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(IJBIT/V10/01/201/RP)

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Matiur Rahman, PhD, Professor of Finance, McNeese State University, Lake Charles, LA, USA

Muhamad Mustafa, PhD, Professor of Economics, South Carolina State University, Orangeburg, SC, USA

Daryl V. Burcke, PhD, Professor of Accounting, McNeese State University, Lake Charles, LA, USA

(IJBIT/V10/01/202/RP)

On the Review and Application of Entropy in Finance

A Sultan, Research scholar, Jamal Institute of Management, Trichy, India,

G.S. David Sam Jayakumar, PhD, Asst Prof, Jamal Institute of Management, Trichy, India

(IJBIT/V10/01/203/RP)

Empirical Study of the Lovemark's Brand Love Theory in India's Luxury Apparel Fashion Market among Youths

Sougata Banerjee, PhD, Asst. Prof, National Institute of Fashion Technology, Kolkata, India.

Neha Gandhi, Research Scholar, National Institute of Fashion Technology, Kolkata, India.

(IJBIT/V10/01/204/RP)

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Sunanda Bharati, PhD, Faculty of Law, University of Delhi, Delhi, India

(IJBIT/V10/01/205/RP)

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Vinod Sople, PhD, Prof and Dean(Research), ITM Group of Institutions, Mumbai, India

(IJBIT/V10/01/206/RP)

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Supriya Khaneja, Research Scholar, Amity University, Haryana. India

Vidhi Bhargava, PhD, Asso Prof, Amity College of Commerce, Amity University, Haryana India.

Book Review

(IJBIT/V10/01/207/BR)

Apparent in HindSight (Authored by: Vector consulting group; Published by: CNBC; TV18) Broadcast Ltd.)

Shelja Jose Kuruvilla, PhD, Visiting Faculty, ITM Business School, Navi Mumbai, India

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Cultural Aspects of Trust in Business Relationships

Noemi Piricz, Ph.D, University of Danaujvaros, Hungary

Tibor Mandjak, Ph.D, Professor, EM Normandie, Le Harve, France

(IJBIT/V09/02/196/RP)

Design Thinking for Sustainable Development: Some Reflections

Jagan Mohan Reddy, Ph.D, Professor, Symbiosis Institute of Business Management, Bangalore

Nagasaki Adama, Masters in Strategic Design and Mgmt (Pursuing), Parson School of Design, NY, USA

(IJBIT/V09/02/197/RP)

Empathy of Customer Relationship Management in Emerging Retail Sector

Ranjan Upadhaya, Ph.D, Assot Prof, Narsee Monjee Institute of Management Studies, Mumbai

(IJBIT/V09/02/198/RP)

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Manisha Saxena, Ph.D, Associate Dean (Academics,) IBS Business School, Pune, India.

A.S Kohli, Professor, Dept of Social Work, Jamia Millia Islamia University, New Delhi, India

(IJBIT/V09/02/199/RP)

Performance of PMJDY Scheme after Demonetization

M.Rifaya Meera, PhD, Asst Prof, Dept of Com, Ayya Nadar Janaki Ammal College, Sivakasi, TN, India

P.Kaleeswaran, Research Scholar, Dept of Com, Ayya Nadar Janaki Ammal College, Sivakasi, TN, India

R.Gurunandanil, Research Scholar, Dept of Com, Ayya Nadar Janaki Ammal College, Sivakasi, TN, India

(IJBIT/V09/02/200/RP)

Consequences of Supervisory Behaviour: A literature Review

Zoha Fatima, Research Scholar, Aligarh Muslim University, Aligarh, U.P., India

M.Khalid Azam, Professor, Aligarh Muslim University, Aligarh, U.P., India

IJBIT – Volume 9, Issue 1, Oct'15-Mar16 – Special Issue

“Hungarian Economy – Snapshots on Tourism & Hospitality Industry “

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

(IJBIT/V09/01/182/RP)

Transformation of the European Union’s Industrial Policy and its Impact on Industrial Policies of the New Member Countries

Ádám Török, Secre Gen, Hungarian Acad of Scie; Prof, Univ of Pannonia, & Budapest Univ of Tech & Eco, Hungary

Gyöngyi Csuka, Senior Lecturer, University of Pannonia, Veszprém, Hungary.

Anita Veres, Asst Resh Fellow, MTA-PE Networked Res Gr on Regional Inno and Devel Studies, Veszprém, Hungary

(IJBIT/V09/01/183/RP)

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Zsuzsa Deli-Gray, Ph.D. Habil., Prof of Int Mkting and Director of the ESSCA School of Mgmt, Hungary

László Árva, Ph.D. Habil., Professor of Tourism, ESSCA School of Management, Hungary

(IJBIT/V09/01/184/RP)

Country Image in Relation to International Student Mobility – General Framework Proposed

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Tamás Gyulavári, Ph.D., Asso Prof, Mktng and Media Institute, Corvinus University Budapest, Hungary*

(IJBIT/V09/01/185/RP)

The Role of the Gastronomy in the Tourism Image of a Destination

*Csilla Jandala, Rector, Head of Tourism Department, Edutus College, Budapest, Hungary
Ágnes Hercz, Assistant Professor, Tourism Department, Edutus College, Budapest, Hungary*

(IJBIT/V09/01/186/RP)

Most Recent Challenges in the Hungarian Hospitality Industry

Judit Grotte, Asso Prof, Head of International Hotel & Hospitality Mgmt Specialization, School Tourism, Leisure and Hospitality; Budapest Metropolitan University of Applied Sciences, Hungary.

