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*Wallace Jacob, Senior Assistant Professor, Tolani Maritime Institute, Pune, India*

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**How Much Does Analyst Accuracy Vary Across Sectors? Evidence from Equity Research in India**

*Samie Ahmed Sayed, Asst Prof, ITM B-School, Kharghar, Mumbai & Research Scholar, IMI N. Delhi, India.*

*Rahul Verma, Analyst, Tata Consultancy Services, Mumbai, India*

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*Happy Paul, Asst Prof, Dept of Mgmt Studies, Graphic Era University, Dehradun, Uttarakhand, India*

*Pooja Garg, Ph.D., Asst Prof, Dept of Humanities and Social Sciences, IIT Roorkee, Uttarakhand, India*

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*Siddhartha Bhattacharya, Vice President, Research and Publications, Gray Energy Economics, Inc, Canada*

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*Rakesh D. Raut, Ph.D., Asst Prof, National Institute of Industrial Engineering (NITIE), Mumbai, India*

*Sachin S. Kamble, Ph.D., Asst Prof, National Institute of Industrial Engineering (NITIE), Mumbai, India*

*Manoj Kumar Jha, Ph.D., Asst Prof, National Institute of Industrial Engineering (NITIE), Mumbai, India*

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*Ravindra Dey, Professor, Xavier Institute of Management and Research, Mumbai, India.  
Sheldon Carvalho, Doctoral Student, ESSEC Business School, France.*

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*Ajay Kumar Gupta, Ph.D., Asst Prof, T. A. Pai Mgmt Inst, Manipal, India and Erasmus Mundus Fellow, University of Milan, Italy.*

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*Navodita Mishra, Research Scholar, Dept of Mgmt Studies, IIT Madras, Chennai, India.  
T. J. Kamalanabhan, Ph.D., Prof, Dept of Mgmt Studies, IIT Madras, Chennai, India.*

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*Shih Yung Chou, University of Texas of the Permian Basin, USA.  
Tree Chang, Southern Illinois University Carbondale, USA.  
Bo Han, Texas A & M University - Commerce, USA.*

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*Amjad Iqbal, Ph.D., Doctoral Student, School of Accounting, Dongbei Univ of Fin & Eco, Dalian, Liaoning, China.  
Jamil Mulani, Ph.D., Doctoral Student, School of Accounting, Dongbei Univ of Fin & Eco, Dalian, Liaoning, China.  
Sajal Kabiraj, Ph.D., Full Prof - Busi Mgmt, Intern'l Cen for & Inno Studies (ICOIS), Dongbei Insti of Fin & Eco, China.*

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*Rema Gopalan, Asst Prof, Indian Institute for Prod Mgmt, School of Mgmt, Rourkela, India.  
Sreekumar, Asso Prof, Rourkela Institute of Management Studies, Rourkela, India.  
Biswajit Satpathy, Prof, Dept of Business Admin, Sambalpur University, Odisha, India*

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*S. M. Salamat Ullah Bhuiyan, Prof, Dept of Mting Studies, Fatc of Busi Admin, Univ of Chittagong, Bangladesh.  
Shanta Banik, Asst Prof, Dept of Mkting Stududies, Fact of Busi Admn' Univ of Chittagong, Bangladesh.*

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*Shobana Karthikeyan, Research Scholar, Deptof Mgmt Studies, Birla Institute of Technology, Ranchi, India.  
Manju Bhagat, Ph.D., Professor, Department of Management Studies, Birla Institute of Technology, Ranchi, India.  
N. G. Kannan, Ph.D., Director - Marketing (Retd), Indian Oil Corporation, Trichy, Tamil Nadu, India.*

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*Rajesh Panda, Ph.D., Director, Symbiosis Institute of Business Management, Bangalore, Karnataka, India.  
Biranchi Narayan Swar, Ph.D., Asso Prof - Marketing, Symbiosis Institute of Business Mgmt, Bangalore, India.*

