

International Journal of Business Insights and Transformation (IJBIT)

ISSN -0974-5874

ARCHIVES...

IJBIT – Volume 12, Issue 2, April-September 19

IJBIT/ISSN 0974-5874/V12/02/248/RP

Equity Crowdfunding in Europe - A New Financial Phenomenon for Gen-Z Entrepreneurs

K. Bhanu Prakash and P. Siva Reddy

IJBIT/ISSN 0974-5874/V12/02/249/RP

Ingredient Branding as a Branding Strategy for News Channels in India

Tapish Panwar and Kalim Khan

IJBIT/ISSN 0974-5874/V12/02/250/RP

New Age Flash Teams - The Power of 3

Aparna Pandey and Shailaja Karve

IJBIT/ISSN 0974-5874/V12/02/251/RP

Moderating effect of personality between job pursuit intentions and online engagement- A conceptual framework

Mukul Vashisht and Neena Nanda

IJBIT/ISSN 0974-5874/V12/02/252/RP

Trust Building Mechanism and its Positive Impact in International Businesses of Worldwide Nations

Chavan Vaibhavi Vijay and Shubhangi Shantanu Jagtap

IJBIT/ISSN 0974-5874/V12/02/253/RP

Demographic and other Influencers of Teachers' Perception about ICT Adoption in the Curriculum

Chandan Singhavi and Prema Basargekar

IJBIT/ISSN 0974-5874/V12/02/254/RP

Study on Demographic Factors affecting Tourism Marketing and its Effects

Niyat Shetty, Dinesh Sonkul and Divya Alok

IJBIT/ISSN 0974-5874/V12/02/255/RP

A comparative study of application effectiveness between digital and social media marketing for sustainability of start up's

Natika Poddar and Dipti Agarwal

IJBIT – Volume 12, Issue 1, October'18-March'19

IJBIT/ISSN 0974-5874/V12/01/238/RP

Turnover Analytics & Forecasting Hiring Demand: HR Domain

Srinivasarao Valluru, Data Scientist, HCL Technologies, Hyderabad, India.

IJBIT/ISSN 0974-5874/V12/01/239/RP

Impact of Emotional Intelligence on Turnover Intentions of Front-Line Bank Employees of Bangladesh: The Role of Leadership

Md Sajjad Hosain, PhD Scholar, Lecturer, School of Business, Sichuan University, Chengdu, Sichuan Province, China.

IJBIT/ISSN 0974-5874/V12/01/240/RP

Drivers and Barriers of Sustainable Supply Chain: A Literature Review on Indian Perspective

Samir Phatak, Research Scholar, ITM Univ Raipur & Manager, Corp Mgmt Services, Mahindra and Mahindra Ltd, Mumbai, India.

Vinod Sople, PhD, Dean Research, ITM Group of Institutions, Mumbai, India.

IJBIT/ISSN 0974-5874/V12/01/241/RP

A Step Towards Digital Agronomy by Start-ups

Khushboo Sharma, Research Scholar, Banaras Hindu University, Varanasi, India.

H.P. Mathur, PhD, Professor, Banaras Hindu University, Varanasi, India.

IJBIT/ISSN 0974-5874/V12/01/242/RP

External Factors Affecting Handloom Indian Industry: A Paradigm Shift

Sushmita Singh, Research Scholar, Inst of Mgmt, Banaras Hindu University, Varanasi, India.

Shashi Srivastava, PhD, Asst Prof, Inst of Mgmt, Banaras Hindu University, Varanasi, India.

IJBIT/ISSN 0974-5874/V12/01/243/RP

Causality between Tax Revenue and Economic Growth in India (1992-2017)

Debashree Das, PhD Scholar, Faculty of Management Studies, University of Delhi, India.

IJBIT/ISSN 0974-5874/V12/01/244/RP

The Employee Empowerment as a Key Factor Defining Organizational Performance in Emerging Market

Monalisa Mohapatra, R. Scholar, KIIT School of Mgmt, KIIT Univ, Bhubaneswar, Odisha, India.

Sasmita Mishra, Asst Prof, OB & HR, KIIT School of Mgmt, KIIT Univ Bhubaneswar, India.

IJBIT/ISSN 0974-5874/V12/01/245/RP

Can Personality Affect Ethical Behavior of Business School Students?

