

Symbiosis Institute of Management Studies Annual Research Conference (SIMSARC 2013)

Shaping the Future of Business and Society

Procedia Economics and Finance Volume 11

**Pune, India
12 - 13 December 2013**

Editors:

B. R. Londhe

ISBN: 978-1-63266-903-2

Printed from e-media with permission by:

Curran Associates, Inc.
57 Morehouse Lane
Red Hook, NY 12571



Some format issues inherent in the e-media version may also appear in this print version.

Copyright© by Elsevier B.V.
All rights reserved.

Printed by Curran Associates, Inc. (2014)

For permission requests, please contact Elsevier B.V.
at the address below.

Elsevier B.V.
Radarweg 29
Amsterdam 1043 NX
The Netherlands

Phone: +31 20 485 3911
Fax: +31 20 485 2457

<http://www.elsevierpublishingsolutions.com/contact.asp>

Additional copies of this publication are available from:

Curran Associates, Inc.
57 Morehouse Lane
Red Hook, NY 12571 USA
Phone: 845-758-0400
Fax: 845-758-2634
Email: curran@proceedings.com
Web: www.proceedings.com

TABLE OF CONTENTS

Preface	1
<i>N/A</i>	
Sporting Event as a Corporate Social Responsibility Strategy	3
<i>H. Ibrahim, S. Almarshed</i>	
Thoughts on Business Ethics and Corporate Social Responsibility from Vedic Literature	15
<i>S. Ashokkumar</i>	
A Relational Study of Firm's Characteristics and CSR Expenditure	23
<i>S. Chauhan</i>	
A Review of Concept and Reporting of Non-Financial Initiatives of Business Organisations	33
<i>A. Kulkarni</i>	
Empirical Study of Board and Corporate Governance Practices in Indian Corporate Sector: Analysis of CG Practices of ITC and ONGC	42
<i>A. Bajpai, M. Mehta</i>	
Business Ethics and Corporate Social Responsibility – Is there a Dividing Line?	49
<i>M. Goel, P. Ramanathan</i>	
The New CSR Regulation in India: The Way Forward	60
<i>R. Khandelwal, S. Bakshi</i>	
Corporate Social Responsibility (CSR) in Market Driven Environment	68
<i>S. Radhakrishnan, P. Chitrao, A. Nagendra</i>	
Workforce Diversity: A Key to Improve Productivity	76
<i>A. Saxena</i>	
Industrial Relations at Cummins India Limited - A Case Study	86
<i>A. Kurubetti, A. Nagendra</i>	
Aligning and Propagating Organizational Values	95
<i>P. James</i>	
Impact of Emotional Labor on Organizational Role Stress – A Study in the Services Sector in India	110
<i>M. Modekurti-Mahato, P. Kumar, P. Raju</i>	
The Impact of Person Organization Fit on Job Satisfaction and Performance of the Employees	122
<i>S. Farooqui, A. Nagendra</i>	
Safety Culture: The Buzzword to Ensure Occupational Safety and Health	130
<i>S. Chib, M. Kanetkar</i>	
Growth and Structure of Rural Non-Farm Employment in Maharashtra: Reflections from NSS Data in the Post Reform Period	137
<i>S. Misra</i>	
Succession Planning Practices and Challenges: Study of Indian Organisations	152
<i>S. Pandey, D. Sharma</i>	
Impacts of Job Analysis on Organizational Performance: An Inquiry on Indian Public Sector Enterprises	166
<i>B. Suthar, T. Chakravarthi, S. Pradhan</i>	
Employee Motivation from Performance Appraisal Implications: Test of a Theory in the Software Industry in West Bengal (India)	182
<i>M. Sanyal, S. Biswas</i>	
Paradigm Shift in HR Practices on Employee Life Cycle Due to Influence of Social Media	197
<i>A. Nagendra</i>	
Effective Management of Change During Merger and Acquisition	208
<i>S. Kansal, A. Chandani</i>	
A Framework to Map a Practice as Organization Development	218
<i>S. Gohil, P. Deshpande</i>	
Advertising: A Fusion Process between Consumer and Product	230
<i>A. Adhikary</i>	
Empirical Study on Role of Customer Service in Delivering Satisfaction at Branded Retail Outlets in Pune	239
<i>K. Chopra</i>	
Advergaming – The Novel Instrument in the Advertsing	247
<i>M. Sharma</i>	
A Conceptual Model: Multisensory Marketing and Destination Branding	255
<i>P. Pawaskar, M. Goel</i>	

