paper discusses privatization of shipping industry in India and how efficiently ports can be managed if the turnkey jobs are divested to private players particularly Ashok Leyland Ltd.
7	Arun T, Great Lakes Institute of Management	Mohit Gupta & Rachna Saini	Patents and innovation	This empirical study tries to identify the various factors that determine propensity towards patents across IT and Pharmaceutical industry. A patent is a grant by the federal government to exclude others from making, using, or selling one's invention. In order to obtain a patent, one's invention must be novel, useful and non obvious.
8	Arun T, Great Lakes Institute of Management	Rahul Jain & Sagar Shankaranarayanan	Demographic influences on customer buying behaviours	Culture has been increasingly influencing the daily life and behavior of individuals. Demographic variables such as age, sex, marital status, family size, occupation, income/purchasing capacity, educational levels, and socio economic status can have a significant influence on consumer decision making and hence on the prospects of retail business.
9	Arun T, Great Lakes Institute of Management	Ashish Singhal & Namit Grover	Green initiatives and purchase behaviour	This empirical study titled "Green Initiative and purchase behaviour" has been undertaken with intent to gauge the impact that green initiatives might have on consumer purchase behaviour. Also, as an extension over previous studies undertaken in this area this study aims at proposing a basic framework or model which can be used to gauge the impact on Indian consumer.

10	Arun T, Great Lakes Institute of Management	Haider Kantawala & Swetha Panyam	Retail analytics and consumer behaviour	It is often said that Indian Consumers are very price sensitive, and will buy the cheapest of goods that are available in the market for a particular category (Vijayraghavan, 2007). Moreover, as FMCG companies like P&G and HUL found out that the lower the value of their product more is the turnover in that category (Tarun and Chopra, 2007). However, with the recent boom in the Indian Economy and the middle class swelling so as to make the traditional pyramid into a diamond, the Indian consumer habits are changing. The younger generation wanting to spend in malls and exhibitions instead of the traditional stores have changed the dynamics of the way retail operates in India.
11	Arun T, Great Lakes Institute of Management	Gayatri Deshpande & Rosanth Rege	Impact of marketing communication and price deals on brand equity in FMCG sector	Marketing communication and price promotion efforts significantly affect consumer perception of overall brand value. Many studies have been undertaken to understand the effect of perceived spending on marketing communication on the dimensions of brand equity. Existing studies state that there exists a positive relationship between marketing communication and brand equity. Whereas the use of price deals has a negative effect on brand equity. Consumers negatively perceive the need to use incentives for sales which affects the level of prices of brands.
12	Arun T, Great Lakes Institute of Management	Janaki Kasinathan & Shruti Agarwal	Impact of media mix on marketing performance	Marketing decision making has become quite difficult and multifaceted. Today, many marketing vehicles are present and the customer buying decision gets affected by them. In the traditional way of marketing there were few marketing elements available like newspaper, TV, radio etc. But, now there are many other vehicles of marketing present like social media, trade promotions, consumer promotions, viral marketing, event marketing sponsorship etc. One of the keys to the success of a product and one of the culprits leading to the failure of a product is marketing communications. Effectively designed and implemented marketing communication programs are invaluable for building and managing brand equity of a product. The large and diverse modes of communication options available to the corporate managers are a critical challenge in marketing products to the consumers.
13	Arun T, Great Lakes Institute of Management	Aditi Tyagi & Ashish Bulchandani	Marketing in uncertainty- The effectual approach	Uncertainty is everywhere. It is imposed on people as consumer taste or as global demographics change. It is created when people deliver innovative products or business models to the market. Yet little has been written about how to effectively manage situations in which historical data cannot offer the predictive insights that would enable a manager to make informed business decisions. This empirical study will describe how experienced, managers deploy unique strategies when confronted with an uncertain, shifting marketplace—strategies that invert traditional market research approaches used by managers with less experience. How do people approach marketing in the face of uncertainty, when the product, the market, and the traditional details involved in market research are unknowable ex ante?
14	Arun T, Great Lakes Institute of Management	Bharath Gunalan & Chandrasekar Ravi	Factors affecting brand equity w.r.t sports marketing - The case of Chennai super kings	The purpose of the study is to find how CSK built its brand equity to # 1 position compared to all other teams in IPL. The study will look into the impact and extent of impact of the various factors such as advertising, players, marketing, promotion, merchandising, web site and fan base. We study whether or not these factors had an impact on the brand equity of CSK and to what extent it aided the # 1 position of CSK. Sports' marketing is a very popular technique in US which has gained immense popularity in India in the recent years. We want to study the impact of sports marketing on its sponsor and also study the team itself as a separate entity which generates revenue for its owner.

15	Bala V. Balachandran , Great Lakes Institute of Management	Ambuj Srivastav & V. Kartik	Impact of green supply chain management practices in the original equipment manufacturers industry and its relation to organizational performances	The present study aims at measuring the impact of green initiative taken by the organization on the organizational performance. The present study aims at taking tangible and intangible drivers, which becomes core of organization performance, into consideration to measure the response of managers and engineers. 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. The present study successfully integrated the tangible drivers (profitability and cost reduction) and Intangible drivers (brand awareness & market growth) to derive out meaningful implication of accepting green methodologies as a vision & mission of the organization. Such initiatives by the organization not only results in better brand building and making innovative products, but also, improved financial performance. Through Green initiatives such as Green purchasing and remanufacturing, organizations can bring about better production efficiencies and cost reduction.
16	Bala V. Balachandran , Great Lakes Institute of Management	Madhukeshwar Bhat & Rishi Kumar Gupta	Coopetition - Is a way ahead	This paper examines the concept of Competitions and charts out the benefits with the help of cases in two categories- namely, competitor-competitor and competitor-complement. For long, companies in India (and the world) have competed hard for contracts and for gaining valuable market-share. Cut throat marketing strategies like the Red ocean strategy, price wars, etc often bleed players who are directly or indirectly involved in such contests leading to a 'loss-loss' situation. This paper exemplifies the effectiveness of coordination mechanisms on knowledge sharing that consist of both collaborative and competitive ties among organizational units.
17	Easwar Iyer, Great Lakes Institute of Management	Abhinav Rishi & Gursharan Singh Aulak	Revenue growth in IT by moving up the value chain	The IT value chain refers to the IT components, processes and services that collectively deliver value to the firm's business components and services and, potentially, to the firm's external customers. For over a decade, Indian software industry has been based on the labor cost arbitrage model. This means that an Indian software developer is paid a fraction of the amount for the same job as compared to his counterpart from a developed country. This model has served Indian software companies well for over a decade but things have started to change.
18	Easwar Iyer, Great Lakes Institute of Management	Ram Mishra & Nidhi Garg	India's competitive edge in IT outsourcing	Outsourcing is any task, operation, job or process that could be performed by employees within your company, but is instead contracted to a third party for a significant period of time. The most common model of outsourcing that is in the news today refers to jobs that are being sent overseas to countries like India or China. This is more commonly called offshoring. Examples include telephone call centers, tech-support and computer programming. More common examples that are not going overseas are janitorial services, after-hours answering services and security services. There are many reasons why a company may choose to outsource a particular function of their business. Most managers have the end-result-in-mind that they are going to save time and/or money.
19	Easwar Iyer, Great Lakes Institute of Management	Ram Mohan & Smruthi Rajagopalan	A Study on financial factors influencing the value of a brand and its effects on brand transfer	Most mergers are not successful from a shareholder's perspective when measured against the price of the stock. Brand transfers and acquisitions have generally happened at exorbitant prices. This is a study of financial factors influencing the value of a brand and their effects on brand transfer.
20	Easwar Iyer, Great Lakes Institute of Management	Shashank Sinha & Umang Akhaury	New trends in infrastructure outsourcing and its impact on Indian IT MNCs	Remote Infrastructure Management Services will be the next growth engine for the Offshore Services Industry .Evolution in Technology, Changes in Customer Behaviours and Demand & Developments in vendor capabilities are propelling a shift that enables the remote management of companies' critical IT infrastructure. India once again has an opportunity to establish leadership in a large and strategic service line

21	Easwar Iyer, Great Lakes Institute of Management	Prasad Nair & Pravin Patil	Emerging high growth vertical and horizontal outsourcing in IT industry	The aim of this study is to find out the trends and the road ahead in new upcoming high growth sectors in the IT outsourcing industry. The areas that would be covered in this study will be the driving factors that lead to these industries to outsource and the crisis, if any.
22	Easwar Iyer, Great Lakes Institute of Management	Bharath Buchi & Jithendra Koduru	Marketing challenges for Indian IT products and the reasons for its slackness	It is a very interesting time for the Indian software product industry, as never before the industry saw such a surge of new software product companies and also never before had the industry witnessed a huge number of pure play software product companies choosing to convert themselves to pure play services companies. NASSCOM had set up around 31 incubation centres across India, to encourage more and more software product start-ups. In spite of all these efforts, the facts and the numbers later in the paper show that it hasn't been a very good year for the product companies as a lot of them have chosen to close down their start up or have converted to services. Our paper mainly concentrates on finding out the very important reasons of the plethora of reasons which are affecting the software product industry of India. We have used qualitative methods like focus groups and TAT involving people with rich software industry experience, to find out some of the reasons which gave us the cue to proceed further. On completion of our literature review, we have formulated 2 hypotheses, which we have tested statistically. The data were collected through a survey.
23	Easwar Iyer, Great Lakes Institute of Management	Devina Chaddha & Priya Mani	BFSI outsourcing trends during recessionary times	Information Technology in India generates around \$40 billion annually. Does the financial crisis slow down their growth targets or do they hope to see more opportunities in the long run as the western companies want to cut cost by sending work to India? In this study we aim to find the how BFSI domain outsourcing is affected by such financial crisis occurring in different parts of the world. Moreover, this study will also throw some light on other sector outsourcing domains and will provide a comparative picture of BFSI with these domains in different times of financial downturns and upturns.
24	Geetha , SSN College of Engineering	Ashwin Susarla & Vipin Singh	Cultural & other influences on impulsive buying	Unplanned purchases are defined as purchase made in a store that are different from what the consumer planned to make prior to entering the store. Marketers and retailers tend to exploit these impulses which are tied to the basic want for instant gratification. For example, candy, gum, mints and chocolate are prominently displayed at the checkout aisles to trigger impulse buyers to buy what they might not have otherwise considered.
25	ISF Irudayaraj , XLRI	Aarti Pandey & Garima Gautam	Influence of culture on preference between mentoring and coaching	When outlining the competencies that manager's need, "coaching" and mentoring is always included in the list. But what is the difference between coaching and mentoring, this question is even more pertinent in today's business environment. As economies and corporates have grown, training and development budgets have increased, and organizations are realizing that soft skills such as "coaching" and "mentoring" are just as important as the technical or operational skills/competencies. This study aims at identifying the prevalent styles among the management students. Prior knowledge of an employee style would help in better mapping of employee and training modules. An employee would be able to deliver more to training modules which suits his style.

