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“Achieving Sustainability through Innovation.”

Guest Editor - Niranjan 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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Mohammad Asif Salam, Asst Prof (Mkting &SCM), Univ of the Fraser Valley, Abbotsford, British Columbia, Canada

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Asmita Shukla, School of Humanities, social Science and Mgmt., IIT, Bhubaneswar, India
Narendra K.Sharma, Dept of Industrial and Management Engineering, IIT, Kanpur, India

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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

Seven Personality Types
(Author: Elizabeth Puttick, Penguin Books, New Delhi)
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Green Value Chain in the Context of Sustainability Development and Sustainable Competitive Advantage: A Conceptual framework
Jason Tan, Graduate School of Business, Universiti Sains Malaysia, Penang, Malaysia
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The Relationship between Capital Ratio and Portfolio Risk of Scheduled Commercial Banks in India
Manmeet Singh, CA, MBA, Prof & Reader, Medi-Caps Institute of Techn and Mgmt, Indore, India
R.K. Vyas, Ph.D. Prof & Head, Mgmt Programs, Intern’l Inst of Profess’l Studies, Devi Ahilya Univ, Indore
R.C. Sharma, Ph.D. Prof and Head, School of Future Studies and Plining, Devi Ahilya Univ, Indore.

Ego Boundaries that Cross Borders

BOOK REVIEW
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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India-Vietnam: A Comparative Analysis of Economic Performance
Khuyong Vu, PhD (MBA & Harvard Uni, Asst Prof, Lee Kuan Yew School of Public Policy, National Univ of Singapore
Mukul Asher, PhD, Professor of Public Policy, Lee Kuan Yew School of Public Policy, National Univ of Singapore

The Impact of Organisational Citizenship Behaviour on Goal Orientation and Performance of Salespeople: Formulation of a Conceptual Model
Binu Marcos, PhD Research Scholar, Dept of Mgmt Studies, IIT Madras, Chennai, India
S.Jayachandran, PhD, Professor of Marketing Mgmt, Dept of Mgmt Studies, IIT Madras, Chennai, India

Assessing Suitability of Rahim Organizational Conflict Inventory-II, In Indian Family-Owned-and-Managed Businesses
Mita Dixit, Research Scholar, Birla Institute of Tech & Scie, Pilani, Rajasthan, and Sr Consultant with Equaations Marketing Consultant, Mumbai, India
Debasis Mallik, PhD, Asso Prof, SP Jain Institute of Management & Research, Mumbai, India

Price Discovery Efficiency of Indian Futures Market – A Case Study of National Stock Exchange
Sangeeta Wats, PhD Research Scholar, Faculty of Commerce, Banaras Hindu University, Varanasi, India
K.K. Misra, PhD, Faculty of Commerce, Banaras Hindu University, Varanasi, India

Creating Customer Satisfaction and Profitable Value Chain with E-Commerce in Rural India, A case Based Approach
Sanjeev Verma, PhD, Asst Prof (Marketing) National Institute of Industrial Engineering, Mumbai, India
Ranjan Chaudhuri, PhD, Asst Prof (Marketing) National Institute of Industrial Engineering, Mumbai, India
Economic Empowerment through Microfinance: An Assessment of CSR Activity Run by Forbes Marshall
Prema Basargekar, PhD Research Scholar, Birla Institute of Tech amd Scie, Pilani, Rajasthan, India and Sr Lecturer, K.J.Somayya Inst of Mgmt & Research, Mumbai, India

Industry Restructuring and Organisational Changes of Russian Companies during Crisis
Malysheva Larisa, PhD, Prof of Economics, HOD Strategy Dept, Vice Director B-School of Ural State Tech Uni, Russia

Consumers and their Brands: Deciphering Dimensions of Loyalty
Bilal Mustafa Khan, PhD, Sr Facultry, Dept of Business Admin, Aligarh Muslim University, India

Software-as-a-Service and Off-shoring
Eric Braude, PhD, Asso Prof, Boston University, Massachusetts, USA

Purple Cow - Transform Your Business by Being Remarkable. (Author: Seth Godin)
Dilip M. Sarwate, PhD, Certified Management Consultant & Professor of Management

Too Many Paired Comparisons: A Method to Facilitate Subject Comparison of Large Numbers of Stimulus Pairs
Lawrence L. Garber, Jr. Associate Professor Business Administration, Elon University, USA,
Eva M. Hyatt, Professor, Marketing Department, Appalachian State University, Boone, USA,
Ünal Ö. Boya, Professor, Marketing, Appalachian State University, Boone, NC, USA

Studying Application of Survival Analysis: Modeling the Survivability of E-Commerce
Mahmud Akther Shareef, Sprott School of Business, Carleton University, Canada
Vinod Kumar, Sprott School of Business, Carleton University, Canada
Uma Kumar, Sprott School of Business, Carleton University, Canada
Yegesh K.Dwivedi, School of Business and Economics, Swansea Uni
Dr. Sajal kabiraj, Sprott School of Business, Carleton University, Canada

Role of Enterprise Systems in Achieving Supply Chain Integration
Ravi Seethamraju, PhD, Professor, Faculty of Economics and Business, The University of Sydney, Australia
Gender and Mall Shopping – An Analysis of Patronage Patterns, Shopping Orientation and Consumption of Fashion of Indian Youth
Shelja Jose Kuruvilla, Faculty, Institute of Management and Technology, Research Scholar BITS Pilani, India
K. Ranjan, Vice President, ITD Cementation India, Mumbai, India

Reforming Higher Education Essential for 21st Century India
Vikram M. Sampat, A strategist with a Fortune 500 Com & faculty at MET, Asian Mgmt Develp Centre, Mumbai,
Rohan Maru, Investment Banker with a Leading Investment Bank, Mumbai, India
Harshit Shah, Investment Banker with a Leading Investment Bank, Mumbai, India

Optimisation Model for Hiring of Specialised Services in Manpower Planning
R. Elangovan, PhD, Professor of Statistics, Annamalai University, India
C. Anantharaj, Faculty, Department of Statistics, Annamalai University, India
R. Sathiyamoorthi, Department of Statistics, Annamalai University, India

Role of a Context and Intra-organizational Dynamics in Customer Relationship Management Change
Darshan Desai, PhD, 260, Roanoke Street, Woodbridge, NJ-07095. U. S. A

Does Index Futures Trading Influence Spot Market Volatility? Evidence from Indian Stock Market
Dhananjay Sahu, Reader, Faculty of Commerce, Banaras Hindu University, Varanasi, India, ARTICLE

International Redeployment of Management Personnel
Harald Kupfer, PhD, Consulting & Human Resources, Rothenbach, Germany

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

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

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