(IJBIT/V09/01/187/RP)

Comparing the Hungarian and Indian Experts' Opinions about the Future of Marketing Communication

*Gábor Rekettye Jr., Asst Prof, Budapest Metropolitan University of Applied Sciences, Hungary
Gábor Rekettye, Prof Emeritus, University of Pécs, and Honorary Prof, University of Szeged, Hungary*

(IJBIT/V09/01/188/RP)

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Erzsébet Hetesi, Professor, University of Szeged, Hungary

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Tamás Józsa, Research Scholar, Faculty of Business and Economics, University of Pannonia, Hungary

(IJBIT/V09/01/190/RP)

A Hermeneutical Framework for the Shared Consumption Experience Related to Glamour Days Shopping in Hungary

*Zita Kelemen, Sr. Asst Prof, Dept of Mktng Research and Con Beav, Corvinus Univ of Budapest, Hungary
Péter Nagy, Postdoctoral Research Fellow, Corvinus University of Budapest, Hungary*

(IJBIT/V09/01/191/RP)

The Influence of Social Capital on Pricing Policy – A Case for Cooperation among Hungarian Wineries

*Árpád Brányi, Research Scholar, Széchenyi István University, Hungary
László Józsa, Ph.D., Professor, J. Selye University, Hungary*

(IJBIT/V09/01/192/RP)

Sustainable Consumption Decisions – A Quantitative Study Exploring the Role of CSR in Consumption Decisions

*Ildikó Kovács, Asst Prof, Budapest Business School, University of Applied Sciences, Hungary
József Lehota, Professor, Doctoral School of Mgmt and Business Admn, Szent István University, Hungary
Nándor Komáromi, Ph.D., Asst Prof, HOD, Faculty of Econ and Socil Sciences, Szent István Univ, Hungary*

[\(IJBIT/V09/01/193/RP\)](#)

Lifestyle Segments in Generation Z – A New Approach to Identify Groups among Youth

Mária Törőcsik, Ph.D., Professor, Faculty of Business and Economics, University of Pécs, Pécs, Hungary

Krisztián Szűcs, Ph.D., Asst Prof, Faculty of Business and Economics, University of Pécs, Pécs, Hungary

Dániel Kehl, Ph.D., Asst Prof, Faculty of Business and Economics, University of Pécs, Pécs, Hungary

[\(IJBIT/V09/01/194/RP\)](#)

The Development of a New Breed of Generation Y Leaders in Hungary

Andrea Toarniczky, Asst Prof, ESSCA School of Management, Hungary

Roland F. Szilas, Asst Prof, ESSCA School of Management, Hungary

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[\(IJBIT/V08/02/176/RP\)](#)

Role of Firms in Crowdsourcing and Value Co-creation: Implications for Customer Relationship Management

Darshan Desai, Professor, Larry L. Luig School of Business, Berkeley College, New York, USA.

[\(IJBIT/V08/02/177/RP\)](#)

Self-Attribution Bias, Overconfidence Bias, and Perceived Market Efficiency

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Tanveer Ahsan, Doctoral Student, School of Accounting, Dongbei Univ of Finance and Economics, Dalian, China

Sultan Sikandar Mirza, Doctoral Student, School of Accounting, Dongbei Univ of Fin and Eco, Dalian, China

[\(IJBIT/V08/02/178/RP\)](#)

New Challenges and Post-Modern Solutions in Tourism in the Times of the Climatic Change

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Kornelia Kiss, Ph.D., Head of Tourism Department, Corvinus University of Budapest, Hungary

Shelja Jose Kuruvilla, Ph.D., Vector Consulting Group, Thane, India

[\(IJBIT/V08/02/179/RP\)](#)

The Effect of Climate Change on Distribution Logistics

Beáta Sz. G. Pató, Ph.D., Asst Prof, Dept of SCM, Faculty of Busi and Eco, Univ of Pannonia, Veszprém, Hungary

[\(IJBIT/V08/02/180/RP\)](#)

India and Bilateral Trade: A Gravity Model Approach

Rajesh Panda, Director, Symbiosis Institute of Business Mgmt (Symbiosis International Univ, Pune), B'lore, India

Madhvi Sethi, Asst Prof, Symbiosis Institute of Business Mgmt (Symbiosis International Univ, Pune), B'lore, India

[\(IJBIT/V08/02/181/RP\)](#)

Effect of Risk Contagion on Inter-Bank Market from The Perspective of a Complex Network: A Chinese Perspective

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Sajal Kabiraj, Professor in Strategy & International Busi, School of Intern'al Busi, Dongbei Univ of Fin and Eco, China

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Xu Jinchi, Research Student, School of Finance and Banking, Dongbei University of Fin and Eco, Dalian, China

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(IJBIT/V08/01/169/RP)

Implementation of Village Health and Nutrition Day (VHND): Learning from Experiences of Unakoti District

Abhishek Chandra, IAS, Dy Secretary, Ministry of Shipping, India

Y. Malini Reddy, Ph.D., Associate Professor, Administrative Staff College of India, Hyderabad, India

(IJBIT/V08/01/170/RP)

The Determinants of Outreach of Microfinance Institutions in Ethiopia

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Tsegay Berhane Reda, Res Scholar, Andhra Univ, and AsstProf, Coll of Busi and Eco, Aksum Univ, Aksum, Ethiopia

(IJBIT/V08/01/171/RP)

A Study of the Factors Affecting Gold as an Investment Option

Smriti Verma, Ph.D., Professor, Hindustan University, Chennai, India

Meenal Sharma, Assistant Professor, Chameli Devi Group of Institutions, Indore, India

(IJBIT/V08/01/172/RP)

