

## Great Lakes Institute of Management, Chennai Empirical Studies, PGPM 2012-2013

Guide Name	Guide Affiliation	S#	Student Name	Topic of Study	Abstract
				BEST STUDY	
Venkat R Krishnan	Great Lakes Institute of Management	2	Abirami Muthia	Servant leadership and follower's organizational commitment : Role of leader's charisma	The purpose of this study is to analyze the mediating and moderating role of transformational leadership in the relationship between servant leadership and followers' affective and normative commitment. Data were collected from 105 employees of various IT firms located in India. The respondents were asked to rate their supervisor's servant leadership and transformational leadership, and their own affective and normative commitment. Findings - Transformational leadership fully mediated the relationship between servant leadership and follower's affective and normative commitment. We also found that servant leadership enhances followers' affective and normative commitment only when transformational leadership is low. Practical implications - Displaying characteristics of servant leadership would be a good start for any leader-follower relationship and for making it more transformational.
				2 <sup>ND</sup> BEST STUDY	
Narendar Rao	Northeastern Illinois University	10	Gokhul A Manu Shankar Srivatsan R	Analysis of bankruptcy prediction models and their effectiveness: An Indian perspective	Bankruptcy is a state of insolvency wherein the company or the person is not able to repay the creditors the debt amount. Bankruptcy prediction is of importance to the various stakeholders of the company as well as the society on the whole. There are various bankruptcy models used across the world. The purpose of our research is to study the suitability of major bankruptcy prediction models by applying them to companies in the Indian Manufacturing Sector that have been declared sick. As a part of the project, only companies that were reported sick in accordance with the Sick Industrial Companies Act will be studied. The research shall analyse the financial statements and market data of these companies over a 5 year period. By analysing certain aspects of the statements and by applying the various models to the companies under consideration, we shall try to determine how far back these models are able to predict that the companies would get into financial distress. The major contribution of our study will be to identify a suitable model for bankruptcy prediction in the Indian context.
				3 <sup>RD</sup> BEST STUDY	
Tapan Panda	Great Lakes Institute of Management	4	Ashutosh Naik Chandni Gupta	Effectiveness and efficiency of event sponsorship in brand building	The objective of this research is to study the various marketing strategies deployed by corporate sponsors during international sporting events and to measure their contribution towards brand building. It highlights how such sponsorships render superior results towards brand enhancement as compared to other promotional programs. Although brand equity is an intangible asset of a company, several standard methods are available in the market for brand value calculation. These models give a quantitative feel to the qualitative data obtained from surveys and experiments. The efficiency, which is the effectiveness per dollar, has been calculated using one of these methods, the <i>Interbrand method of Brand Valuation</i> . Based on factors such as <i>sponsorship turnover</i> , the study further examines how this model can enhance decision making processes for managers
				REMAINING 154 STUDIES	

Alok Jain	Great Lakes Institute of Management	1	Pooja Aggarwal Khushboo Singh	Destination Branding through Indian Cinemas	This study aims to find out the influence of Brand Image and Brand Awareness on consumer travel preferences. 4 focused group studies, followed by a survey of 100 students and professionals between age group 21- 46 was conducted. Data Analysis was done using Factor Analysis, Multiple Regression and Anova and taking 5% level of significance. Brand Image comprises of Appeal, Perception and Lifestyle and Brand Awareness comprises of Interest and Influence. Appeal, Perception and Interest are positively correlated and Influence is negatively correlated to consumer travel preference. Brand Image has greater impact than Brand Awareness on Consumer travel preference. This will help the tourism industry in budget planning and formulation of effective marketing strategies to promote destinations.
Alok Jain	Great Lakes Institute of Management	2	Gajendra Sisodia Tanya Seth Garima Yadav	Measure Brand Resonance in the E-commerce industry	Measure Brand Resonance in the E-commerce industry and suggest strategies to bridge the prevalent brand gaps. This study is aimed at measuring the brand resonance in the E-commerce industry, which basically refers to the extent to which a consumer is 'in sync' with a brand. Done with the help for four major variables in this study: Value creation/Brand building, Website design/Use of technology, Trust and Security and Customer Service, the authors conducted a combination of qualitative and quantitative research with a sample set of 120 respondents who are regular consumers of 'kwench, India's first corporate library solutions provider. A questionnaire was floated and responses were measured on a five-point likert scale, after which, a factor analysis was conducted. The results revealed that, trust & security and customer service were significant and positively influence brand resonance.
Alok Jain	Great Lakes Institute of Management	3	Logesh kumar	Emotional Branding versus buying behaviour	Emotional branding engages consumers at the level of the senses and emotions. It provides the means and methodologies for connecting the product to the consumer in an emotionally profound way. The study tries to bring out the relation between emotional branding and buying behaviour. The study involved both qualitative and quantitative data, reliability was found using cronbach alpha. Regression on the factor, emotional branding and buying behaviour explains 54% and 59% variance of buying behaviour in chocolate which belongs to impulse category and detergent which belongs to planned buying category. This implies that Organization can use \ emotional branding to increase the purchase involvement in the said categories
Arjun Chakerverti	Indusage	1	Manshi Gandhi Sudeshna Banerjee	Scope of Digital Marketing in Health Care industry	Everything we know about marketing will change." - is a statement made by Bill Nussey, president and CEO of Silverpop (an organization which provides digital marketing platforms). He also emphasized, "old-school marketing has gone as far as it can," while explaining customer experience has eclipsed products as far as purchasing decisions are concerned. B2B healthcare seems to have opened up to this idea and Epic is setting an example for the entire industry. It has taken a major leap by eschewing traditional forms of media marketing, while banking heavily on word of mouth of its customers to attract new clients
Arjun Chakerverti	Indusage	2	Abhishek Maheshwari Vinay Kumar	Effect on consumer buying behavior by additional safety features in passenger automobiles	The purpose of the study is to find out the consumer psychology behind advanced safety features that are available in cars. To conduct the study we took a diverse sample covering all possible age groups, income brackets and demographics to see which factors affect consumer buying behaviour the most. Hence our primary/dependent variable was Consumer buying behaviour and we had four independent variables Demographic Versatility, Geographic terrain, Income differentiation and Average distance travelled. We postulated our hypothesis using the above mentioned variables and collected the data using surveys. The analysis was done using SPSS and the results were derived from regression analysis. On the basis of the results from regression analysis, we concluded the dependence and the degree of dependence of consumer buying behaviour on demographic versatility, geographic terrain, income differentiation and average distance travelled.

Arjun Chakerverti	Indusage	3	Guneet Singh Arneja	Market research on Demand of Educational Tablets(e-Tablets) in India	This empirical study we conducted falls comes in the sphere of tablet computer use in a learning environment for higher secondary education. We examined various possible opportunities which can engage a tablet use in higher education. In terms of usability and design, this included the reading of a syllabus book (e-books) and video lectures of experts on their subjects, and how that can alter the method of studying today. Also, we looked into how we can market and distribute the tablet better based on the results of our study. The research model we used includes both quantitative as well as qualitative data collection methods, which involves observation, surveys, interviews, and focus groups
Arjun Chakerverti	Indusage	4	Chetna Mehra Abhinav Verma	Sustainable E-tailing business models in India	The study establishes the relevance of product pricing and integrated supply chain models in e-retailing businesses. It also ascertains the importance of employees' partnership in the ownership of the e-retailing companies. According to the results, the companies who own delivery systems (supply chain model) for customers are more profitable than those who employ outsourcing courier delivery services. The results show that prices are more important than the popularity or brand of a particular online store and customers will buy more in volume even if the website is not popular provided the prices are lowest. Employee satisfaction is also found to be important to boost profitability in the long run.
Arjun Chakerverti	Indusage	5	Viral Patel Lathish Venugopal	Effectiveness of Online Advertising & Promotions: An Indian Perspective	This evidence based study hypothesized that parameters such as customer engagement and brand perception have a stated impact on online advertising and has it more pertinently, in the Indian context. Each parameter was further qualified in to 11 attributes using proven qualitative research techniques (FGIs* & Laddering Interviews) and a comprehensive questionnaire (63 questions) was prepared based on it. The online survey was distributed to a wide but relevant demographic and 185 responses were collected. The survey results were first screened for internal validity (Cronbach Alpha) and later put through statistical tools (Regression). The statistical results of our comprehensive study of 162 respondents showed that 9 out of the 11 attributes studied were statistically significant (t-value < 0.05), thereby confirming the hypotheses.
Arjun Chakerverti	Indusage	6	Harsh Kanchan	Marketing strategy for polio eradication: lessons for future child immunization intervention	With no new polio case since 10 January 2011 India is set to become a polio free nation, marking the biggest public health achievement since independence, involving an unprecedented leveraging of marketing strategies, mass media and celebrities for community mobilization. The intervention makes a strong case to capture lessons learnt during polio campaign and replicate them in other public health interventions, especially in measles vaccination since India accounts for half the global deaths due to measles. This empirical study analyzes the social marketing mix of the polio campaign ,through a survey involving 100 respondents surveyed in Nuh and Jhansi, and five hypotheses seeks to validate if marketing strategy of polio can be replicated for future child immunization interventions such as measles.
Arjun Chakerverti	Indusage	7	Chitvan Keith	Impact of Socially Critical Incidents on Industrialization and the Business Environment	Socially critical incidents like terrorism and communal violence have crippled many great nations, especially in terms of their economic strengths. This study explored such a case of terrorism in Punjab. The 1984 riots changed the way the world looked at a man in a turban. This study aimed to find out if it was really communal violence, which hampered the growth of the state. During the course of many qualitative interviews, it was discovered that many other factors were responsible for the lack of industry. Terrorist activities strongly came out as the most important factor hampering industrial output, employment rates and number of business establishments, which were taken as measures of industrialization.

Arjun Chakerverti	Indusage	8	Mannat Wadehra Kalicharan Vedula Vikas Kumar	Effectiveness of Pay Per Click advertising model with respect to sales	<p>Pay Per Click (PPC) is a recently developed model in online advertising, which allows companies to bid and buy listings on popular websites. The high volume of internet traffic on sites such as Google, combined with the strategic placement of a company's listing provides an opportunity to grab consumer attention. Thereafter, for each "click" on a company's advertisement, there is a payment made to the host website or search engine. This study will attempt to analyze</p> <ul style="list-style-type: none"> <li>• Whether or not PPC helps generate significant amount of visibility</li> <li>• How well does the visibility translate into revenue generation</li> <li>• Alternatives (if any), if PPC is found not be an effective model.</li> </ul>
Arjun Chakerverti	Indusage	9	Suchita Gupta Tilak Srivastava Vinay Tiwari	Is digital marketing more effective than conventional marketing?	<p>The last couple of years have witnessed a gradual increase in digital marketing acceptability as compared to traditional forms of marketing. To assess this, we have evaluated various factors responsible for differentiation. The introduction gives a general overview of what digital marketing is and what are various tools marketers espouse to woo consumers. The literature review looks at what diverse researchers say about same topic under dissimilar dimensions and gives a schematic abstract outline of the research study.</p>
Arjun Chakerverti	Indusage	10	Garima Rustagi Meenakshi Rai Astha Agarwal	Customer behaviour and trends, with respect to offline and online ticketing	<p>The purpose of the study is to analyze customer behavior and trends, with respect to offline and online ticketing. This project is basically done for the company Red Bus. We were not able to find too much literature on this topic with respect to India since the idea is relatively new for Indian markets. Therefore we conducted a qualitative survey to find out the factors which are important. The respondents were segmented based upon their demographics such as age, education and work. We conducted the survey across a target segment which consisted primarily of people from middle and upper middle class and who were internet literate. Based upon the analysis of their responses, we identified some factors such as Ticket Availability &amp; Mode of Booking, Alternatives, Comfort level of the buses, Distance which affected the customer behavior.</p>
Arjun Chakerverti	Indusage	11	Siddharth Garg Abhishek Sharma	Marketing Variables Impeding Acceptance of Cloud Solutions	<p>Understanding consumer behaviour is of the utmost importance when introducing a new product, especially a disruptive innovation. But cloud computing has been around for a while now. Still, many companies, primarily SMEs, have their doubts when adopting a cloud-based solution. This study has been conducted based on the current trends to find out some of the most important factors affecting adoption of cloud-based solutions by SMEs. Some of these factors are newer concepts, such as vendor lock-in which has started getting some attention recently. Price, security and restitution in the event of failure have also been included to see how favourably SMEs view these factors. This study aims to find whether these factors affect the consumer's intention to adopt cloud-based solutions.</p>
Arjun Chakerverti	Indusage	12	Ankur Chaudhary Neha Johari	Consumer attitude towards using mobiles for shopping FMCG products from smart posters	<p>TESCO in South Korea introduced the concept of virtual shopping by putting up smart posters across the subways and metro stations. The displays of the virtual stores are actually made of displays in real retail stores. Smart phones scan the bar codes on each item put up on the posters which automatically lands into the online shop basket. The success of this model is dependent on understanding the concerns of customers and identifying factors that promote the intention to use virtual stores. The Study proves that Brand Association, Good shopping experience &amp; ease of use will positively impact the consumers behavioural intention to adopt new technology &amp; shop from Virtual Grocery stores.</p>