26	N V Rao , Northeastern Illinois University	Prannay Kankaria & Vasajit S. Mestha	Success rate of mergers and acquisitions in developed economies VIS -A- VIS developed economies VIS-À-VIS deveoping economies	We find that Companies from India, Malaysia and China are at the forefront of M&A activity in developing nations. While India is spearheading the acquisitions market, surprisingly, Malaysia is second—primarily due to the government providing substantial tax incentives to engage in high-tech business deals and promote exports. Though China has a lot of FDI, but M&A in China is a challenge due to Political reasons. When in it comes to developed nations, US is in the forefront. M&A is a big strategic decision involving the welfare of all the stakeholders. Does economy of the nation play a pivotal role in the success of the company post M&A? Or it's only the company and its industry that matters? This study aims to find out precisely that
27	N V Rao , Northeastern Illinois University	Ashish Dubey & Ramandeep S M	Islamic Banking	Financial Institutions are experiencing a great rate of development along with economies of the countries. The biggest part of Financial Institutions is banks. Efficient Banking systems are very critical for Developing and developed economies and are a pivotal element in financial systems
28	N V Rao , Northeastern Illinois University	Saurabh Gaur & Swapnil Madan	Is the premium paid by Indian companies during overseas acquisition appropriate?	Indian market had opened up in 1990's and since then we have seen companies increasing in size and India growing consistently at a good rate. The companies have two options for their growth. They can either grow organically or inorganically. The disadvantage in organic growth is that it generally requires a large amount of capital and time. This time also carries an opportunity cost which can prove out to be very crucial in some cases. So companies consider inorganic path also.
29	N V Rao , Northeastern Illinois University	Anish Katyal & Manu Khanna	Post Merger Integration	Many top corporate managers are faced with the challenge of post merger integration (PMI) at least once in their career. And empirical studies indicate that one of every two PMI efforts fares poorly. These statistics are particularly telling given that mergers and acquisitions have been a staple management instrument for almost a century now and that there has been growing professionalism in corporate M&A efforts over the last decade: practically every transaction is accompanied by due diligence, with the increased involvement of external specialists such as lawyers, auditors, tax consultants and investment bankers. Yet challenges with post merger integration are consistently high and the resultant threat to a company's performance perhaps higher than it needs to be.
30	N V Rao , Northeastern Illinois University	Aatish Ambardar & Vikram Agarwal	Identifying prospective M&A in Indian telecommunication, IT and healthcare sectors	The key principle behind buying a company is to create shareholder value over and above that of the sum of the two companies. Two companies together are more valuable than two separate companies – at least that the reasoning behind M&A. This rationale is particularly alluring to companies when times are tough. Strong companies will act to buy other companies to create a more competitive, cost – efficient company.
32	N V Rao , Northeastern Illinois University	Gaurav Chaudhuri & Tamanna Kanoria	Approach to post -merger integration by Indian companies going global	Roughly half of all Indian deals deviate significantly from the traditional post-merger-management model, which aims for rapid integration and the maximum capture of synergies. Over a third of the Indian deals involve only limited functional integration and focus instead on the capture of synergies in areas such as procurement, with an overwhelming emphasis on business stability.
33	N V Rao , Northeastern Illinois University	Anandadivya Kaliyappan & Preethi Srikanth	Impact of capital structure choice in financial performance	Capital structure refers to the way a corporation finances its assets primarily through a combination of debt and equity. Financial performance refers to a subjective measure of how well a firm uses its assets and generates revenues. We study the capital structure of three industries, and find the variations that exist in the capital structure among these three industries. This study is useful to determine the target capital structure which will maximise the firm's value and the shareholder wealth. Firms can adjust their capital structure to achieve higher profitability.

34	S.Ramanathan , Param Consulting	Abhay Sood & Mrinal Pathania	Electronic Banking: Performance and Risks associated for Indian Banks, An Empirical Research	We plan to study the effects of Electronic Banking applications on the Banks' Profitability and Risks associated with these applications. At the first glance it seems that these applications have definitely increased the profitability of the banks but some studies have suggested that the profitability and Offering of Electronic banking does not have any significant association; on the other hand, Internet banking has a significant and negative association with risk profile of the banks. This study investigates the reasons behind providing electronic banking services through Internet, ATM, Phone Banking and Mobile Banking and their impact on banking services in general and banks profitability in particular. Risks and challenges involved are discussed.
35	S. Ramanathan , Param Consulting	Ashwin Sundaram & Keerthi Ashokkumar	Factors affecting IT product standardisation	This study aims at understanding the factors that should be considered for product standardisation and the entities that have a significant impact on the way product bundling is done. The study looks at product bundling from three points of views - The customer, competitor and the product offering.
36	S. Ramanathan , Param Consulting	Alex Cherian Kumbukattu & Vignesh Kumar	A Study of the manifestations of emotional consequences of indulgence	Despite the amount of luxury consumption in our society these days, the notion that consumption for utilitarian purposes is virtuous, while unnecessary consumption is a vice, influences our behavior and our feelings about it. Shopping environments are able to evoke emotional responses in consumers and those emotions, in turn, influence shopping behaviors and outcomes. Anticipated guilt can discourage consumers from purchasing hedonic goods, luxuries, and other products and services that might be viewed as unnecessarily self-indulgent.
37	P B Ramanujam , IFMR	Pragnan Kumar & Vamsi Krishna K	A study on the challenges of Foreign banks in Indian Retail banking Industry	This retail banking sector in India is undergoing sweeping changes in terms of competition with entry of foreign banks and private banks in the last couple of decades. Though there are a fairly large number of foreign banks operating in India, the domestic banks have a larger presence by holding over three quarters in terms of market share. This study is an attempt made to analyze the various challenges faced by the foreign banks to enter and operate in India. This mainly focuses on the reasons of failure of various products such as the housing loan, personal loan of various foreign banks while these products were resounding success for Indian banks.
38	P B Ramanujam , IFMR	Rakesh Mamdapur & Sharath Narla	Testing pecking order theory to raise capital in Indian context	The Pecking order theory of capital structure is among the most influential theories of corporate leverage. In a gist, it says that firms prefer internal finance to the external one. When internal funds are insufficient firms prefer debt to equity because of lower information costs associated with debt issues. But, recent studies have shown that the capital rising by firms need not always follow the pecking order. There have been various rationales put forth to explain the theory's short comings by studying the capital raising practises of firms in developed countries for years. Our motivation behind this study is to identify whether the Pecking order theory applies in a transitional and developing economy such as India
39	P B Ramanujam, IFMR	Krupananda & Satyakiran AVS	Long term performance in Mergers and Acquisitions: A Empirical Study based on Indian companies	The changing dynamics of Globalization and intensive competition have changed the ways how companies grow and create value for the share holders. The Changing times are affecting organizations in various industries in different ways but one thing that is common across all the industries is shorter life cycles for products and decreasing margins. Given this scenario Mergers and Acquisitions (M&A) have become an integral part of the corporate strategy. M&A have become important source for competitive advantage and external growth. Mergers are a tool used to gain size, scale or diversification leading to a new entity with a renewed growth potential. Mergers are on rise in the world and particularly in the developing economies as the industries start to mature.