Disparities in Economic Growth: An Empirical Analysis of States in India and its Policy Implications for Lagging States

Anjali Masarguppi, Ph.D., Assistant Professor, Department of Economics, Wilson College, Mumbai, India

Manisha Karne, Ph.D., Professor, Department of Economics, University of Mumbai, Kalina, Mumbai, India

(IJBIT/V08/01/173/RP)

An Empirical Investigation on Exploring the Insight of Gold Price Volatility in India

P. Hemavathy, UGC, Research Scholar, Department of Commerce, University of Madras, Chepauk, Chennai, India

S. Gurusamy, Ph.D., Prof and HOD, Department of Commerce, University of Madras, Chepauk, Chennai, India

(IJBIT/V08/01/174/RP)

e-Supply Chain Management-Future Focus

Debasri Dey, Institute of Management Study, Affiliated to WBUT, Kolkata, India

BOOK REVIEW

(IJBIT/V08/01/175/BR)

Battles Half Won: India's Improbable Democracy, by Ashutosh Varshney

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

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(IJBIT/V07/02/162/RP)

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

[\(IJBIT/V07/02/163/RP\)](#)

Organizational Commitment of Frontline Sales Professionals in India: Role of Resilience

*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*

[\(IJBIT/V07/02/164/RP\)](#)

Canada - US Border: Has the Story Really Ended?

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

[\(IJBIT/V07/02/165/RP\)](#)

A Kaleidoscopic Study of Service Quality of Passenger Airline Industry of India

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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*

[\(IJBIT/V07/02/166/RP\)](#)

Are Transactional Leaders Also Emotionally Intelligent? - An Analysis of Sales Executives in India

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

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Leadership Change at Wipro: CEO'S to CEO

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

[\(IJBIT/V07/02/168/CS\)](#)

A Study on Antecedents and Outcome of Sport Commitment Among Cricket Players - Case Study

*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.*

IJBIT – Volume 7, Issue 1, Oct'13-Mar'14

[\(IJBIT/V07/01/153/RP\)](#)

Do I Help Others When Feeling Dissimilar? An Empirical Investigation

*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.*

[\(IJBIT/V07/01/154/RP\)](#)

Leverage, Size of the Firm and Profitability: A Case of Pakistani Cement Industry

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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.*

[\(IJBIT/V07/01/155/RP\)](#)

Indian Retail Service Quality Evaluation - Grey and Redit Approach

Rema Gopalan, Asst Prof, Indian Institute for Prod Mgmt, School of Mgmt, Rourkela, India.

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Biswajit Satpathy, Prof, Dept of Business Admin, Sambalpur University, Odisha, India

[\(IJBIT/V07/01/156/RP\)](#)

Amusement Marketing: A Few Dimensions of Amusement Parks

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 Stdudies, Fact of Busi Admn' Univ of Chittagong, Bangladesh.

[\(IJBIT/V07/01/157/RP\)](#)

Examining Human Resource Management Outsourcing in India

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.

[\(IJBIT/V07/01/158/RP\)](#)

Online Shopping: An Exploratory Study to Identify the Determinants of Shopper Buying Behaviour

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.

[\(IJBIT/V07/01/159/RP\)](#)

A Study on the Mediation Role of Customer Satisfaction on Customer Impulse and Involvement to Word of Mouth and Repurchase Intention

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

ARTICLE

[\(IJBIT/V07/01/160/AR\)](#)

The 7 Most Important Criteria of Job Descriptions

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

BOOK REVIEW

[\(IJBIT/V07/01/161/BR\)](#)

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

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

IJBIT – Volume 6, Issue 2, Apr-Sep'13

[\(IJBIT/V06/02/141/RP\)](#)

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.

(IJBIT/V06/02/142/RP)

Mentoring and Performance: Testing a Mediated Model in Supervisory and Formal Mentoring in Business Organisation

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

(IJBIT/V06/02/143/RP)

Investors' Psychological Biases Toward Stock Market Investment with Special Reference to Bangladesh

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.

(IJBIT/V06/02/144/RP)

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

(IJBIT/V06/02/145/RP)

Role of Service Innovation in Customer Satisfaction and Customer Loyalty: A Study on Organized Retail in India

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

(IJBIT/V06/02/146/RP)

CSR Communication in Emerging Economies: Need for a New Paradigm: A Case Study of a Multinational and an Indian Trans-National's CSR Communication in India

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

(IJBIT/V06/02/147/RP)

Evaluation of 3PL Service Provider in Supply Chain Management: An Analytic Network Process Approach

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

(IJBIT/V06/02/148/RP)

The Influence of Organizational Justice on Organizational Citizenship Behaviour

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

(IJBIT/V06/02/149/RP)

Exploring the Impact of Post Purchase Services by Bancassurance on First Year Policy Lapsation Rate in Life Insurance Selling

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.

ARTICLE

[\(IJBIT/V06/02/150/AR\)](#)

Budget Tourism - Transition Economy

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

[\(IJBIT/V06/02/151/AR\)](#)

Nature of Bilateral FTA's - The Case Study of US Israel, US Jordan and US Bahrain FTAs

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

BOOK REVIEW

[\(IJBIT/V06/02/152/BR\)](#)

Building Brands that Win (Author: Kaushik Mukerjee)

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

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[\(IJBIT/V06/01/131/RP\)](#)

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

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Nancy M. Levenburg, Ph.D., Asso Prof, Mgmt Dept, Seidman College of Busi, Grand Valley St Uni, USA.

Sandhya Mahadevan, Manager, Abbott Industries, USA.