Amola Bhatt, PhD, Asst Prof, Inst of Mgmt, Nirma University, Ahmedabad, Gujarat, India

Shahir Bhatt, PhD, Asst Prof, Inst of Mgmt, Nirma University, Ahmedabad, Gujarat, India

IJBIT/ISSN 0974-5874/V12/01/246/RP

Performance analysis of the Debt funds available at SBI Mutual Fund and ICICI Prudential Mutual Fund

Prabhat Kumar Tripathi, PhD, Assistant Professor, Amity Business School, Ranchi, India. Harmeet Kaur, Assistant Professor, Amity Business School, Ranchi, India.

IJBIT/ISSN 0974-5874/V12/01/247/RP

Structural Capital: A comparative study between Information technology and real estate sector of India

*Arpita Kaul, PhD, Asst Prof, Dept of Comm, Sri Venkateswara College, Univ of Delhi, India
Ajay Kr. Singh, PhD, Professor, Dept of Comm, University of Delhi, India*

IJBIT – Volume 11, Issue 2, April-September 2018

IJBIT/ISSN 0974-5874/V11/02/227/RP

China-US Trade Relations: A Holistic Review

Sajal Kabiraj, PhD, Post Doc, Full Prof of Strategy and Int'l Business, Dongbei University of Finance and Economics, Dalian, China.

IJBIT/ISSN 0974-5874/V11/02/228/RP

Implementing Environmental Management Accounting (EMA): Case Study of a Paperboard & Paper Production Unit in India

*Debrupa Chakraborty, Asso Prof, Dept of Comm, Netaji Nagar College, Kolkata, India.
Joyashree Roy, PhD, Professor, Department of Economics, Jadavpur University, Kolkata, India.*

IJBIT/ISSN 0974-5874/V11/02/229/RP

Influence of Cultural Environment Factors in Creating Employee Experience and Its Impact on Employee Engagement: An Employee Perspective

*Veena Shenoy, R.Scholar, NIT Mangalore & Asst Prof, Krupanidhi Colle Dept of Mgmt Studies, Bangalore.
Rashmi Uchil, PhD, Asst Prof, National Institute of Technology Karnataka, Mangalore, India*

IJBIT/ISSN 0974-5874/V11/02/230/RP

FII's Investment Pattern BSE Sectoral Indices: An Empirical Analysis

*Tom Jacob, Assistant Professor, Dept. of Commerce, Christ College, Irinjalakuda, Kerala, India.
Thomas Paul Kattookaran, PhD, Asso Prof and H.O.D, Dept of Com, St. Thomas College, Thrissur, Kerala.*

IJBIT/ISSN 0974-5874/V11/02/231/RP

Analysis of Corporate Governance Practices in Industry with Reference to Size and Period

Manjit Kaur Sidhu, PhD, Professor, Post Graduate Government College, Sector-11, Chandigarh, India.

IJBIT/ISSN 0974-5874/V11/02/232/RP

A Study on Financial Constraints of Capital Structure Theories and Dividend Policy: Evidence from Indian Capital Market

Nenavath Sreenu, PhD, Asst Prof (Fin & Acc), Dept of Business Mgmt, Indira Gandhi National Tribal University, Lalpur, Amarkantak, MP, India.

IJBIT/ISSN 0974-5874/V11/02/233/RP

Mobile Banking at the Bottom of Pyramid: Risk Perceptions and Opportunities

Purva Kansal, PhD, Associate Professor, University Business School, Panjab University, Chandigarh, India

Vinay Kumar Chaganti, Business Consultant, Cognizant Technology Solutions, India

IJBIT/ISSN 0974-5874/V11/02/234/RP

Architecture, Sculptures and Copyright Management

Sunanda Bharti, PhD, Law Centre-I, Faculty of Law, University of Delhi, India.

IJBIT/ISSN 0974-5874/V11/02/235/RP

Corporate Social Responsibility Disclosure and Financial Performance: Further Evidence from NIFTY 50 Firms

Praveen Kumar, Research Scholar, Dept of Business Admin, NIT, Kurukshetra, India.

Ankit Kumar, M.Phil Research Scholar, Dept of Commerce, Kurukshetra University, Kurukshetra, India.

IJBIT/ISSN 0974-5874/V11/02/236/RP

Corporate Social Responsibility and Sustainable Growth: An Evidence from India

Tutun Mukherjee, R.Scholar, Dept of Comm, The Univ of Burdwan and Asst Prof in Commerce, WB, India.

Som Sankar Sen, PhD, Assistant Professor in Commerce, The University of Burdwan, West Bengal, India.

