

Symbiosis Centre for Management Studies NOIDA
International Conference
on
Emerging Trends in Global Management Practices – An Interdisciplinary Approach
March 07- 08, 2014

Technical Session I (Management I)

Session Chair: Dr. Anwar Hossain, Vice Chancellor, Southeast University, Dhaka, Bangladesh

7 March, 2014

2:00 PM – 3:45 PM & 4:00 PM – 5:00 PM

Room No. 202

1.	M02	BRAND POSITIONING OF PSUS AUTOMOTIVE LUBRICANTS IN INDIAN MARKET – A STUDY OF FOUR WHEELER SEGMENT <i>Neeraj Anand, Arvind Jain and Gautam Srivastava</i>
2.	OSI9	OPTIMAL ADVERTISING CAMPAIGN DURATION OF SUCCESSIVE GENERATION PRODUCT USING DIFFUSION OF INFORMATION <i>Remica Aggarwal and Udayan Chanda</i>
3.	M04	TOWARDS INCLUSIVE GROWTH: A REVIEW OF PROVISIONAL CHANGES OF COMPANIES ACT 2013 <i>P.S. Swathi</i>
4.	M07	LEADERSHIP COMPETENCIES IN THE NEW GLOBAL FRONTIER: AN ANALYSIS OF EMERGING TRENDS IN INDIAN COMPANIES <i>Agna Fernandez</i>
5.	M08	IMPACT OF ORGANIZATIONAL CULTURE ON THE PERFORMANCE OF THE EMPLOYEE <i>Nupur Sharma</i>
6.	M09	CHANGING ORGANIZATION CULTURE AND ITS IMPACT ON BRAND VALUE WITH SPECIAL REFERENCE TO UAE <i>Pradeep Kumar Pillai</i>
7.	M10	PRODUCTIVITY INDEX OF WORKING WOMEN IN SERVICE SECTOR <i>Rama Goel</i>
8.	M11	AN EMPIRICAL ANALYSIS FOR MEASURING THE EFFECTIVENESS OF PRINT COMMERCIALS ON FEMALE STUDENTS <i>Archita Rai</i>
9.	M12	MANAGEMENT STRATEGIES OF GLOBAL ONLINE BRANDS <i>Jaya Surjani and Gaurav Mishra</i>
10.	M14	SOCIAL MEDIA ACCELERATES THE DIFFUSION OF INNOVATION: A MYTH OR REALITY? <i>Shailja Dixit</i>
11.	M91	ISSUES & CHALLENGES IN CONNECTING THE VIRTUAL WORKFORCE <i>Himani Goswami</i>
12.	M92	GO VIRAL ON SOCIAL MEDIA WITH APPLIED MEMETICS <i>Anuja Shukla</i>
13.	M23	IMPACT OF WORK STRESS ON PERFORMANCE AND HEALTH OF EMPLOYEES IN IT AND BPO SECTOR <i>Sunitha Gauri</i>
14.	M25	ONLINE BRAND PROMOTION ACTIVITIES OF THE BRAND: THE EFFECTIVENESS OF THE ELEMENTS <i>Shraddha Khare and Mahendra Verma</i>
15.	M88	CELEBRITY ENDORSEMENTS: A SUCCESS MANTRA OR A FAILURE <i>Taru Baswan</i>

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Technical Session II (Management II)

Session Chairs: *Dr. Badar Alam Iqbal, Professor, Department of Commerce, Aligarh Muslim University, India and Adjunct Professor, Monarch Business School, Zug, Switzerland*

And

Dr. Manju Singh, Professor and Head PhD Program, Symbiosis International University, Pune, India