40	P B Ramanujam, IFMR	Bhuvaneshwari Dharmar & K. Harini	Impact of competitive hedging on transnational companies	This study aims at analyzing the airline industry. This industry faces 3 different types of risks: Fuel rate risks, exchange rate risk and interest rate risks. From the study, it is found that company which does fuel hedging has lower fuel to operating costs, higher profitability. Also, the macroeconomic factors like GDP also affect the hedging strategies of the company. Also the companies' hedging strategies are based on their global strategies.
41	P B Ramanujam , IFMR	Rohit Arora & Rishi Gupta	Study of the factors affecting the premiums of Indian insurance industry	The study tries to establish a relation between the external factors and the returns on investment of the insurance company thus providing them an advantage over the competitors by charging lower premiums for similar policies. The study also tries to see the impact of lower premium on the willingness of the Indian consumer for buying a particular policy while controlling for the effect of the government tax saving policy
42	P K Vishwanathan , IFMR	Deepa Chourasia & Dipti Rai	Operational efficiency of Banks and factors affecting it	This study was done to provide evidence to the moves of RBI to monitor the operations of banks to ensure that they are more efficient while being profitable at the same time. With the economic crisis of 2008, capital adequacy and cost-income ratio have become critical factors for the banks. The study provides the relationship between these variables and profitability in the Indian scenario.
43	Paul Prabhaker, Northern Illinois University	Pooja Pamnani & Rahul Suri	Researching the impact of pricing, advertising & distribution on brand loyalty in the Indian Apparel sector	In today's global village, with intense competition & a dynamic market environment, one of the most significant challenges for a company is not only to enhance its customer base, but also to retain its existing (profitable) customers. To ensure less customer defection, companies need to introduce products that build & maintain relationships with customers, so much so that they become "loyal" to that brand.
44	Paul Prabhaker, Northern Illinois University	Kunal Kaul & Nitin Gupta	A study to explore the future of Telecom Industry in India	The Indian telecom industry, the fastest growing in the world by number of users, is facing an intense price war as most of the companies plan to launch new services to attract subscribers and existing players lower tariffs further to retain users. The situation has been further intensified by the entry of international operators such as Etisalat, Telenor, Systema, Docomo and Bhatelco. According to the industry experts "about six to eight telecom operators could be sustained, but not 14". Our study entails exploratory research to provide an insight into the future of the telecom industry in India and to assess the sustainability of the Operators in the longer term.
45	Paul Prabhaker , Northern Illinois University	Pankaj Aswal & Shivesh Jha	Impact of management mix on market share of mobile phone companies	Survival in Indian telecom market is largely dependent on long term strategic vision of companies. Most of the cellular phone companies in India are focusing on increasing market share to beat competition in long run & penetrate in rural India. To increase market share, mobile phone companies have to decide the optimal mix of financial, marketing & operational focus. This paper will help companies find out the areas to focus upon, to increase the market share. This paper defines weights to be assigned to financial, marketing & operations of a mobile company so that management can allocate resources proportionally.
46	Paul Prabhaker , Northern Illinois University	Divya Sharma & Rachna Bajaj	Impact of cross cultural factors on brand recall and customer satisfaction	Effective strategies require global brands to adapt to the cultural nuances. Culture is one of the major factors affecting consumer behavior and some of its dimensions can be observed with regard to the attitudes and values of consumers. A culture is the system of shared beliefs, values, customs, behaviors, and artifacts that the members of society use to cope with their world and with one another, and that are transmitted from generation to generation through learning.

47	Paul Prabhakar , Northern Illinois University	Tanushree Naaz & Vivek S Balakrishnan	Relative Importance of Tangible and intangible brand values across various product types	What is a Brand? It is an identity associated with a product, service or business. It can be in the form of a name, sign, symbol, logo or a slogan. Brand Values is the code by which the brand lives. The brand value is used as a benchmark for measuring performance and behaviors. Consumers want to form a relationship with a company, even if it is only a trivial purchase. They subconsciously assess the value of brands to them, and they develop opinions about what they experience related to the brand
48	Paul Prabhakar, Northern Illinois University	Nikhil AK & Pallavi Mishra	Impact of e-mail and pamphlet promotions of FMCG products on consumer's buying behaviour	This paper studies the effect of promoting a product through e-mails & putting pamphlets through newspapers, on the consumer buying behaviour – whether they take it seriously or do they ignore it, etc. We study the effect, by taking into consideration several independent variables such as the look-n-feel of the promotional emails/pamphlets, gender of the target consumers, their age, income, occupation, proximity of the shop from where the consumers are living, time/occasion (eg., festival times, etc.) when the e-mails are sent / pamphlets are distributed through newspapers, etc.
49	P.K. Vishwanathan, IFMR	Kartik Vignesh Nateshan & Muruganandan Chenniappan	Carbon Credits 2.0	Carbon credits are tradable units that represent an equivalent reduction of Green House Gases [GHG]. These help the stabilization and reduction of GHG emissions of nations by monetizing the emission reduction. India is the leader [43 % of approved CDM projects] of Carbon credit market in terms of the potential but is drastically lagging behind the total volume of carbon credits delivered to the market. Clear identification of factors that influence the success of the carbon credit framework is vital to enable planning and implementation of Projects that offer solutions to the problems discussed. This research paper aims at identifying the factors that determine the success of the CDCF projects across developing nations and proposes a framework for the efficient functioning of the Carbon Credit system based on quantitative research.
50	P.K. Vishwanathan, IFMR	Shruti W. & Sivaraman N.	Credit scoring model by improving loan default prediction accuracy for Indian banks	Credit is one of the most important means by which economies generate and utilize capital. Both corporate and retail consumers rely on credit to make investments and finance their operations. Hence, evaluating a potential customer for eligibility of credit becomes critical to the lending institutions to realize profits. The institution should have a credit scoring model that maximizes the number of good credit worthy customers and minimize the number of potential defaulters. Retail banks, which are the focus of our study, use a combination of qualitative and statistical techniques to ascertain whether a customer is credit worthy.
51	Purba Rao, Calcutta Business School	Balasubramaniyan R & Deepak R	Quantifying the impact of employees(awareness & readiness) in carbon foot print reduction of an organisation	Global warming and diminishing natural resources have forced all the organizations across the world to conduct their business in an environmentally sensitive manner (Green supply chain, carbon finance, Green brand equity, etc). These techniques if implemented efficiently lead to improved carbon foot print reduction in an organization. Our interest/experience in IT industry motivated us to study the carbon practices followed by IT organizations
52	Purba Rao, Calcutta Business School	Ganesh Ram.R & Pratyush Uppuluri Kiran	Green IT awareness for managers	Green IT is an organization's ability to systematically apply environmental sustainability criteria (such as pollution prevention, product stewardship, use of clean technologies) to the design, production, sourcing, use and disposal of the IT technical infrastructure as well as within the human and managerial components of the IT infrastructure

53	Purba Rao, Calcutta Business School	Kavita Bharambe & Nikhil Garg	Impact of green initiatives on economic and environmental factors of an organization in Indian companies	A commitment to the environment has become an important variable within the competitive business scenario and companies worldwide are continuously trying to develop new and innovative ways to enhance their global competitiveness. However, many companies have taken the sustainability trend seriously and are doing so profitably. The paper explores the effect of such green initiatives on the organizations environmental, economic and social culture.
54	Purba Rao, Calcutta Business School	Rahul Menon & Shabari KKK	Sustainability assessment of automobile companies in India	Identifying independent variables was done through extensive literature review and qualitative research. The weight of the independent variables to be included in developing the model was done by analyzing a survey circulated among the industry experts. The inherent challenge was to align the thoughts of the experts towards the development of the sustainability index. The weights for the independent factors are built into the model and this can be used to gauge the level of sustainability for an automobile company in India.
55	Rakesh Singh, Durgadevi Saraf Institute of Management Studies	Narendran A. M. & Vanshika	Role of private banking in rural India	Our study is to find out the various issues that the private banks are facing over the years to penetrate into the rural India, by collecting the relevant data from the bankers and analyze it to come to a conclusion with the possible solutions that we can present to the banks as a few options for their usage while considering their entry into this segment in future. The analysis of the private banks, both new entrants and the existing players, and their roles in rural India are part of this paper.
56	Rakesh Singh, Durgadevi Saraf Institute of Management Studies	Gouri Jagatha & Sneha Senapathy	Green strategies adopted by types of institutions: Cost vs. Benefit	In this paper, we analyze the impact of green strategies. As a first step we study the best green practices or strategies adopted by organizations towards a sustainable growth. We empirically explore the cost versus long term sustainability of an organization while adopting a Green strategy with a unique firm-level data set from organizations: (1) Indian IT sector and (2) educational sector. We interpret these results as an indicator of the causal relationship between green management and profits. In this Endeavour we analyze the positive impact of sustainable green practices on the bottom-line profits, brand equity and competitive advantage in the industry, based on a comparative study of a green management versus non-green management.
57	R Madhusudan , Tata Capital	Pradeep & Sriram	Strategies for picking the best stocks based on empirical evidence in the Indian Markets	The paper involves identifying the major criteria to pick stocks that could be outperformers in the Indian Capital Markets. A series of existing strategies are tested for accuracy in the Indian scenario. The study also looks at ways to factor in the intangible variables or the qualitative factors that go in to unravel excellent opportunities. The study also highlights how effective financial management of companies would help in better shareholder sentiments towards the company in the market.
58	Rajamanickam M, Pro XL Consulting	Deepshikha Sinha & Samikhya Choudhury	Critical factors for success of six sigma implementation IT industry	Quality is essential to survive and compete in the fiercely competitive business environment. Six Sigma management is about tying quality improvement directly to the performance of a business firm. It is a quality improvement and management approach that originated at Motorola Inc. in 1980s. Six sigma is a comprehensive and flexible system for achieving, sustaining and maximizing business success. It is uniquely driven by close understanding of customer needs, disciplined use of facts, data and statistical analysis and diligent attention to managing, improving and reinventing business processes.