IJBIT/ISSN 0974-5874/V11/02/237/RP

An Analysis of Investment decision through Neurofinance Approach

Gayathri, T. , Research Scholar, Maruthupandi College, Thanjavur, Tamilnadu, India.

S. Ganesan, PhD, Professor, Director, Firebird Institute of Research in Mgmt, Coimbatore, TN, India

IJBIT – Volume 11, Issue 1, Oct'17-Mar'18

IJBIT/ISSN 0974-5874/V11/01/217/RP

Japan's Millennials: The minimalist consumers of Yutori/Satori Generation

C. Michael Hiam, Bentley University, Waltham, MA, U.S.A.

Paul D. Berger, Bentley University Waltham, MA, U.S.A.

Goli Eshghi, Bentley University, Waltham, MA, U.S.A.

IJBIT/ISSN 0974-5874/V11/01/218/RP

Theory of constraints and the thinking process

Shelja Jose Kuruvilla, PhD, Head – Research, Vector Consulting Group, Mumbai, India

IJBIT/ISSN 0974-5874/V11/01/219/RP

Productivity Analysis: Study of Indian Pharmaceutical Industry

Sudheer Gopal Bhide, Research Scholar, ITM University, Raipur, Chhattisgarh, India

Pramod Shetty, PhD, Professor (Oper Mgmt), K J Somaiya Inst of Mgmt, Mumbai, India

IJBIT/ISSN 0974-5874/V11/01/220/RP

Understanding the relationship of team roles and communication in team task

Aparna Pandey, Researcher, ITM University, Raipur, India.

Shailaja Karve, PhD, Asso Prof, K.J. Somaiya Institute of Management, Mumbai.

IJBIT/ISSN 0974-5874/V11/01/221/RP

Performance of Public Sector Banks in India: The role of Governing Bodies

*K.Aparna, PhD, Asst.Professor, Dept Business Management, Telangana Univ, Nizamabad-, India.
Mr.Ch.Sanjeev, Research Scholar, Dept Business Management, Telangana University, India.*

IJBIT/ISSN 0974-5874/V11/01/222/RP

An Analytical Hierarchy Process (AHP) based Approach for Supplier Selection: An Automotive Industry Case Study

Arvind Jayant, PhD, Asso Prof, Dept of Mech Engg, Sant Longowal Inst of Engg & Tech, Punjab, India

IJBIT/ISSN 0974-5874/V11/01/223/RP

Impact of Big Five personality traits on OCB and satisfaction

Rupa Mahajan, PhD, Lecture, Dept. of Commerce (DDE), University of Jammu, J&K, India

IJBIT/ISSN 0974-5874/V11/01/224/RP

Financial Valuation of Indian Railway Catering and Tourism Corporation

*Anjala Kalsie, PhD, Asst Prof, Faculty of Management Studies, University of Delhi, Delhi, India
Aishwarya Nagpal, Research Scholar, Faculty of Mgmt Studies, University of Delhi, Delhi, India*

IJBIT/ISSN 0974-5874/V11/01/225/RP

Evaluation of effectiveness of Swachh Bharat Abhiyan (SBA) campaign on Social Media

*Arvind Bodhankar, Research Scholar, Institute for Tech and Mgmt, Navi Mumbai, India.
Sapna Modi, PhD, HOD, (Retail Mgmt and Mktng), Institute for Tech and Mgmt, Navi Mumbai*

IJBIT/ISSN 0974-5874/V11/01/226/RP

A Study on the Relationship between Organizational Commitment and Leadership Style on Paramedical Personnel in Kolkata

*Rituparna Acharya, Research Scholar, Seacom Skills University, Kendradangal, West Bengal, India.
A. K. Dasbiswas, PhD., Professor (Emeritus), ITM Business School, Navi Mumbai, India.*

IJBIT – Volume 10, Issue 2, Apr-Sep’17

IJBIT/ISSN 0974-5874/V10/02/208/RP

Carbon Emission Reductions (CERs) Accounting with Special Reference to IFRS

*Praveen Kumar, Research Scholar, Dept of Bussi Admn, National Institute of Techn, Kurukshetra, India
Mohammad Firoz, PhD, Asst Prof, Dept of Bussi Admn, National Institute of Techn, Kurukshetra, India*