Badri T N	Great Lakes Institute of Management	1	Andrew Stephen Arvind Durairaj Gowtham Bandi	Optimization of Business Processes in Dual-Channel Supply Chain	Supply chain is the core business improvement effort for most companies. Supply chain optimization has emerged as the central objective to enhance profitability and increase shareholder value with cost cutting and total supply chain performance. Supply Chain decisions vary for in store retail, online only retail and brick and click retailer. This empirical study aims to optimize the business processes/decisions involving location, transportation, inventory management, pricing, and information technology for brick and click retailers. This would leverage the advantages of in store only and online only retailer in terms of locations, information technology, inventory management, logistics management and pricing. In this paper we intend to (a) Manage the cost and thereby increasing profitability, (b) Increase consumer convenience and product availability, (c) Determine the number of stores needed to have pick up and return facilities.
Badri T N	Great Lakes Institute of Management	2	Sibi Ravichandran Vignesh Varadarajan Booppathy Sundararaj	Assessment of Social Media Impact on Supply Chain Efficiency	In today's highly dynamic environment, information travels fast and social media has been an important medium of real time data. The scope of the study would be to evaluate the use of stimuli shared on social media to evaluate variables such as supplier risk, supplier value, supplier/customer relationship and information flow between the supplier and customer. Supplier risk would deal with the mitigation of supply chain disruption and supplier value would relate to the competitive advantage, the customer would gain in choosing the supplier. The relationship and information flow would measure the trust and communication levels among the supply chain partners. This research would provide an understanding of whether social media would be of any decisive benefit to the organization in terms of building a resilient and flexible supply chain design and ultimately be of any incremental business value.
Badri T N	Great Lakes Institute of Management	3	Ramachandran Srikrishnan Agneeswaran Vallinayagam	Critical factors to be considered in the scaling of the Family business	In today's economic environment there are a lot of small and medium enterprises which are run as a family business. A lot of these businesses are highly unorganized and follow a traditional way of running the business. The objective of this empirical study is to analyze the strategy followed in transforming an unorganized family business into an organized enterprise. We intend to do this empirical study by analyzing the present practices followed in an unorganized traditionally run family business and its impact on enhancing the value of the business. Based on the above analysis, our study will focus on the feasibility of scaling up of a traditionally run family business by considering three key factors – Strategic Transformation, Financial Structure and Incorporation and their correlation with the value of the firm
Badri T N	Great Lakes Institute of Management	4	Amit Kumar Singh	Managing the 3 P's of Operations in BFSI	Banking and Financial Services Industry is very important and crucial to any economy. This industry is in some ways a reflection of the health of an economy. It performs a lot of important functions in the economy and is detrimental to economic growth of any country. Operations management in BFSI is very important as it has the responsibility of ensuring that the customers get the services as per the SLA. Customer experience is an important metric that is used to measure the success of the organization. The three variables that are very important for customer satisfaction are people, process and projects. The study has been able to successfully fit a model for customer satisfaction based on these variables.
Bala V. Balachandran	Great Lakes Institute of Management	1	PrashantMishra Jyoti Kumar Rastogi	A Comparative Study of Performance of Public and Private Banks of India	This paper consolidates the summarized financial statements of the main banks operating in India during the financial year ending March-11, both in the public and the private sector. The key indicators profitability and growth prospects of the two types of institutions are analyzed through Return on Equity decomposition and the use of other financial ratios. On elaborate study, there are many differences between public and private institutions that have emerged. Specially, public sector institutions saw greater profitability and cost control; they were more capitalized in absolute terms and were relatively less dependant on income earned through interest. While Private sector institutions generated comparatively higher revenues, relatively they were more capitalized in and were provisioned more against loan losses, holding a higher proportion of liquid assets.

Bala V. Balachandran	Great Lakes Institute of Management	2	Amit Nakra Gagandeep Singh Uppal	Fish for Niche	The aim of the Empirical & Live Research project is to determine an approach to introduce a new product in a "niche" market. The authors intend to enter the market with a unique product "organic fish" in the food industry catering to the elite. The aim of the project is to determine a market entry strategy. Through the project the authors intend to identify the market size, determine the positioning of the product in the appropriate market, find out the various channels of distribution, analyse the various pricing strategies available, and financial analysis. The project would also include an overview of the government regulations, Industry and project risk analysis and an operational framework of the technologically advanced organic farm.
Bala V. Balachandran	Great Lakes Institute of Management	3	U S Manikant Sandeep Kumar R Shantanu Mishra	Value at Risk: Is it at its declining stage	Value at Risk (VaR) is a widely used risk measure of the risk of loss on a specific portfolio of financial assets. Through this empirical study, we seek to observe, analyze and figure out the various factors which lead to deviations from the predicted outcomes of the VaR models. Based on these factors, we will try to establish the sustainability of the existing VaR models in current economic circumstances. We will collect data from outputs of various VaR Models, techniques like back testing and historical data available in public domain. This study will try to establish further understanding of VAR models and their overall implications in gauging risk in financial markets. Keywords: Value at Risk, volatility, Back Testing, financial assets, portfolio.
Bharadhwaj .S	Great Lakes Institute of Management	1	Ankit Singh Bindu Nandigama Krishna Raman	How does the online medium affect consumers' offline behaviour?	With a lot of research having been done on factors influencing online sales and factors influencing offline sales, market research on online factors influencing offline consumer behaviour has been scarce and almost non-existent in the Indian context. Our study will explore this area and will provide insights on whether and how companies should tune their website in order to increase the sales at its offline stores and other retail locations. Our study will analyse the effect of user reviews, store location information, perceived ease-of-use of the website, website's perceived Interactivity, aesthetics and online Sales Promotion on the offline sales. With the help of the outcome of our study, companies can definitely leverage the findings and determine what they need to do to increase sales in their offline stores.
Bharadhwaj.S	Great Lakes Institute of Management	2	Mayuri Gupta Swati Sharma Garima Narang	Impact of M- Commerce on consumer behaviour	This empirical study investigates the factors that influence the extent of usage of m-commerce in Indian context. The framework incorporated awareness, perceived ease of use, perceived cost of service, perceived cost of device, social influence, perceived security and technology readiness as variables for measuring extent of m-commerce usage. A total of 176 mobile users from various Indian cities took part in the survey. The data was measured on a Likert scale and model fit was obtained through confirmatory factor analysis using AMOS. This model was then used to find the significant variables using structural equation modeling in AMOS. Among the variables considered, perceived ease of use, awareness and perceived cost of service were found to be significant.
Bharadhwaj.S	Great Lakes Institute of Management	3	Kishore Kumar Rajkumar Reetika Sen Vinay Kanth Nadikuda	Variety seeking behaviour of the online customers in Indian context	The variety seeking behavior of online customers depends on various factors. This empirical study aims to identify few of those factors that affect such behavior significantly. Since this is done in an experimental setting as opposed to a survey, the sample size was 35 (after cleaning the data for missing data fields), with a fairly equal proportion of male and female customers who belong to a similar age group. The data was collected by using a website that would capture the number of brands that customers logged in would review before making their final purchase. To achieve this, the customers were allotted Rs 500 (dummy currency) before they started to shop. The experiment was conducted for two rounds to test two of our hypotheses (two rounds for one hypothesis).

Bharadhwaj.S	Great Lakes Institute of Management	4	Ishmeet Singh Bedi Saurav Chaudhury Mamta Singh	Impact of cause related marketing on attitude towards company and its brands	Associating cause with a brand is not a new strategy. Companies leverage the emotional connect customers have with causes. How cause marketing affects consumer perception is studied here. Through experiments, one per variable; longevity of support, type of celebrity & support type, impact on brand trust and corporate image is measured. Advertisements are created around a dummy brand and surveyed. A convenient sample of 172, having 65 females, of an age group of 14-36 years is taken. Findings using ANOVA are; support type & longevity have insignificant correlation with brand trust & corporate image having a p-value 0.476, 0.451 respectively & celebrity type significant with brand trust, p-value being 0.000. This implies consumers aren't too interested in intricacies of support.
Bharadhwaj.S	Great Lakes Institute of Management	5	Manmeet Ahluwalia Shreevar Goel Ruchika Salhotra	Brick n Mortar vs. Online book stores: Indian Context	Online retailers like Amazon & Flipkart have invested huge amounts in making sure that buyers who visit their websites are sure to find what they are looking for. This required on their part to not only understand buyer needs but also stock every book in such a way that they fulfil every reader's requirement. Amazon launched the Kindle & Flipkart launched Flyte ebooks which allows users to directly download and read their favourite books on their laptops or handheld devices. The premise for conducting this empirical study is that we wish to study the impact of the rise of online bookstores on the consumer shopping habits. By doing so we can estimate how mature the online publishing industry is and its acceptance in the minds of the Indian public.
Bharadhwaj.S	Great Lakes Institute of Management	6	Abhradeep Sarkar Amritava Deb Roy Joyeeta Mukherjee	Consumer awareness and usage of e-commerce and m-commerce solutions	One of the fastest growing segments of e-commerce today is apparel purchase. Hence it becomes imperative for theorists as well as managers to understand the different facets of consumer behaviour that are associated with online apparel purchase. Through this paper, we intend to identify the personality traits pertaining to consumers that motivate them to buy apparel online. This study also verifies the mediating effect of Information search on factors that contribute to the propensity of the final purchase. Data was collected from close to 100 respondents from various demographic profiles and it was found that Hedonistic, Impulsive and Deal Prone consumers exhibited a higher propensity to shop online. Value Conscious, Price Conscious and Risk Averse consumers indulge themselves in higher amount of Information Search before finally making a purchase.
Bharadhwaj.S	Great Lakes Institute of Management	7	Sushree Panda Rohit Kalla Tanvirali Saiyad	Validity of Aaker's Brand Personality dimensions in Indian context	Although a considerable amount of research – exploratory as well as validity has been undertaken in determining the brand personality dimensions in various countries all over the world, there was still no exploratory research done to identify any specific and unique brand personality dimensions in the Indian context. In our research, we tried to find new brand personal dimension specific to India. We found 4 of the 5 personality dimensions given by Aaker's model to be relevant (Sincerity, Excitement, Competence, Sophistication). An exploratory factor analysis was conducted by taking 6 leading brands of India and then finding their brand personality traits, these were then checked for reliability using AMOS (confirmatory factor analysis). Finally, we found that apart from the 4 personality dimensions given by Aaker's model, 2 other dimensions were found in the Indian context as hypothesized viz. Aspirational, and Trustworthiness.
Bharadhwaj.S	Great Lakes Institute of Management	8	Soumya Sinha Gaurav Bhandari Jayashree Ramamoorthy	Influence Of Advertisements on Impulsive Buying	The study focus is to identify if advertisements influences impulse buying behavior and if so to analyze the kind of relationship that exists between the two. We will also be exploring to find out what types of advertisements make consumers to act on the urge to make such impulsive purchases. Our study will concentrate on understanding the effect of advertisements on impulsive buying in the retail sector. We will be defining factors for purchases made on e-commerce portals. We will also explore the interaction effect of advertising with other factors that influence the impulse of the consumers so that retailers can leverage this to enhance their sales.

Bharadhwaj.S	Great Lakes Institute of Management	9	Neha Goyal Anurag Sahu Lalit Agrawal	Impact of packaging on consumer perception	The research is based on studying the impact on consumer perception about the product if its packaging - size, net weight or quantity is changed instead of changing its price. Analysis of consumer behavior and various factors affecting it are part of the research. Before and after buying a product, consumers are affected by a lot of factors like brand, price, quality and quantity.
Chandrasekhar N	Take Solution	1	Arun Koundinya Praveen Kumar Gajendra Murthy Anantha Sowmya	Supply Chan Risk Management: assessing and mitigating the risk	Today supply chains are improving at delivering products to the markets in a very efficient manner with better, faster and cheaper ways. But, there has been an ever present threat of Supply chain risks. Therefore, it is essential for any organization to identify, prioritize and manage a wide range of risks that can impact its supply chain. This empirical study assesses the risks regarding the strategic vulnerability of the supply chains in the retail industry and also provides a solution to use effective risk mitigation methods to mitigate these risks. For this empirical study we used exploratory study methodology in the retail industry. The sample of the survey consists of the store managers and supervisors who are aware of the supply chain operations of their stores. This study can enhance the supply chain management by determining the appropriate risk mitigating methods at vulnerable positions so that we can prevent risk in the retail supply chain.
Chandrasekhar N	Take Solution	2	Achal Gautam Shaileja Verma Paritosh Pawan	Improving Supply Chain Efficiency through Lead Time Reduction	This project intends to improve the supply chain efficiency i.e. Service Rate and Inventory Levels by working out on factors that affect Lead Time. The method of study was perception based survey of working professionals based in manufacturing industries like automotive, electrical, energy etc. sectors in India and a factory visit o find the actual practical workings. After statistical analysis of the data, 3 factors Process Capacity, Supplier Lead Time, Supplier Reliability came to be the significant factors affecting the lead time and this was confirmed during our field visit as well. Hence, the paper concludes that by working on the 3 factors, the lead time can be reduced , thereby improving supply chain efficiency.
Deepak Narang	United Bank of India	1	Shivani Narang	Effect of Macro Economic Factors on credit and default risk of banks	The purpose of the research is to identify the indicators that signal the need for corporate debt restructuring in the light of current macroeconomic factors such as GDP and Fiscal Deficit. This study analyses financial statements of 3 companies in three different industries namely: infrastructure, construction and steel that have gone in for CDR in the recent past and draws a correlation between the macro economic factors and the debt structure of those companies. It also aims to determine aspects of the statements that could have served as the early warning indicators, signalling the possibility of financial distress and hence an impending need for a capital debt restructuring and hence reduce the credit risk of the banks.
Easwar Krishnalyer	Great Lakes Institute of Management	1	Arathi Krishnan Gaurav Sareen	Analysis of dissatisfies that inhibit Cloud Computing adoption across multiple customer segments	This paper focusses on the cloud adoption risks across four sectors – SME, BFS, Education and Hospitals. The four key risk categories identified in the context of cloud adoption are vendor related risk, security related risk, no-gain risk and efficiency related risk. The paper does a relative mapping of these four risks for each of the four mentioned industry clusters. Since cloud technology is only in the process of getting established and main stream adoption is still a few years away, many of the cloud adoption fears are nebulous and will be removed once critical volumes start building up. Till such a maturation happens, cloud vendors will have to assiduously work out ways and means of assuaging the fears that inhibit adoption – real or perceptual.
Easwar Krishnalyer	Great Lakes Institute of Management	2	Venkatesh Tilak Varuna Narayanaswamy	Cash Flow Modeling for Full vs. Fractional Adoption of Cloud Computing	This study does a revenue-neutral cash flow modeling for discrete fractional adoption of cloud computing for three types of firms: a large-sized firm, but with a small percentage of IT-related investment, a mid-sized firm with predominant investments going into building IT infrastructure and a small-sized firm, again with a significant IT investment. The aim is to find out a mathematical fraction, other things being equal, for which the NPV is maximum in each of the three classes of firms. The study posits that the business models, pricing, revenue generation and growth of the firms under consideration are independent of the way the IT resources are managed between cloud and traditional systems. It also assumes debt-free funding for the firm and hence the cash flows computed are unlevered cash flows.