7 March, 2014

2:00 PM – 3:45 PM & 4:00 PM – 5:00 PM

Room No. 203

1.	M26	MANAGEMENT TEACHERS PERCEPTION TOWARDS HUMAN CAPITAL MANAGEMENT AND DEVELOPMENT (A CASE STUDY OF DELHI NCR'S MANAGEMENT INSTITUTIONS) <i>O.P Singh</i>
2.	M27	REPRESENTING WOMEN IN ADVERTISEMENTS: ANALYSIS OF EFFECTS <i>Pavitra Srivastava and Soni Yadav</i>
3.	OSI11	DESIGN & DEVELOPMENT OF HIGHWAY TRAFFIC E-ALERT LAMP <i>Archana Sonali, Shivam Prasad, Darpita Gangwar, Rifa Khan and Manvi Mishra</i>
4.	M29	EMERGING TRENDS IN HUMAN RESOURCE MANAGEMENT PRACTICES <i>Mukesh Kumar Ravi</i>
5.	M32	GLOCALIZATION: A STUDY OF BOLLYWOOD MOVIES <i>Arif Hasan</i>
6.	M33	SOCIAL NETWORKING WEBSITES: AN EMERGING TREND IN THE ERA OF GLOBAL MARKETING <i>Harbhajan Bansal and Charu Bharti</i>
7.	M34	EXAMINING THE IMPACT OF TRAINING PRACTICES AND EMPLOYEE EMPOWERMENT ON THE ORGANISATIONAL PRODUCTIVITY: A STUDY OF BANKING SECTOR IN GWALIOR REGION <i>Pooja Sharma and Richa Sharma</i>
8.	M35	IMPACT OF INNOVATION ON EXPORTS OF INDIAN PHARMACEUTICAL INDUSTRY IN NEW-IPR REGIME <i>Shilpi Tyagi and D. K. Nauriyal</i>
9.	M36	A CRITICAL STUDY TO EXPLORE ONLINE CONSUMER BEHAVIOUR WITH RESPECT TO TWO MAJOR PLAYERS IN INDIAN SCENARIO <i>Rahela Farooqi and Shiveen Ansari</i>
10.	M37	EMPLOYEE ENGAGEMENT IN PRACTICE- A STUDY CONDUCTED IN AN AUTO DEALER COMPANY OF A REPUTED AUTOMOBILE ORGANISATION <i>V.Sailaja</i>
11.	M38	HUMAN RESOURCE DEVELOPMENT FOR THE EMOTIONAL DEVELOPMENT IN THE EMPLOYEES <i>Sateesh Kumar Ojha and Raj Kumar Bhattarai</i>
12.	M41	HERITAGE TOURISM AND JAI VILLAS MUSEUM: A SWOT ANALYSIS <i>Shikha Sharma</i>
13.	M42	MODELING ORGANIZATIONAL EFFECTIVENESS AND WORK VALUES: A CASE OF AHUJA RADIOS <i>Jaya Bhasin and Gowhar Rasool</i>
14.	M43	RELEVANCE OF SOCIAL MEDIA IN RECRUITMENTS <i>Asha Nagendra and Sugandh Kansal</i>
15.	M56	HOW DOES PERFORMANCE-SENSITIVE DEBT AFFECT CORPORATE INVESTMENT AND CAPITAL STRUCTURE? <i>Sudipto Sarkar and Chuanqian Zhang</i>

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Technical Session III (Management III)