Customer Perception about “Crowdsourcing” within the Suburbs of Mumbai	268
<i>R. Nadange</i>	
Effectiveness of Celebrity Advertisement on Select FMCG – An Empirical Study	276
<i>J. Sridevi</i>	
Enhancing Customer Experience Using Business Intelligence Tools with Specific Emphasis on the Indian DTH Industry	289
<i>S. Joshi, A. Majumdar, A. Malhotra</i>	
Social Media in Financial Services – A Theoretical Perspective	306
<i>K. Kumar, V. Devi</i>	
India's Service Sector – Shaping Future of Indian Retail Industry	314
<i>R. Singh</i>	
Application of Paralysis Analysis Syndrome in Customer Decision Making	323
<i>R. Kurien, A. Paila, A. Nagendra</i>	
Marketing Mix for Next Generation Marketing	335
<i>B. Londhe</i>	
India's Foreign Trade and Socio-Economic Development (Trio of WTO Compliance, Currency Depreciation and Global Crisis)	341
<i>S. Sabade</i>	
Financialisation and Accumulation: A Firm-Level Study in the Indian Context	348
<i>S. Trivedi</i>	
Perception of Household Individual Investors towards Selected Financial Investment Avenues (With Reference to Investors in Chennai City)	360
<i>S. Geetha, K. Vimala</i>	
A Study on Predictors of GDP: Early Signals	375
<i>K. Divya, V. Devi</i>	
Analysis of Banking System Performance of Select Global Economies with that of India – During and after the Global Financial	383
<i>S. Shukla</i>	
Mergers and Acquisitions: A Strategic Tool for Restructuring in the Indian Telecom Sector	396
<i>M. Ghosh, S. Dutta</i>	
Empowerment of Self Help Groups (SHGs) towards Microenterprise Development	410
<i>K. Suprabha</i>	
Anomalies in Maturity GAP: Evidence from Scheduled Commercial Banks in India	423
<i>K. Prasad, K. Suprabha</i>	
Impact of SME Listing on Capital Structure Decisions	431
<i>P. Kulkarni, A. Chirputkar</i>	
A Study on Capital Structure and Leverage of Tata Motors Limited: Its Role and Future Prospects	445
<i>M. Sekar, M. Gowri, G. Ramya</i>	
A Working Paper on the Impact of Gender of Leader on the Financial Performance of the Bank: A Case of ICICI Bank	459
<i>A. Chandani, M. Mehta, K. Chandrasekaran</i>	
Perspective of Technology in Achieving Financial Inclusion in Rural India	472
<i>S. Bansal</i>	
A Critical Analysis of Selected Mutual Funds in India	481
<i>S. Pal, A. Chandani</i>	
Impact of Changes in Service Sector in Shaping Business and Society Telecommunication Industry	495
<i>A. Deogaonkar, G. Washimkar</i>	
Developing a Training Model Using Orca (Assistive Technology) to Teach IT for Visually Impaired Students	500
<i>J. Mahajan, A. Nagendra</i>	
E-District Portal for District Administration in West Bengal, India: A Survey to Identify Important Factors towards Citizen's Satisfaction	510
<i>M. Sanyal, S. Das, S. Bhadra</i>	
Web based Targeted Advertising: A Study based on Patent Information	522
<i>N. Deshpande, S. Ahmed, A. Khode</i>	
Analysis of Agile Testing Attributes for Faster Time to Market: Context of Manufacturing Sector Related IT Projects	536
<i>T. Chakravorty, S. Chakraborty, N. Jigeesh</i>	
A Study of Challenges Faced By E-commerce Companies in India and Methods Employed to Overcome Them	553
<i>N. Reddy, R. Divekar</i>	