60	Rajveer Samuel Rawlin, Dayanand Sagar Institute	Purnendu & Rajiv A.	Correlation between equity indices and commodity market	There has been considerable research to study the possible correlation between the equity indices and commodity prices. Historically it has been observed that a loose correlation between the two exists in the sense that, whenever the equity market crashes during a recession the commodities gain strength and vice-versa. However, there are many macro-economic variables and also other factors that determine their movement. For e.g. - The commodity prices have always shored up whenever a war is declared or when ever terrorism strikes the society. For the study we are taking three commodity parameters with respect to the Stock Market: Crude Oil, Gold and a Base metal – Copper. Historically, there has been negative correlation between the price movement of stocks and commodities.
61	Rajveer Samuel Rawlin, Dayanand Sagar Institute	Aarti Aggarwal & Shalini Pandey	Carry trade and its implication	Carry trade has been actively pursued in forex markets for quite a long time. Numerous studies have been done so far on various aspects related to carry trade. Early research focused on impact of interest rate differential transaction cost, differential tax influence, cost of guaranteeing performances in future trades and differential habitat premium reflecting investor's preference for more speculative future transactions. Not many papers have been written on this, and so carry trade still remains a black box to many
62	Rajveer Samuel Rawlin, Dayanand Sagar Institute	Gaurav Rauthan & Tulika Dhawan	Do stock market overreact??	Regardless of whether the events are positive or negative, market tends to overreact to big news events leading to abnormal price movements.
63	Rajveer Samuel Rawlin, Dayanand Sagar Institute	Priyanka V & Rahul K	Study of the correlation between the Indian and the Global stock markets	The Indian stock market S & P CNX Nifty Index (Nifty) is a well diversified stock index comprising of 50 companies. The companies covered by this index are spread over 23 sectors of the economy and it is often used by portfolio managers as a bench mark index. Individual investors, several index funds and index based derivatives track the Nifty on a daily basis. This study attempted to study the effect of changes in other global stock indices namely S&P500 (US), FTSE (UK), Hang Seng (HIS, Hong Kong) and Nikkei(Japan) on the performance of the Nifty index. A strong correlation was observed between Nifty and Nikkei. However Nikkei was the only index which showed a negative correlation. The other three indices namely, FTSE, Hang Seng and S&P 500 showed a positive direct relationship with Nifty.
64	Rajveer Samuel Rawlin, Dayanand Sagar Institute	Gaurav R & Purnima K	The impact of macro economic variables on Dalal street	There exists a great deal of information that examines the relationship between stock market returns and a range of macroeconomic and financial variables over a number of different stock markets and time periods. The return on stocks is highly sensitive to both fundamentals and expectations. The latter in turn is influenced by the fundamentals which may be based on either adaptive or rational expectation models as well as by many subjective factors which are unpredictable and also non quantifiable. Our objective of the study is to untangle the linkage between the Dalal Street in particular and the real economic events in the Indian context in the post-reform era. Our period of study has been chosen between July 9' 2003 and August 23' 2010.
65	Rajveer Samuel Rawlin, Dayanand Sagar Institute	Richa R & Sandeep Deb	Relationship between the Indian stock market and exchange rates	The foreign exchange or FOREX market is the "place" where currencies are traded. Currencies are important, because they need to be exchanged in order to conduct foreign trade and business. Currency prices can influence a country's trade balance by influencing the levels of imports and exports. The value of a currency can impact business travel, communication and global transactions. The need to exchange currencies is the primary reason why the forex market is the largest, most liquid financial market in the world. It dwarfs the stock market, with an average traded value of around U.S. \$2,000 billion per day. Most currency pairs move less than one % per day which makes foreign exchange one of the least volatile financial markets.

66	Rakesh Singh, Durgadevi Saraf Institute of Management Studies	Nitin Pahuja & Ujjawal Jain	Impact of agro-processing industry on agricultural diversification	The state of Indian agriculture as compared to its global counterparts remains dismal on most parameters of efficiency. Over the years the sector has seen growth decelerating from 3.2 per cent annually between 1980/81 and 1995/96 to a trend average of less than 2 per cent beyond 1996.
67	Rakesh Singh, Durgadevi Saraf Institute of Management Studies	Iqbal Hussain & Kunal Prasad	A comprehensive study of the Indian agriculture industry	The state of Agriculture in the world has been on an upward trend and has exceeded the demand generation that is coming from the population growth. The Situation would not be a permanent one and the long trend shows requirement of increasing supplies of all agricultural commodities. Increasing the productivity of resources available for agriculture is critical and this can be achieved through a research focus and newer developments. The major growth drivers would be the four regions China, India, Brazil and Sub Saharan Africa. India Ranks second worldwide in Farm output with 10 % of the global fruit output and 28 % cereal output. The geographic location of India in the subcontinent has been of great advantage. In India 52% of total land is cultivable as against 11% in the world.
68	Sanjay Badhe, Independent Consultant	Aadish Parmar & Surbhi Jain	Changing trends in consumer buying behaviour in retail domain	The Indian Retail sector has caught the world's imagination in the last few years. Topping the list of most attractive retail destination list for three years in a row, it has retail giants like Wal-Mart, Carrefour and Tesco sizing up potential partners and waiting to enter the fray. When it comes to marketing, a few critical questions a marketer has to face are "why buyers do what they do" or "what determines the purchase pattern of consumers" or "what influences a consumer" or "who are our customers". In our paper, we plan to study the change in the consumer behaviour with respect to deodorants and soaps to determine what are the factors that determine such a change.
69	Sanjay Badhe, Independent Consultant	Atman Saha & Kartik Iyer	Innovation models: An exploratory Study	Drucker explains innovation as "the specific function of entrepreneurship, whether in an existing business, a public service institution, or a new venture started by a lone individual in the family kitchen. It is the means by which an entrepreneur either creates new wealth producing resources or endows existing resources with enhanced potential for creating wealth". He further goes on to define it as "Change that creates a new dimension of performance". We analyse cases from across industries in relation to the various topics.
70	S K Shanti, Great Lakes Institute of Management	Sharan Sadanand & Vijay Krishnan	Indian textile industry: Factors affecting exports	One of India's most significant economic sectors is the textile and garment sector. It contributes a significant share of the country's industrial output and export earnings. There are numerous studies that predict that India and China will gain a significant share of the world textiles and clothing trade post MFA (2004). This paper analyzes the comparative advantage of India and China for the garment sector, in the export trade using Balassa's (1965) Index of Revealed Comparative Advantage (RCA). Also the shift in comparative advantage for India and China between Pre MFA and Post MFA period is highlighted in the study.
71	S K Shanti, Great Lakes Institute of Management	Shefali Bhatia & Sunil Bansal	The tourism industry of India	The paper aims to provide a holistic perspective on various dimensions of tourism in India. Design/methodology/approach – The paper combines analysis of government documents as well as insights from practitioners. The paper discusses issues of tourism Industry, strengths of the industry, challenges faced and policy implications for the government. Findings – The paper explores the economic importance of tourism in India by outlining the strengths and challenges of the Indian tourism industry. The paper has implications for the government and firms in terms of investment in hospitality education, infrastructure and better employment practices. Practical implications – The paper provides recommendations for some of the initiatives that government and industry could adopt.

72	S K Shanti, Great Lakes Institute of Management	Aadhaar Verma & Rahul Malik	Financial liberalisation in India: Measuring relative progress	This paper details and analyses aspects of the development of India's financial sector particularly after 1990 when financial liberalization began, focusing on the ratios of private sector credit to GDP, liquid liabilities of the financial sector to GDP, commercial bank assets to total banking sector assets, and stock market capitalisation to GDP. The Indian evidence shows that though there is a general rise in the trends of all the financial indicators, liquid liabilities and private credit grow particularly slowly after financial liberalization, having stagnated during the 1980s. However, the bank assets and stock market capitalization have shown significant increases during the 1990s. The cross-country analysis shows that Indian performance in the financial sector is slow compared to the high-income and fast growing countries
73	S. Bharadhwaj , Great Lakes Institute of Management	Deepesh Dang & Sumit Singh Arora	Attitude & Behavior towards the environment and green products: An empirical investigation on Indian consumers	We may be at helm of another green revolution in India, which is most likely to be driven by consumers and not the producers. Also unlike the previous green revolution which was in the agriculture sector, this may well be an Industrial Green Revolution. Our research is concerned with identifying consumer attitude towards the Environment & Green products especially in a developing economy like India which now have a large literate population. This paper is essentially exploratory in nature and has two objectives. The first objective is to compare gender with attitudes towards the environment and green products. The second objective is to investigate the relationship between attitude towards the environment and green products. We analyze how companies in India can use the concept of Green Marketing to sell green products.
74	S. Bharadhwaj, Great Lakes Institute of Management	Arjun C.V.M & Gayatri V. Iyer	Framework for understanding online impulse buying	Impulsive buying has been extensively explored in the offline environment. However, little attention has been given to understanding impulsive buyers and how they respond to external stimuli in the online context. Store layouts are quite different than a website's design. The site must be easily navigable and the online retailer must be trustworthy. In addition to these basic differences, online retailers differ from their brick and mortar counterparts when it comes to impulse buying. The study provides insight into consumers' impulse-buying behaviour in online shopping.
75	S. Bharadhwaj, Great Lakes Institute of Management	Murli Krishnan & Sajid K	Effects of comparative and non-comparative advertisement	Post literature review we came up with multiple hypotheses. After some more research and consulting we zeroed in to one single hypothesis which we thought wasn't considered in the research papers we studied till now. The hypothesis we decided to study was, Whether comparative advertising is equally effective in video and print formats of advertisements? To study this phenomenon we decided to first come up with comparative and non-comparative advertisements in both print and video format. The responses show that the comparative advertisements are definitely better than non-comparative in terms of convincing the customer that the attributes shown in the advertisement are indeed better than that of the competitor.
76	S. Bharadhwaj, Great Lakes Institute of Management	R Aadarsh Srinivas & S Praveen Babu	What has marketing done to reach low-literate shoppers	Retailing decisions are likely to be based on the assumptions that consumers are literate. That leaves a gap on an untapped and illiterate market. It is safe to consider that the semi literate shoppers also fall under this bucket. The lack of research on low-literate consumer behaviour throws very little light on this huge market. There have been some interviews that were conducted to observe the behaviour of such consumers, which provide some insights into the challenges faced by these consumers.

