

CHAPTER 27

MANAGEMENT STUDIES

Doctoral Theses

265. BANSAL (Monika)
Traditional Leadership vis-a-vis E-leadership : A Comparative Analysis of Business Organizations.
Supervisor : Dr. Kavita Singh
Th 14736

Abstract

The study was conducted to Understand the impact of information Technology on the process of leadership of selected organization with a focus on Business Process Outsourcing (BPO) and it industry. Leadership and E-leadership in the organizations was studied with an emphasis on Organization Culture, Trust, Commitment, Motivation and Performance of the employees. In the study, five companies in the BPO industry and three companies in the IT sector were selected.

Contents

1. Introduction and overview of the study. 2. Leadership and E-leadership-A conceptual farmework. 3. Review of literature.4. Research methodology. 5. Result and analysis. 6. Summary, Conclusions, Biblioraphy and Appendices.

266. CHAKRABORTY (Madhumita)
Stock Markets in SAARC Countries : A Study of Growth, Development and Efficiency.
Supervisor : Prof. R. S. Dhankar
Th 14738

Abstract

Stock markets in SAARC countries can be summarized asfollows: Stock markets in SAAARC countries, although far behind other developed countries, are increasingly moving towards the path of operational efficiency and have witnessed significant growth and development in terms of the various yardsticks like turnover, market capitalization, etc, during the 139 post-reform period.

During the period of stock market reforms and development, it is expected that the stock markets would be efficient in pricing of shares 4. However, the stock prices have not shown random movements for all the different frequency of data. Changes in stock prices are not completely random for the daily indices, as both linear and non-linear dependencies exist for the market returns. Some individual companies, too, show departures from random walk hypothesis, while, for the returns of longer horizon, viz, monthly data, randomness mostly prevails. Trading systems could probably be developed to effectively exploit deviations from the random walk and increase one's potential gains.

Contents

1. Introduction. 2. Survey of literature. 3. Research methodology. 4. Growth and development of stock markets in SAARC countries. 5. Test for correlated increments. 6. Test of calendar anomalies. 7. Test of non-linear dependence. 8. Summary, Conclusion, Bibliography and Appendices.

267. KAKKAR (Subhash Chander)
TQM in Indian Organizations : An Appraisal.
 Supervisors : Prof. A. S. Narag and Dr. Sunil Sharma
 Th 14737

Abstract

Studies the status and impact of TQM on Indian organisations. In order to explore the effects of the eleven different TQM constructs, a model of TQM implementation constructs and overall business performance was developed. In this model, the 11 TQM implementation constructs are independent variables. Similarly, the 9 constructs of overall business performance are dependent variables. Two-tailed significance levels were used to estimate structural model fit. The results show that the strong areas of Indian organizations implementing TQM are TMC-Top Management Commitment, OP-Quality as a Policy, CFcommunication & Feedback with Business Partners, LDRLeadership and PMT-People Management & Training. Their weak areas are RPCU-Resources Planning, Conservation & Utilization and PD-Product Design. The highest impact is observed in the area of MP-Market performance and the weak areas is Cost & Waste Reduction. The result also reveal that ES-employee Satisfaction and TBPS-Team Building and 140 Problem Solving are the most important aspects in the implementation, Leadership, etc. Without the motivation of the Top Management, no teamwork is possible.

Contents

1. Introduction. 2. TQM: Research models. 3. TQM: Key drives & performance. 4. Research Methodology. 5. Data analysis. 6 Interpretation & comparison of results. 7. Conclusions, Bibliography and Annexures.

268. MWAMBA-TSHIBANGU

Developing Learning Environment Among Semi-skilled Workers : A Comparative Study of India (National Capital Region) and Congo (Kinshasa)

Supervisor : Prof. K. Mamkoottam and Dr. P. Khandelwal
Th 14735

Abstract

Explores the perceptions of learning needs among semiskilled workers as well as barriers to the learning process origination from social, psychological, cultural and physical aspects (both on and off-the-job) of the learning environment. Also explores relationship of demographic variables with learning needs as well as social, psychological, cultural and physical aspects (both on and off-the-job) of the learning environment. The present study offers the following suggestions in order to decrease job dissatisfaction factors that create stressful situation so that effective learning may take place among semi-skilled workers in india as well as in congo: 1). In terms of social aspects: the introduction of theam learning, social support from oworkers and supervisors. 2). In terms of psychological aspects: the introduction of dialogue among semi-skilled workers, the supervisor should act as coach, skill-based pay plans, and a formal training about workplace ethics to help the organization identify legal and ethical issues. 3). In terms of cultural aspects: the introduction of supervisosry support in problem solving, cceptance of languages other than their mother tongue, the replacement of the rule of traditional hierarchical control by a democratic approach. 4). In terms of physical aspects: the reduction of noise and smoke from the source, the provision of bigger workspace, normal temperature, and comfortable seating arrangement. 141

Contents

1. Introduction. 2. Research method. 3. Analysis of results and discussion. 4. Summary, Conclussion and Bibliography.

269. N. MEENAKSHI

Behavior of Teenage Consumers in India and its Marketing Implications

Supervisors : Prof. S. Neelamegham and Prof. Ajay Pandit
Th 14739

Abstract

Studies the consumer behaviour of indian teenagers and suggest marketing implications. Focuses on gaining a deeper understanding of the decision processes of indian teenagers for selected products in the cosmetics category. Five products- Lipstick, Nail Polish, Deodorant, Fairness Cream and Hair color, that contributed to the highest sales revenues for companies in the cosmetics category have been examined. Appearance is a critical issue during adolescence, and cosmetics is a related product category. Teenagers comprise an important for marketers as well due to its size and growth rate. Therefore, the cosmetics category has been chosen for a detailed examination of decision processes among teenagers.

Contents

1. Introduction. 2. Review of literature. 3. Methodology and conceptual framewdork. 4. Influence of family, peers and mass media. 5. Motivation, perception, attitude and consumption values. 6. Decision processes. 7. Results, conclusions, Bibliography and Appendix.