IJBIT/ISSN 0974-5874/V10/02/209/RP

Cryptocurrencies: A Developing Asset Class

*Kaustubh Arvind Sontakke, PhD, Asso Prof of Finance, SIES College of Mgmt Studies, Navi Mumbai
Aishwarya Ghaisas, Research Scholar, SIES College of Mgmt Studies, Navi Mumbai*

IJBIT/ISSN 0974-5874/V10/02/210/RP

Funding Gap Analysis of Microfinance Institutions (MFIs) Converted into Small Finance Banks in India

Kanika Gupta, PhD, Associate Professor, IILM Graduate School of Management, Greater Noida, UP, India

IJBIT/ISSN 0974-5874/V10/02/211/RP

Financial Determinants of Credit Ratings of Indian Companies

*Rahul Gupta, Research Scholar, Dept of Com, University of Jammu, Jammu and Kashmir, India.
Desh Bandhu Gupta, Professor, Dept of Comm, University of Jammu, Jammu and Kashmir, India
Hardeep Chahal, PhD, Professor, Dept of Comm, University of Jammu, Jammu and Kashmir, India*

IJBIT/ISSN 0974-5874/V10/02/212/RP

The Internationalization and globalization of Institutional and Program Accreditation in Higher Education: Quality Assurance Building Pillars: an open manuscript for Jordan

Ali Ahmad Awwad Rawabdeh, PhD, Asso Prof of Health Plning and Mgmt, Yarmouk Univ, Irbid, Jordan.

IJBIT/ISSN 0974-5874/V10/02/213/RP

A Review of Corporate Governance Disclosure Index and Firm Performance Studies in Developed and Developing Economies

*Shikha Mittal Shrivastav, Research Scholar, Asst Prof, IILM College of Engg & Tech, Gr. Noida, Delhi,
Anjala Kalsie, PhD, Asst Prof, Faculty of Mgmt Studies, Uni of Delhi, India.*

IJBIT/ISSN 0974-5874/V10/02/214/RP

A Study on Investigating the Relationship between Initiative of Rural Women Entrepreneurship Development Program and Alleviating Poverty in Rural India: An Empirical Analysis

Snigdharani Panda, PhD, Lecturer in Commerce, Kalinga Institute of Social Science, Bhubaneshwar, India

IJBIT/ISSN 0974-5874/V10/02/215/RP

Occupational Stress, Emotional intelligence and demography: A study among working professionals

*Athar Mahmood, Asst Prof, Jaipuria Institute of Management, Lucknow, India
Lalit Kumar Yadav, Asst Prof, Institute of Productivity and Management, Lucknow, India*

IJBIT/ISSN 0974-5874/V10/02/216/RP

Antecedents and Consequences of Customer Satisfaction: An Empirical Evaluation in Indian Context

V.K. Hamza, PhD, Asst Prof, Faculty of Mgmt, Aligarh Muslim Uni, Malappuram Centre, Kerala, India

IJBIT – Volume 10, Issue 1, Oct’16-Mar’17

IJBIT/ISSN 0974-5874/V10/01/201/RP

Option Backdating and Stock Prices of Selected US Companies

*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/ISSN 0974-5874/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/ISSN 0974-5874/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/ISSN 0974-5874/V10/01/204/RP

Legal Protection of Fashion Design in Apparels in India: A Dilemma Under the Copyright and Design Law

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

IJBIT/ISSN 0974-5874/V10/01/205/RP

MRO Supply Chain Striving for Operational Efficiency

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

IJBIT/ISSN 0974-5874/V10/01/206/RP

A Comprehensive Review of Literature on Creative Accounting

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

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

Book Review

IJBIT/ISSN 0974-5874/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

IJBIT – Volume 9, Issue 2, Apr-Sep'16

IJBIT/ISSN 0974-5874/V09/02/195/RP

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/ISSN 0974-5874/V09/02/196/RP

Design Thinking for Sustainable Development: Some Reflections

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

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

IJBIT/ISSN 0974-5874/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/ISSN 0974-5874/V09/02/198/RP

Impacting the Bottom of the Pyramid through Self Help Group

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/ISSN 0974-5874/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/ISSN 0974-5874/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/ISSN 0974-5874/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/ISSN 0974-5874/V09/01/183/RP

Appearance and Existence of Postmodernity in Tourism – The Case of Hungary

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/ISSN 0974-5874/V09/01/184/RP

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

Erzsébet Malota, Ph.D., Asso Prof, Mkting and Media Institute, Corvinus University Budapest, Hungary
Tamás Gyulavári, Ph.D., Asso Prof, Mkting and Media Institute, Corvinus University Budapest, Hungary

IJBIT/ISSN 0974-5874/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/ISSN 0974-5874/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/ISSN 0974-5874/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/ISSN 0974-5874/V09/01/188/RP

Do I See My Partner Differently in Case of a Trouble?