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*Hamza V. K., Research Fellow, Former Faculty, Dept of Buss Admin, Aligarh Muslim Univ Centre, Kerala, India.*

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## **The 7 Most Important Criteria of Job Descriptions**

*Beáta Sz. G. PATÓ, cUniversity of Pannonia, Faculty of Economics, Veszprém, Hungary.*

### **BOOK REVIEW**

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## **Lunch with the FT: 52 Classic Interviews, Edited by Lionel Barber**

*Wallace Jacob, Senior Assistant Professor, Tolani Maritime Institute, Pune, India*

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## **Factors Influencing Performance of Offshore Outsourcing Service Provider Firms Across Three Locations in India**

*Soni Agrawal, Assistant Professor, International Management Institute, New Delhi, India.  
Kishor Goswami, Ph.D., Asso Prof, Dept of Humanities and Social Sciences, IIT, Kharagpur, WB, India.  
Bani Chatterjee, Professor, Dept of Humanities and Social Sciences, IIT, Kharagpur, WB, India.*

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*Sushmita Srivastava, Research Scholar, XLRI, School of Business & Human Resources, Jamshedpur, India  
Munish Kumar Thakur, Professor, XLRI, School of Business & Human Resources, Jamshedpur, India*

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*Anupam Das Gupta, Asst Prof, Department of Finance & Banking, University of Chittagong, Bangladesh.  
Shanta Banik, Asst Prof, Dept of Mkting Studies & International Mkting, Univ of Chittagong, Bangladesh.*

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## **Effective Internal Communication: A Way Towards Sustainability**

*Aarti Kataria, Research Scholar, Management Development Institute, Gurgaon, India  
Aakanksha Kataria, Research Scholar, Dept of Humanities & Social Sciences, IIT Roorkee, India  
Ruchi Garg, Research Scholar, Management Development Institute, Gurgaon, India*

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*Neena Nanda, Assistant Professor, ITM - Business School, Navi Mumbai, India  
Shelja Jose Kuruvilla, Ph.D., Professor, ITM - Business School, Navi Mumbai, India  
B.V.R.Murty, Deputy Director, ITM - Business School, Navi Mumbai, India*

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*Tulsi Jayakuma, Ph.D., Associate Professor, SP Jain Institute of Management & Research, Mumbai, India*

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*Arvind Jayant, Department of Mechanical Engineering, Sant Longowal Institute of Engineering and Technology, Longowal, Punjab, India*

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*Pooja Garg, Ph.D., Asst Prof, Dept of Humanities & Social Sciences, IIT, Roorkee, India.  
Renu Rastogi, Professor, Dept of Humanities & Social Sciences, IIT, Roorkee, India  
Aakanksha Kataria, Research Scholar, Dept of Humanities & Social Sciences, IIT, Roorkee, India*

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*Mitesh M. Jayswal, Associate Professor, S. V. Institute of Management, Kadi, India.  
A.C. Brahmhatt, Ph.D., Professor, Institute of Management, Nirma University, Ahmedabad, India.*

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*Judit Grotte, Ph.D., Asso Prof, Insti of Tourism and Catering, Budapest Colle of Comm and Busi, Hungary*

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*Syeeda Khatoon, Ph.D, (JNU), Senior Lecturer, Dept of Economics, MMH College, Ghaziabad, India*

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**Building Brands that Win (Author: Kaushik Mukerjee)**

*Wallace Jacob, Senior Assistant Professor, Tolani Maritime Institute, Pune, India*

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**Technological Exchange Perspective on Transnational Corporations: Theoretical Propositions and Exploratory Evidence**

*Vipin Gupta, Ph.D., Prof and Co-director, Global Mgmt Center, California St Univ San Bernardino, USA.  
Nancy M. Levenburg, Ph.D., Asso Prof, Mgmt Dept, Seidman College of Busi, Grand Valley St Uni, USA.  
Sandhya Mahadevan, Manager, Abbott Industries, USA.*

