

CHAPTER 27

MANAGEMENT STUDIES

Doctoral Theses

375. BHARAT SINGH
Economic Reforms and the Restructuring of Manpower in Indian Industries.
Supervisors : Prof. Vijay Kr. Seth and Prof. Simrit Kaur
Th 18935

Abstract

Deals with two important forms of manpower restructuring. Skill based restructuring of manpower between *Non-production* and *Production Workers* (NP/P), Relative increase in employment of non production workers vis-a-vis the production workers may be an important indicator as well as labour market strategy to increase *skill intensity* in a firm or industry and job tenure/ status based restructuring of manpower between *Contractual* and *Directly Employed Workers* (CW/DW). Relative increase in employment of contractual workers vis-a-vis the directly employed workers may be an important indicators as well as strategy to increase *labour market flexibility* and reduction in labour costs by a firm or industry.

Contents

1. Introduction. 2. Data sources and methodology. 3. Theoretical issues and review of literature on non-production and production workers. 4. Analysis of changing skill intensity of manpower in Indian manufacturing industries. 5. Determinants of skill intensity of manpower in Indian manufacturing industries. 6. Analysis of contractualisation of manpower in Indian manufacturing industries. 7. Determinants of contractualisation of manpower in Indian manufacturing industries. 8. Manpower restructuring : implications for productivity/efficiency and profit ability. 9. Summary, conclusion and policy implications. 10. Bibliography.

376. CHATTERJEE (Neeladari)
Geopolitical Strategies for Oil Security : A Model Of Mutual Inter Dependence.
 Supervisor : Prof. Vijay Kapur
Th 18933

Abstract

Deals with the GMC risk of India's crude oil diversification portfolio through time series forecasting of data, which will lead to consolidating or contradicting the general perception that India's crude oil diversification is risky as it skewed towards the Middle East. Recognises the influence of 'asymmetric' crude oil trade relationships between India and the Middle East countries as a significant geopolitical factor, which can influence international outcome like supply of crude oil during crisis and its relevance as a 'passive strategy' for 'oil security'. Subsequently, a comparative analysis between India and the US has been made to examine the policy difference. Highlights the significance of 'oil security' from the perspective of crude oil exporters from the Middle East, by empirically testing whether 'oil security' has any causal relationship with 'economic well-being' of the citizens of those countries.

Contents

1. Introduction. 2. Literature review. 3. Conceptual framework. 4. Methodology. 5. Discussions of empirical results and policy relevance. 6. Conclusion.

377. DANGI (Hamendra Kumar)
Performance Measurement of Distribution Mangement System After Natural Disaster.
 Supervisors : Dr. A. K. Bardhan and Prof. A. S. Narag
Th 19097

Abstract

Studies existing performance measurement approaches in disaster relief operations undertaken after natural disasters. Identifies any gaps int he existing relief logistics. Propose a new performance measurement model. Tests and validates performance measurement model though case study in real life situation.

1. Introduction. 2. Critical success factors in planning humanitarian relief operations. 3. Performance management : Need and importance. 4. Research methodology. 5. Drivers and indicators of performance in relief chains. 6. Conclusion and references.

378. GANDHI (Archana)
Merchandisers' Performance in Improving Supply Chain Competitiveness of Apparel Export Units.
 Supervisor : Prof. Sunil Sharma
Th 18934

Abstract

Studies the current supply chain dynamics of Indian apparel industry, assess the existent parameters on which the merchandisers' performance is measured in various apparel export units, identifies the key factors for assessing merchandisers' performance and key factors of apparel export supply chain competitiveness. Analyses the relationship between 'merchandisers' performance' factors and 'supply chain competitiveness' factors for apparel export units. Suggests to enhance 'supply chain competitiveness' of apparel export units by managing key 'merchandiser performance' factors.

Contents

1. Introduction. 2. Literature survey. 3. Conceptual framework of apparel merchandising. 4. Research methodology. 5. Data analysis and interpretation. 6. Conclusions, recommendations and scope. 7. Bibliography and Appendices.

379. KHURANA (Poonam)
Role of Ethics in Personal, Team and Organizational Effectiveness.
 Supervisor : Dr. Kavita Singh
Th 18932

Abstract

Investigates the role of ethics in the behavioural aspects of a person relating personal effectiveness i.e. honesty, trustworthiness, loyalty, and reponsibility. Identities the role of ethics on team effectiveness like goal setting, task completion and

co-operation. Analyzes the role of ethics in organisational effectiveness like organisational culture, fairness in competition and job satisfaction. Proposes a model of personal ethics in relation to personal, team and organisational effectiveness.

Contents

1. Introduction. 2. Theoretical perspective of conceptual variables. 3. Review of literature. 4. Research methodology. 5. Results and findings. 6. Discussion. 7. Summary, conclusion and recommendation. 8. Bibliography and Annexure.

380. SAEID SAMIEE
Cross Cultural Study of Customer Satisfaction in Electronic Commerce.
 Supervisor : Prof. Vijay Kapur
Th 18936

Abstract

Indicates significant differences between some countries on technological factors, shopping factors, product factors and promotional factors, but these differences were not among all countries. Since the results of comparisons between six countries showed that there were not significant differences among all countries on different factors affecting customer satisfaction, and this was because of similarities between some countries. The result showed that there were significant differences between collectivist and individualist countries on technological, shopping, product and promotional factors and their all subscales. The present research tended to evaluate the relationships between affecting factors on customer satisfaction and also the effect of personality characteristics on strength of these relationships. The results indicated that the technological, shopping, product and promotional factors can predict customer satisfaction in online shopping. The relationship of these factors were influenced by culture and personality types. Taken together, both culture and personality types have very important impacts on customer satisfaction in electronic commerce.

Contents

1. Introduction. 2. Review of literature. 3. Methodology. 4. Results. 5. Discussion and conclusion. 6. References and Appendixes.

381. VENUGOPALAN. T

Determinants of Debt Maturity in Indian Corporate Sector.

Supervisor : Prof. Madhu Vij

Th 18931

Abstract

Critically analyzes the portfolio of corporate debt finance, measure the debt maturity structure, identify the main determinants of debt maturity structure, and validate the debt maturity principles in determining debt maturity in Indian corporate sector.

Contents

1. Introduction. 2. Conceptual framework of debt maturity. 3. Review of literature. 4. Research methodology. 5. Empirical investigations - I. 6. Empirical investigation - II. 7. Summary of research, Conclusion and recommendations. 8. Bibliography and Appendices.