Easwar Krishna lyer	Great Lakes Institute of Management	3	Prabhjot Singh Lamba Neha Pandey	Conjoint Analysis driven Prioritization of Decision Variables for SME Cloud Computing Adoption	This empirical study looks at the Small and Medium Enterprise (SME) Sector and aims at finding out the various factors/attributes which act as the decision variables for SMEs in moving from existing platforms to cloud based solutions. Once the factors are identified, they will then be ranked on the basis of their importance. To gather the data from SMEs, the study will rely on various market research techniques like questionnaires and detail interviews and finally the prioritization will be done using the Conjoint Analysis.
Easwar Krishna lyer	Great Lakes Institute of Management	4	Rebecca Edwin Reuben Rodrigues Irene Eltham	Factors driving B-School Selection - Comparison between Generic Pool and Applicant Pool	This paper aims to analyse and examine what variables MBA aspirants in the country take into consideration while evaluating which B-Schools to apply to. Our theory suggests that there is factor realignment between the generic and applicant pool; furthered by the unique value proposition the school offers. We also aim to establish that the decision variables of potential applicants can be leveraged by the institute to attract a larger pool of applicants and act as predictors of offer acceptance.
Easwar Krishna lyer	Great Lakes Institute of Management	5	Vimal O T Tanvi Choudhary Anup S Nair	Study of marketshare difference of C+ passenger car segment using Factor Analysis	Winning 'share of mind' is the first step in winning 'share of market'. This paper tries to prove this age old adage in the context of the Indian premium mid-size car market. For mapping the influence of mind share on market share, the paper uses three tools - un-aided recall, aided recall and factor analysis. The paper posits that a higher mindshare with the ex-ante car buying market will eventually lead to a higher market share. Additionally, the paper also tries to find out the set of drivers that trigger an automobile buy and whether there is a change in preference of attributes between an 'any car buy' and a 'premium mid-size car buy'. Some interesting patterns are reported.
Irudayaraj I S F	XLRI	1	Sudharshan Suresh Vaishnavi Rao	Impact of Succession Leadership on Organization Culture	The scope of our study is to comprehend the relationship between Leadership Styles and Organizational Culture within business units of dissimilar organizations. A total of 62 responses were gathered through an online survey, comprising of questions formulated based on a face-to-face interviews conducted with diverse people from the services sector. It was found that a majority of respondents (96%) had had an employee oriented leader. From the regression results, we found that leadership style does significantly impact the culture in an organization. A company's success is greatly dependent on organizational culture, the sustenance of which is in the hands of the leader. One aspect of this study remains unanswered – are today's organizations tending towards being relationship oriented than being task-oriented?
Jayraj Rau	Consultant, Chennai	1	Akshay Dongre Guneet Gyani Kriti Sharma	Maximizing Brand Equity through smart Risk Management techniques in Social Media	This paper identifies techniques any company must focus on while managing risks arising due to social media. Marketers always feel the need for effective strategies to manage their social media platforms to maximize their brand equity. Customer expectations and reactions play a pivotal role in bettering or destroying its reputation; therefore it becomes imperative for businesses to interact 'smartly' with customers to mitigate any risks arising out of comments and posts. This study has been conducted to analyze customer reactions on various characteristics of a company's responses (like timeliness, empathy and honesty) affecting brand equity, measured by evaluating brand loyalty and perceived quality; thereby suggesting strategies to mitigate social media risks as part of their customer engagement efforts.
Jayraj Rau	Consultant, Chennai	2	Erin Jacob Ishani Sircar Manasa Jilugu	How dynamic pricing and inventory control affect the sales in Indian ecommerce	The Indian consumer is generally price sensitive. The price sensitivity is even more pronounced in the e-commerce industry owing the ease of browsing different or all websites at quickly. To that end, the importance and relevance of pricing on consumer purchase intent and thus, sales, cannot be overstated. The potential of the growing Indian market in this field must not be overlooked and companies will want to leverage any form of advantage. In our study we focus primarily on the e-commerce industry and how dynamic pricing and inventory control are related to sales

Kalyanaraman S	The Academic Mentors	1	Sulagna Roy Ratnakar Srivastava	Impact of Lean/Agile Methodologies and their combination on Project Management	This study aims to measure the comparative effectiveness of implementing a combination of Lean and Agile methodologies (called "Lean&Agile") together in IT project management as contrasted with that of implementing only Lean or Agile or Waterfall as a standalone methodology. The factors measured in this study are the Triple Constraints, a) Cost, b) Time and c) Scope. Data has been gathered from IT professionals in select IT organizations, who have either worked in Lean or Agile or Waterfall or Lean&Agile methodologies. Data, collected by questionnaire method, has been subjected to correlation tests, factor analysis, one-way anova and finally compare means test. The findings indicate that Lean&Agile combination can lead to potential cost and time benefits.
Kalyanaraman S	The Academic Mentors	2	Vikram Kadam Shamit Kumar Das	How do businesses integrate 'sustainability' in their strategy under tough economic circumstances	The purpose of this study is to understand how organizations incorporate sustainability into their strategy during difficult economic conditions. It entailed primary research in the form of a questionnaire that included a collection of sustainability drivers, aggregated from well researched journals and was administered, through surveys, to employees of companies that were facing financial difficulties. Statistical analysis included Linear Regression to estimate these sustainability drivers that were significant enough to be considered as the motive to drive sustainability initiatives. The analysis results reveal that Vision and Mission of the Organization, Business Value and Employee Skills and Learning are the most critical sustainability drivers that drive organizational strategy on sustainability initiatives.
Narendar Rao	Northeastern Illinois University	1	Rishabh Rishi	Evaluating Indian conglomerate M&A and analysing the strategic determinants of prospective deal	The main objective of any business is to create value for its stakeholders and Corporate Growth is an essential pre-requisite for the creation of value. A firm can grow organically or through acquisitions. Given the extremely competitive business environment, organic growth is usually viewed as being too slow. Hence, an acquisition-driven growth strategy becomes the preferred growth option and an essential tool for value creation. This paper gives insight into key areas of the M&A process and analysis of few pat deals.
Narendar Rao	Northeastern Illinois University	2	Mrityunjay Arya Kumar Abhineet	Mergers and Acquisitions	This study aims at analysing and comparing recent acquisitions in IT and Pharmaceutical industries in India and U.S with an emphasis on the effectiveness of acquisition. This is an attempt to analyse the performance impact of these mergers and acquisitions both from the firm's and the shareholders' standpoint. The study intends to capture the performance impact for both long term and short term using a case study approach. For the short-term performance impact an event-study approach is used to get an understanding of the shareholders' wealth created using a window of few weeks before and after the acquisition. On contrary, to capture the long term impact, a comparative study of financial statements of pre- and post-acquisition period is undertaken to see the impact on solvency, profitability and other such parameters. The study also attempts to identify the synergies that were targeted from these M&A and to assess whether the targeted synergies were actually achieved. Finally, an attempt is made to record abnormal returns around the announcement date to ascertain if any negative impact was observed in the long run.
Narendar Rao	Northeastern Illinois University	3	Pallavi Nagia Narayan Ramanathan	Mergers and Acquisitions	This research is aimed at studying how mergers and acquisitions affect the acquiring company and whether the performance of the combined entity improves post the transaction. The performance is being measured through a comprehensive ratio analysis across three parameters: Profitability, Operating and Financial synergies. The research follows a case study based approach and analyses ten transactions that have occurred during the period 2005 – 2009 across different sectors. The study brings out how strategic intent, business and legal environment impact synergy creation.

Narendar Rao	Northeastern Illinois University	4	Imran Ariff Smriti Sidhu	Do conglomerates create value - Evidence from an India perspective	There is an on-going debat on whether diversified companies create value. Diversified companies are rarely considered as classic examples of value creation. The case against diversified companies is that diversification does not offer any advantage to investors; the conglomerate structure is fundamentally inefficient; less efficient businesses in diversified portfolios prevent the value of efficient businesses from being fully reflected in the share price whereas the case for diversified companies is that they have an efficient capital allocation, clear and consistant portfolio strategy, lean organizational structure with clear responsibility.We have compared the performance of firms affiliated with diversified Indian business groups with the performance of unaffiliated firms in India and have concluded that conglomerates create more value than pure play companies.
Narendar Rao	Northeastern Illinois University	5	Bharat Mehndiratta Vaibhav Dixit	Effect of Corporate Financial Decisions on Firm's Performance	Good financial performance of company is a result of effective management of corporate resources and prudent decisions. Corporate managers take the decisions from the available financial tools to maximize the performance of the company in order to create value. Every decision taken by the company has implications with respect to corporate performance and in turn the creation of value. However, the macroeconomic and industry factors in addition to the regulations governing the industry have a great impact on the financial performance of companies. In this empirical study, we will evaluate some of the key financial decisions taken by Indian IT companies and assess their impact.
Narendar Rao	Northeastern Illinois University	6	Pratik Kumar Ghosh	Indian Infrastructure Companies: An Investment Evaluation	This study has critically evaluated the modern portfolio theory in the context of Indian equity markets for the period of June 2007 to June 2012. It covers 242 stocks across all the sectors of the economy listed in BSE for the purpose of the study. Data is collected from Yahoo Finance. The findings of the study contradicts the Modern Portfolio theory, as stocks with lower Beta have shown higher return while the stocks with higher Beta have shown lower returns in the period considered for the study(At 95% significance level). Investors can enhance their risk-reward profile considerable to their favor using low Beta stocks in their portfolio of Indian stocks.
Narendar Rao	Northeastern Illinois University	7	Mahesh Panirgahy Namratha Vaidya	Business Valuation in M&A Transactions: An Empirical Investigation	Although the motives for M&A activity are often genuine, the results are also often disappointing; as Haspeslagh & Jemison (1991, pp.5) put it: "There is a common agreement that from the perspective of the acquiring company, many acquisitions fail to accomplish their purpose". Stated differently, the value creation to be obtained isn't reached. A major part of the success of the M&A depends how business valuations have been done and how efficiently synergies have been extracted. This paper attempts to throw light on the various nuances of business valuation done before an M&A.
Narendar Rao	Northeastern Illinois University	8	Ritu Pherwani Abhishek Gupta	Capital Structure and Financial Performance: Evidence from a Non-tax Environment	In an environment with very little or no corporate taxes, the advantage of "Tax shield" is absent. This provides us an opportunity to study the relationship between capital structure and the financial performance of Non-financial companies in a Non-Tax Environment – the Gulf Cooperation Council countries. This paper examines various issues such as: How do companies choose their capital structure in a Non-Tax environment? In a Non-tax Environment, is there any difference in the financial performance of companies that are in same business and similar in all aspects except financial leverage? The research compares the financial performance and capital structure of over 400 non-financial companies from 4 different industries in GCC with similar companies in US.The analysis discovered that the capital structure of similar firms in tax and non-tax environment was not significantly different.
Narendar Rao	Northeastern Illinois University	9	Puneet Rastogi Samridhi Agarwal Rohit Sharma	Risk management and performance analysis of Islamic vs. Indian Commercial banks	To investigate the impact of 2008 systemic risk on different banking models, in this empirical research study, we will study the financial health and risk handling capability of two global banking models namely Islamic Banking and Conventional or commercial banking. In order to assess and press up the soundness and reliability of banking industry, the information on connection between fluctuations in Risk capability, Efficiency and profitability is necessary and sufficient evidence. Our research model will be in 3 phases pre, during and post crisis to evaluate and measure the stability of the banking model.