[\(IJBIT/V06/01/132/RP\)](#)

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

[\(IJBIT/V06/01/133/RP\)](#)

Evaluating IMF Intervention Ten Years after the Russian Crisis: Modelling the Impact of Macroeconomic Fundamentals and Economic Policy

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Economics Department, Katholieke, Universiteit Leuven, Belgium

[\(IJBIT/V06/01/134/RP\)](#)

Efficacy of SERVPERF in Measuring Perceived Service Quality at Rural Retail Banks: Empirical Evidences from India

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

[\(IJBIT/V06/01/135/RP\)](#)

The Strategic Shift at L&T - From an Engineering and Construction Company to a High - Tech Engineering Driven Conglomerate

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

(IJBIT/V06/01/136/RP)

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

(IJBIT/V06/01/137/RP)

Impact of TV ad Message Using Emotional Versus Rational Appeal on Indian Consumers

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

(IJBIT/V06/01/138/RP)

Women in Technology - Empirical Analysis of Role Conflict

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.

(IJBIT/V06/01/139/RP)

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/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*

(IJBIT/V05/03/120/RP)

Newcomers in the Developed World? Notes on the Varieties of Capitalism in the New Member States of the European Union

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

(IJBIT/V05/03/121/RP)

Transition Strategies and the Crisis from a Financial Perspective

Geza Sebestyen, PhD, Asst Prof, ESSCA, Hungary

(IJBIT/V05/03/122/RP)

An explanatory study on the psychographic determinants of the fashion buying decisions in Hungary

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

(IJBIT/V05/03/123/RP)

The sales promotion activities of small independent retailers in Hungary

Laszlo Jozsa, PhD, Professor, Szechenyi Istvan University, Hungary
Veronika Keller, PhD, Asst Prof, Szechenyi Istvan University, Hungary

(IJBIT/V05/03/124/RP)

Model of the factors affecting the selection of the mode of institutional catering

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

(IJBIT/V05/03/125/RP)

Different strategies different performance

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

(IJBIT/V05/03/126/RP)

How to Set Tuition Fees at Public Universities in Hungary

Gabor Rekettye, Professor of Marketing, University of Pecs, Hungary
Gabor Rappai, Asso Prof, University of Pecs, Hungary

(IJBIT/V05/03/127/RP)

The impact of a respondent's positions on the evaluation of the strengths of a project partner

Zoltan Veres, PhD, Professor, Budapest Business School, Hungary
Laszlo Sajtos, PhD, University of Auckland, New Zealand
Jozsef Hack-Handa, PhD, Budapest Business School, Hungary

(IJBIT/V05/03/128/RP)

The Green local economy

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

(IJBIT/V05/03/129/RP)

Global cultures? Consequences of globalization on cultural differences, a commentary approach

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

(IJBIT/V05/03/130/RP)

The Pattern of Chinese Investments in Central Europe

Tamas Matura, PhD, ESSCA School of Management, Hungary

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(IJBIT/V05/02/109/RP)

HR Expenditure as Determinant of Bank's Efficiency: Evidences from Indian Public Sector Banks

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.

(IJBIT/V05/02/110/RP)

Evidence on changes in Stock Prices and Liquidity around Rights Issue Announcement: Industry Specific Analysis

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.

(IJBIT/V05/02/111/RP)

Antecedents of Knowledge Sharing

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

(IJBIT/V05/02/112/RP)

Corporate Equilibrium Properties of a Centralized Objective Function of the Firm Model

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

(IJBIT/V05/02/113/RP)

Prospects of Brand Accounting towards Economic, Strategic and Social Fortification of Firms

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.

(IJBIT/V05/02/114/RP)

Disparity in Agriculture and Infrastructure Facility: Problems and Perspective

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.

(IJBIT/V05/02/115/RP)

Created Spokes – Character Credibility's Impact on Attitudes towards the Advertisement, Brand and Purchase Intentions

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.

(IJBIT/V05/02/116/RP)

MLM Vs NON-MLM Brands: Attitudinal Evaluation through Customers' Eye

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

(IJBIT/V05/02/117/RP)

Governing Risks in Modern Agri-food Chains

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

VIEW POINT

(IJBIT/V05/02/118/VP)

Mothers at Work

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.

CASE STUDY

(IJBIT/V05/02/119/CS)

Promoting Sustainable Forestry in Home Depot's Lumber Supply Chain

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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(IJBIT/V05/01/97/RP)

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.

(IJBIT/V05/01/98/RP)

Environmental performance: A Hybrid Method for Supplier Selection using AHP-DEA

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

(IJBIT/V05/01/99/RP)

Modeling Investment under Uncertainty in Indian Electricity Sector with Real Option Approach: A Review

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

(IJBIT/V05/01/100/RP)

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.

(IJBIT/V05/01/101/RP)

Multi-Attribute Group Decision Making for Supplier Selection Using Grey Analysis and Rough Set Theory

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

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

(IJBIT/V05/01/102/RP)

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.

(IJBIT/V05/01/103/RP)

Determinants of Satisfaction and Loyalty in Apparel Retailing

Sudeepta Pradhan, Research Scholar, IBS Hyderabad (IFHE), Hyderabad, India.

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

(IJBIT/V05/01/104/RP)

Making the HR Outsourcing Decision – Lessons from the Resource Based View of the Firm

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.

(IJBIT/V05/01/105/RP)

Strategic Study on Enhancement of Supply Chain Performance

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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

(IJBIT/V05/01/106/AR)

Soft Skills in Management

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

CASE STUDY

(IJBIT/V05/01/107/CS)

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/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 - 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.