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**Corporate Carbon Footprint Accounting: Estimating Carbon Footprint of an Indian Paperboard and Paper Production Unit**

*Debrupa Chakraborty, Asst Prof, Dept of Comm, Netaji Nagar College, Calcutta University, Kolkata, India.  
Joyashree Roy, Ph.D., Professor, Department of Economics, Jadavpur University, Kolkata, India*

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*Malgorzata Sulimierska, Eco Dept, Univ of Sussex, England, UK and LICOS, Centre of Transition Economics, Economics Department, Katholieke, Universiteit Leuven, Belgium*

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*Mohd Adil, PhD Scholar, Dept of Busi Admin, Faculty of Mgmt Study & Rese, Aligarh Muslim Univ, India*

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*Swarup Kumar Dutta, Asst Prof, Strategy & Entrepreneurship Area, Insti of Mgmt, Nirma Univ, India  
Pragya Bhawsar, Research Scholar, National Institute of Industrial Engineering, Mumbai, India*

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**Buying IPL players in Auction: Cricketing Gamble or Systematic Logical Decision?**

*Rahul R Marathe, Ph.D., Department of Management Studies, IIT Madras, Chennai India  
Bharat Bansal, Department of Civil Engineering, IIT Madras, Chennai India  
Tarun Inani, Department of Computer Science, IIT Madras, Chennai India*

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*Sabita Mahapatra, Ph.D., Associate Professor, Indian Institute of Management, Indore, India*

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*B. Aiswarya, Ph.D., Professor, Dept of Mgmt Studies, Sathyabama University, Chennai, India  
G. Ramasundaram, Ph.D., Professor, Dept of Mgmt Stud, St.Joseph's Coll of Engg, Madurai Kamaraj University Chennai, India.*

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**Employee Engagement and Organizational Effectiveness: The Role of Organizational Citizenship Behaviour**

*Aakanksha Kataria, Research Scholar, Department of Humanities & Social Sciences, IIT, Roorkee, India  
Pooja Garg, Ph.D., Assistant Professor, Department of Humanities & Social Sciences, IIT, Roorkee, India*

*Renu Rastogi, Ph.D., Professor, Department of Humanities & Social Sciences, IIT, Roorkee, India*

## **BOOK REVIEW**

**IJBIT/ISSN 0974-5874/V06/01/140/BR**

**Pax Indica: India and the World of 21 Century** (Authored by Shashi Tharoor (2013) Penguin Books, New Delhi]

*Wallace Jacob, Senior Assistant Professor, Tolani Maritime Institute, Pune, India.*

## **IJBIT – Volume 5, Issue 3, July 2012 - Special Issue**

### **“An Emerging Market: Overview of Economic and Business Practices in Hungary”**

**Guest Editor-** *Deli-Gray Zsuzsa, PhD, Professor of International Marketing, ESSCA School of Management, Budapest, Hungary*

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*Adam Torok, Prof of Eco, Uni of Pannonia (UP), and Budapest Uni of Tech & Econ, Head Neworked Research Gr, Regional Inno & Deve, Hungarian Academy of Science and UP, Hungary*

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*Geza Sebestyen, PhD, Asst Prof, ESSCA, Hungary*

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*Deli-Gray Zsuzsa, PhD, Professor of International Marketing at ESSCA School of Management, Budapest, Hungary*  
*Arva Laszló, Professor of Marketing at ESSCA School of Management, Budapest, Hungary*

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*Laszlo Jozsa, PhD, Professor, Szechenyi Istvan University, Hungary*  
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*Monika Fodor, PhD, Asso Prof, Budapest Business School, Hungary*  
*Lehota Jozsef, PhD, Regius Prof, Szent Istavan University Marketing Institute, Hungary*  
*Gyenge Balazs, PhD, Asso Prof, Szent Istavan University Marketing Institute, Hungary*  
*Agnes Horvath, PhD, Asso Prof, Szent Istavan University Marketing Institute, Hungary*