Session Chair: Prof. Pawan Kumar Singh, Professor (OB, HRM), IIM Indore, India

8 March, 2014 10:15 AM – 11:45 AM & 12:00 Noon – 1:00 PM Convention Hall II

1.	M44	EXPLORING THE RELATIONSHIP BETWEEN PERSONALITY AND CONFLICT RESOLUTION STYLE OF FUTURE MANAGERS <i>Deepa Ayachit and N.K. Natarajan</i>
2.	M46	HR SYSTEM AND ORGANISATION PERFORMANCE <i>Swati Jain</i>
3.	M48	INTERNATIONAL TAXATION <i>Prabudh Bansal, Rohan Gupta and Saumya Mishra</i>
4.	M50	CORPORATE SOCIAL RESPONSIBILITY <i>Saumya Mishra, Bishakha Halder and Prabudh Bansal</i>
5.	M51	CROSS EXAMINING SIGNALING THEORY OF DIVIDEND FROM INDIAN SMALL INVESTORS' VIEWPOINT (An Empirical Evidence of Investment behavior with special reference to Indian Engineering Sector) <i>Akash Agarwal and S.V. Pathak</i>
6.	M53	A CASE STUDY ON EMPLOYEE RETENTION STRATEGIES WITH REFERENCE TO THE ADMAARK INDIA LTD, NAGPUR <i>Krishna Mohan</i>
7.	M54	GLOBAL TALENT MANAGEMENT- IS THERE A THUMB RULE <i>Anju Chawla</i>
8.	M57	PORTRAYAL OF WOMEN IN TELEVISION ADVERTISING <i>Raj Kumar Tirthani</i>
9.	M59	HOW HUMAN RESOURCE MANAGEMENT PRACTICES, AFFECTS ORGANIZATIONAL COMMITMENT <i>Shevata Singhal and Sunita Dwivedi</i>
10.	M60	A STUDY ON CONTRIBUTION OF HR DEPARTMENT'S TOWARDS EMPLOYEE DEVELOPMENT IN CURRENT SCENARIO <i>Shyam Singh Inda</i>
11.	M62	MILLENNIAL GENERATION AND ROLE OF HR <i>Priyanka.R.Patel</i>
12.	M63	MANIFESTATIONS OF TALENT RETENTION IN RELATION TO BANKING INDUSTRY: A STUDY OF FACTORS AND STRATEGIES <i>Ritu Gandhi Arora</i>
13.	M64	INVESTMENT OBJECTIVES AND DEMOGRAPHY: A SURVEY <i>Sunita Bishnoi</i>
14.	M66	ORGANIZATIONAL ENVIRONMENT: A CRITICAL STUDY IN REGARD OF HEALTH SECTOR <i>Arvind Kumar</i>
15.	M68	SUSTAINABILITY EFFORTS TAKEN BY ORGANISATIONS FOR SUCCESS <i>Raveesh Agarwal, Nitin Bisht and Ameen Yasar Khan</i>
16.	M70	SERVICE EXCELLENCE OF DELHI METRO RAILWAYS - A CONSUMER STUDY OF DELHI AND NCR <i>Pinki Singh</i>
17.	M90	BRANDING GLOBALLY , ACTING LOCALLY (THE GLOCAL STRATEGY FOR GLOBAL BRANDS) <i>Neelam Sheoliha</i>

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Technical Session IV (Management IV)

Session Chair: Dr. Sajjan Singhvi, Senior Professor (Marketing), IMT Ghaziabad, India