[\(IJBIT/V04/03/86/RP\)](#)

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.*

[\(IJBIT/V04/03/87/RP\)](#)

Implementing Sustainability Strategy: A Community Based Change Approach

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

[\(IJBIT/V04/03/88/RP\)](#)

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.*

[\(IJBIT/V04/03/89/RP\)](#)

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

[\(IJBIT/V04/03/90/RP\)](#)

Corruption and Foreign Direct Investment: The Moderating Effect of Bilateral Tax Treaties

*Tarique Hossain, California State Polytechnic University, Pomona, CA, U.S. A.,
William Keep, The College of New Jersey, NJ, U.S.A.,
Susan Peters, Francis Marion University, Florence, SC, U.S.A.*

[\(IJBIT/V04/03/91/RP\)](#)

Corporate Accountability: A Path-Goal Perspective

*Nancy E. Landrum, University of Arkansas at Little Rock, AR, U.S.A.
Cynthia M. Daily, University of Arkansas at Little Rock, AR, U.S.A.*

[\(IJBIT/V04/03/92/RP\)](#)

Sustainability Meets Social Entrepreneurship: A Path to Social Change through Institutional Entrepreneurship

Kenneth W. Kury, Saint Joseph's University, Philadelphia, PA

[\(IJBIT/V04/03/93/RP\)](#)

An Integral Theory Perspective on the Firm

*Nancy E. Landrum, University of Arkansas at Little Rock, AR, U.S.A.
Carolyn L. Gardner, Kutztown University, Kutztown, PA, U.S.A.*

[\(IJBIT/V04/03/94/RP\)](#)

New Insights on the Operational Links between Corporate Sustainability and Firm Performance in Service Industries

*Jooh Lee, Rowan University, NJ, U.S.A.
Niranjan Pati, Rowan University, NJ, U.S.A.*

(IJBIT/V04/03/95/RP)

Sustainability Reporting at Johnson & Johnson: A Case Study Using Content Analysis

Susan C. Borkowski, La Salle University, Philadelphia, PA, USA

Mary J. Welsh, La Salle University, Philadelphia, PA, USA

Kristin Wentzel, La Salle University, Philadelphia, PA, USA

(IJBIT/V04/03/96/RP)

Sustainability and the Coca-Cola Company: The Global Water Crisis and Coca-Cola's Business Case for Water Stewardship

Heather Walsh, University of Connecticut, Stamford, CT, U.S.A.

Tim J. Dowding, University of Connecticut, Stamford, CT, U.S.A.

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(IJBIT/V04/02/72/RP)

An Economic Impact Model for Evaluating the Automobile Purchase Decision

Karl D. Majeske, Oakland University, School of Business Admin, Rochester, Michigan, USA

Debbie M. Menk, Center for Automotive Research, Ann Arbor, Michigan, USA

James S. Serocki, Oakland University, School of Business Admin, Rochester, Michigan, USA

(IJBIT/V04/02/73/RP)

Modelling Financial Fragility and Bank Profitability in an International Context

Adolphus J. Toby, PhD, Dept of Banking and Finance, Rivers State University of Science and Technology, Nigeria

(IJBIT/V04/02/74/RP)

Giants Partnering with Innovators: The Strategic Nature of Outsourcing Relationships in Entrepreneurial Configurations

Dev K. Dutta, University of New Hampshire, Durham, USA

(IJBIT/V04/02/75/RP)

R&D Team Creativity: A Way to Team Innovation

Sunil Misra, PhD, Gardi Institute of Management, Gujrat, India

(IJBIT/V04/02/76/RP)

Corporate Governance and Firm Performance in Unlisted Family Owned Firms

Vighneswara Swamy, PhD, Department of Finance, IBS Hyderabad,

(IJBIT/V04/02/77/RP)

Influence of Moderators in the Relationship of Supervisory Feedback with Goal orientation of Salespeople – an Empirical Study

Binu Markose, PhD, Department of Mechanical Engineering, Mahatma Gandhi University, Kerala, India

(IJBIT/V04/02/78/RP)

Global Climate Governance: Emerging Policy Issues and Future Organisational Landscapes

A.N.Sarkar, Sr Professor (International Business), Asia Pacific Institute of Management, New Delhi

[\(IJBIT/V04/02/79/RP\)](#)

Employee Readiness to Change and Individual Intelligence: The Facilitating Role of Process and Contextual factors

Devi Soumyaja, Dept of Mgmt Studies, IIT Madras, Chennai, India

T.J.Kamalanabhan, PhD, , Dept of Mgmt Studies, IIT Madras, Chennai, India

Sanghamitra Bhattacharyya, PhD, Feed Foundation, Delhi, India

[\(IJBIT/V04/02/80/RP\)](#)

A Proposal for Criteria Evaluation and Selection of ISP for e-manufacturing

A. Ramarao , Dept of Mech Engg, SVVSN Engg College, JNT University, India

Ch. Ratnam, PhD, Dept of Mech Engg, College of Engg Andhra University, India

Sridhar CNV, Dept of Mech Engg AITS, JNT University, India

[\(IJBIT/V04/02/81/RP\)](#)

Career Planning – An Imperative for Employee Performance Management System

Parveen Ahmed, Army Institute of Management, Kolkata, India

M D Kaushik, Management Consultant, Noida, India

[\(IJBIT/V04/02/82/RP\)](#)

Reverse Supply Chain Management(r-scm): Perspectives, Empirical Studies and Research Directions

Arvind Jayant, Dept of Mech Engg, Sant Longwal Institute of Engineering, Punjab, India

P.Gupta, Dept of Mech Engg, Sant Longwal Institute of Engineering, Punjab, India

S.K.Garg, Dept of Mech Engg, Delhi Technological University, India

ARTICLES

[\(IJBIT/V04/02/83/AR\)](#)