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*Zoltan Gaal, PhD, Professor, University of Pannonia, Hungary*  
*Hajnalka Fekete, Asst Prof, University of Pannonia, Hungary*

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*Gabor Rekettye, Professor of Marketing, University of Pecs, Hungary*

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*Zoltan Veres, PhD, Professor, Budapest Business School, Hungary*

*Laszlo Sajtos, PhD, University of Auckland, New Zealand*

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*Laszlo Dinya, Professor of Marketing, Vice Rector, Karoly Robert College, Gyongyos, Hungary*

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*Erzsebet Malota, PhD, Asso Prof, Corvinus University of Budapest, Institute of Marketing and Media, Hungary*

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*Tamas Matura, PhD, ESSCA School of Management, Hungary*

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*Suman Kumar, Research Scholar, Department of Management Studies, IIT Roorkee, Uttarakhand, India.*

*Vinay K. Nangia, Professor, Department of Management Studies, IIT Roorkee, Uttarakhand, India.*

*Santosh Rangnekar, Asst Prof, Department of Management Studies, IIT Roorkee, Uttarakhand, India.*

*Umesh K. Bamel, Research Scholar, Department of Management Studies, IIT Roorkee, Uttarakhand, India.*

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*Madhuri Malhotra, PhD, Asst Prof, Madras School of Economics, University of Madras, Chennai, India.*

*M. Thenmozhi, Professor, Department of Management Studies, IIT, Madras, Chennai, India.*

*Arun Kumar Gopaldaswamy, PhD., Asso Prof, Department of Mgmt Studies, IIT Madras, Chennai, India.*

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**Antecedents of Knowledge Sharing**

*B.Latha Lavanya, Ph.D, Department of Management Studies, University of Madras, India.*

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*Pascal Christian Stiefenhofer, Dept of Statis Scie, Univ Colle London and Dept of Maths, Univ of Sussex, UK*

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*Chintha sam sundar, College of Bus and Eco, Department of Banking and Finance, Eritrea. NE Africa.*

*Kollipara Vamsi Prasad, College of Business and Economic, Department of Accounting, Eritrea, NE Africa.*

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*Reena Kumari, Sr Research Fellow, Faculty of Soc Sci, Dept of Econ, Banaras Hindu Univ, Varanasi, India.*

*Rakesh Raman, Asso Prof, Faculty of Soc Sci, Dept of Econ, Banaras Hindu Univ, Varanasi, India.*

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*Nishith Bhatt, Ph.D., Reader, S. K. School of Business Mgmt, MBA Dept, HNG University, Gujarat, India.*

*Jayswal Rachita M., Asst Prof, V. M. Patel Institute of Mgmt, MBA Dept Ganpat Univ, Gujarat, India.*

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*Isita Lahiri, Ph.D., Asso Prof Dept of Business Admin, University of Kalyani, Kalyani, West Bengal, India.*

*Mrinal Kanti Das, Asst Prof, Cent.for Mgmt Studies, JIS Coll of Engg, Univ of Kalyani, Kalyani, WB, India*

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*Hrabrin Bachev, Ph.D., Professor, Institute of Agricultural Economics, Bulgaria.*

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*Clifford Fisher, Asst Dean & Academic Dir for Undergrad Program, Clinical Asso Prof, Krannert School of Mgmt, Purdue University, USA.*

*Zachary Briggs, Majoring in Management, Krannert School of Management, Purdue University, USA.*

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*George Pettinico, University of Connecticut, Stamford, USA.*

*Timothy J. Dowding, Ph. D., Professor, Oper and Infor Mgmt Deptt, Univ of Connecticut, Stamford, USA.*

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### **Emirates Bank International (EBI) merger with National Bank of Dubai (NBD)-A Valuation perspective**

*B Rajesh Kumar, Associate Professor at Institute of Management Technology, Dubai, UAE.*

*Manuel Fernandez, Associate Professor at Skyline College Sharjah, UAE.*

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*Rakesh D. Raut, PhD Scholar (SCM), National Institute of industrial Engineering (NITIE), Mumbai, India.*