8 March, 2014 10:15 AM – 11:45 AM & 12:00 Noon – 1:00 PM Room No. 202

1.	M72	HUMAN RESOURCE MANAGEMENT AND PRODUCTIVITY IN EDUCATION INDUSTRY <i>Sanchika Modi</i>
2.	M74	PRODUCT INNOVATION STRATEGIES AMONG BANKS IN ELDORET MUNICIPALITY, KENYA <i>Ooyo Fredrick S. and Omwono Gideon A.</i>
3.	M75	EVALUATION OF FINANCIAL PERFORMANCE OF SARDAR BHILADWALA PARDI PEOPLES CO-OPERATIVE BANK USING CAMEL MODEL - A CASE STUDY <i>Krupa R. Trivedi</i>
4.	M76	A COMPARATIVE STUDY ON PURCHASING BEHAVIOUR OF RURAL AND URBAN MOBILE PHONE USERS <i>Rohit Chaudhary</i>
5.	M77	AN EMPIRICAL ANALYSIS ON ATTRITION AND DEVISING INNOVATIVE RETENTION STRATEGIES <i>Snigdha Malhotra and Lubhana Juneja</i>
6.	M78	THE ROLE OF EMOTIONAL INTELLIGENCE ON TRANSFORMATIONAL LEADERSHIP <i>Shubhangini Rathore and Rina Pandey</i>
7.	M79	COMPETENCY MANAGEMENT SYSTEM AS A STRATEGIC TOOL FOR SUCCESSION PLANNING <i>Anjali Pathania</i>
8.	M80	FINANCIAL EFFICIENCY OF MERGED BANK: A CASE STUDY OF OBC BANK <i>Divya Chaudhary</i>
9.	M81	IMPACT OF HOSPITAL SERVICE ON PATIENTS SATISFACTION IN RELATION WITH TRAINING AND DEVELOPMENT PROGRAMS <i>Snehal Pande</i>
10.	M82	ORIENTING TQM TO MANAGEMENT EDUCATION IN INDIA <i>Sri Sai</i>
11.	M83	INNOVATION AND STRATEGIC PLANNING AS A KEY ELEMENT TO ENTREPRENEURIAL SUCCESS <i>Priyanka Sharma Gurnani</i>
12.	M84	KNOWLEDGEABLE WORKPLACE: ON-THE-JOB TRAINING TO FACILITATE KNOWLEDGE SHARING <i>Karishma Gulati and Shikha N. Khera</i>
13.	M85	TAX EVASION - AN EVIL FOR THE ECONOMY <i>Pankaj Batra</i>
14.	M86	AN INVESTIGATIVE STUDY OF THE BRAND FUNCTIONS FOR CRAFTING SUITABLE BRAND POSITIONING PORTFOLIOS <i>Nidhi Sinha</i>
15.	M87	COMPETITIVE ANALYSIS OF CONSUMER BEHAVIOR OF VARIOUS SOFT DRINKS IN COMPARISON WITH COCA COLA & PEPSI <i>Abhinav Gaur</i>
16.	M89	VIRTUAL COMMUNITIES' DYNAMISM & MARKETING IMPLICATIONS: AN EMPIRICAL STUDY <i>Punita Duhan</i>

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Technical Session V (Economics)

Session Chair: *Dr. Kanhaiya Singh, Professor, Fore School of Management, New Delhi, India*

8 March, 2014

2:30 PM – 3:45 PM

Convention Hall II

1.	EC03	ECONOMIC DEVELOPMENT, TECHNOLOGICAL CHANGE, AND GROWTH- AN ACADEMIC PAPER ON THE CONCEPT OF THIS CORRELATION AND ITS APPLICABILITY FOR EFFECTIVE INTERVENTIONS IN ECONOMIES <i>Kamalendu Bali and Saurabh Biswal</i>
2.	EC04	FOREIGN DIRECT INVESTMENT AND INFRASTRUCTURAL DEVELOPMENT: A STUDY OF (BRICS) COUNTRIES <i>Alapati Neelima</i>
3.	EC05	FINANCIAL INCLUSION IN INDIA: A COMPARATIVE STUDY OF PRE AND POST LIBERALIZATION PERIOD ACHIEVEMENTS OF NATIONALIZED BANKS IN INDIA <i>Anil .K. Dhagat and Meghna Jain</i>
4.	EC06	ASEAN+3 – AGREEMENTS RECOVERING THE TRADE AND INVESTMENT INDICATORS IN THE REGION <i>Swati Shukla and Sanhita Athawale</i>
5.	EC07	EVALUATING THE KEY DETERMINANTS OF FINANCIAL VIABILITY IN INDIAN BANKING SECTOR <i>Shveta Singh and Anita Makkar</i>
6.	EC08	CONCERNS IN ORGANIZATIONAL CLIMATE – RESEARCH PERSPECTIVES OF INDIAN BANKING SECTOR <i>Neha Gupta</i>
7.	EC09	ENHANCING THE LIVELIHOOD OF RURAL PEOPLE THROUGH SUSTAINABLE DEVELOPMENT: A STUDY OF IWMP OF SHIMLA DISTRICT <i>Promila Raita Sandeep Paatlan, Jayati</i>
8.	EC10	INFLATION INDEX SECURITIES – BEST OPTION FOR INVESTORS OR NOT <i>Jyoti Batra</i>
9.	EC12	EXAMINING THE SUPERIORITY OF GARCH (p,q) SPECIFICATIONS OVER GARCH TYPE OF SPECIFICATIONS <i>Ankur Srivastava and Prasant Sarangi</i>