Narendar Rao	Northeastern Illinois University	11	Rajarajan Sritharan Srinivasan Iyengar Vinayak Ram Ranganathan	Assessment of intrinsic valuation methods for Indian companies in the current context	This empirical study on applicability of equity valuation methods defines the scope of each valuation method and applies it to various companies in different sectors and identifies the intrinsic value. The calculated intrinsic value is then compared to the market price to identify the method that closely reflects the current stock price. The variation of "intrinsic value" is observed against the nominal variables, "valuation method" and "type of industry". Thus, the study considers the appropriateness of different valuation methods and its reflection on current stock price. The results show that the accuracy of valuation methods depend on the type of industry and this knowledge can be used in making appropriate valuation choices and other financial decisions.
Narendar Rao	Northeastern Illinois University	12	Anuj Joshi Akshay Malhotra Vishal Verma	Effect of Financial Leverage on Performance of Firms	Use of financial leverage is expected to contribute either positively or negatively to firms' return on equity due to the increased level of risk. The purpose of this study was to examine whether in an Indian context a lower level of financial leverage positively or negatively impacts the performance of small manufacturing firms. The dependent variable, Return on Equity (ROE) was used as a measure of firm's performance and the relation between Debt-Equity (D/E) ratio and firm performance was examined for a sample of 42 small manufacturing firms, using publicly available data for the period 2007 – 2011. Regression analysis was carried out and it was found that lower level of financial leverage has weak-to-no influence on performance of firms.
Paul Prabhakar	Northern Illinois University	1	Krishnan Chidambaram Vinu Seshadri Sooryanarayanan Balasubramanian	Impact of Thought Leadership Marketing in B2B Environment	In the B2B business model, there are predominantly two ways by which you can acquire customers – outbound marketing programs and inbound marketing programs. Inbound marketing or thought leadership marketing ensures that customers find you and ask you for your services or solutions. This is the best case scenario for every organization. This empirical study analyzes the impact of inbound marketing. To substantiate the study, 120 data points were collected from a mixture of industry patrons and customers who are directly or indirectly affected by inbound marketing. The results of the study will serve as a pointer to understand the impact of thought leadership marketing in creating brand awareness, enhancing customer engagement and improving customer feedback.
Paul Prabhakar	Northern Illinois University	2	Varun Mohan Prem Srinivas	Analysing impact of emerging technological trends in ecommerce to improve customer satisfaction	The aim of our study is to analyse a few of the emerging trends and to see what impact they have on customer satisfaction. There are certain factors that a customer will look out for, while performing an online transaction. The study will help the company to assess which technologies drives customer satisfaction and which could be implemented in their company. This would help them to achieve satisfied customers who could become loyal customers in the future.
Prakash Mathure	Great Lakes Institute of Management	1	Ripandeepkaur Saini Sampath Selvan Siddharth venkataraman	Worldwide Acquisition by Indian firms	Traditionally we have seen that companies abroad have acquired businesses in India because of the attractiveness of Indian market. In the last five years there has been major shift in the M&A and now Indian companies have started acquiring businesses across the world. This study will help us know in which areas the acquisition contributes to the performance of the firm and where it poses challenges for Indian companies. The study will also let us know whether the objectives with which the acquisitions are made are fulfilled. The primary aim of this study is to find out Qualitative and Quantitative considerations that drive corporate India to acquire businesses in other countries including developed countries
Prakash Mathure	Great Lakes Institute of Management	2	MaheshVenkitachalam MitikaBajpai	Effects of Mergers & Acquisitions on Value Creation	This study aims at identifying performance drivers of a firm, addressing changes that these performance drivers go through and the synergistic effects created when companies forms strategic alliances through acquisitions. The data used in this study is secondary financial data 3 years prior to the acquisition and 5 years after the acquisition. This study uses measures of performance such as profitability ratios, liquidity ratios, market ratios & efficiency ratios. Using the ratios, the study established that the sample companies were unable to generate any significant performance improvements due to the acquisition and that there was no synergetic effect created. By using this approach, mid-long term success of acquisitions can be measured in any sector.

Prakash Mathure	Great Lakes Institute of Management	3	Arka Bhattacharya Raunaq Singh	Study of Risk Management in Enterprise Resource Planning Systems Implementation.	ERP is increasingly turning out as an absolute business necessity these days. While ERP has the potential to offer benefits beyond traditional legacy systems, fewer than 30% of ERP implementations have been successful i.e completed on time, within budget and with required characteristics. The associated risk factors include myriad technological, managerial, psychological and sociological aspects. The priority of these risk factors also varies from industry to industry. The aim of this empirical study is to analyse the risk factors, on one hand, and establish a priority wise relationship between these risk factors and the type of industry the project is currently being implemented, and on the other hand, in order to provide a better more structured and systematic understanding of the major relations.
Prakash Mathure	Great Lakes Institute of Management	4	Ajay Lodha Sanyukta Sen Nivedita Singh	Comparing Existing Supply Chain Practices to World Class Manufacturing Standards	The purpose of this empirical study is to summarize and extend the World Class Manufacturing SCM standard practices, to compare the existing SCM practices of the concerned industry with the major elements of the WCM and to extend a suggestive alternative. This study shall deal with the supply chain quality co-ordination, technology application, information integration, efficiency & productivity enhancement, supply chain risk management and reliability control. For achieving this task we shall use appropriate statistical tools like VED, Gap Analysis, Correlation & Regression, ANOVA, VSM etc.
Prakash Mathure	Great Lakes Institute of Management	5	Vishal Kumar Sinha Bipul Kumar	Measuring Service Quality through Service Operations Management	Service Operations Management emphasizes on delivering services to the customer, focusing on continuous improvement. There is a growing interest of the study in various Manufacturing and Quasi Service industries, providing an intangible asset to the customer along with the tangible products. Our empirical study focuses on the service quality management aspect and examines the effect of several independent variables on service quality. Our methodology involved collecting primary data, including demographic data, from the company and secondary data from target customers through Survey Questionnaire. Our study suggests that service centers should treat services attributes – “Time”, “Customer Care”, “Issue Handling” and “Price” as enhancement factors. This will boost up customer satisfaction and loyalty, generating revenue and profit for the company.
Prakash Mathure	Great Lakes Institute of Management	6	Pratibha Michael Vineet Chugh Arun Thakur	Challenges in penetrating Indian Rural Market	This study is aimed at unearthing the factors that are restricting the penetration of FMCG's food products in Indian rural market. It tries to gain insights into right product mix, distribution channels and strategies, marketing and promotions for the price-sensitive Indian rural market. Consumers in rural markets are economically, socially and psycho-graphically different and value marketing elements such as product packaging, product quantity, brand title and loyalty differently compared to their urban counterparts. Distribution gets restricted due to lack of infrastructure, inefficient traditional channels, and poor payment options. The methods used for sales and brand promotion in the rural markets are different and extremely important in enhancing the penetration.
Prakash Mathure	Great Lakes Institute of Management	7	Anita Kala Chandana Munipalle	Corporate strategies and their impact on firms' financial performance	Firms pursue growth through a number of strategic means, among which diversification and forming alliances are probably the most usual approaches. This study aims at understanding the relationship between corporate strategies and the effect of those strategies on the financial performance of a firm. It examines four different strategies, including the two mentioned before and studies how such strategies along with contextual factors effect firm performance. Performance measures such as profitability ratios, liquidity ratios, efficiency ratios and market ratios are used. The study concludes that the combined effect of strategies employed by a firm result in better performance and is an indicator of its financial health.

Prakash Mathure	Great Lakes Institute of Management	8	Mandar Sonavane Ankit Goel Priyank Rawat	Factors affecting consumer behaviour in deciding mode of purchase	With various available modes of purchase, it has been observed that retail companies are struggling to identify the consumer behaviour and their pattern of decision making between brick and mortar and online stores. This study is aimed at understanding the factors which influence the consumer's decision regarding the mode of purchase and try to arrive at a pattern which would explain their unpredictable behaviour. A survey was conducted on customers to find out the perception and the importance they place on various parameters while shopping and how brick and mortar and online stores fare on them. The ratings given and their final choice for mode of purchase will be used to build a model which will explain their decision.
Prakash Mathure	Great Lakes Institute of Management	9	Naveen Kumar Kotni Suresh Kumar A	Hedging strategy to mitigate Exchange rate risks of IT firms	Our empirical study focuses on the risks facing an IT firm. Also the various hedging strategies that any mid-sized IT firm could employ to mitigate foreign exchange risks are covered as part of our study. The research concentrates on how the exchange rate affects the profitability of an IT firm. Also we would wish to prove the effectiveness of the hedging strategy followed by the IT firm in improving the overall profits of the firm by overcoming the exchange rate risks.
Prakash Mathure	Great Lakes Institute of Management	10	Deepak Sharma Brahm Srivastav Karan Gandhi	Factors affecting the success and failure of IMC in large segment companies	This study analyses different factors of IMC and recommends the combination of these factors in order to achieve specific results in different business scenarios. Design/Method/approach – Data was collected from 203 individuals across India. The respondents were segregated into two major groups i.e. prospects or non-users and customers or users. Questionnaire method was used for data collected with a 5 point likert scale. The data received was statistically analyzed to arrive at the conclusion. Findings – For both users and non-users marketing mix is positively related to brand equity, Again for both of them, interaction mix has been found to be significant, but for existing users it has been found to be positively related to the brand equity whereas for prospects it has been found to be negatively related.
Prakash Mathure	Great Lakes Institute of Management	11	Ishan Gupta Sanleen Narendra Pal Yashwant Sharma	Study of implementation of ERP in Construction Companies	The study investigates critical factors in SAP/Enterprise Resource Planning (ERP) implementation for infrastructure and construction projects in GMR such as risk of change, data transfer, employee reduction and error; implementation, training and maintenance time; cost associated with implementation, training, maintenance, consulting along with the ROI generated; implementation, training, integration, data transfer and usage complexity of ERP. The data was collected from the employees of GMR using a questionnaire and structured interviews. The result was that cost, time and risk associated with ERP implementation came out as highly significant with a confidence level of 95% whereas complexity of ERP usage is insignificant with a confidence level of 95%.
Prakash Mathure	Great Lakes Institute of Management	12	Vishal Drolia Yash Sobti	Reverse Supply Chain – A strategic tool for exploiting improvement opportunities	Environmental concerns and government regulations have significant impact and are key drivers for the initiation of Reverse Supply chain management (RSCM).RSCM is the management of the flow of raw materials, in-process inventory, finished goods and related information from the point of consumption to the origin. It assists in determining company strategies for disposition, recycling, refurbishing and reengineering to improve business efficiency .The objectives of this paper are to: identify various factors on design and development of reverse SC, report the perspectives of industry professionals regarding the success factors and barriers to the implementation of RSCM and understand the mechanisms available for the efficient management of RSCM. There are ample opportunities available for the growth in this field. It is critical for managers to understand the environmental impact and regulations and the associated benefits to take their organizations to new heights.
Prakash Mathure	Great Lakes Institute of Management	13	Kunal Gaddhyan Manish Ladkani Nimit Selot	Capacity utilization as a factor in risk assessment of Supply Chain	With growing complexity in the supply chain activities of any firm, uncertainties have also grown in large numbers. More dynamic situations and processes have led firms to make changes in supply chain so as to make it efficient and effective simultaneously. The aim of this study is to identify the risk involved in varying the capacity utilization and its effect on the supply chain of the firm under study. By assessing the risk, we mean the risk on supply chain factors, both internal and external in varying the capacity utilization for the firm and to consider this risk by the firm in varying the capacity. The basic types of risk associated with Supply chain variations are purchase risk, delivery risk, and warehousing risk.

Prakash Mathure	Great Lakes Institute of Management	14	Srijit Nambiar Ankush Aneja Adhithi Aji	Innovative Marketing Strategies for Technology Products in Education Sector	In this paper, we establish the relationship between factors such as risk perception, costs and product awareness that describe consumer behaviour and the purchasing pattern of high-tech products. For the purpose of the study, we chose a high tech product in the education sector such as Robotics training kits used primarily by engineering students/graduates. The research included a survey of students specializing in electronics and electrical engineering to identify the preferences and factors that lead to the purchase of these training kits.
Prakash Mathure	Great Lakes Institute of Management	15	VikramTuli Ripsy Srivastava	Factors influencing the online Advertising using Pay-Per Click model	Pay per Click campaign (PPC) is the most recent and upcoming technique in the online marketing segment today. PPC is an online advertising format that allows you to buy your way to the top of search results pages for search phrases relevant to your business. Not only will you be able to target new businesses quickly, but you will be able to measure and influence the amount of traffic you receive on a daily basis.
Prakash Mathure	Great Lakes Institute of Management	16	Ashish Sareen Chandra Raghunathan Debanjan Rudra	Indian IT Industry: Need for shift towards non linear growth models	This empirical study determines the need for the Indian IT industry to focus on the non linear growth model in order to sustain the rapid growth rate observed in the past 10 years. This study includes analyzing the data related to factors such as revenue per employee, employee headcount growth, intellectual property rights (IPR), cloud computing, new innovation, non linear pricing models of multinationals with that of the Indian IT service providers in order to understand the need to shift towards non linear growth models.
Prakash Mathure	Great Lakes Institute of Management	17	Mohit Sangwan Aparajit Ghosh Ashish Jindal	Study on adapting e-commerce with changing needs of consumers	This study examined the adapting needs of the e-commerce industry with changing buying behaviour of the consumers. Relevance of brands in online retailing, experience of consumers with respect to physical and online purchase, and the preference of consumers for cash on delivery mode of payments have been analysed in detail. To study the customer behaviour, a survey was conducted. Based on the responses, detailed ANOVA and T-test analysis were carried out to derive the results. Significant insights were gained in understanding the preference of the different segments of customers. Positive correlation was found between brand and sales of the online retailer for female customers. Likewise, for durable, non-durable, home-appliances, electronic goods, etc., customers still preferred to buy from physical retailers over online retailers. Customers found that Cash on Delivery as a better mode of payment for online purchase and lacked trust in online payments.
Purba Rao	IIMA, IIMR, Great Lakes Institute of Management	1	Aditya Bhushan Amit Gopal Zanwar Nishant Jain	Integration for Efficient and Sustainable Supply Chain in Indian Multi-Brand Retail	In retail industry where the performance of supply chain is of paramount importance, any initiative which would help in making it more efficient would go a long way in getting a competitive edge over others. The objective of this paper is to study the supply chain of Indian multi brand retail and find out how technological integration and green initiatives taken by a retailer can make its supply chain more efficient. For our study, data was gathered from the employees of a retail firm (Shopper's Stop) to see their perception of the supply chain in their organization. After analyzing the data, it was found that technological integration and green initiatives does indeed makes a supply chain more efficient.
Purba Rao	IIMA, IIMR, Great Lakes Institute of Management	2	Goutam Behera Vidhul Dev Anuj Rawat	Greening the Supply Chain for SMEs in Chennai	Purpose – It is a widely known fact that today Chennai is fast developing into a manufacturing hub. Although, a big growth engine, this growth will hurt environmental sustainability. However, if the organizations plan to adopt green supply chain practices there must be a basic active evidence linking greening to economic and competitive performance. This paper attempts to find this link among a sample of SMEs from Chennai. Design/methodology/approach – With this aim a conceptual model was developed from literature sources and data collected using a structured questionnaire mailed to a sample of SMEs in Chennai followed by structural equation modelling. Findings – The model establishes the fact that green supply chain does lead to better economic performance and sustainable competitive advantage for SMEs.