Race for Ranks

Sharu Rangnekar, Management Consultant, Mumbai, India

[\(IJBIT/V04/02/84/AR\)](#)

The Legal Perspective of Ambush Marketing: An Arm Length Study in Indian Scenario

Pratika Mishra, Indian Institute of Information Technology, Allahabad, India

Saurabh Mishra, Indian Institute of Information Technology, Allahabad, India

BOOK REVIEW

[\(IJBIT/V04/02/85/BR\)](#)

The Story of American Business: From the Pages of The New York Times, (2009), Boston:

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

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

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[\(IJBIT/V04/01/62/RP\)](#)

Efficiency and Sustainability of Economic Organizations in Agri-business

Hrabrin Bachev, Institute of Agricultural Economics, Sofia, Bulgaria

[\(IJBIT/V04/01/63/RP\)](#)

The Issues and Perspectives of Business Transformations in Semiconductor Industry Supply Chain: Reviews and Insights

*Bikram K. Bahinipati, PhD, Prof Quantitative Method and Operation Research Management Group, IIM, Kozhikode
G. Deshmukh, PhD, Professor, Department of Mechanical Engineering, IIT, New Delhi*

[\(IJBIT/V04/01/64/RP\)](#)

Does Government Intervention in Credit Deployment Cause Inclusive Growth? – An Evidence from Indian Banking

Vighneswara Swamy, PhD, Faculty Member, ISB, Hyderabad

[\(IJBIT/V04/01/65/RP\)](#)

Intra-Organizational Interpersonal Communication and Uncertainty Reduction in a Technology Firm

*Tariq Malik, PhD, Professor, IEC Dongbei University of Fin & Eco, Dalian China
Sajal Kabiraj, PhD, Professor, IEC Dongbei University of Fin & Eco, Dalian China*

[\(IJBIT/V04/01/66/RP\)](#)

Risk Management of Indian Corporate Sector-An Empirical Analysis of Business and Financial Risk

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[\(IJBIT/V04/01/67/RP\)](#)

Hedonism in Everyday Product Purchases: Findings from the the Indian Study

*Zsuzsa Deli-Gray, PhD, Professor, ESSCA, Hungary
Tom Gillpatrick, PhD, Professor, Portland State University, USA
Mira Marusic, PhD, profesor, University of Zagreb, Croatia
Darko Pantelic, PhD, Professor, University of Novi, Sad Serbia
Shelja Jose Kuruvilla, PhD, Professor, ITM B-School, Navi Mumbai, India*

[\(IJBIT/V04/01/68/RP\)](#)

The Dynamic Relationship between services Export and FDI inflows in India

Mousumi Bhattacharya, Lecturer, Army Institute of Management, Kolkata

ARTICLES

[\(IJBIT/V04/01/69/AR\)](#)

Crisis Management and Turn Around

Sharu S. Rangnekar, Management Consultant, Mumbai

[\(IJBIT/V04/01/70/AR\)](#)

Green Banking-Towards Socially Responsible Banking in India

Suresh Chandra Bihari, PhD, IBS, Hyderabad

BOOK REVIEW

[\(IJBIT/V04/01/71/BR\)](#)

The Opposable Mind: Winning Through Integrative Thinking (Author: Roger Martin, 2009, Boston: Harvard Business Press)

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

IJBIT- Volume 3, Issue 3, January 11 – Special Issue

“Sustainability Processes and Practices in Business Management”

Guest Editor: Niranjan Pati, Ph.D., Dean and Professor of Management, Rowan University, NJ, U.S.A.

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

(IJBIT/V03/03/51/RP)

Organisational Responsiveness to the Sustainability Paradigm: A Comparison of Government Departments, Government Sponsored enterprises, and Private Firms

R. André, College of Business Administration, Northeastern University, Boston, MA, U.S.A.

(IJBIT/V03/03/52/RP)

Measuring Supply Chain Level Environmental Sustainability—Case Nokia

A. Bask, Aalto University School of Economics, AALTO Finland

M. Kuula, Aalto University School of Economics, AALTO Finland

(IJBIT/V03/03/53/RP)

Sustainable Inland Transportation

J.M. Bloemhof, Wageningen University, The Netherlands,

E.A. van der Laan, Erasmus University, The Netherlands,

C. Beijer, Erasmus University, The Netherlands

(IJBIT/V03/03/54/RP)

Preparing Leaders for a Sustainable Future

L. Boxer, CD PhD MBA Btech (Ind Engg), Royal Melbourne Institute of Tech, South Melbourne, Victoria, Australia

(IJBIT/V03/03/55/RP)

Corporate Sustainability Measure from an Integrated Perspective: The Corporate Sustainability Grid (CSG)

A.L.C. Callado, Asst Prof, Dept of Fin & Acct, Federal University of Paraiba, Porto Alegre, Rio Grande Do Sul, Brazil

J. E. Fensterseifer, Prof of Management, University of Caxias Do Sul, Brazil

(IJBIT/V03/03/56/RP)

A Multi-criteria Approach to Strategic Evaluation of Environmental Sustainability in a Supply Chain

M.G. Gnani, Dept of Innovation Engg, University of Salento, Lecce, Italy,

F. D. Felice, Dept of Ind Engg, University of Cassino, Italy,

A. Petrillo, Dept of Ind Engg, University of Cassino, Italy

(IJBIT/V03/03/57/RP)

Is Strategic Management (still) Responsible for the Demise of Society?

