CHAPTER 31

MANAGEMENT STUDIES

Doctoral Theses

270. HOLGER SIEMONS

Three-Nation Study in the Impact of Culture in Developing Virtual Teams.
Supervisor: Prof. Kuriakose Mamkoottam
Th 16548

Abstract

Examines quantitatively and empirically how national culture affects the development process in virtual teams. Some contributing factors were previously addressed in other studies, especially on trust and communication. This study, therefore, strived for obtaining a more comprehensive database that enables the inclusion of relevant demographic contributors, as well as investigating a variety of other factors that lead to differently displayed behavior in virtual teams.

Contents


271. IBRAHIM (Yassin)

Assessing the Level of Rural Marketing in Ethiopia and Its Contribution to the Living Standard of the People.
Supervisors: Dr. Harsh V. Verma & Dr. Anupma Vohra
Th 16480

Abstract

Assesses the status of rural marketing and the constraints of rural marketing and identify intervention areas by local as well
as regional governments and their major stakeholders to promote rural marketing and thereby improve the living standard of the people. Analyzes the activities and structure of rural marketing system. Proposes possible rural (agricultural) marketing strategies.

Contents


272. PURI (Ashok Kumar)
Timing as Investment Performance Measure of Managed Portfolios - An Indian Perspective.
Supervisor : Prof. V. K. Bhalla
Th 16465

Abstract

Studies market timings abilities of fund managers in India have been assessed based on net asset value and market return data from Jan 2000 to Dec 2007, the period that witnessed ever growing operation of a large number of private sector and foreign mutual funds in India. The study deals with probing market timing ability of a total of 22 growth and 4 balanced schemes, out of a total population of 60 growth and 15 balanced schemes, as respective sample of managed portfolios of Indian Mutual Fund schemes.

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