Ramanathan S	Param Consulting, Chennai	1	Jitin Mehndiratta Mohammad Sayer Sampat Swaroop Sahoo	Impact of Marketing Management Support system on managerial decision making	This study was an attempt to present an overview of the various components of marketing information systems to explore their appropriate roles and importance for successful decisions; role of managers and the information required for decision making; and to find the answer to the question – Are information systems valuable tools and if yes how should they be designed. Data was collected using the questionnaires circulated online to a population consisting of the marketing managers involved in marketing decisions across the IT industry. The results show that MIS components (i.e. internal records, marketing intelligence, marketing research, and marketing decision support system) hugely affect decision making process. A significant relationship exists between Marketing Information Systems and the decision making process.
Ramanathan S	Param Consulting, Chennai	2	Hemant Kumar Grover Lokesh Aggarwal Priyanka Malhotra	Factors Affecting Pricing of Mobile Applications in India	In this paper we present our findings from a quantitative study wherein we explore factors influencing pricing decision of mobile applications in India from consumers' prospective. This research has provided us with a set of rich data, of over 200 respondents, which explores the nature and extent of factors influencing consumers' price sensitivity whilst selecting a mobile application. A quantitative analysis has allowed us to identify patterns of consumer behavior in mobile application purchase. We found that more than 80% of the variation in price sensitivity is due to the factors chosen. All factors barring demographics of the buyer play a vital role in consumers' pricing perception. The study should be used as a base to build upon pricing strategy employed by application developers.
Ramanathan S	Param Consulting, Chennai	3	Amit Kumar Aggarwal Gurpreet Singh	A study of consumers' needs and perceptions towards monetary transactions using m-commerce	Mobile commerce refers to the ability to conduct wireless commerce transactions using mobile applications in mobile devices. It is fairly new concept characterized by high level of optimism, with established norms and standards. The purpose of this study is to better understand how m-commerce can be used by end users and to know more about the perceptions of the mobile users. The research uses a quantitative approach to survey about 240 people to examine their decision making process to adopt m-commerce and to analyze the results. The findings shows that the benefits of micropayments are highly acceptable by commercially important sections of the society and the adoption rate will significantly increase based on the ease of its use.
Ramanathan S	Param Consulting, Chennai	4	Anshul Bharatwal Sahil Surana Mudit Tiwari	Impact of Just in Time elements on sustainable operational performance	The increasing global competition has posed serious challenges for manufacturing and services industry to improve customer satisfaction and enhance their products & services. An important solution has been the adoption of 'Just in Time' measures focussing on various functional areas like manufacturing, purchasing, etc. Through our research we have evaluated the impact of JIT measures on various parameters that contribute to operational efficiency improvement for an organization. We collected primary data using survey methodology by targeting middle level executives. We used Linear Regression to analyze the significant factors and their importance to sustainable operational performance. We found that Proximity with suppliers and IT investments are highly significant factors contributing to sustainable operational efficiency whereas excess IT Workforce impacts negatively.
Ramanathan S	Param Consulting, Chennai	5	Harish Murali Madhan Chandrasekaran Abhishek Pareek	Value quotient based Decision support system for migration to cloud	This study involves a quantitative method for taking a decision of migrating to/using a cloud service. A decision support system would weigh the various factors that would influence the migration decision and the service providers' ratings on the same. The factors were decided through literature review and in-depth interview conducted among industry experts. Data was collected on the importance given to the influencing factors; this was collected via a questionnaire and in-depth interviews with experts. The respondents (n=32) to the questionnaire were working in the IT side of the BFS segment and had experience on migrating projects to cloud. As a result of this study a numerical quotient is derived using both sets of data, which is used as input for the DSS for migrating to the cloud.



Ramanathan S	Param Consulting, Chennai	6	Vignesh srinivasan Prabhakar Ramachandran Pravin kumar	Factors impacting selection and implementation of business process reengineering across industry	Business process Reengineering (BPR) is the process of redesigning the existing business processes to achieve dramatic improvements in performance factors such as cost, quality, service and speed. BPR involves analysing the company's crucial processes and reassembling them in a more efficient way that can optimize the company's performance. Implementing BPR is not an easy task since it involves huge commitment from management, high costs, and maybe extended working hours for employees and so on. Still companies are willing to take the risk of implementing BPR which will improve their performance to greater heights. Our hypothesis is to test the correlation between the amount of money and the time invested on BPR to the improvements in vital factors like cost efficiency, reduction in operating expenses, increase in market share and profit. Each industry has specific parameters that should be analysed before applying BPR and the level of impact between them varies. Our study will be primarily on two industries - Infrastructure and Banking to validate the above said hypothesis as well as to look out for new industry specific parameters based on which the organisations have opted to apply BPR.
Ramanathan S	Param Consulting, Chennai	7	Preeti Singh Sushant Malangave Jahnvi Reddy	Analysis of critical factors contributing to the success of a Software project	While software has become a critical component in all facets of modern world, software development itself is not a perfect process. Success of software project can be defined as delivering on time, within budget, meeting quality requirement, with customer acceptance. Critical Success factors; classified as human related, process related and technology related; are key areas which are critical for success within context of the organization and the project. Data was collected from developers, testers, Team Leader, Project Manager or senior executives largely falling in the age group of 25 – 40 years working across various organizations. From the survey results that were obtained standard error and t value statistics were applied to understand the most significant factors. Except Regular communication between the client and team, Technical skills of the team and business operations, the rest of the variables are significant. This paper will help Managers to plan better for critical factors to sail towards success.
Ramanathan S	Param Consulting, Chennai	8	Regoonathan Sankararaman Sairam Ramkumar	Effect of e-CRM on Customer perception and retention	In the internet era, a proper e-CRM system must be in place to facilitate the retailers to be in constant touch with the customers. This constant focus on customers will help the retailers in understanding the customers' demands and expectations by better forecasting. e-CRM symbolizes the modern marketing paradigm of relationship management (RM) and leverages IT to acquire customers, predict and satisfy their needs and expectations, and maintain their long-term relationships through retention programs that build loyalty. In this study certain e-CRM variables such as recency of purchase, frequency of purchase and customer spending are measured to show how the change in the measure of these variables positively or negatively affects the customer perception and customer retention.
Ramanathan S	Param Consulting, Chennai	9	Saptarishi Saha Shouvik Das Tuhinadri Sarkar	Factors impacting implementation of Business Intelligence systems	This study aims to determine and rank in order of importance the critical factors impacting a Business Intelligence implementation. Through extensive research & literature review, a list of such top factors has been prepared and then subjected to expert opinion & review. Respondents to the study have all been working in high positions in the Business Intelligence domain in various organizations. Their responses have further been subjected to statistical analysis like regression & t-test to identify six most crucial factors. Thus this study will serve a ready reckoner for companies to judge their ability before embarking on a BI implementation. Also, the research results will serve as a continual guiding light on which factors to give preference to, allowing organizations to devote more energy in the right place.
Ramanathan S	Param Consulting, Chennai	10	Balaji Sridhar Rahul Kumar Dey Santhosh Kumar S	Effect of Project Size and Pricing on Risk Mitigation Costs in IT	The purpose of this study is to analyse the factors that influence the Risk Mitigation Cost in IT Projects. Participants are from IT Industry working in small and medium projects. The survey methodology, supported by 1-1 interaction, was used to collect the data. The data collected was analysed using Statistical tools-Regression, Factor Analysis. Statistical Analysis proved that the Pricing model and Lead time between Risk Occurrence and Project Initiation proved to be significant factors impacting Risk mitigation Cost. Project Size in terms of Revenue and Size is not a statistically significant factor impacting Risk Mitigation Cost.

Ramanathan S	Param Consulting, Chennai	11	Rahul Bansal Saket Sharma	Supply Chain Management & BYOD... Hand in Hand for future growth.	Supply Chain today is one of the major areas for differentiation between vendors for their respective customers. The most effective supply chains try to reduce costs and increase efficiency, although investment from the vendor also increases. Most of the people today buy smartphones to enjoy the various benefits of the Internet as well as the various applications that have been developed to make their experience pleasurable. BYOD or Bring Your Own Device helps industries in reducing their investments and helps employees to improve their efficiency at work and in turn improves the efficiency of the Supply Chain.
Ramanathan S	Param Consulting, Chennai	12	Sandeep Shesham Nageswara Reddy Srivani Thaduri	Factors influencing winning a deal in IT Pre Sales process	With ever increasing competition of IT service providers in the IT/ITES industry, effective proposal making and coming up with a winning formula by learning from the previous experiences assumes greater importance than ever before. The mechanism of what exactly works in winning proposals and what doesn't is understated in the literature. This paper uses discriminant analysis to identify the most important parameters which have the highest impact on the success or failure of any deal. The findings of this research can be used to structure the sales strategy and composition of the business proposal of IT companies, and also for training the pre-sales staff.
Ramanathan S	Param Consulting, Chennai	13	Vikrant Mahajan	Enterprise BI – Increase your competitive advantage	The objective of the study is to analyze the factors that are responsible for the use of Business Intelligence methods when a slew of other applications are available. The study is to highlight the attributes that are significant for BI's success and do a thorough Analysis to measure different parameters on those attributes that are deemed significant.
Ramanathan S	Param Consulting, Chennai	14	Anand Solomon Binoy Varghese Vijay Menon	Analysis of organisational factors affecting "ERP upgradation" from previous legacy ERP systems	The purpose of this study is to establish the importance of critical factors like Management Commitment, Vendor Communication and presence of ERP experts on the decision making process to upgrade an ERP system. A case study incorporating qualitative design approach identifies unexplored/un-researched variables involved in the decision making. This study combines empirical data collection, evaluation of proposed hypothesis and theoretical explanation of the observed phenomena and outcomes. This paper has analysed the relationship between the variables and their influence in the strategic decision making process. Among the factors analysed, Executive commitment and Communication during delivery have more influence on the ERP upgrade process. This paper presents a strategic view point of the organization when upgrading their ERP system.
Ramanathan S	Param Consulting, Chennai	15	Himanshu Saini Abhash Nigam Himanshu Rastogi	Critical success and failure factors while implementing ERP in Retail industry	Implementation of ERP is not without risks while a successful implementation goes a long way in achieving growth potential of a firm. In this study, the main focus is on the critical success and failure factors in the implementation of ERP in retail sector. There are more than 30 factors mentioned in various previous studies which impact the implementation of ERP and more detailed study will reflect thorough results. In our research, factors from the strategic, tactical and operational levels from both vendor and client perspective are selected. A detailed quantitative analysis is done, for which a questionnaire was prepared to measure the variables.
Ramanujam P B	Great Lakes Institute of Management	1	Anandvishnu T A	Success factors of organizational expansions into emerging and developed economies	Factors that determine the success and failure of the organizations are different drastically for developed and emerging economies. Even among the emerging economies, they are not the same. In an increasingly globalized world, companies do expand into other economies for talent, markets, and cost differentials among others. There are numerous examples of such expansions that have been successful and ones that have failed. This paper looks at factors that influence success and failures of these expansions. After studying multiple cases and economic structures, the paper presents a set of factors that influence chances of success or failure. Keywords: organizational expansions, emerging economies, success factors, corporate expansions, developed economies