N. E. Landrum, University of Arkansas at Little Rock, Little Rock, AR, U.S.A.,

S. Edwards, Northeastern State University, Tahlequah, OK, U.S.A.

(IJBIT/V03/03/58/RP)

Relationship between Corporate Sustainability and Tangible Business Performance: Evidence from Oil and Gas Industries

Jooh. Lee, William G Rohrer College of Business, Department of Management & Entrepreneurship, USA

Niranjan Pati, Dean Prof of Management and Entrepreneurship, William G Rohrer College of Business

James Jungbae Roh, William G Rohrer College of Business, Department of Management & Entrepreneurship, USA

(IJBIT/V03/03/59/RP)

Creating Sustainable Supply Chain through Green Procurement

Mohammad Asif Salam, Asst Prof (Mkting &SCM), Unive of the Fraser Valley, Abbotsford, British Columbia, Canada

(IJBIT/V03/03/60/RP)

Using Chemical Management Services to Green the Chemical Supply Chain

J. R. Sprangel Jr., Mary Baldwin College, Staunton, VA

(IJBIT/V03/03/61/RP)

The Dark Green Side of Information Technology

Santosh S.Venkatraman, Phd, Prof of Busi Info Syst, College of Business, Tennessee State University, Nashville, U.S.A

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(IJBIT/V03/02/40/RP)

Capital Structure, Industry Pricing, and Firm Performance

Vishnu S Ramachandran, PhD, Sr Mgr(Prod Dev & Resk Mgmt), Dun and Bradstreet Info Serv (I) Ltd, Mumbai

S.V.D. Nageswara Rao, Fellow IIMA, School of Mgmt, IIT, Mumbai, India

(IJBIT/V03/02/41/RP)

Impact of HR Practices on Organizational Performance in Bangladesh

Mir Mohammed Nurul Absar, Asst Prof, East Delta University, Agrabad, Chittagong, Bangadesh Balasundaram

Nimalathanan, Faculty, Dept of Comm, University of Jaffna, Sri Lanka,

Munshi Muhammad Abdul Kader Jilani, Faculty, University of Information Technology & Science, Bangladesh

(IJBIT/V03/02/42/RP)

Impact of US FTAS on the Economies of Israel, Jordan, and Bahrain

Syeeda Khatoon, Faculty Dept of Eco, MMH College, Gaziabad, India

(IJBIT/V03/02/43/RP)

**Exploring Critical Criteria for Supplier Selection by CNG/LPG kit Manufacturers in India-
Selection of Suppliers for Compressed Natural Gas and Liquefied Petroleum Gas Kit
Manufacturers: A Case Study and Proposed Methodology**

Rakesh D. Raut, PhD Scholar, National Institute of Industrial Engineering (NITIE), Mumbai

Harsh V. Bhasin, Professor, NITIE Mumbai, India

Sachin S. Kamble, Asst Prof, Operations Management, NITIE, Mumbai India

(IJBIT/V03/02/44/RP)

Navigating the Rough Seas of Global Business Negotiation: Reflection on Cross-Cultural Issues and Some Corporate Experiences

A.N.Sarkar, Sr Professor (International Business), Asia Pacific Institute of Management, Delhi, India

(IJBIT/V03/02/45/RP)

Investigations on Supplier Selection for e-Manufacturing: A Case study

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Vijayakumar Reddy K, Professor, Dept of Mech Engg, JNTU Hyderabad, (AP), India
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(IJBIT/V03/02/46/RP)

Moving Up the Value Chain: Impact of Strategic Attributes and Value-added Services on Logistics Service Provider in India

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Janat Shah, Professor, Prod & Oper Mgmt, IIM, Bangalore, India*

(IJBIT/V03/02/47/RP)

Online Flow Experiences: Role of Need for Cognition, Self-Efficacy, and Sensation Seeking Tendency

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Narendra K.Sharma, Dept of Industrial and Management Engineering, IIT, Kanpur, India*

ARTICLE

(IJBIT/V03/02/48/AR)

Developing Ambidextrous, Connected and Mindful Brains for Contemporary Leadership

Anjana Sen, MBBS, D.Ophth

BOOK REVIEW

(IJBIT/V03/02/49/BR)

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*

(IJBIT/V03/02/50/BR)

Seven Personality Types

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

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

IJBIT- Volume 3, Issue 1, Oct'09-Mar'10

(IJBIT/V03/01/30/RP)

Supporting Strategic Decision Making with Case-based Reasoning

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

(IJBIT/V03/01/31/RP)

The Game of Comparative Advertising: Making Strategic Choices

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Mathew A. Thomas, Doctoral Student, Dept of Mgmt, IIT Chennai, India
Rahul R. Marathe, PhD, Asst Prof, Dept of Mgmt, IIT Chennai, India*

(IJBIT/V03/01/32/RP)

A DSS to Optimize Facings on the Shelf of a Retail Store

V. Prem Kumar, Symphony Marketing Solutions, Bangalore, India

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(IJBIT/V03/01/33/RP)

Stock Returns and Macro Variables: The Indian Evidence

S.V.D. Nageswara Rao, Fellow IIMA, School of Mgmt, IIT, Mumbai, India

Vishnu S Ramachandran PhD, Sr Mgr(Prod Dev & Resk Mgmt), Dun and Bradstreet Info Serv (I) Ltd, Mumbai

(IJBIT/V03/01/34/RP)

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

Suhaiza Zailani, Graduate School of Business, Universiti Sains Malaysia, Penang, Malaysia

(IJBIT/V03/01/35/RP)

Relationship of Quality of Work Life with Employees' Psychological Well-Being

Neerpal Rath, PhD, Indian Institute of Management, Ahmedabad, India

(IJBIT/V03/01/36/RP)