Erzsébet Hetesi, Professor, University of Szeged, Hungary

IJBIT/ISSN 0974-5874/V09/01/189/RP

Market Orientation in the Hungarian Municipal Utility Service Provision

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

IJBIT/ISSN 0974-5874/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/ISSN 0974-5874/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/ISSN 0974-5874/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/ISSN 0974-5874/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/ISSN 0974-5874/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

IJBIT – Volume 8, Issue 2, Apr-Sep'15

IJBIT/ISSN 0974-5874/V08/02/176/RP

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

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

IJBIT/ISSN 0974-5874/V08/02/177/RP

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

Amjad Iqbal, Doctoral Student, School of Accounting, Dongbei University of Finance and Economics, Dalian, China
Khalil Jebran, Visiting Lecturer at University of Malakand, Khyber Pakhtunkhwa, Pakistan
Zia-ur-Rehman Rao, Doctoral Student, School of Accounting, Dongbei Univ of Finance and Economics, Dalian, China
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/ISSN 0974-5874/V08/02/178/RP

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

Laszlo Arva, Ph.D., Former Professor of ESSCA, Budapest, Hungary
Kornelia Kiss, Ph.D., Head of Tourism Department, Corvinus University of Budapest, Hungary
Shelja Jose Kuruvilla, Ph.D., Vector Consulting Group, Thane, India

IJBIT/ISSN 0974-5874/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/ISSN 0974-5874/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/ISSN 0974-5874/V08/02/181/RP

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

Wang Xiaofeng, Professor, School of Finance and Banking, Dongbei Univ of Finance and Economics, Dalian, China
Sajal Kabiraj, Professor in Strategy & International Busi, School of Intern'al Busi, Dongbei Univ of Fin and Eco, China
Liao Kailiang, Research Student, School of Finance and Banking, Dongbei University of Fin and Eco, Dalian, China
Xu Jinchi, Research Student, School of Finance and Banking, Dongbei University of Fin and Eco, Dalian, China

IJBIT- Volume 8, Issue 1, Oct'14-Mar'15

IJBIT/ISSN 0974-5874/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/ISSN 0974-5874/V08/01/170/RP

The Determinants of Outreach of Microfinance Institutions in Ethiopia

K. Sambasiva Rao, Prof of Acc and Fine, Dept of Comm and Mgmt Sstudies, Andhra University, Vizag, India
Tsegay Berhane Reda, Res Scholar, Andhra Univ, and AsstProf, Coll of Busi and Eco, Aksum Univ, Aksum, Ethiopia

IJBIT/ISSN 0974-5874/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/ISSN 0974-5874/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/ISSN 0974-5874/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/ISSN 0974-5874/V08/01/174/RP

e-Supply Chain Management-Future Focus

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

BOOK REVIEW

IJBIT/ISSN 0974-5874/V08/01/175/BR

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

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

IJBIT – Volume 7, Issue 2, Apr-Sep'14

IJBIT/ISSN 0974-5874/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/ISSN 0974-5874/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/ISSN 0974-5874/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/ISSN 0974-5874/V07/02/165/RP

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

*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*

IJBIT/ISSN 0974-5874/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.*

CASE STUDY

IJBIT/ISSN 0974-5874/V07/02/167/CS

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/ISSN 0974-5874/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/ISSN 0974-5874/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/ISSN 0974-5874/V07/01/154/RP

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

*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.*

IJBIT/ISSN 0974-5874/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.
Sreekumar, Asso Prof, Rourkela Institute of Management Studies, Rourkela, India.
Biswajit Satpathy, Prof, Dept of Business Admin, Sambalpur University, Odisha, India*

IJBIT/ISSN 0974-5874/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 Mking Studues, Fact of Busi Admn' Univ of Chittagong, Bangladesh.*

IJBIT/ISSN 0974-5874/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/ISSN 0974-5874/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/ISSN 0974-5874/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/ISSN 0974-5874/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/ISSN 0974-5874/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/ISSN 0974-5874/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/ISSN 0974-5874/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/ISSN 0974-5874/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/ISSN 0974-5874/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/ISSN 0974-5874/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/ISSN 0974-5874/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/ISSN 0974-5874/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/ISSN 0974-5874/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/ISSN 0974-5874/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/ISSN 0974-5874/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/ISSN 0974-5874/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/ISSN 0974-5874/V06/02/152/BR

Building Brands that Win (Author: Kaushik Mukerjee)

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

IJBIT – Volume 6, Issue 1, Oct'12-Mar'13

IJBIT/ISSN 0974-5874/V06/01/131/RP

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.