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**Approach: A Review**

*Neeta Nagar, Research Fellow, Indian Institute of Management, Indore, India.*

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**Environmental Management Accounting: An overview of its Methodological Development**

*Somnath Debnath, Research Scholar, Dept of Mgmt, Birla Institute of Technology, Mesra, India.*

*S.K.Bose, Ph.D., Head of the Department of Management, Birla Institute of Technology, Mesra, India.*

*R.S.Dhalla, Ph.D., Managing Partner, Microbiological Consultants, Mumbai, India.*

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*Chitrasen Samantra, Saurav Datta & Sankar Mahapatra, Dept of Mech Engg, NIT Rourkela, India.*

*Sabhyasachi Banerjee & Asish Bandyopadhyay, Dept of Mech Engg, Jadavpur Univ, India.*

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**Analysis of Effects of Working Capital Management on Corporate Profitability of Indian Manufacturing Firms**

*Arunkumar O.N., Research Scholar, Dept of Mechanical Engineering, NIT, Calicut, Kerala, India.*

*T. Radharamanan, Asst Prof, Dept of Mechanical Engineering, NIT, Calicut, Kerala, India.*

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**Determinants of Satisfaction and Loyalty in Apparel Retailing**

*Sudepta Pradhan, Research Scholar, IBS Hyderabad (IFHE), Hyderabad, India.*

*Subhadip Roy, Ph.D., Assistant Professor, IBS Hyderabad (IFHE), Hyderabad, India.*

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*Ms. Shobana Karthikeyan, Research Scholar, Dept of Mgmt Stud, Birla Insti of Tech Mesra, Ranchi, India.*

*Manju Bhagat, Ph.D., Professor, Dept of Mgmt Stud, Birla Insti of Tech, Mesra, Ranchi, India.*

*N G Kannan, Ph.D., Director – Marketing (Retd), Indian Oil Corporation, Tamil Nadu, India.*

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**Strategic Study on Enhancement of Supply Chain Performance**

*Brijesh Ainapur, Research Scholar, Birla Institute of Technology, Mesra, Ranchi, India.*

*Ritesh Kumar Singh, Ph.D., Dept of Prod Engg, Birla Institute of Tech, Mesra, Ranchi, India.*

*P.R.Vittal, Ph.D., Department of Statistics, University of Madras, India.*

**ARTICLE**

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**Soft Skills in Management**

*Sharu S. Rangnekar, Management Consultant, Mumbai, India.*

**CASE STUDY**

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**A case for sustainable organic and biodynamic winegrowing and wine making**

Erica J. Stebe, University of Connecticut, Stamford, USA.

Timothy J. Dowding, PhD., Professor, Oper and Info Mgmt Dept, Univ of Connecticut, Stamford, USA.

**IJBIT/ISSN 0974-5874/V05/01/108/CS**

**An Alternate Source of Energy: The Production of Bio fuels from seaweed**

Elizabeth J Fusco, University of Connecticut, Stamford, USA.

Timothy J. Dowding, Ph.D., Professor, Oper and Infor Mgmt Dept, Univ of Connecticut, Stamford, USA.

**IJBIT – Volume 4, Issue 3, January’12– Special Issue**

**“Achieving Sustainability through Innovation.”**

**Guest Editor** - Niranjana Pati, PhD, Dean and Professor of Management & Entrepreneurship  
William G. Rohrer College of Business Rowan University Glassboro, NJ, U.S.A.

Thought Piece by Sustainable Innovation: “Good” vs. “Less Bad” Jeffrey Hollender, Founder of Jeffrey Hollender Partners, co-founder and former CEO of Seventh Generation. Mr. Hollender is an eco-preneur and has authored six books including his best-selling book How to Make the World a Better Place, a Beginner’s Guide.