77	S. Bharadhwaj, Great Lakes Institute of Management	Anand Narayanan & Shyamsundar V	Subconscious impact of advertising - - Impact of advertising at the subconscious level	Webster's defines the SUBCONSCIOUS state as being "the mental activities just below the threshold of consciousness." The general definition of Subconscious is "existing or operating in the mind beneath or beyond consciousness: the subconscious self." Our Empirical Study is mainly focused on the impact of advertising at a Subconscious level i.e. on the Human Emotional Behaviour.
78	S. Bharadhwaj, Great Lakes Institute of Management	Manikandan Seetharaman & Muthu Natesan G.	Impact of cultural factors on consumers' investment decisions	It is imperative for financial services industry to understand customers' behavior because it needs to segment its customers based on the risk appetite and host of other factors. In our study we measure how cultural factors like individualism-collectivism, masculinity-feminsity, risk avoidance, and demographic factors like marital status, age play a role in investment decisions.
79	S. Bharadhwaj, Great Lakes Institute of Management	Siddhartha Sharma & Vidhya Ramamurthy	Impact of store layout and design on impulse buying	This study is aimed at understanding the effects of store layout on the impulse buying behavior of the customers. We determine what kind of store layout influences the customer triggering the impulse behavior or rather to see if an effective store layout has the power to influence impulse buying. By definition, Store layout is a plan or manner according to which products or merchandise is arranged in a retail outlet.
80	S. Bharadhwaj, Great Lakes Institute of Management	Dhiraj Agrawal & Priyank Sinha	Social marketing - To curb blindness in India	By literature review and gap analysis we identified several factors which affect blindness. The various independent variables identified are (i) Awareness--This corresponds to the level of awareness on various Govt. programs and healthcare facilities directed towards curing blindness (ii) Vitamin A deficiency--This includes factors on eating habits of people to gather the data on various source of Vitamin A in diets of individuals (iii) Other diseases--like the presence of Diabetes Mellitus, Glaucoma, Trachoma and Cataract have been found to be one of the reasons leading to blindness (iv) Smoking--this factor understands the smoking habits of people (v) Healthcare facilities--this factor is used to understand the medical infrastructures and the various facilities provided by the hospitals (like eye check-ups, medical camps etc) (vi) Poverty--most of the blind people of the world are found to inhabit the poor countries of the world and also have low income levels.
81	S. Bharadhwaj, Great Lakes Institute of Management	Archith Goverdhan & Venkat Shyamsundar	Factors influencing store loyalty in Malls Vs Hi Street	Customer loyalty in the context of a store can be defined as the predisposition of any given customer to purchase one store's goods or services over comparable stores available in the marketplace. When applied to products, it is referred to as 'brand loyalty.' Any store's marketing strategy should involve investing time and energy in promoting customer loyalty. Many times, marketing tends to be focused on activities targeted at attracting new customers. While expanding customer base is very important, the importance of retaining existing customers mustn't be treated with lesser importance. Working toward promoting customer loyalty is critical for many reasons
82	Siva Nathan , Robinson College of Business, School of Accountancy, Georgia State University	Sarthak Garg & Varun Kapoor	Industry specific corporate fraud detection model	Currently, not many fraud detection models exist that are industry specific. So, our objective is to identify all possible financial frauds that could occur in different industries and to empirically find a fraud detection model that best fits any specific industry. Auditing nowadays has become an increasingly demanding task and there is much evidence that 'book cooking' accounting practices are widely applied. Management fraud can be defined as the deliberate fraud committed by management that causes damage to investors and creditors through material misleading financial statements

83	Sivaramakrishnan, University of Houston	Krishnamurthy R & Paul Joshua Xavier	Building unique valuation model to perform sector analysis of companies listed on Indian stock exchanges	All asset classes financial or real have value. Therefore recognizing and measuring the value of the asset accurately is essential for effective investment and financial planning. However measuring the value is easier for certain asset classes. Valuation plays a major role in acquisition and sale of assets both in the financial market as well as in the corporate boardroom. Hence, understanding the nuances of valuation and discussing various methods of valuations forms an integral part of this paper. Assets acquired with intent to hold them for long-term needs to create certain expected cash flows and benefits to the holder in terms of capital appreciation
84	Sivaramakrishnan, University of Houston	Gaurav V & Rakesh Kumar	Business analysis and valuation model	In financial terms, asset valuation is a process of estimating the potential market value of a firm's asset or liability. Valuations can be done on assets or on liabilities. Valuations are needed in many contexts including investment analysis, capital budgeting, mergers and acquisitions, financial reporting, taxable events to determine the proper tax liability, and in litigation. This paper is written with a purpose of creating a Business Analysis and Valuation model, based on Microsoft Excel. This model will take historical financial data and calculate various financial ratios. Based on these ratios, the model will compare the firm with its industry and display where the firm stands in the industry. Apart from this, our proposed model will predict the future financial ratios of the firm for future five years.
85	Sridhar N , University of Texas at Arlington	Siddhesh Dhuri & Suyash Bhatnagar	Impact of social capital on organizational performance	The idea behind our Empirical study was to study the impact that social capital of a person has on his organizational performance. In order to conduct this study, we simulated it in our B-School. We measured the social capital of B-School students in terms of their online and offline connections and then measured its impact on their performance in the B-School. We measured the performance of students in terms of their current CGPA
86	Suresh Nandakumar , Great Lakes Institute of Management	Iqbal Hussain & Kunal Prasad	Factors affecting customer's choice of information technology solution providers	Business Marketing is the practice of individuals, or organizations, including commercial businesses, governments and institutions, facilitating the sale of their products or services they offer, or use them to support their operations. Also known as industrial marketing, business marketing is also called business-to-services to other companies or business marketing, or B2B marketing. Information Technology Industry is one of the major B2B Market where firms provide services and software products to other companies to manage their work more efficiently and leverage the technology.
87	Suresh Nandakumar , Great Lakes Institute of Management	Alok Kumar & Omkar V B	Determinants of acceptance of 3G technology in India	As telecommunications move into an era where the distinction between voice, video, and data will be blurred, convergence of communications, information, entertainment, commerce, and computing will lay the foundation for the development of the information society.
88	Suresh Nandakumar , Great Lakes Institute of Management	Divyangana S & Samprita Sinha	Impact of country of origin on brand equity	What do Swiss chocolates have that the others don't? What about French Wines or Italian leather? It wouldn't be incorrect to term these products as 'country speciality' not unlike the 'specials' at a restaurant.
89	Suresh Nandakumar, Great Lakes Institute of Management	Sathya Anand Radhakrishnan & Vijit Junankar	Green consumerism in India	Green marketing is the marketing of products that are presumed to be environmentally safe. Thus green marketing incorporates a broad range of activities, including product modification, changes to the production process, packaging changes, as well as modifying advertising. Yet defining green marketing is not a simple task where several meanings intersect and contradict each other; an example of this will be the existence of varying social, environmental and retail definitions attached to this term. Other similar terms used are Environmental Marketing and Ecological Marketing

90	Suresh Nandakumar, Great Lakes Institute of Management	Ritam Pandey & Vishal	Green marketing in automobile industry	The last millennium saw the rise of the phenomenon called “Greenhouse effect” and the concern about the consequences of the “greenhouse effect”. It caused noticeable changes in the climate, vegetation and ecology of planet earth. Everyone such as government organizations, producers, users and most importantly marketers have changed the way they work and finding ways to limit and undo greenhouse effect. The study analyzes the initiatives taken by the manufacturers in terms of investments, production, processes for the development of products and how all these are communicated to the customers.
91	Suresh Nandakumar, Great Lakes Institute of Management	Nirmaan Parekh & Rahul Pearce	Beliefs, attitude and demographics of viewers influencing TV advertising in India	Millions have been spent on TV advertising as it is considered one of the effective media to attract viewers' attention. Numerous efforts have been put into TV advertising with the hope that the sales chart would rise dramatically. But are the advertisements effective in increasing sales, as it is difficult to directly measure their influence? There have been numerous studies in the west about attitude towards TV advertising but not many have been conducted in India. So this research would provide an insight on how viewers feel about TV advertising.
92	Suresh Nandakumar, Great Lakes Institute of Management	Akhilesh Prasad & Nidhi Aggarwal	Knowledge management in service industry	The purpose of this paper is to identify and analyze important factors that impact the success of knowledge management practices in a software firm in India. The research involved collection of quantitative data on these factors and knowledge management practices by using knowledge management assessment tool. The survey consisted of 138 knowledge workers working for a software firm in India. The data which were collected underwent statistical treatment to obtain the results for the stated objectives of the study. The study finds direct relationship between the successful implementation of Knowledge management and various critical factors i.e Leadership in Knowledge Management, Knowledge Management Culture, Knowledge Management Technology and Knowledge Management Measurement.
93	Suresh Nandakumar, Great Lakes Institute of Management	Ramesh Natarajan & Victor G	A statistical analysis of the Win & Loss ratio of teams in the IPL	The Indian Premier League has taken the world of cricket by storm. It has occupied the mind of any cricketing enthusiast in India and has also caught the attention of the corporate bigwigs who have pumped in loads of cash into this cricketing extravaganza which will be around for years to come. The league is now in a stage where 3 seasons have been played and there is considerable data from the number of matches that have been played till now and we analyse the matches played till now by various teams and identify the factors which affect their win/loss ratio.
94	S. Sriram , Great Lakes Institute of Management	Avishek Das & Manashi Pathak	Cloud computing	Our current research studies the perceptions about cloud computing on the basis of current market scenario, the pricing models available, the market structure and the kind of services available. We also look at the per user cost in cloud ERP vs traditional ERP and study the perception of the market about cloud being a replacement for enterprise architecture. Even though there are no theories available for cloud computing we used frameworks for Grid computing which can be taken as one of the closest cousins of cloud and developed hypothesis around it.
95	S. Sriram , Great Lakes Institute of Management	Ajith G. Pai & Rahul Raj	MNCs Vs Local firms in emerging markets	A key aspect to be understood with respect to emerging markets is why some companies face difficulty in winning in emerging markets. Most of the growth today is in emerging markets with developed market behaving either flat in many segments or showing a decline. As such it is important for companies from developed economies to tap into these markets in order to grow. The conditions also provide local companies opportunities to grow into multinationals themselves.