Ramanujam P B	Great Lakes Institute of Management	2	Katyayni Kumar Punkit Jain	Corporate Debt Restructuring in India- the way forward	This empirical study places impetus on Corporate Debt Restructuring in the current turbulent economic scenario and the path ahead. We have attempted to approach the issue with emphasis on the effectiveness of the CDR in the reduction of the financial distress of high leveraged firms- the borrowers, its impact on the reduction on the Non-Performing Assets of associated lending agents and also the role of the regulators in making CDR a viable instrument of Corporate restructuring in India in a controlled and transparent manner, conserving the interest of all the stake holders. This research would give a holistic picture of the CDR mechanism in India and to what extent its success lies in achieving its stated objectives.
Ramanujam P B	Great Lakes Institute of Management	3	Hari Kiran P V Mathew Iype Mankirat Puri	Alternative Funding Mechanisms for Infrastructure Projects in India	The study intends to analyse the current funding constraints of Infrastructure projects and recommend various measures to alleviate the concerns by analysing their effects on various parameters such as Project Risks and Capital Shortage and Project Gestation Periods Approach: The data required for the study will be collected from both primary and secondary sources. The primary data would be collected from various companies in different sectors of the Infrastructure Industry such as Power, Roads etc. The data collected will be analysed to study the effects of current funding mechanisms and alternatives to improve the same
Ramanujam P B	Great Lakes Institute of Management	4	Gowri Narasimhan Pavithra.G Preethika.S	Analysis of factors influencing IPO performance	Our empirical study focuses on the analysis of factors that influence the performance of IPO by taking into consideration of their initial pricing strategies. The study concentrates on the short-run and long-run performance analysis of the IPO accounting for various time intervals - till 1year post the Initial Public Offering. The results and conclusions are drawn from a selected sample of firms from the social networking industry and from correlation analysis we have found the factors that affect their IPO performance on the day of offering and in the first year).
Ramesh Bala	Freelance researcher	1	Sathya Udayakumar Veeraraghavan Parthasarathy	Impact of Transmission Loss , Demand forecasting on Indian Power sector	This study is restricted to the operations of Public distribution networks with a few examples of private transmission lines. Thus the study intends to find a new empirical connection between variables like Transmission loss and poor demand forecasting with profitability or Power shortage of State Electricity Boards. The study also concludes by comparing the best practices of Transmission and distribution of Electricity in other developing countries and ends by suggesting relevant and modest measures that could assuage the power deficit in India.
Sanjay Badhe	Independent Consultant	1	Pragya Jain Vinay Alexander Neerja Rewal	Impact of different Customer Loyalty drivers in Organized Retail on customer loyalty	Our study aims to study the impact of different customer loyalty drivers that can be grouped into three logical constructs of store ambience, product quality and service quality on customer loyalty in an organised retail environment. The results will aim to indicate the relative importance of these variables in driving customer loyalty.
Sanjoy Sircar	Great Lakes Institute of Management	1	Nishant Kumar Abhishek Priyadarshi Danish Ahmad	Valuation of Growing Companies under Domestic and Global Market Influences	The high valuations of the growing companies particularly IT companies have always been of great interest. This valuation may have domestic or global influences or both at a given time. Moreover, the stock prices are considered by some as irrationally high valued while some justify the high value as an indication of future growth prospects. This study takes into account the domestic and global market influences and finds out their effect on the Indian IT sector. The data used for the study have been collected from the stock exchanges and the companies' website. 'Multiple regressions' is run using SPSS. The results show a positive correlation between the performances of the Indian IT stocks and the NSE and NASDAQ indices.

Sanjoy Sircar	Great Lakes Institute of Management	2	Alok Srivastava Aditya Arya Ankit Sethi	A study of relationship between Capital Structure and Return/financial performance	<p>The objective of this paper is to study the relationship between Capital Structure and Financial performance of firms across three different sectors viz. Steel, Cement and Pharmaceuticals. The sample consists of 90 companies that are listed on the Bombay Stock Exchange (BSE) and the time frame selected for the study is 2000-2012.</p> <p>This entire study helps in understanding the relationship of variables like debt ratio, asset turnover, asset tangibility, size, debt service coverage ratio on ROA and ROE. This study suggests that pharmaceutical companies are mostly affected by debt ratio, asset turnover and asset tangibility. Steel industry on the other hand is affected by size and asset turnover ratio. Similarly, firms operating in the cement sector are affected by size and debt coverage ratio. The firms can regulate these parameters to increase firm's performance and create shareholder value.</p>
Sanjoy Sircar	Great Lakes Institute of Management	3	Priyanka Venkatesh Shubham Agarwal	Risk Analytics and Decision Support for Indian commercial banks	<p>Risk management in banks calls for the need to balance between credit, market and liquidity risk in order to mitigate loss in earnings and achieve high financial performance. This study will be to estimate the impact of the above three aspects of financial risk on performance and limit the sensitivity to variations in non - diversifiable risk. We will analyse the factors that affect these risks and formulate strategies for better risk management in banks to avoid bank failures due to a possibility of loss in income. The findings will be based on the research performed on different Indian commercial banks. Both qualitative as well as quantitative measures will be used to do the findings.</p>
Shanthy K S	Great Lakes Institute of Management	1	Smriti Saran	Impact of RBI credit policy on asset quality of Indian commercial banks	<p>The purpose of this study is to assess the impact of RBI's credit policy on the asset quality of Banks. As a backdrop we know that stability of the banking system is measured in terms of the quality of its assets and RBI plays a regulatory and supervisory role in maintaining a Balance between the efficiency and stability of the bank. Our assessment begins with the reviews of empirical literature to see the extent up to which the study has been conducted in this area. In this segment, the report highlights several empirical researches which have shown various factors such as operating efficiency, solvency, regional concentration and diversion of funds that impacts the quality of assets of the bank. In our study we have tried to empirically test the impact of RBI's credit policy on the asset quality of bank.</p>
Shanthy K S	Great Lakes Institute of Management	2	Amar Pratap Singh MohitaGupta Vijay Kumar Bale	Relationship between Oil, Currency and Equity prices in major emerging Asian markets	<p>This paper studies the long run, short run and causal relationships between oil prices, exchange rate, and stock prices in the major emerging markets of Asia (India, China, Russia, South Korea). The results assume importance in current economy and play a role in portfolio and risk management. Weekly data for the period 2003- 2012 is considered for analysis. Econometric Models like VAR, VECM and Granger Causality are applied. There is observed uni-directional causality running from stock market to oil prices for all the four countries. In a few cases only, causality test show evidence of a unidirectional relationship from stock prices to exchange rates or vice versa, although it's not helpful in clarifying the causal relationship between these variables.</p>
Shanthy K S	Great Lakes Institute of Management	3	Rishabh Baiswar Rohit Kumar Patel B K Ashwin Rao	Formulation of Emission Reduction Strategy for India Thermal Power Industry	<p>This empirical project aims at studying the factors affecting the adoption of energy efficient technologies (EETs) in coal based Indian thermal power industry. These technologies help industries earn incentives in the form of internationally tradable Certified Emission Reductions popularly known as carbon credits, each equivalent to a tonne of CO2 saved through reduction of carbon footprint of the industry. We have collected data from management of different power companies using survey based approach. Further the study builds an econometric model including all the micro and macro -economic and financial factors affecting EET adoption. The study serves as a guide to existing players in the industry to streamline their current emission reduction strategies.</p>

Shanthy K S	Great Lakes Institute of Management	4	Jonaki Basu Shashikala Kannan Neethu Varghese	Impact of Indian Macroeconomic Conditions on commercial banks	A Bank's operating revenues and Non performing assets are important indicators of a banks profit and their variation with time have a major impact on the business cycle. This study attempts to find the relationship of non-performing assets and operating income of Indian banks with the macroeconomics conditions that the country faces, using some key macro economic variables. By performing a regression analysis on the secondary data of two banks SBI and Axis and a few macro economic variables like GDP, inflation etc , we found that when the economy moves from boom to recession the operating revenue of the bank lowers and NPAs increase indicating that the economic variables and banking sector variables have a strong relationship. Also during recession period the public sector banks seem to perform better than private sector banks. The trend followed by the macroeconomic indicators can help to predict the movement of banking sector variables in the future and thus enable to foresee any potential risks cannot be rejected.
Sridhar Nerur	University of Texas at Arlington	1	Sri Hariharan Raghunathan	Scalability of agile projects: A myth or reality?	The aim of this empirical research is to study the impact of agile projects on scalability. Agile practices are increasingly driving software and business development efforts in organizations. There are, however, claims in the popular press that agile practices impede scalability. These assertions are based largely on experiential reports and are yet to be validated empirically. Our study attempts to fill this void. In our research, the project teams of companies that have adopted agile framework will serve as the units of analysis. Our research aspires to assess the impact of Evolutionary Development, Social Integration and Colocation on Scalability and Software Functionality.
Sriram S	Great Lakes Institute of Management	1	Kriti Dua Prashant Mishra Sankalp Singh Parihar	Strategizing efficient utilization of e-waste	Since the last decade, there has been an exponential proliferation in consumption of electronics goods. With the world hastening to go on-line, the problem of e-waste disposal is posing serious threats to the environment. The problem in India is further compounded by informal processing, which currently forms the bulk of e-waste processing, which can lead to severe hazardous consequences as very few norms and regulations are followed in such an informal setup. Electronic waste processing has evolved since last few years due to new legislative regulations, public scrutiny and rising entrepreneurial interest. The research deals with studying the efficient utilization of e-waste and various strategies that can be adopted to optimize the process and exploring other novel methods of processing e-waste.
Sriram S	Great Lakes Institute of Management	2	Harish Krishnan Sunny Suresh Bhambhwani	Policy Inaction and not lack of strategic vision is harming Indian corporates	This report looks to verify the impact of policy crisis on Indian Industry through empirical research on some of the major Industries like Infrastructure and Power which are essential for the growth of any developing country and probe whether the inherent Indian culture of 'Jugaad' will be able to outmaneuver the policy inaction.
Sriram S	Great Lakes Institute of Management	3	Maitreyee Apte Richa Agrawal	Competitive advantage through mergers and acquisitions for Indian pharmaceutical companies	Indian Pharmaceutical Companies are on the lookout for merger and acquisition opportunity abroad. The study is an attempt to see the competitive advantages attained through such merger and acquisitions both in terms of cost advantages and differentiation advantages. In more measurable terms the research studies the profitability and capability aspects of the merger and acquisition undertaken by Indian Pharmaceutical firms. It has been concluded that M&A in pharmaceutical sector provides competitive advantages to the firm. Both in terms of earning more resources or acquiring more capabilities, mergers and acquisitions have helped Indian companies to grow and prosper. The study looked over 8 years of company's existence, the financials of each year and the patent filings in each year. It is therefore inferred that the speed of Innovation and profit margins can suitably be increased overtime by M&A's.

Sriram S	Great Lakes Institute of Management	4	Margeret Neena Arulanandam Swetha Umamaheswaran	Sustainability and impact on stakeholders: An Indian Perspective	Sustainability is gaining prominence among businesses and many have started to report their sustainability performance. This study seeks to understand how relevant stakeholders perceive a firm's orientation towards sustainable development and to understand its impact on them, in an Indian context. The stakeholders considered for the study are investors and vendors. A survey was conducted among 118 investors and it is found that only 6.78% of the population consider sustainability as an important criterion while making investment decisions. The impact on vendors and their perception was studied through discussion with members from the industry. It was observed that firms that have a strong sustainability drive do involve their vendors to follow suit through policy level, advisory and direct intervention.
Sriram S	Great Lakes Institute of Management	5	Gaurav Bhatia Glenn D souza	Patent expirations on the strategy of Innovator and Second-Mover company	The study involves analysing the various strategies adopted by both the innovator and second mover companies in the pharmaceutical industry once the patent expires for a certain drug and the various parameters influencing these strategies. On patent expiration, it is important to study the changes in market dynamics between the innovator to sustain itself in the market and the new entrants in the form of generic players. It is for this purpose that six innovator drugs, which have recently undergone patent expiration were analysed along with their corresponding generic versions. Research was carried out through personal focus interviews and secondary data. The variables under study were price, marketing expenditure and market share and it was observed that there was a reduction in all three for the innovator at the cost of the corresponding generic player.
Sriram S	Great Lakes Institute of Management	6	Uday Arora Anisha Jhawar Gaurav Parikh	Market Entry Strategy of a B2B firm in India	This study aims to propose the market entry strategy for a B2B company in the Indian market. The Organization we have taken into contention is Asahi Kasei Plastics, known for its technical excellence in producing plastics and reinforced polymers. We are focusing on Asahi's product line Thermylene, performance propylene, and its entry into the Indian automotive sector. The study will endeavour to map the size of business in India for the thermylene product families through an extensive Market Research exercise. The study also focuses on an in-depth analysis of the competitive landscape so as to measure the feasibility of the project. The research involves data analysis of the potential customers, their demand, the pricing strategy, the existing suppliers and the threat of competitors.
Swaminathan T N	Great Lakes Institute of Management	1	Niyati Mehta	Impact of OOH on Consumers	Outdoor advertising is gaining prominence as one of the most preferred mode of advertising. This research focuses on the importance of OOH media for Fast food companies in India. The respondents considered are consumers from four age groups and are spread across geographies. As first part of study, through a survey consumer liking for OOH is measured and impact of location, consumer's frame of mind and type of media format is analysed. The final phase involves capturing consumer's response to different scenarios, so as to comprehend the efficacy of outdoor advertisements in generating sales revenue. The results proved that fast food giants, by investing strategically in OOH can increase their market share and strengthen brand equity.
Swaminathan T N	Great Lakes Institute of Management	2	Ankita Singh Roshini Viswanathan	Drivers of customer loyalty for e-tailers as a tool for loyalty program	Our study intends to make two main contributions: (1) investigate the gaps that exist in the popular offline loyalty programs (e.g.: First Citizen program of Shoppers Stop) and see how it can be used as a basis for an online loyalty program, (2) identify factors that influence the decision of Indian customers to accept/not accept membership of an online loyalty program specific to the online fashion and lifestyle e-tailers, (3) understand the role played by and the significance of the identified factors. Our aim thus will be to review the drivers of e-loyalty and to provide Indian e-tailers with useful insights on how to create an effective loyalty program. Results indicate that gaps do exist in the popular loyalty programs in India.