IJBIT/ISSN 0974-5874/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/ISSN 0974-5874/V06/01/133/RP

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

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

IJBIT/ISSN 0974-5874/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/ISSN 0974-5874/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/ISSN 0974-5874/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/ISSN 0974-5874/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/ISSN 0974-5874/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/ISSN 0974-5874/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/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*

IJBIT/ISSN 0974-5874/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/ISSN 0974-5874/V05/03/121/RP

Transition Strategies and the Crisis from a Financial Perspective

Geza Sebestyen, PhD, Asst Prof, ESSCA, Hungary

IJBIT/ISSN 0974-5874/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/ISSN 0974-5874/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/ISSN 0974-5874/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/ISSN 0974-5874/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/ISSN 0974-5874/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/ISSN 0974-5874/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/ISSN 0974-5874/V05/03/128/RP

The Green local economy

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

IJBIT/ISSN 0974-5874/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/ISSN 0974-5874/V05/03/130/RP

The Pattern of Chinese Investments in Central Europe

Tamas Matura, PhD, ESSCA School of Management, Hungary

IJBIT – Volume 5, Issue 2. Apr-Sep'12

IJBIT/ISSN 0974-5874/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/ISSN 0974-5874/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/ISSN 0974-5874/V05/02/111/RP

Antecedents of Knowledge Sharing

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

IJBIT/ISSN 0974-5874/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/ISSN 0974-5874/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/ISSN 0974-5874/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/ISSN 0974-5874/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/ISSN 0974-5874/V05/02/116/RP](#)

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

*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*

[IJBIT/ISSN 0974-5874/V05/02/117/RP](#)

Governing Risks in Modern Agri-food Chains

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

VIEW POINT

[IJBIT/ISSN 0974-5874/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/ISSN 0974-5874/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.*

IJBIT – Volume 5, Issue 1, Oct’11-Mar’12

[IJBIT/ISSN 0974-5874/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/ISSN 0974-5874/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/ISSN 0974-5874/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/ISSN 0974-5874/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/ISSN 0974-5874/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/ISSN 0974-5874/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/ISSN 0974-5874/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/ISSN 0974-5874/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/ISSN 0974-5874/V05/01/105/RP

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

IJBIT/ISSN 0974-5874/V05/01/106/AR

Soft Skills in Management

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

CASE STUDY

IJBIT/ISSN 0974-5874/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/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 - 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/ISSN 0974-5874/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/ISSN 0974-5874/V04/03/87/RP](#)

Implementing Sustainability Strategy: A Community Based Change Approach

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

[IJBIT/ISSN 0974-5874/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/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

[IJBIT/ISSN 0974-5874/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/ISSN 0974-5874/V04/03/91/R\)](#)

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/ISSN 0974-5874/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/ISSN 0974-5874/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/ISSN 0974-5874/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/ISSN 0974-5874/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/ISSN 0974-5874/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.

IJBIT – Volume 4, Issue 2, Apr-Sep'11

IJBIT/ISSN 0974-5874/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/ISSN 0974-5874/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/ISSN 0974-5874/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/ISSN 0974-5874/V04/02/75/RP

R&D Team Creativity: A Way to Team Innovation

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

IJBIT/ISSN 0974-5874/V04/02/76/RP

Corporate Governance and Firm Performance in Unlisted Family Owned Firms

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

IJBIT/ISSN 0974-5874/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/ISSN 0974-5874/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/ISSN 0974-5874/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/ISSN 0974-5874/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/ISSN 0974-5874/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/ISSN 0974-5874/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/ISSN 0974-5874/V04/02/83/AR

Race for Ranks

Sharu Rangnekar, Management Consultant, Mumbai, India

IJBIT/ISSN 0974-5874/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/ISSN 0974-5874/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

IJBIT – Volume 4, Issue 1, Oct'10-Mar'11

IJBIT/ISSN 0974-5874/V04/01/62/RP

Efficiency and Sustainability of Economic Organizations in Agri-business

Hrabrin Bachev, Institute of Agricultural Economics, Sofia, Bulgaria

IJBIT/ISSN 0974-5874/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/ISSN 0974-5874/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/ISSN 0974-5874/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/ISSN 0974-5874/V04/01/66/RP