97	S. Sriram , Great Lakes Institute of Management	Alok Saxena & Arpan B	Strategic role of mergers and acquisitions in telecom sector	Given the dynamic growth phase Indian economy is going through, there has been drastic consolidation through Mergers and Acquisitions (M&As) in several industries. This is most evident in the telecommunication sector because of the recent (2010) multimillion dollar deals that were made by some of the biggest players in the industry. There is a large body of literature on economics and strategic aspects involved in these deals and how M&A may be beneficial to the involved firms, their customers or the society at large. In the Industrial Organization literature, the two most commonly identified reasons are “efficiency gains” and the “strategic rationale.” Also because telecommunications industry has a very uncertain competitive landscape using M&As becomes imperative to diversify its product line or diversify geographically.
98	S. Sriram , Great Lakes Institute of Management	Ayyappa Kancherla & Siddhesh Shenoy	Impact of accounting parameters on mergers & acquisitions	This study on the Mergers and Acquisitions aims in understanding the existence of any correlation between various financial parameters of the organization and the market capitalization of the company. The main hypothesis is that the accounting based key ratios can help to explain the success of a Merger or an Acquisition. The study includes analysis of Indian companies that underwent a merger or acquisition between the years 2003-2008 and few companies outside India during the same tenure. A factor analysis has been conducted in order to reduce the number of accounting ratios to a smaller sample to include in a multivariate regression model. The study finds support for the hypothesis that accounting based key ratios can help to explain the bid premium even if the explanatory level is low.
99	P. Sudarshan, Great Lakes Institute of Management	Gaurav Maheshwari & Sonal Bomb	Green intellectual capital: Competitive advantage to firms	This study proposes a novel construct – green intellectual capital, and explores its positive influence upon competitive advantages of firms. This study postulates that green intellectual capital is worthy to develop and cultivate because it could bring more corporate competitive advantages. This study gives environmental investments correct and fair evaluation and positioning.
100	P. Sudarshan, Great Lakes Institute of Management	Manish Jairath & Mayank Arora	Behavioural finance & herd mentality: Its role in decision making and can it be used to predict financial crises?	With a spread of almost 300 years, we look at prevailing market conditions in Economies plagued by financial crises of their times and look at how markets behaved. We then try and separate rational factors from irrational ‘human’/‘behavioral’ factors to determine the impact of only behavioral factors that led to sub-optimal decision by investors. This would bring in and test the concept of market efficiency. Do efficient markets exist in the real world? How can markets remain efficient when some information is privileged and other is clouded by the investors’ perceptions?
101	P. Sudarshan, Great Lakes Institute of Management	Sakthi Nivashan M. S. & Sudarshan K.L.	Economic Value of losses and minimization strategies in supply chains for perishables – Indian context	India's population is growing faster than its ability to produce rice and wheat, among other perishable goods. Exploring the reasons of this diminishing reach of the perishable goods to the Indian consumer exposes loopholes in the supply chain infrastructure of perishable goods.
102	Sweta Singh, Great Lakes Institute of Management	Saket Vineet & Swamynathan.A	Business Ecosystem – The economical impact of the incentive driven industrialization of the backward regions in India	The empirical study is focussed on the study of business ecosystems. Ecosystems as organisms interact among themselves and with the physical environment in such a way that is beneficial to all. We study the recent trend of governments in India, of offering incentives to industries so as to attract them to setup plants and participate in the development of backward regions, and the impact of these initiatives on the local economy

103	Sweta Singh, Great Lakes Institute of Management	Fatma Ahmad & Surabhi G	Attitudes and behavior of Indian consumers towards luxury brands	Luxury brands are an emerging section of industries in India, even in its nascent form. The wealthier people get, the more is the desire to spend and indicate social status. In our study about attitudes and behavior of Indian consumers towards luxury brands, we delve into people of which type of behaviors could be strong prospects for luxury brands marketers. Various human aspects like social status, self indulgence, materialism, fashion consciousness, need for recognition, social influence, brand consciousness are considered. A whopping majority was found to be inclined to buy luxury brands, if they have the appropriate amount of disposable income for spending on these symbols of social status.
104	T N Badri, Great Lakes Institute of Management	Kiran Muley & Siddhartha Bose	Corporate bond market in INDIA	The role of a healthy corporate debt market as a channel that links society's savings into investment opportunities is of vital importance for several reasons. For the issuer it provides low cost funds by bypassing the intermediary role of a bank. Although corporations have to go through intermediaries like brokers, underwriters in the debt market too, the intense competition amongst them pushes down intermediation cost. Presence of bond funds gives the corporations an alternative means of raising debt capital and thus ameliorates any potential adverse effect that a bank credit crunch may have on the economy.
105	T N Badri, Great Lakes Institute of Management	Sauneet K & Shishir Kumar	IT business alignment for service oriented enterprises	Increasingly the enterprises are moving towards introducing service products. This is being done to maintain competitive advantage in the changing scenario. This study is aimed towards assessing the alignment of the IT with business for these service oriented enterprises. There are three components of IT alignment: a. Strategic Alignment, b. Operations Alignment, c. Social Alignment. The alignment of IT with the business strategies of the enterprise is not an easy task. The aim of this study is to find out how to use IT to support service orientation of the enterprise and customer service needs.
106	T N Seshan, Great Lakes Institute of Management	Agastya U & Neeraj bhagwan	Leadership	Authors define integrative leadership as bringing different groups and organizations together in semi-permanent ways. It is very important for leaders in today's world to create and maintain cross-sector collaboration that create value and good for the public domain. Such a structure helps in reducing the complex problems and achieves the common good
107	T N Swaminathan, Great Lakes Institute of Management	Anjan Kumar Rajagopalan & Sandeep Chandrasekaran	A study on impact of health insurance projects in rural Tamil Nadu: The awareness, satisfaction and the impact of communication	Insurance has been an integral part of the factors contributing to socio- economic developments in a country. There are various health insurance schemes initiated by private and Government agencies in Tamil Nadu which aims at improving the health status of the population. For instance, the recently launched Tamil Nadu Health Services Project (TNHSP), popularly known as the 'Kalaingar Kapeetu Thittam', is one such scheme to address the prohibitive cost of health care, especially for the people below the poverty line and to enable all segments of the society to access medical care
108	T N Swaminathan, Great Lakes Institute of Management	Neha Prasad & Ramaprasad Sangameshwar	Relevance and Measuring the efficacy of PR in an Educational Institution	The study aims at selecting and empirically proving the validity of factors that would guide educational institution to estimate the efficacy of the public relation activities in achieving its desired objectives. The immediate practical application of the study would be to measure the efficacy of the public relations agency of Great Lakes Institute of management in realizing the strategic goals of the institute.
109	T N Swaminathan, Great Lakes Institute of Management	Rajender Lakhanpal & Sharad Shukla	Attitude towards & usage of self - service technologies in rural INDIA.	The purpose of this empirical study is to assess the feasibility and necessity of the implementation of Self Service Technology (SST) in Rural India. Since SST can comprise a wide range of applications, owing to limitations of time and resources, we limit this study to the implementation of SST based Finance procurement devices, more specifically Biometric ATMs, especially designed for Rural India and the attitude of rural people towards them which would essentially be the key element for the technology's success.

110	T N Swaminathan, Great Lakes Institute of Management	Sanjeev Singh & Shanup Peer	Price sensitivity vis-a-vis brand loyalty of early adopters & followers in the Indian online market.	The purpose of this paper is to determine factors that affect decision making of “Early Adopters” and “Followers” in online environment and the interaction effect of price sensitivity with other factors in the Indian online market. Results indicate that Price plays a more significant role in the decision making process for Early Adopters than for Followers. From a manager’s standpoint this means that the pricing of a product will create a significant impact during the initial release of a product. However, as the product remains in the market for some time and favorable reviews are available for this product the impact of price on the market share of the product reduces
111	T N Swaminathan, Great Lakes Institute of Management	Arjun K N & Iman Roy	A study on the factors affecting the adoption of self service technologies in rural India	The aim of this study is to provide an understanding of factors affecting the adoption of self service technologies in rural India especially Value added services (VAS) provided by telecom operators. In order to achieve this aim, this study identified and examined various attitudinal, normative and control factors and their possible influence on the adoption rates. The variables affecting the adoption in urban India were studied. Using these variables, data were collected through surveys. The findings of this study suggest that external factors, self-efficacy and perceived usefulness are the significant factors that explain the low adoption rates in the rural segment.
112	T N Swaminathan, Great Lakes Institute of Management	Manoj Mamachan & Ravi kiran Jahagirdar	Web marketing for businesses	With rapidly changing technology leading to emergence of web 2.0, there has been a paradigm shift in the organizational thinking concerning their Marketing and Sales channels. Businesses as a practice are generally very careful about spending their marketing dollars and are of late realizing the potential of an effective marketing tool in their arsenal of marketing strategies. This tool is web marketing. The evolution of internet has also given customers a powerful platform to voice their opinion. It is also a new and relatively uncontrolled and untested medium. Hence it becomes important for businesses to not just have marketing plans but also have strategic planning for their internet presence.
113	T N Swaminathan, Great Lakes Institute of Management	Amar H S & Binoy C	Effect of social media outreach in engagement by institutions of higher learning (Educational Institutions).	It is said that about eight blogs are created between two blinks of the eye. Social media has evolved at a very fast pace. It includes blogs, networking sites like face book and twitter, and community websites like Wikipedia and YouTube. Internet users engage with organizations using social media.
114	T N Swaminathan, Great Lakes Institute of Management	Ashish Shetty & Rahul C	Effectiveness of advertising mediums on brand recall	Apart from price, advertising is an important strategic tool for any product or service. Advertising utilizes a wide variety of media, including but not limited to, direct (junk) mail, newspapers, magazines, radio and television, and direct e-mails and the Internet. The purpose of advertising apart from building a brand in a favourable mould is also to facilitate effective brand recall. We aim to test the effectiveness of the choice of advertising mediums while advertising for upper and lower-mid tier wristwatch brands. This paper investigates the Effectiveness of Advertising Mediums on Brand Recall for the Watch industry. We show that for upper tier watches, the medium for ads that is most effective is print media, and for lower-mid tier watches, it is television.