Inventory Management Challenges for B2C E-Commerce Retailers.....	561
<i>H. Patil, R. Divekar</i>	
Analysis of Technologically Interactive Education at Home – An Exploratory Research on Consumer Behavior	572
<i>R. Tovinakere, S. Fernandes</i>	
Role of Emerging Technology for Building Smart Hospital Information System.....	583
<i>V. Thakare, G. Khire</i>	
Cloud Computing for Higher Education Institutes: Architecture, Strategy and Recommendations for Effective Adaptation.....	589
<i>V. Pardeshi</i>	
Drivers of eShopping Behaviour.....	600
<i>V. Pabalkar</i>	
A Study on Mobile Phone Buying Behavior Using an Image-Based Survey.....	609
<i>M. Khan, A. Kulkarni, V. Bharathi</i>	
Socio Economic Impact of Mobile Phones on the Bottom of Pyramid Population- A Pilot Study.....	620
<i>B. Londhe, S. Radhakrishnan, R. Divekar</i>	
Developing a Social Media Presence Strategy for an E-Commerce Business.....	626
<i>S. Rawat, R. Divekar</i>	
Role of Educational Institutions in Shaping the Future of Business and Society.....	635
<i>M. Gonda</i>	
The Management Education (MBA) Challenge a Study of Managerial Competency Needs & how Well MBA's Differentiate.....	642
<i>P. Saxena, S. Bendale</i>	
Evaluating and Ranking Candidates for MBA Program: Mahalanobis Taguchi System Approach.....	654
<i>M. Ketkar, O. Vaidya</i>	
Supply Chain and Logistics for the Present Day Business.....	665
<i>B. Neeraja, M. Mehta, A. Chandani</i>	
Impact of Supply Chain Collaboration on Value Co-Creation and Firm Performance: A Healthcare Service Sector Perspective.....	676
<i>S. Chakraborty, S. Bhattacharya, D. Dobrzkowski</i>	
A Comparative Study of Relation between the National Housing & Building Material Cost and Economic Gap in India.....	695
<i>O. Kulkarni, S. Jakhur, M. Hudnurkar</i>	
Exploring Internal Service Quality in a Manufacturing Organization – A Study in Lucus TVS, Chennai.....	710
<i>J. Umamaheswari</i>	
Assessing Integration between Project Management with NPD Process in Heavy Industrial Components Industry and Developing a Framework to Align them.....	726
<i>S. Rawat, R. Divekar</i>	
Due Diligence to Assess and Validate the Students Entrepreneurs and their Business Plans – An Investors’ Contemporary Approach.....	737
<i>P. Bhoyar, A. Nagendra</i>	
Women Entrepreneurs of Gujarat.....	745
<i>D. Shastri, U. Rao</i>	
Conversations and Gestures of Small Business Owners with their Suppliers: Exploring Social Content in a Pure Business Relation.....	753
<i>V. Murthy, B. Paul</i>	
For Goodness, We will Change – An Ultimate Goal of the Entrepreneurs for Effecting Social Enterprise.....	767
<i>V. Iyengar</i>	
Micro Entrepreneurship: Sources of Finance & Related Constraints.....	775
<i>S. Bhattacharya, B. Londhe</i>	
Comparative Analysis of Regulatory Frameworks: A Study of Three Sector Regulators in India.....	784
<i>G. Hallur, V. Firake, T. Agarwal</i>	
Impact of Changes in Service Sector in India in Shaping the Future of Business & Society.....	795
<i>L. Das, R. Raut</i>	
Creativity and Innovation: Assurance for Growth.....	804
<i>M. Mehta, A. Chandani, B. Neeraja</i>	
An Integrated Approach towards Legitimization of Single Case Design-Working Paper.....	812
<i>V. Murale, R. Preetha</i>	

To Study The Scope & Importance of Amended Patent Act on Indian Pharmaceutical Company with Respect to Innovation	819
<i>S. Zambad, B. Londhe</i>	
To Study the Problems Faced by Innover from Conception Idea to Filling Patent in Indian Pharmaceutical Industry	829
<i>S. Zambad, B. Londhe</i>	
Investigating Discrete Event Simulation Method to Assess the Effectiveness of Wearable Health Monitoring Devices	838
<i>S. Radhakrishnan, A. Duvvuru, S. Kamarthi</i>	
From Teaching, Learning to Assessment: MOODLE Experience at B'School in India	857
<i>P. Barge, B. Londhe</i>	
Study on the Higher Education in India and the Need for a Paradigm Shift	866
<i>R. Menon, A. Tiwari, A. Chhabra, D. Singh</i>	
Impact of Online Digital Communication on Customer Buying Decision	872
<i>R. Samson, M. Mehta, A. Chandani</i>	
Author Index	