

## 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 behaviour in virtual teams.

*Contents*

1. Introduction. 2. Research methodology. 3. building a research framework. 4. Trust in virtual team development processes. 5. Face-to-face meetings in virtual teams. 6. Communication tools for virtual teams. 7. Age in virtual teams. 8. Summary and conclusions. 9. Bibliography and appendix.

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*

1. Introduction. 2. review of related literature. 3. Research design and methodology. 4. Analysis and discussion. 5. Summary and conclusion. 6. Implications, limitations and directions for future research. 7. Recommendations. Bibliography.

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.

*Contents*

1. Introduction. 2. Literature survey. 3. Indian financial system. 4. Mutual Funds- Conceptual framework. 5. Mutual funds in India. 6. Data analysis. 7. Case study. 8. Conclusions and Limitations. Bibliography.