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**Strategic Environmental Sustainability Management: Highlighting the Need and Opportunities to Recognize Environmentally Hidden Economic Sectors**

Mark Starik, George Washington University, Washington, DC, U.S.A.,

Scot Holliday, Washington, D.C. U.S.A.,

Bruce Paton, San Francisco State University, San Francisco, CA, U.S.A.

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**Implementing Sustainability Strategy: A Community Based Change Approach**

Stephen John, Kean University, NJ, U.S.A

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**Interrogating Sustainability: FAD or Value Generator?**

Rajiv K. Kashyap, William Paterson University, NJ, U.S.A.,

Raza Mir, William Paterson University, NJ, U.S.A.,

Easwar S. Iyer, University of Massachusetts, Amherst, MA, U.S.A.

**IJBIT/ISSN 0974-5874/V04/03/89/RP**

**Transgenic Crops in Developing Countries: Can New Business Models Make a Difference in Fostering Sustainability and Mitigating Non-Technological Risks from Innovation?**

Rüdiger Hahn, Faculty of Business and Economics, Heinrich-Heine Universität Düsseldorf, Germany

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Harvard Business School Press. -Author-Nancy F. Koehn)

*Shiva Kumar Srinivasan, Indian Institute of Planning and Management, Chennai, India*

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*Shiva Kumar Srinivasan, Visiting Asst Prof, Managerial Communication, IIM, Kozhikode*

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*Thought Piece – “Sense and Enact an Emerging Future to Build a Sustainable World” by Peter Senge, Massachusetts Institute of Technology and founding Chair of the Society for Organizational Learning (SoL) and the acclaimed author of The Fifth Discipline*

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*N. E. Landrum, University of Arkansas at Little Rock, Little Rock, AR, U.S.A.,*  
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*Vishnu S Ramachandran, PhD, Sr Mgr(Prod Dev & Resk Mgmt), Dun and Bradstreet Info Serv (I) Ltd, Mumbai  
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#### **The Cost of Capitalism: Understanding Market Mayhem and Stabilizing our Economic Future.**

(Author: Barbera, R. J., 2009 McGraw Hill, New York)

*Ishani Mukherjee, PhD Student, Lee Kuan Yew School of Public Policy, National University of Singapore Catherine Regalado Ramos, PhD Student, Lee Kuan Yew School of Public Policy, National University of Singapore*

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(Author: Elizabeth Puttick, Penguin Books, New Delhi)

*Wallace Jacob, Faculty, Tolani Maritime Institute, Talegaon, Pune, India*

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*Jerzy Surma, PhD, Collegium of Business Adm, Warsaw School of Economics, Warszawa, Poland*

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*P.Gupta, Dept of Mech Engg, Sant Longowal Inst of Engg & Tech, Sangur, Punjab, India*

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## **Who Killed Change? Solving the Mystery of Leading People through Change (Authors:**

*Blanchard, K., Britt, J., Hoekstra, J., & Zigarmi, P., 2009, Harper Collins, New York)*

*Soma Kamal Tandon, PhD Scholar, Rizvi Insti of Mgmt Studies, & Dy GM (IT), Shipping Corp of India, Mumbai*

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Anjana Sen, MBBS, D. Ophthalmology, Physician and Consultant for Emotional Intelligence, London

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**Hot, Flat and Crowded: Why We Need a Green Revolution and How It Can Renew America  
(Author: Thomas Friedman)**

Eric Braude, Ph.D. Associate Professor, Boston University, Massachusetts, USA

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*Eric Braude, PhD, Asso Prof, Boston Uiniversity, Massachusetts, USA*

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## **Purple Cow - Transform Your Business by Being Remarkable. (Author: Seth Godin)**

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**The New Age of Innovation: Diving Co-Created Value through Global Network, Authors: C.K. Prahalad and M.S. Krishnan, McGraw Hill, New York, 2008)**

*Mukul G Asher, PhD, Professor, National University of Singapore*

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**(Abbreviations; RP= Research Papers, AR= Article, CS=Case Study,  
VP=View Point, BR= Book Review)**

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