

YALE - GREAT LAKES INTERNATIONAL CONFERENCE

Papers selected for Presentation



S. No.	Name of the First author	Second Author	Third Author	Title of the paper	Affiliation
1	Abhijat Dhawal	Abhishek Gupta		Mathematical Modeling for Optimization of Cost and Distance	Narsee Monjee Institute of Management Studies,Mumbai
2	Ajay Kumar Mishra	Trilochan Tripathy		Identification of Illiquidity and Loss Spiral in US Equity Market under Macroeconomic Stress: A Markov Regime Switching Approach	IBS Hyderabad
3	Ambiga. S	M.Ramasamy	R.Vellai Puthiyavan	Rural Women Entrepreneurship - A rudimentary and potential way to economic empowerment	Satyabama University, Chennai
4	Amlan Ghosh			Reforms in the insurance sector and efficiency of private life insurance companies of India	IBS Hyderabad
5	Anagha Shukre			Factors Affecting Consumers' Attitudes towards E-Newspapers: An Empirical Study in Delhi/NCR	IIM,Raipur
6	Anusha Chavva	Sneha Raj R		Principles of Ancient Indian Wisdom in management	IIT Madras
7	Aparna Venugopal	T.N.Krishnan		Motivations in the teaching business	Indian Institute of Management Kozhikode
8	Ashok Kumar	Bala Nageswara Rao	Madan Mohan	The Indian Captial Market Performance through research	Saveetha University, Chennai ; C.R. Reddy College, Eluru
9	Bithalis Raja	Gayatri .R		Hybrid ERP - Generation Next	St.Peter's College of Engineering and Technology,Chennai
10	Dan S.Chiaburu	Ann Chunyan Peng	Linn Van Dyne	How Should I Put IT? Effects of Subordinates' Constructive and Complaining Voice on Supervisory Evaluations	MaysBusiness School,Texas; Ivey Business School,Ivey; Eli Broad College of Business,
11	David Jawahar .P	S.Suresh		A study on Customer Relationship Management process outcomes measurements in public and private sector banks in trichy city	BIM, Trichy
12	Dipasha Sharma	Anil K. Sharma		Testing Catching-Up and Convergence Issue of Efficiency and Productivity Estimates of Indian Banks	Indian Institute of Technology Roorkee Roorkee
13	Dirk Holtbrügge	Carina Friedmann		Which Factors Drive FDI Location Choice Success in India? An Empirical Study Based on Porter's Diamond Model	University of Erlangen-Nürnberg, Germany
14	Gowri.M	Sekar. M		Assessing the financial health of select automobile companies in India: A quantitative approach using the Z-score multi discriminant financial analysis model	GRG School of Management Studies, Coimbatore,CBM College, Coimbatore
15	Gowri.M	Ramya.G		An Emprical study on Banking sector with the use of CAMEL Model	GRG School of Management Studies, Coimbatore
16	Gunjan Tomer	Sushanta Kumar Mishra		Towards developing career technology fit frame work and analyzing its influence on work related outcomes among IT professionals	Indian Institute of Management, Indore
17	Hema.B.Bajaj	Venkat.R.Krishnan		Perceived Organizational Support and Affect: The Moderating Effect of Locus of Control	Great Lakes Institute of Management,Chennai
18	Hemavathi.E			Small Industries Development Bank of India (SIDBI): A Tool for Empowering Women - A Micro Level Study	University of Madras, Chennai
19	Ismail			Marketing Mix of Product Life Cycle (MMPLC) and Business Performance (BP) for Sarong of Royal Handloom Weaving Factory (RHWF)	South Eastern University ,Sri Lanka
20	José G. Vargas-Hernández			Latin American Mutlinaltional Companies growth	University of Guadalajara, Mexico
21	Junofy			A comparative study on environmental protection efforts by two Asian large economies	Central University of Tamil Nadu,Madurai
22	Pankaj M Madhani			Study of Relationship between Capital Intensity and Corporate Governance Practices of Firms Listed in Indian Stock Exchange: A Sectoral Analysis	ICFAI Business School ,Ahmedabad
23	Prashant Raman	Parul Raman		Green Marketing In India: Unlocking The Potential	Banasthali University, Banasthali
24	Purba.H.Rao			Predicting the Relative Values of social entrepreneurial opportunities.... an application in conjoint analysis	Great Lakes Institute of Management,Chennai

25	Ranjit Tiwari			Sectorial sensitivity of valuation models: Firm level evidence from India	National Institute of Financial Management, Faridabad
26	Shabana. C			Distribution Fitting for Zero Day Vulnerability Life Spans: A Quantitative assessment with reference to Weibull Distribution	Park Global School of Business Excellence, Coimbatore
27	Shanthi.S.K	Smriti Saran		Impact of RBI Credit Policy on the Asset Quality of Indian Commercial Banks	Great Lakes Institute of Management, Chennai
28	Sowmya.K.R			Employees' Perception of Organizational Politics in banks - A Study in Indian Perspective	Rajalakshmi Engineering College, Chennai
29	Sripirabaa. B	Vidyasree.M		A Study on the Influence of Emotional Intelligence on the Perception of Ethical Behaviour of Self and Peers among College Students in Coimbatore City	GRG School of Management Studies, Coimbatore
30	Surendran Sundarakani	M.Ramasamy		A Perspective on Money Laundering in Real Estate	Sathyabama University, Chennai; Siva Institute of Frontier Technology, Chennai
31	Tarun Soni	Akshita Arora		CSR and Firm Performance: Empirical Evidence	Banasthali Vidyapith University, Rajasthan ; National Institute of Financial Management, Faridabad
32	Varaprabhakar.P.V	T. Venkata Ramana		Growth Strategies in small business in Chittoor District -A.P. India	Yogi Vemana University, Kadapa; Sri Venkateswara College of Engineering and Technology, Chittoor
33	Venkata Ramana.T	M. Suresh	A. Sreenivasulu	A Dynamism of HR practices in Corporate Outsourcing	SV CET, Chittoor
34	Vijaya Mani			Women Labour in the Unorganized Sector: Situations & Challenges	SSN College of Engineering, Kalavakkam; Chennai
35	Viswanathan.P.K	G. Balasubramanian		Default Prediction Models- A comparative Analysis Case of Retail Bank	Great Lakes Institute of Management, Chennai
36	William D. Lastrapes	Ramaprasad Rajaram		Gender, Caste and Poverty in India: Evidence from the <i>National Family Health Survey</i>	University of Georgia, Athens; Institute of Financial Management and Research Business School, Chennai