Swaminathan T N	Great Lakes Institute of Management	3	Shreya Sharma Vaishnavi Shrikhande	Factors for successful branding in e-Commerce segment catering to non-durable	The purpose of this study is to understand what factors are responsible for the branding of e-Commerce segment catering to non-durables. Currently the e-Commerce market is deemed as a goldmine for the budding entrepreneurs and is touted as the next big thing in India. There are numerous e-Commerce website in India. However, only a handful have managed to establish themselves as a strong brands. We intend to study factors relating to brand recognition experience and exposure and understand how these factors influence the perception of the customers. Subsequently the paper aims to identify what drives the customer to choose one particular website for purchase of non-durables. We deciphered that there is a positive relationship between differential effect of advertising, its frequency & brand awareness
Swaminathan T N	Great Lakes Institute of Management	4	Valene Varela Neena Sagar Pratap	Effectiveness of IMC's Marketing Channels on Brand Touchpoints in the B2B Ecosystem	Through this Empirical Study, I will delve into the exciting arena of Integrated Marketing Communications in the B2B space. The focus of the analysis will center on the IT/ITeS industry. The objective of the study will be to bifurcate the various aspects of Integrated Marketing Communication and evaluate the effectiveness of each channel in reaching the targeted account lists of IT companies. We will analyze different variables of IMC such as analyst relations, public relations, events marketing, online/digital marketing and partner/alliances management that go into forming a 360 degree marketing effort. Will then analyze how these components play a role in improving brand reach and create touch points with consumers in a few companies.
Swaminathan T N	Great Lakes Institute of Management	5	Deepshikha Goyal Mala Subramanian	Efficacy of Social Media in the Jewellery and Watch Industry	To assess how efficiently social media marketing can be used in jewellery and watch industry, we have evaluated the various factors that constitute an efficient social media marketing program, its effect on increasing awareness for a brand and influencing purchase decisions of the customers. The result obtained reflected two major points: A good social media marketing program definitely increases the awareness for a brand but at the same time when it comes to making purchase decisions, customers are reluctant to buy jewellery/watches online. Of the 130 people surveyed online which consisted of tech savvy high income young adults, only 6% frequent visitors for a shopping website actually made a purchase. Several factors came up that prohibit customers from shopping online, with inability to touch and feel, and counterfeit fears topping the list.
Swaminathan T N	Great Lakes Institute of Management	6	Arup Roy Chowdhury Harnek Singh	Impact of Reverse Auctions on Buyer Seller Relationship	Nowadays, firms are heavily relying on use of reverse auctions as most industries are trying to achieve efficiency by adopting efficient tools for procurement. This process of reverse auctions can however have a negative effect on the relationships with the supplier as in case of online bidding, the competition happen real time which can be very stressful. So the question is how to cleverly and efficiently develop a differentiable model for each auction in which both the buyer and the supplier is satisfied with the process and are mutually benefited. This model can include various factors such as no. of bidders, contract size, visibility of all terms in the bid & price in case of real time auctions to all the participants, and finally who should be favoured while awarding the contract as in should it be the lowest bidder or the one that has good past relationship.
Swaminathan T N	Great Lakes Institute of Management	7	Ambar Beohar Anup Pandit Deepika Solanki	Critical drivers to Online Retailing	The study aims to test certain assumptions for online retail industry which would increase the intent of prospective consumers to purchase online. The correspondents are consumers pursuing their post graduate program in management between the age of 23 and 35 who have shopped online at least once in the past year. The set of respondents has almost an equal percentage of males and females to reduce the possibilities of gender bias. This is done by analyzing the primary data obtained from the questionnaire filled by the correspondents. The data is tested using several methods of statistical analysis to arrive at a conclusion. The details of the conclusions are presented in the following report.

Swaminathan T N	Great Lakes Institute of Management	8	Amruta Jagtap Sushma R	Consumer Loan Seeking Behaviour in the Indian Context	Indian banking sector, the dominant financial segment in India features a large number of players competing against each other with each bank vying for maximum attention from customers. Using a sample of 150 respondents across India, this study identified the factors that banks should address while marketing their loans to the customer. Results show that the tendency to borrow bank loan depends on bank interest rates and the processing time taken by banks. Also, a negative correlation exists between the tendency to borrow loans and peripheral expenses.
Swaminathan T N	Great Lakes Institute of Management	9	Tejas Deshpande Yagnesh Desai	Consumption patterns of energy beverages by Indian youth segment	This study aims at understanding the factors impacting consumption of energy beverages by the Indian youth. A random sample of 156 respondents, representative of the target population, is taken. The respondents include males and females above the age of 18 years, residing in metro cities. Secondary research involving journals, publications and existing empirical literature is conducted to identify variables impacting the consumption of energy beverages. Qualitative research, involving focus group discussions and laddering techniques, is conducted to construct the primary research questionnaires. Quantitative research is undertaken by conducting surveys in person and via online media. Results showed that time of the day and parental influence do not impact the type of energy beverage consumed, while type of activity does.
Swaminathan T N	Great Lakes Institute of Management	10	Ken Sekhar Sneha Nichani Rasika Sampath	Impact of Celebrity Endorsements on Brand Equity	The use of Celebrity endorsement strategy is nowadays more frequently used by marketers in order to increase sales and thereby extend their market share. Celebrities are being used in various marketing activities in order to garner brand awareness, image, resonance and finally create strong brand equity. Today, Brands reportedly spend billions of dollars on celebrity endorsers. Through this report we thus have tried to understand the impact celebrities have on brand equity. We have done this by studying 2 soap brands Dove and Fama Di Wills. By comparing the marketing strategies of both these brands that use Ordinary People and Celebrities respectively we have tried to understand if celebrity endorsements are worth the spend and study the impacts on Brand Equity.
Swaminathan T N	Great Lakes Institute of Management	11	Chaitanya Tapaswi Aakash Angadi Sakshi Jalota	Effect of Subliminal Marketing on the Brand Performance	Brand elements lead to Brand awareness and build brand equity of a brand. The aim of this study in first stage is to compare brands in similar categories on their various brand elements, identify and analyse the gaps between the consumer interests in each of these elements and named brands' present day level of appeal. Second stage involves exploring the impact of the gaps in stage one on the customer based brand equity. The study is supported by relevant research reviews, market survey, extensive qualitative and quantitative research and some examples.
Tapan Panda	Great Lakes Institute of Management	1	Sukhda Dhal Chiranjiv Dhar	E-commerce in the retail luxury industry – catalysts and deterrents	Though luxury goods have been sold and marketed in India for a long time, the growth in the market for luxury goods has been significant only over the last two decades. The new wave of e-shopping has a significant role to play in making these Luxury goods available in India, which at one point in time was impossible. Throughout the course of our study, we will try to understand and study the variables that drive consumers towards purchase of luxury good as well as possible deterrents towards purchase, keeping in mind the e-portals. We will unearth the factors that go into the purchase of a luxury product and find out what can be done to improve sales through e-commerce and fill up gaps if any.
Tapan Panda	Great Lakes Institute of Management	2	Harleen Kaur Wahi Shreya Vats	Impact of visual merchandising on brand awareness	Through our selection of the dependent variables i.e. store layout, store format, online presence and the type of store we want to find out the factors that instigate purchase behaviour in a customer. The study explores the mind-set of consumers while they are making purchase. There are many other contributing factors apart from the product quality which contribute to an overall shopping experience of the consumer. Here we will be looking into such factors that make the purchase experience more memorable and comfortable for the shopper so that repeat purchase behaviour can be motivated.



Tapan Panda	Great Lakes Institute of Management	3	Alekhya Yeluri Prateek Parashar	Strategic Innovation in Awareness Campaign for Rural Marketing	This study is aimed at Innovative Strategies in Awareness Campaign for Rural Marketing, which basically refers to examining the multifaceted aspects of rural advertising. Done with the help of three major variables in this study: mode of campaign, impact of technology and education, the authors conducted a combination of qualitative and quantitative research with a sample set of 30 respondents who are rural consumers of with and without primary education. An experiment was conducted responses were measured on a five-point likert scale, after which, a factor analysis was conducted. The results revealed that, the impact of print media is much more to both the sets of respondents than media used via technology.
Tapan Panda	Great Lakes Institute of Management	5	Jeewant Singh Gupta Krishna Prakash Singh	Role of tangibility and service quality in customer satisfaction in service industries	In our study, we would be comparing the tangibles employed in hospital and hospitality sectors and measure their effect on external customer satisfaction by comparing the tangibles in both these sectors. For instance, hospitals employ tangibles like equipment, qualification of the doctor and a well-maintained Doctor's cabin. Similarly, the hospitality sector employs tangibles like people and processes. We intend to study each of these tangibles and the effect of these tangibles on the overall external customer satisfaction through the course of our study.
Tapan Panda	Great Lakes Institute of Management	6	Pankaj Kamani Akhil Sharma Ronil Sinha	Impact of search engine marketing on online retail businesses	How Indian online retailers can use search engine marketing as an effective tool to successfully market themselves is a developing area of research in the Indian e-commerce landscape. By analysing and amalgamating data acquired from online shoppers and available secondary data, this study recognizes the key factors in effectively marketing products online and questions the current attitude of online marketers. The authors establish that the positioning of advertisements in search engine result pages (Google) plays a key role in generating traffic for the site. They also compare SEO and PPC framework, and find the latter more effective. Behavioural targeting is also concluded to be less effective than hypothesised as per their observations. The respondents of this research are limited to tech-savvy Indians within the age group of 20 – 35 with an inclination towards online shopping. This research has both theoretical and practical consequences in terms of appreciating the effectiveness of search engine marketing as a serious option for Indian online retailers.
Tapan Panda	Great Lakes Institute of Management	7	Abhishek Jain Himanshu Nanda Aakash Kohli	Impact of Guerrilla Marketing on Brand Knowledge of a Company	This research aims at finding out the effect on brand knowledge when a company implements a guerrilla marketing campaign. Although prevalent worldwide, guerrilla marketing has not yet been adopted by companies operating in India. The conceptual (CBBE) model is based on primary and secondary hypotheses. Primary data was collected through questionnaire format which was based on a Volkswagen guerrilla marketing campaign. The data collected was run through the model on AMOS software to get the best model fit. The model showed that guerrilla marketing is significant in creating a brand recall and brand recognition in turn resulting in creating high brand awareness, but same kind of impact was not seen in building brand image.
Tapan Panda	Great Lakes Institute of Management	8	Gaurav Varshney Smith Rathore Abhishek Kaushik	Studying brand's in-shop visibility; its effect on brand recall	A brand can have both positive and negative effect on consumer based brand equity, which depends on various aspects of brand knowledge. Brand knowledge consists of two components, brand image and brand awareness. Brand awareness further depends on Brand recognition and Brand recall. Purpose of this empirical study is to observe the in-shop visibility of any brand and how it affects brand recall and brand image. While studying brand attributes we will analyse the gaps and interlinking between product & non-product related attributes and how they impact the brand image. This study will also provide insight to some key points which can help in future brand improvements.

Vaidy Jayaraman	University of Miami	1	Harish Vijayarangan Nandita Krishnan	The relationship between supply chain vulnerability and supply chain risk	Effective supply chain management is critical for a company to meet its consumer demand and any disruption disturbs the normal flow of material and goods, thereby exposing firms to operational and financial risks. This paper provides a model to study the relationship between supply chain vulnerability and supply chain risk such as Supply side risk, Demand side risk, Catastrophic risk, infrastructure risk and regulatory legal & bureaucratic risk. It also studies the effect of moderating variables such as market turbulence and firm culture on this model. Survey data was collected from the management of companies in Industries like automobile, engineering and manufacturing, oil and gas, chemical, FMCG and consumer durables.OLS regression was performed on the data and it was found that higher the supply chain vulnerability greater is the firm's exposure to risk. It was also found that Market turbulence and firm culture reduces the effect of supply chain vulnerability on supply chain risk wherever significant. This study will help the management understand supply chain risk and vulnerability and assist in decision making and risk mitigation in the supply chain
Vaidy Jayaraman	University of Miami	2	GuruPrasad.R Raghavendar.S Raksha Ananthan	Adaptability and Alignment as an overarching framework to increasing Supply Chain efficiency	Establishing a robust supply chain is indispensable for a firm's success. However, few companies have taken proper measures to improve supply chain efficiency. We have identified three key drivers of supply chain efficiency; they are Agility, Adaptability and Alignment. Agility is the ability of a company to respond to fluctuating demand. Adaptability measures how well a company responds to external factors such as a structural change in market, a competitors' threat or a new segment opportunity. Alignment involves streamlining the flow of information while maintaining optimal inventory levels and cost sharing policies between suppliers and manufacturers. Additionally, in this empirical study, we also explore the key antecedents to agility, adaptability and alignment and their impact on firm's performance.
Veeravalli R S	Great Lakes Institute of Management	1	Amrita Nenvani Arjun Choudhry Sohrab Singh	Factors Effecting Sales Effectiveness in B2B and B2C segments	The study is aimed and finding out what are the factors affecting sales effectiveness. We have used a sample of various sales persons across industries and customer's point of view of what is important to achieve sales effectively. The method of data collection is a mix of qualitative and quantitative surveys, and the methodology used is factor analysis and regression in order to find out the significant variables for achieving sales effectiveness. The main 3 factors being Compelling Value Proposition, Sales Process Effectiveness, Sales Person / Team Effectiveness. Each variable having a detailed investigative list of factors out of which the significant ones are determined in the study
Veeravalli R S	Great Lakes Institute of Management	2	Akanksha Singh Ankur Agrawal	Talent Management & creating a Compelling Employee Value Proposition	In this study, we aim to study how companies with the help of below mentioned areas can not only manage their talent pool more efficiently but will also create a unique employee value propositions which will set companies on track of growth both in terms of corporate goals as well as maintaining right culture within. 1. Work Environment – How employees see and assess their daily work 2. Role of Supervisor – How employees feel about their boss 3. Career Development – How companies are committed towards creating long term skill improvements program and better career prospects. 4. Recognition and Rewards – How companies recognize and reward them.
Veeravalli R S	Great Lakes Institute of Management	3	Gaurav Dalvi Bhavik Kaul	Healthcare delivery in India - effects of Public policy, IT and Insurance	Health insurance has not yet assumed adequate exposure in India with barely 10-15% of the Indian population covered by any (government or private) healthcare scheme (PWC - India Health Report, 2007).In recent years, there has been a liberalization of the Indian healthcare sector to allow for a much-needed private insurance market to emerge. This study is a multidimensional analysis of the factors creating a barrier towards the expansion of the health insurance sector in the country. The report examines general as well as specific awareness of the respondents towards health insurance. It then goes on to those categorize those respondents who are aware but have not subscribed to it. Finally it analyses the critical factors, which affect subscription to health insurance. The report will also try & classify the target segment that will be willing to pay for health insurance. The study was conducted through a survey taken from randomly selected persons in and around the areas of Mahabalipuram & Chennai.