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Technical Session VI (Operations Research, IT and Statistics)

Session Chairs: *Dr. Preeti Wanti Srivastava, Associate Professor, Department of Operations Research, Delhi University, India*

And

Dr. Madhu Jain, Associate Professor, Department of Mathematics, IIT Roorkee, India

8 March, 2014

2:30 PM – 3:45 PM

Room No. 202

1.	OSI01	LEAN MANUFACTURING THROUGH NETWORKS AND EFFICIENT SUPPLY CHAINS <i>Prem Nath Panday and Suruchi Panday</i>
2.	OSI04	TECHNOLOGY ACCEPTANCE MODEL: DEVELOPMENTS & SCOPE IN THE STUDY OF CONSUMER BEHAVIOR TOWARDS SMART PHONES IN INDIAN MARKETS <i>Syed Wajid Ali and Tahir Ahmad Wani</i>
3.	OSI05	PERFORMANCE ANALYSIS OF G –QUEUE WITH UNRELIABLE SERVER <i>Rakhee</i>
4.	OSI07	A SURVEY: DATA AGGREGATION IN WIRELESS SENSOR NETWORKS <i>Prashant Shukla and Vidushi Sharma</i>
5.	OSI08	ASSESSMENT OF PERFORMANCE OF STUS BY NEURAL NETWORK <i>Shivi Agarwal</i>
6.	OSI10	AN IDEA FOR INVENTORY MARKET OF COMMON MATERIALS USED IN MANUFACTURING UNITS <i>Lokesh Payasi</i>
7.	OSI12	OPTIMAL THRESHOLD POLICY FOR MACHINING SYSTEM WITH IMPERFECT COVERAGE, REBOOT AND VACATION <i>Madhu Jain and Rakesh Kumar Meena</i>
8.	OSI13	RELIABILITY ANALYSIS OF K-OUT-OF N-SYSTEM WITH CONTROLLABLE RATES, COMMON CAUSE FAILURE AND WARM STANDBY <i>Madhu Jain, Chandra Shekhar and Rekha Kumari</i>

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Technical Session VII (Environmental Studies)

Session Chair: *Dr. Bhagwan Singh Chaudhary, Professor (RS & GIS), Department of Geophysics,
Kurukshetra University, India*

8 March, 2014

2:30 PM – 3:45 PM

Room No. 203

1.	E03	TRANSFER OF ENVIRONMENTALLY SOUND TECHNOLOGIES: IDENTIFYING THE HIERARCHY AND INTERDEPENDENCE OF BARRIERS <i>Manju Singh and Abhishek Behl</i>
2.	E04	HEALTH INFRASTRUCTURE, GENERATION OF WASTE AND ITS IMPACT <i>Savitha K L</i>
3.	E05	CSR AND ENVIRONMENT MANAGEMENT <i>Charu Lata Singh</i>
4.	E06	A STUDY OF GARMENT FACTORY DESIGN & COMMUNICATION PATTERNS AND ITS EFFECT ON JOB STRESS AND WORK PERFORMANCE OF FASHION DESIGNERS & TAILORS <i>Abhishek Y. Dikshit</i>
5.	E07	AN OVERVIEW OF ENVIRONMENTAL JURISPRUDENCE IN INDIA <i>Sukhvinder Singh Dari and Rangam Sharma</i>
6.	E08	ENVIRONMENTAL SOCIOLOGICAL MANAGEMENT AND TECHNIQUES INTRODUCED BY MUGHAL EMPEROR AKBAR AND CONTEMPORARY ENVIRONMENTAL PROBLEMS-UMBRELLA FOR GREEN JOINT EFFORTS <i>Dr. Ramani Swarna</i>
7.	E09	LORD BUDDHA AND KALIDASA-COMPARATIVE STUDY ON ECO-CARING APPROACH TOWARDS THE UNDERSTANDING OF THE RELATIONSHIP BETWEEN HUMAN AND ENVIRONMENT <i>Dr. Ramani Swarna</i>