115	TAS Vijayraghavan, XLRI	Aditya G & Malay K	Impact of ERP tool on supply chain management in a domain	Business organizations today are facing a more difficult and competitive environment than ever before. Business success is no longer a matter of analyzing only the individual firm, but rather the chain of delivering and supplying organizations. Managing multiparty collaboration in a supply chain is a very difficult task because there are so many parties involved in the supply chain operation, each with its own resources and objectives. The study aims to: identify the CSFs and sub factors of ERP systems, better understand managers and employee's perceptions of ERP systems success dimensions, offer a comprehensive review of the literature on enterprise resource planning systems (ERPs), supply chain Management (SCM).The results show that ERP systems have a positive impact on two supply chain integration type (internal, external).
116	Vaidy Jayaraman, University of Miami	Abhay Sharma & Porag Dutta	Impact of mergers and acquisitions on supply chain performance	Mergers and acquisitions have become common business strategies in increasingly competitive environments. There have been many exciting trends in the recent M&A industry. Six periods of high merger activity, often called merger waves have already taken place. A common feature of these waves is that during any M&A wave, asset prices will go up and returns to acquirers will go down.
117	Vaidy Jayaraman, University of Miami	Madhur Bhaya & Venkatanathan Hariharan	Impact of green supply chain management on organizational performance and profitability	In a world that is becoming increasingly aware of its impact on environment, Supply Chain Management plays an increasingly significant role in making this world a better, cleaner & more importantly a greener place to live in. For decades, companies have been making all efforts to cope with the ever changing dynamic of procuring, manufacturing and distributing its goods across the globe. With the advent of government regulations to control the polluting nature of Industry, organizations have looked to optimize their emissions and control their supply chain through effective technology and processes.
118	Vaidy Jayaraman, University of Miami	Naga Krishna Kiran Jujhala & Namrata Bajpai	Closed loop supply chain – Closing the loop at the retailer gives the retailer better revenues	This paper tries to look closer at a Closed Loop Supply Chain and especially from the retailer point of view. If a retailer has a facility of recycling a used product then the consumer buys more from such a store, even if the price is high, and consequently the revenues increase. This paper tries to look closely at the consumer's motivation to participate in returning a used product to the retailer in order to ensure that a used product is indeed reaching a retailer for further processing or recycling
119	Vaidy Jayaraman, University of Miami	Archana Swaminathan & Jincy Jacob	Does E-Commerce mediate or moderate buyer -supplier relationship	The last thirty years have been a rapidly changing time for many businesses globally. This has been due to the advent of electronic commerce in the 1970's. Since then, electronic commerce has played a major role in the functioning of businesses and the dynamics of the business process. This was a paradigm shift for businesses forcing them to adapt to the new technologies. One main factor that affected the business was the relationship between buyer and supplier. The effect of E-commerce is important to identify whether it offers profitability and cost advantage to supplier and buyer respectively. In this study, we identify the various factors affecting the dynamics of the buyer-supplier relationship and its impact on their businesses.

120	Vaidy Jayaraman, University of Miami	Amit Choudhary & Tarun Jha	A study of the factors affecting consumer compliance towards cost-optimization of the reverse-supply chain in the Indian B2C market scenario.	Any product after serving its life needs to be disposed off in an environment friendly manner; this aspect had been hitherto neglected by majority of the companies in the Indian market where usually no proper returns policy or end of life disposal policy exists. For this to take place an efficient reverse supply chain is required which takes goods from customers back to the manufacturers for end value extraction or proper disposal .In some of the western world countries this practice has come into force in recent years. Research shows that the dump yards, the landfills would soon run out and the pollution caused due to un-scientific disposal would be noticed sooner than later, at that point the laws governing proper disposal would soon be adopted in India as well. To tackle such events it would be best if the firms are prepared as responsible corporate citizens with a reverse supply chain ready to absorb and dispose the products; however for all this to happen the starting point is the customer. Our aim is to study the factors which would be critical to motivate the customer- the first link of the reverse supply chain - to comply with this returns process.
121	Vaidy Jayaraman, University of Miami	Karthik Rajagopal & Megha Mendon	Green supply chain management as an enabler for creating shareholder value	As the world tunes itself to and takes cognizance of the ecological problems, a paradigm shift towards Green Development is playing out. Companies are increasingly placing emphasis on adopting measures to meet this and are gearing up to the challenge. Today's consumers and shareholders are far more aware of the environmental implications of the operations of an organization. Companies are adopting measures that will conserve nature and help in creating sustainable organization growth. Green Supply Chain (GSCM) is one practice that is gaining much popularity
122	Vaidy Jayaraman, University of Miami	Kunal Sinha & Nidhi Mandal	Empirical study on effect of reverse supply chain on company's economic and non economic factors	In a world of changing business scenario, shortened product life cycle, fast change in consumer choices makes it important to look at a new concept of reverse supply chain. This concept is mostly concerned with product recovery using regeneration, rework and recycling. Till now this concept was used in green industries like plastic, bottling, cans etc. In today's world it is becoming increasingly difficult to make proper forecast of goods. Frequently, firms end up piling huge inventory of goods which may not be purchased ever. Reverse supply chain deserves as much attention at the corporate level like the normal supply chain and should be managed as a business process that creates value for the company.
123	R S Veeravalli, Great Lakes Institute of Management	Manikandan P & Sathyanarayanan V	Analysis on the factors leading to the success of technology start-ups in India	The aim of the project is to understand the top success factors that affect start-ups and their performance. We list the key performance indicators that cause the success of a start up business and identify the core performance drivers that cause these businesses to perform
124	R S Veeravalli, Great Lakes Institute of Management	Neeti Jain & Ramakrishna Raghavan	Impact of IT on health care services	The role of information technology (IT) in the health care industry is a "hot" topic studied with keen interest today. Although the health care industry in general has been slow to adopt IT (compared to other industries like telecommunications), the potential of IT to significantly improve medical systems, processes and methodologies is currently gaining widespread attention and acknowledgement. In this context, it would be interesting and informative to assess the impact IT has had on improving the efficiency and quality of health care. Furthermore, with India emerging as an important global provider of both IT and health care services, it would be especially useful to understand how expertise in IT could be leveraged to achieve expertise in health care services.

125	R S Veeravalli, Great Lakes Institute of Management	Priyanka Grover & Rahul Malhotra	Impact of culture and personality on negotiations	This research paper aims at studying the role of composite personality in day to day negotiations. Negotiation is not restricted to board rooms, but is ubiquitous. It occurs between spouses, parents and children, managers and staff, employers and employees, professionals and clients, within and between organizations and between agencies and the public. According to Geert Hofstede the cultures can be divided into four dimensions: individualism/ collectivism, power distance, masculinity/femininity, and uncertainty avoidance. However, complete cognition of the peculiarities of negotiation activity within cross-cultural context is ensured by an integrated attitude towards three groups of factors such as national cultural characteristics, personal features of negotiators and context.
126	R S Veeravalli, Great Lakes Institute of Management	Ahalya Natarajan & Sumathi Malleswari Tirunelveli	Drivers and barriers of implementing e-Learning in secondary education in India	The government of India recently passed the Right to Education Act (RTE). This Act promises free and compulsory education for all children in the age group of 6-14. With this as the backdrop, the future of education in India looks exciting and challenging because India has the highest number of people in the 6 – 14 age groups. Technology is paving way into all spheres of our lives. Technology enabled education is the way of the future. Many advanced nations have successfully implemented e-Learning in schools at all levels with striking results. India lags behind developed nations in terms of implementation of e-Learning. There is a huge disparity between supply and need for this form of learning. There is a pressing need to bridge this gap.
127	R S Veeravalli, Great Lakes Institute of Management	Deepti Alla & Sena Fatma	Social entrepreneurship in education sector: What are the factors that affect the sustainability of the organisation/ institute?	This study is to examine different social organisations in public sector, private sector and NGOs which work for the development of education standards at school level with respect to the under-privileged children. There will be varied factors for the sustainability and long-term existence of such organisations depending on their processes and models followed. This study examines those factors and sub-factors in detail and deduces the critical variables which cater to the long life of such organisations.
128	R S Veeravalli, Great Lakes Institute of Management	Debayan Bagchi & Somnath Banerjee	An empirical study on factors affecting the decision of implementation of an ERP project	Not much of a study is done on finding out the factors that actually lead an organization to take up the ERP Implementation. We find out the most compelling reasons that lead to the implementation of an ERP Project. We concentrate on majorly Product / manufacturing companies (SME and Enterprise). We find which significant factors lead to the implementation of an ERP system for an organization.
129	Venkat R Krishnan, Great Lakes Institute of Management	Meenal Sharma & Shubhra Sachdeva	Effect of transformational leadership and leader-member exchange on value congruence	Alignment of leaders' value with that of followers' is increasingly becoming a challenging task in today's business environment where an individual is expected to lead a sizable number of employees. Value alignment has been observed the most in the case of transformational leadership.
130	Venkat R Krishnan, Great Lakes Institute of Management	Priyambad Pattanayak & Shiva Krishnan	Transformational leadership and its impact on leaders' and followers' ethics	This empirical study is an attempt to understand and explore the relationship between the four variables of transformational leadership: charisma, inspirational leadership, intellectual stimulation, and individualized consideration, and the preference for unethical behavior by leaders and their subordinates. The results of the research suggest that there is no significant relationship between the variables of transformational leadership and the leader's ethical preference. The findings also do not seem to support transformational leadership's impact on the ethical behavior of the individual leaders as well as the followers. However, there is a significant correlation between the ethics of the leaders and that of their followers.