An Integrated Approach for Performance Improvement in Supply Chain –A Case of Manufacturing Unit

A. Jayant, Dept of Mech Engg, Sant Longowal Inst of Engg & Tech, Sangur, Punjab, India

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

S.K.Garg, Dept of Mech Engg, Delhi Technology university, Delhi, India

(IJBIT/V03/01/37/RP)

Transformation of Tourism Business in the Communist Cuba: A Critical Analysis

Tony L. Henthorne, PhD, Chair & Prof, Tourism & Convention Admin, University of Nevada, Las Vegas, USA

Babu P. George, PhD, Asst Prof, College of Business, University of Southern Mississippi, MS, USA

ARTICLE

(IJBIT/V03/01/38/AR)

Protection to 'Advertising Punchlines' Under Trade Marks Act 1999

Sunanda Bharti, Asst Prof, Faculty of Law, University of Delhi, India

BOOK REVIEW

(IJBIT/V03/01/39/BR)

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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(IJBIT/V02/02/21/RP)

Optimal Pricing, Shipment and Payment Policies for an Integrated Supplier-Buyer Inventory Model in Buoyant Market with Two-level Trade Credit

Nita H. Shah, Department of Mathematics, Gujarat University, Ahmedabad, India

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(IJBIT/V02/02/22/RP)

Corporate Social Responsibility and Financial Performance: A Typology for Service Industries

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(IJBIT/V02/02/23/RP)

A Real-Time Order Management and Production Planning Model in an Integrated Supply Chain

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(IJBIT/V02/02/24/RP)

Impact of Currency Pairs, Time Frames and Technical Indicators on Trading Profit in Forex Spot Market

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S. Sandhya Menon, Ph.D., Professor, Principal, CMS Institute of Management Studies, Coimbatore, India

(IJBIT/V02/02/25/RP)

Evolving a Consumer Hope Scale: A Preliminary Study Using Triangulation Technique,

Deepthy Raghavendra, Ph.D. Scholar Bits Pillani, Rajasthan and Faculty with ITM Business School, Navi Mumbai

Vaishakhi Bharucha, Sr. Creative Director, OgilvyOne Worldwide, Mumbai

(IJBIT/V02/02/26/RP)

Creation of an Economic Index on Real Time Basis – A Case Study

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(IJBIT/V02/02/27/RP)

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

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ARTICLE

(IJBIT/V02/02/28/AR)

Ego Boundaries that Cross Borders

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

BOOK REVIEW

(IJBIT/V02/02/29/BR)

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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(IJBIT/V02/01/11/RP)

India-Vietnam: A Comparative Analysis of Economic Performance

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Mukul Asher, PhD, Professor of Public Policy, Lee Kuan Yew School of Public Policy, National Univ of Singapore*

(IJBIT/V02/01/12/RP)

The Impact of Organisational Citizenship Behaviour on Goal Orientation and Performance of Salespeople: Formulation of a Conceptual Model

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(IJBIT/V02/01/13/RP)

Assessing Suitability of Rahim Organizational Conflict Inventory-II, In Indian Family-Owned-and-Managed Businesses

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(IJBIT/V02/01/14/RP)

Price Discovery Efficiency of Indian Futures Market – A Case Study of National Stock Exchange

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(IJBIT/V02/01/15/RP)

Creating Customer Satisfaction and Profitable Value Chain with E-Commerce in Rural India, A case Based Approach

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(IJBIT/V02/01/16/RP)

Economic Empowerment through Microfinance: An Assessment of CSR Activity Run by Forbes Marshall

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(IJBIT/V02/01/17/RP)

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

[IJBIT/V02/01/18/RP](#)

Consumers and their Brands: Deciphering Dimensions of Loyalty

Bilal Mustafa Khan, PhD, Sr Faculty, Dept of Business Admin, Aligarh Muslim University, India

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[\(IJBIT/V02/01/19/AR\)](#)

Software-as-a-Service and Off-shoring

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

BOOK REVIEW

[\(IJBIT/V02/01/20/BR\)](#)

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

Dilip M. Sarwate, PhD, Certified Management Consultant & Professor of Management

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[\(IJBIT/V01/01/01/RP\)](#)

Too Many Paired Comparisons: A Method to Facilitate Subject Comparison of Large Numbers of Stimulus Pairs

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[\(IJBIT/V01/01/02/RP\)](#)

Studying Application of Survival Analysis: Modeling the Survivability of E-Commerce

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Dr. Sajal kabiraj, Sprott School of Business, Carleton University, Canada*

[\(IJBIT/V01/01/03/RP\)](#)

Role of Enterprise Systems in Achieving Supply Chain Integration

Ravi Seethamraju, PhD, Professor, Faculty of Economics and Business, The University of Sydney, Australia

[\(IJBIT/V01/01/04/RP\)](#)

Gender and Mall Shopping – An Analysis of Patronage Patterns, Shopping Orientation and Consumption of Fashion of Indian Youth

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[\(IJBIT/V01/01/05/RP\)](#)

Reforming Higher Education Essential for 21st Century India

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(IJBIT/V01/01/06/RP)

Optimisation Model for Hiring of Specialised Services in Manpower Planning

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(IJBIT/V01/01/07/RP)

Role of a Context and Intra-organizational Dynamics in Customer Relationship Management Change

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(IJBIT/V01/01/08/RP)

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

(IJBIT/V01/01/09/AR)

International Redeployment of Management Personnel

Harald Kupfer, PhD, Consulting & Human Resources, Rothenbach, Germany

(IJBIT/V01/01/10/BR)

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

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

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