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

Prakash Tiwari, Faculty, Dept of Mgmt Studies, Dehradun Institute of Technology, Dehradun, India

Hemraj Verma, Faculty, Dept of Mgmt Studies, Dehradun Institute of Technology, Dehradun, India

IJBIT/ISSN 0974-5874/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/ISSN 0974-5874/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/ISSN 0974-5874/V04/01/69/AR

Crisis Management and Turn Around

Sharu S. Rangnekar, Management Consultant, Mumbai

IJBIT/ISSN 0974-5874/V04/01/70/AR

Green Banking-Towards Socially Responsible Banking in India

Suresh Chandra Bihari, PhD, IBS, Hyderabad

BOOK REVIEW

IJBIT/ISSN 0974-5874/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/ISSN 0974-5874/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/ISSN 0974-5874/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/ISSN 0974-5874/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/ISSN 0974-5874/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/ISSN 0974-5874/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/ISSN 0974-5874/V03/03/56/RP

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

*M.G. Gnoni, 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/ISSN 0974-5874/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/ISSN 0974-5874/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/ISSN 0974-5874/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/ISSN 0974-5874/V03/03/60/RP

Using Chemical Management Services to Green the Chemical Supply Chain

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

IJBIT/ISSN 0974-5874/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

IJBIT- Volume 3, Issue 2, Apr-Sep'10

IJBIT/ISSN 0974-5874/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/ISSN 0974-5874/V03/02/41/RP

Impact of HR Practices on Organizational Performance in Bangladesh

Mir Mohammed Nurul Absar, Asst Prof, East Delta University, Agrabad, Chittagong, Bangladesh
Balasundaram Nimalathasan, Faculty, Dept of Comm, University of Jaffna, Sri Lanka,
Munshi Muhammad Abdul Kader Jilani, Faculty, University of Information Technology & Science, Bangladesh

IJBIT/ISSN 0974-5874/V03/02/42/RP

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

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

IJBIT/ISSN 0974-5874/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/ISSN 0974-5874/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/ISSN 0974-5874/V03/02/45/RP

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

Sridhar CNV, Asst Prof, Dept of Mech Engg, AITS Rajampet, (AP) India

Vijayakumar Reddy K, Professor, Dept of Mech Engg, JNTU Hyderabad, (AP), India

Venugopal Reddy V, Professor, Dept of Mech Engg, JNTU, Pulivendula (AP), India

IJBIT/ISSN 0974-5874/V03/02/46/RP

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

Pradeep Dubey, PhD Research Scholar, BITS Pillani, Rajasthan and GM Snowman Frozen Foods Ltd, Bangalore

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

IJBIT/ISSN 0974-5874/V03/02/47/RP

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

Kavita Srivastava, Dept of Mgmt Studies, Rajiv Gandhi Institute of Petroleum Tech, Rae Bareli, India

Asmita Shukla, School of Humanities, social Science and Mgmt., IIT, Bhubaneshwar, India

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

ARTICLE

IJBIT/ISSN 0974-5874/V03/02/48/AR

Developing Ambidextrous, Connected and Mindful Brains for Contemporary Leadership

Anjana Sen, MBBS, D.Opht

BOOK REVIEW

IJBIT/ISSN 0974-5874/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/ISSN 0974-5874/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/ISSN 0974-5874/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/ISSN 0974-5874/V03/01/31/RP

The Game of Comparative Advertising: Making Strategic Choices

Arti D. Kalro, Doctoral Student, Dept of Mgmt, IIT Chennai, India

Mathew A. Thomas, Doctoral Student, Dept of Mgmt, IIT Chennai, India

Rahul R. Marathe, PhD, Asst Prof, Dept of Mgmt, IIT Chennai, India

IJBIT/ISSN 0974-5874/V03/01/32/RP

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

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

M. B. Pradeep Kumar, Symphony Marketing Solutions, Bangalore, India

IJBIT/ISSN 0974-5874/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/ISSN 0974-5874/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/ISSN 0974-5874/V03/01/35/RP

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

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

IJBIT/ISSN 0974-5874/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

S. kumar, Dept of Mech Engg, Sant Longowal Inst of Engg & Tech, Sangur, Punjab, India

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/ISSN 0974-5874/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/ISSN 0974-5874/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/ISSN 0974-5874/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