131	Venkat R Krishnan, Great Lakes Institute of Management	Anuradha S & Arathi S	Impact of transformational leadership, influence tactics and cross culture on customer satisfaction in IT industry	The study finds the extent to which transformational leadership of a Project Manager empowers the Team Leader to use Influence tactics on clients resulting in customer satisfaction using a sample of 85 cross cultural employees from IT industry. The study uses widely accepted market research methods to validate the findings. Results show that rational persuasion, consultation, and ingratiation increase customer satisfaction and if the leader is transformational, the use of influence tactics results in enhanced customer satisfaction. This study can help Organizations in devising strategies aimed at retaining existing clients and acquiring new clients by building and managing effective relationships.
133	Venkat R Krishnan, Great Lakes Institute of Management	Falguni Thakkar & Md Yousuf	Effect of political skills on perceived charisma and quality of relationship with clients	Organizations continuously strive to maintain good relationships with their clients. Clients want to engage in selling and negotiation with someone experienced and professional who gets their job done, but they also want someone whom they feel they know and can trust. What matters is, building quality personal relationships with clients. The two qualities in an executive that become a differentiating factor in winning negotiations and getting the business is “perceived charisma” and “political skills”. Our study explore the relevance of political skill and perceived charisma as a competitive edge in winning clients thereby adding value to the organization and influencing the decision maker within the client organization.
134	Venkat R Krishnan, Great Lakes Institute of Management	Gaurav Jain & Nidhi Chadha	The effect of optimism and belief in the law of karma on transformational leadership	The present study aims at establishing the relationship between optimism, belief in the law of Karma and transformational leadership. In line with the proposed hypotheses, a study of 34 leader-follower dyads confirmed the positive correlation of perceived transformational leadership with optimism (.70) and with belief in the law of Karma (.54). This study is one in a growing line of research that attempts to draw relationships between core beliefs of Indian philosophy and transformational leadership.
135	Venkat R Krishnan, Great Lakes Institute of Management	Nandita Dhir & Nikhil C	The effect of transformational leadership and self monitoring in a crisis situation	An experiment was done on 100 post graduates of the master's of business administration program to check if personality variable self-monitoring has an impact on the leader's transformational leadership abilities in times of crisis as well as in times of no crisis. The chameleon-like high self-monitors were more likely than the true-to-themselves low self-monitors to have transformational leadership abilities.
136	Venkat R Krishnan, Great Lakes Institute of Management	Gaurav Sehgal & Kailas Talwalkar	What is the optimum size of a diversified portfolio in terms of number of products and amount invested?	Portfolio diversification strategy is a strategy in which one spreads money among different investments in order to reduce the risk of loss from a decline in the investments. There is a huge number of mutual funds today in the Indian market that use diversification to form portfolios. The diversification may be based on sector, style, market cap, high risk, low risk, debt/equity and many more. By using diversification one may achieve higher risk adjusted returns than that without any diversification.
137	Venkatesh Bangaruswamy , Founder of Navera Consulting	Abhinav Sinha & Apurva Sandilya	Performance analysis of private equity backed IPOs against non-backed IPOs	This study is done to evaluate the financial performance of firms that exit through IPOs using a sample of 78 companies over the period 2000-2009 in the Indian market. The set of companies has been divided into two groups of Private Equity backed companies issuing IPOs and non-Private Equity backed companies issuing IPOs or stand-alone IPOs. We go on to investigate the role of private equity (PE) providers in the performance of companies post-IPOs. This study also investigates the amount of underpricing done in case of both the groups. Apart from measuring performance and underpricing issue, this paper also looks into the experience and reputation of the Private Equity firm involved in backing the IPO.

138	Venkatesh Bangaruswamy, Founder of Navera Consulting	Ramkumar B & Rangaprasad	Correlation between the real world and second life economies	The purpose of the study is to find the correlation between Second life, a popular virtual world and the real world as far as the economy is concerned. Interactive technology has bonded together human minds, resulting in malleable, dynamic and permanent virtual communities. Virtual worlds are places where a visual engineering of the game design and architecture is constantly redefined by gamer interaction, becoming a complex improvisational real-time choreography of simulation. Virtual communities like SL represent a social interface for personal experimentation and self-expression, offering a pseudo or quasi therapeutic space. They are platforms to observe and comprehend human interaction and provide a portal into the mind.
139	Xavier, IIM Ranchi	Amit Bhowal & Atul Shivnani	Consumer attitude towards green marketing	India has seen a rapid growth in consumption of FMCG goods due to increasing population. Consequently, the country is becoming one of the leading offenders relating to environmental pollution. Now, when the whole world is talking about Global warming and carbon footprints, sustainable technology and process has become the prime factor to focus. One opportunity to become more eco-friendly is to increase the consumption of environmental friendly products and services. In this paper, Consumer buying behaviour has been studied by analyzing the relative importance of Green certifications, Green Labelling and Environmental awareness when compared with other product attributes.
140	Xavier, IIM Ranchi	Amrinder Suri & Dinesh Sambamoorthy	CRM in Indian retail	This study explores the factors which affect CRM adoption in small/medium sized grocery stores in India. CRM technology adoption is considered as an antecedent to customer relationship strength and relationship performance. This study surveyed 94 grocery store owners in Chennai and figured out the factors which influence the decision making process of store owners. The findings conclude that CRM adoption largely depends on four factors : a) Store owners' awareness about CRM and their belief in technology adoption b) Cost of CRM implementation c) Post implementation support required and d) Resource availability and existing information systems implemented at the store (such as billing system, credit card payment service, store website and customer information database, etc). This study focuses only on the retail store owners from the metro where the education background, exposure, lifestyle is completely different from the rural population of India.
141	Xavier, IIM Ranchi	Gunjan Singh & Meghna Garg	Brand switching in mobile telecom industry in INDIA	The rapid growth of services industry has altered the conditions in which today's business grows. In the past few years, the mobile telecommunication market has witnessed a substantial growth and a rapid change globally as well as domestically. As the market growth slows down or as the markets become more competitive, firms are more likely to attempt to maintain their market share by focusing on retaining the current customers
142	Xavier, IIM Ranchi	Harshad Hurne & Raghav Arora	Retail analytics : Analysis of POS data for the raymond shop (Ravisons Pvt. Ltd and Retail Heritage) at Kanpur	The main objective of this study is to identify the relationship between demand of apparel fabric and various factors which are either controllable or non-controllable and distinguish the factors which are significant. In this study, we have first reviewed previous work done which is documented in the form of scholarly articles. This includes the study on consumer behaviour and analysis of the sales data in terms of relevant factors, the markets covered in these studies include both Indian and foreign textile markets

143	Xavier, IIM Ranchi	Deepali Mokate & Kiranmai Aripaka	Factors affecting softlifting in India	Our study focuses on factors that can help software producers in analyzing the critical aspects of typical soft lifting behaviour and the factors that drive the soft lifting attitude. This study was conducted in countries like Vietnam, Trinidad and other developing nations. Our focus is on India as it has potentially high employment in IT and the computer proficiency of non-IT employees is also high. Therefore there is a high propensity among users to lift software without authorization. The research focuses on the empirical validation of Expected Utility Theory, Deterrence Theory. Soft lifting costs enormous loss to software producers and the findings of this study can help develop means to prevent soft lifting. The target segment of our study is people who are most likely to have access to pirated software. As hypothesized, software cost has positive influence on Soft lifting attitude and punishment has negative influence on soft lifting attitude.
144	Xavier, IIM Ranchi	Amol Malani & Nikhil Gandhi	Green marketing	This article proposed six novel constructs – green brand image, green satisfaction, green trust, environmental initiatives, Corporate Social Responsibility and green brand equity. This study explored the positive relationships between green brand equity and its four drivers – green brand image, green satisfaction, environmental initiatives and Corporate Social Responsibility while green trust was not that significant. Questionnaires were randomly mailed to consumers who had the experience of purchasing information and green products. The results showed that green brand image, green satisfaction, environmental initiatives and CSR are positively related to green brand equity. Hence, investing on resources to increase green brand image, green satisfaction, environmental initiatives and CSR is helpful to enhance green brand equity.
145	Xavier, IIM Ranchi	Gaurav Sundararaman & S.Sivaramakrishnan	Predictive models towards determining team performance in T20-Cricket	Over the last few years, T20 cricket has taken the world by storm. This short version of the game is ideal for people to follow, since it is packaged in a very unique manner. This three hour package keeps the audience captive to the game. With a lot of independent leagues set up across the globe, T20 cricket is a potential money spinner. The game is here to stay. Although this version of the game has been prevalent for six years, teams are yet to come out with novel strategies to increase the probability of winning.
146	Xavier, IIM Ranchi	Sonakshi & Tina Chakrabarty	Study of performance of IT governance in INDIAN organizations	Information Technology (IT) is a vital component of a successful organization, which helps it improve the efficiency and effectiveness of its business processes, managerial decision making and workgroup collaboration. The growing importance of IT as a major strategic factor of an organization in achieving their objectives, has made the organizations establish and implement effective IT Governance. The main objective of IT Governance in an organization is to make an efficient use of its resources and manage the IT related risks more appropriately.
148	Xavier, IIM Ranchi	Ravish Anand & Rakesh Sharma	Factors affecting the prices of tyres in Indian tyre aftermarket industry	This paper studies the various factors which govern the pricing of tyres in Indian aftermarket Tyre Industry. We have analyzed the studies conducted from US context and used those studies as reference to study this phenomenon in a different geography (India). After determining the various primary factors which affect the pricing of tyres, we have analyzed the various sub factors which affect the primary factors.