Veeravalli R S	Great Lakes Institute of Management	4	Gargi Sarkar Ankur Joshi Sohel Golwalla	Analysis of customer behavior and marketing strategies adopted by consulting firms	The aim of this study is to find out empirically , which factors are important in a consulting engagement to achieve customer satisfaction and the factors that lead to repeat business. A survey conducted on consultants, to find out the overall importance ratings given to various consulting parameters, their perceived satisfaction level of the clients and significant factors on which they should focus to improve overall client satisfaction. The study revealed that consultant characteristics which included parameters like broader knowledge of business domain , communication skills etc. has the highest impact on customer satisfaction. Assurance of service delivery is the most important parameter on which consultants plan to focus in their future assignments.
Veeravalli R S	Great Lakes Institute of Management	5	Dhruv Kumar Thadani Manvi yadav	Challenges and effectiveness in consulting as a practice	By this study we aim to evaluate the current challenges faced by the consulting Industry . For example, in the current scenario Consultants are not seen as value creators but as an unnecessary expense and in some cases necessary evil. Our literature review points towards some broad factors towards the failure/success of some consulting assignments that can be attributed to consultants and Clients alike, the broad areas are 1. Consultant integrity 2. Client readiness and involvement 3. Clear agreement 4. Client control 5. Consultant competence 6. Fit
Veeravalli R S	Great Lakes Institute of Management	6	Ammo I Angom	Managing time and cost over-run in projects under high uncertainty	First of its kind” projects operate under significantly higher level of uncertainty as compared to relatively familiar projects. This is largely attributed to the high uncertainties – in terms of specification input, resources, technology, unfamiliarity and untested approaches. Such uncertainties risks performance failure, time and cost over-run. Factoring every possible deviation is impractical. Not every future possibility can be anticipated. There is a need to go beyond the traditional project risk management. The proposed strategy is to evaluate a system in terms of its capability to detect early symptoms of deviations, dynamic flexibility and effective response. Defense product development projects by a project based firm in India is taken as sample.
Veeravalli R S	Great Lakes Institute of Management	7	Puja Khemka Puneeta Chellaramani	Analyse and formulate strategy for companies to cash in during distress	If we analyse trends of companies like TCS, Amazon, etc., we see that they have reaped profits even during times of recession. In our study we analysed the Key Success Factors (KSFs) across several companies, some of them having successfully come out of a slowdown and the other companies that are still struggling to make their way back. By this comparative study we gained quantitative and qualitative knowledge on those critical success factors which have been tapped efficiently by certain companies but missed out on by the remaining companies. We ultimately came up with a generic framework of strategies, focussing on which, will better position businesses to ride out tough economic times.
Veeravalli R S	Great Lakes Institute of Management	8	Deepshikha Bhowmick	The impact of gender on negotiations and bargain outcomes	Negotiations and bargains are ubiquitous in every aspect of business. The art of arriving at a mutually agreed outcome. The decision making ability of individuals vary and one of the factors what contribute to them is gender. Psychological impact in a negotiation has a crucial impact on the success achieved in such negotiations. This study focuses on to discover whether women negotiators are better than their male counter parts in Negotiations and bargains. This helps business leaders and educators to understanding the impact of large numbers of professional women entering the workforce.

Veeravalli R S	Great Lakes Institute of Management	9	Brinda Sethi Jayanth Prabhakaran Sindoorai Rai	Business Intelligence as a Competitive Differentiator	In this empirical research, we analyzed the extent to which the use of BI can improve the overall efficiency of an organization. We concentrated on understanding the following parameters which helped us decide the effectiveness brought in by BI: Cost Reduction, Operational Efficiency, Quality Improvement, Market Share, and Customer Loyalty. The analysis included qualitative and quantitative methods. We conducted interviews, distributed a survey and got information from people who work/worked on BI and have a clear understanding of it. The analysis showed us that BI does not significantly contribute to Quality Enhancement or Customer Loyalty. Since product quality and customer loyalty are intertwined, it helped us understand that BI does not drastically bring in changes in the customer base of the firm. However, we were able to establish a clear and strong relationship between BI implementation and improvement in the Operational Efficiency, Reduction of costs and increase in Market Share.
Veeravalli R S	Great Lakes Institute of Management	10	Divya Chadha Divya Ananthram	Synergizing and Managing Gen X and Gen Y at the workplace	The study is aimed at evaluating how Generation Y is different from their predecessors (Generation X) and how organizations can effectively engage both the generations at work. The study will also help contemplate the consequences of both working together as a team by exploring the interface between Gen X and Gen Y. Done with the help of four major variables: Sense of emotional attachment, Reward and recognition style, Flexibility in work timings and Freedom at work, the authors conducted a combination of qualitative and quantitative research with a sample set of respondents belonging to the service sector. The results revealed that, the Gen X perceives Gen Y to be more engaged at work when the latter has both flexibility in work timings and freedom at work, and the Gen Y in turn perceives Gen X to be more engaged at work when Gen Xers display a stronger sense of emotional attachment towards their job.
Veeravalli R S	Great Lakes Institute of Management	11	Satish Rajagopalan	Leveraging the potential of social network in education	Social networking has gained a profound ground with the coming of age of technologies across platforms. It has redefined the way communication and interaction takes place today with virtual environment being a norm than just a notion. Social networking has transgressed beyond 1-1 chat to a community based interactive platform for applications ranging from Informatics to Education. It is in this context that the paper dwells on the possibility of leveraging social networking in the field of Education thereby enabling a widespread reach without the constraints of geographies. The research analysis the perception of online education vis a vis classroom learning across quality, efficiency and cost.
Veeravalli R S	Great Lakes Institute of Management	12	Karan Agrawal Rishi Choubey	Scrap Management of Hydraulic Assemblies	The purpose of this research was to identify the factors that affect the Profitability (ROE/ROA) and the overall Net Income. In this research, we tried to study how the OEMs can use this as a potential business opportunity to provide better service to the customers and extend the life span of their equipment at viable operation cost. The research is based on a set of hypothesis, which we want to prove through the sample data that we have collected from a population of Customers, Dealers, Manufacturers etc., whose major professional dealings are aligned in the field of Hydraulic assembly scrap handling. A total of 350 surveys were mailed to various managers and Dealers of various firms throughout India. Of the 73 returned surveys, 70 were useable and these 70 responses have been used throughout our research.
Veeravalli R S	Great Lakes Institute of Management	13	Mukund Goswami Pranit Suneja Prasun Parashar	Feasibility of entry into used tractor market in India	In our study, we intend to study the used tractor market of India and feasibility of setting up a successful business model for the same. We plan to adopt a three-fold methodology i.e. to study the demand of used tractors; financials involved in the process and required logistical setups. Demand estimation of used tractors would involve the analysis of past trends, current market situation (volume sales) and future industry predictions. Financial analysis would involve the indepth calculations for required investments for facility setup, product cost structure with initial buying cost, required reworking cost and selling cost and return on investment in totality. Logistics analysis would involve the study on existing unorganized used tractor sales, required facility setup, warranty and other value added services and distribution channel for the business model.

Veeravalli R S	Great Lakes Institute of Management	14	Nikhil Dhingra Nupur Tiwari	Intermodal Transport in Indian Automotive Sector	In our study, transportation of vehicles from the production plant to the dealer has been explored through intermodal transportation. We have found that Cost and Customer satisfaction are the major drivers of profit that will lead manufacturers to use intermodal transportation. We have done the cost benefit analysis to conclude that intermodal gives better means of transportation compared to using truck for transportation through road. Timely delivery of vehicles at a lesser cost, higher number of units can be transported with reduced number of damaged vehicles in lesser times are the benefits of using intermodal transport compared to road transport. The study also acknowledges the limitation of intermodal transport in the present scenario in India.
Venkat R Krishnan	Great Lakes Institute of Management	1	Akshata Pai	Can transformational leadership increase happiness index of employees in organization through empowerment?	The purpose of this paper is to understand how transformational leadership is related to psychological empowerment and how it affects happiness index in a follower's life. 103 employees from various Indian information technology organizations rated their superior's transformational leadership behaviour and their own empowerment and happiness. For this study, two dimensions of empowerment were taken into consideration – meaning and competence. Five dimensions of transformational leadership were captured—idealized influence attributed, idealized influence behaviour, inspirational motivation, intellectual stimulation, and individualized consideration. Findings suggest that idealized influence attributed and competence are the best predictors of happiness. Regression analyses also show that both competence and meaning partially mediate the relationship between each of the five dimensions of transformational leadership and follower's happiness.
Venkat R Krishnan	Great Lakes Institute of Management	3	Jyoti Aggarwal	Impact of charismatic leadership on follower's self-efficacy: Role of follower's impression management	This paper reports a study on how self-efficacy of subordinates is enhanced by their use of impression management strategies on supervisors and the impact of transformational leadership in enhancing subordinate's self-efficacy. Data were collected from 112 respondents working in the information technology industry in India. They responded to questions about their supervisor's transformational leadership, the impression management strategies they used on their supervisors and their self-efficacy. The results show positive relationship between transformational leadership and self-efficacy of subordinates. Self-focused impression management strategies are positively related to self-efficacy. Other-focused strategies have positive relationship with transformational leadership. There is a positive relationship between transformational leadership and follower self-efficacy only when followers' use of other-focused and job-focused impression management strategies is high.
Venkat R Krishnan	Great Lakes Institute of Management	4	Namita Joshi	Impact of leader's motives and Swadharma- orientation on Transformational Leadership	This article attempts to study the positive relationship of the five factors of transformational leadership with leader's need for power, activity inhibition, and Svadharma-orientation. It hypothesised that Svadharma-orientation will mediate the relationship that leaders' need for power and inhibition have with transformational leadership. Data were collected from 102 executives of an Indian bank that has its branches worldwide. Results of correlation analysis show a positive relationship between the variables. The method suggested by Baron and Kenney (1986) was used to test the mediation effect of Svadharma-orientation. Results of the regression analyses show that leader's Svadharma-orientation partially mediates the relationship that leaders' need for power and activity inhibition have with each of the five factors of transformational leadership.
Venkat R Krishnan	Great Lakes Institute of Management	5	Preeti	Impact of gender on social intelligence and career success	This study investigated the impact of gender (femininity & masculinity) on social intelligence and subjective career success, using a sample of 104 respondents (67 males and 37 females) from two organisations -- one a profit organisation and another a non-profit organisation. Respondents answered 21-item Tromso Social Intelligence Scale and Bem's Sex Role Inventory. They also answered the career success item developed by Greenhaus, Parasuraman and Wormley (1990). Results indicate that masculinity is the stronger predictor of the individual's social intelligence and femininity explains additional variance in social intelligence. There is however no significant relationship between individual's subjective career success and any of the other variables.

Venkat R Krishnan	Great Lakes Institute of Management	6	T.D. Jagadeswari	The relationship amongst moral decision making organisational commitment and oneness	This study looked at the relationship amongst moral decision making, organisational commitment and oneness using a sample of 32 IT professionals, from an Indian IT company. The 3 aspects of organisational commitment namely affective, normative and continuance commitment and 4 aspects of moral decision making namely moral sensitivity, judgment, motivation and action are studied. The correlation and the regression analyses show that oneness has a significant positive relationship with the moral decision making. However, the hypothesized positive relationship between organisational commitment and moral decision making was not supported. Also, affective commitment moderates the relationship between oneness and moral decision making.
Venkatesh Bangaruswamy		1	Dhaval Modi Garv Sharma Prasanna A K	How Can Retirees in India Reduce Their Longevity Risk	Longer life spans are certainly a measure of progress. Life expectancy in India stands at 65.1 years and technological advancements in the healthcare domain have reduced the mortality rate, but with an increased cost, which is one of the factors leading to portfolio exhaustion. One of the studies by morning star shows that the probability of 65 year old living up to the age of 85 is more than 85%. Thus, it is important to have an effective, efficient and well planned retirement fund management. The current trend in India is focussed towards fixed income securities, with a very small percentage targeted towards mutual funds. Considering the current scenario, one of the most significant financial risks faced by a retiree is the Longevity Risk.
Vishwanathan P K	IFMR	1	Vineeth Patapati Akash Agamya	Credit score models in micro finance industry	Credit score models have been successfully applied in traditional credit card industry to determine defaulting customers. There have been instances of microfinance companies outside India developing statistical scorecards to help credit risk process. But in India statistical process have not been adopted in a large scale. This paper was an attempt to develop credit scoring model for an Indian based microfinance firm. We used logistic regression to develop the model. The variables which were significant according to our model were different from the variables which the company uses in their judgemental scorecards. This shows that company has to consider other factors as well while giving credit. Even though credit scoring will not be able to fully replace the traditional credit process for microfinance. Credit scoring can however be introduced as a refinement tool in the credit process, to combine both statistical and human best practices