IJBIT – Volume 2, Issue 2, Apr-Sep'09

IJBIT/ISSN 0974-5874/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

Ajay S. Gor, Pramukh Swami Science & H. D. Patel Arts College, Kadi, India

Chetan Jhaveri, S. L. Institute of Business Administration, Ahmedabad, India

IJBIT/ISSN 0974-5874/V02/02/22/RP

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

Leonard A. Jackson, Ph.D., Rosen College of Hospitality Mgmt, Univ of Central Florida, Orlando, FL, USA

H.G. Parsa, Ph.D., Rosen College of Hospitality Mgmt, University of Central Florida, Orlando, FL USA

IJBIT/ISSN 0974-5874/V02/02/23/RP

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

Rajesh Srivastava, PhD, Prof, Dept of ISOM, Lutgert College of Busi Florida Gulf Coast Univ, USA

Elias Kirche, Department of ISOM, Lutgert College of Business, Florida Gulf Coast University, USA

IJBIT/ISSN 0974-5874/V02/02/24/RP

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

Rajeswari Krishnan, Ph.D., Prof, SNS B-School, SNS College of Tech, Coimbatore, India

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/ISSN 0974-5874/V02/02/26/RP

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

C.S. Adhikari, Ph.D. Professor & Director ITM B-school, Navi Mumbai, India.

Sanjay Sinha, Assistant Professor, ITM B-school, Navi Mumbai, India

Kirti Arekar, Ph.D. Assistant Professor, ITM B-school, Navi Mumbai, India

Abhishek Shukla, (Investment Banker) Cushman & Wakefield Advisory Asia (India) Pvt Ltd, Mumbai

IJBIT/ISSN 0974-5874/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

R.K.Vyas, Ph.D. Prof & Head, Mgmt Programs, Intern'l Instit of Profess'l Studies, Devi Ahilya Univ, Indore

R.C.Sharma, Ph.D. Prof and Head, School of Future Studies and Plning, Devi Ahilya Univ, Indore.

ARTICLE

IJBIT/ISSN 0974-5874/V02/02/28/AR

Ego Boundaries that Cross Borders

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

BOOK REVIEW

IJBIT/ISSN 0974-5874/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

IJBIT – Volume 2, Issue 1, Oct'08-Mar'09

IJBIT/ISSN 0974-5874/V02/01/11/RP

India-Vietnam: A Comparative Analysis of Economic Performance

Khuong 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

IJBIT/ISSN 0974-5874/V02/01/12/RP

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

(IJBIT/V02/01/13/RP)

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 Consultamts, Mumbai, India

Debasis Mallik, PhD, Asso Prof, SP Jain Institute of Management & Research, Mumbai, India

IJBIT/ISSN 0974-5874/V02/01/14/RP

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*

IJBIT/ISSN 0974-5874/V02/01/15/RP

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*

IJBIT/ISSN 0974-5874/V02/01/16/RP)

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*

IJBIT/ISSN 0974-5874/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/ISSN 0974-5874/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

ARTICLE

IJBIT/ISSN 0974-5874/V02/01/19/AR

Software-as-a-Service and Off-shoring

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

BOOK REVIEW

IJBIT/ISSN 0974-5874/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

IJBIT- Volume 1, Issue 1, Apr-Sep 2008

IJBIT/ISSN 0974-5874/V01/01/01/RP

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*

IJBIT/ISSN 0974-5874/V01/01/02/RP

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*

IJBIT/ISSN 0974-5874/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/ISSN 0974-5874/V01/01/04/RP

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*

IJBIT/ISSN 0974-5874/V01/01/05/RP

Reforming Higher Education Essential for 21st Century India

*Vikram M. Sampat, A strategist with a Fortune 500 Com & faculty at MET, Asian Mgmt Devep Centre, Mumbai,
Rohan Maru, Investment Banker with a Leading Investment Bank, Mumbai, India
Harshit Shah, Investment Banker with a Leading Investment Bank, Mumbai, India*

IJBIT/ISSN 0974-5874/V01/01/06/RP

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*

IJBIT/ISSN 0974-5874/V01/01/07/RP

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

IJBIT/ISSN 0974-5874/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/ISSN 0974-5874/V01/01/09/AR

International Redeployment of Management Personnel

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

IJBIT/ISSN 0974-5874/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)**

Full Text of the published papers available on [EBSCO](#) and [ProQuest](#) databases