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SYNERGISTIC FRAMEWORK OF GOVERNMENT, INDUSTRY AND ACADEMIA

MOIN UDDIN

The synergistic framework of the three elements namely government-industry-academia can provide a common portal or gateway to growth and development in agricultural sector. Agricultural sector which itself is most neglected and nearly 70% of our population depends upon it but still it contributes for very low share in GDP and growth. Being an agrarian economy India need to pay lots of concern. As, in the recent era of rapid economics changes has become major area of concern in academic and public domains. Concepts like contract farming, integrated agricultural market and role of private players in the given sector is gaining momentum day by day. If all the three elements namely government, academics and industry work symbiotically they can give magical results. The primary needs are regulated agricultural market and increased awareness programs in rural sector about various schemes. Long term projects have to be under taken in few years which require efficient professionals that can be given by collaboration of academic institutions and industries under regulatory framework of government. Schemes like APMC act reforms, agriculture extension management programs and concept of rural marketing is up coming. Still they are not sufficient. Rigorous steps should be taken to fill the lacunas of current system. All this requires an integrated system. Given framework tries to interconnect and integrate various sub system to provide solution to various problems along with minimizing the effect of subsequent constraints under legal, technical, regulatory, academic, R&D and other aspects like supply chain

DISASTER MANAGEMENT: WHAT ABOUT DISASTERS LIKE JAIPUR BLAZE ????

Mrs. Shilpa Goel
Ms. Chaynika
Mr. Ram Chander

The disasters cause huge loss of life as well as property from time to time. But instead of learning from past experiences we kept on facing same problems every time any disaster occurs. Damage caused by disasters is immeasurable and varies with geographical location, climate and type of earth surface/degree of vulnerability.

Disaster management is the actions taken in response to unexpected events, which adversely affects natural and manmade environment and resources. Main motivation behind disaster management is to minimize the losses at the time of disaster and to ensure maximum utilization of resources which are already scarce.

The 50th anniversary celebrations of Indian Oil Corp (IOC), India's largest commercial enterprise, have become a blazing funeral with the devastating week-long inferno at its oil depot in Jaipur, the famed "Pink City". India's worst oil fire disaster has again roused worldwide safety questions about locating industrial and residential areas near large oil storage facilities.

Keywords: Jaipur fire, IOC, Petroleum and Natural Gas Minister, disaster management plan, IOC fire, carbon compounds, oxygen levels, Sitapura Industrial Area, greenhouse gases.

“REDESIGNING PEDAGOGY: A MOVE TOWARDS BRINGING QUALITATIVE IMPROVEMENTS IN EDUCATION”

Ms.Vijit Chaturvedi

The role of education had been central for the present and future development for every country. The efficiency and competency of the future intellectual capital lies in how well have they been prepared for attaining future goals. Pedagogy or the teaching strategy decides and determines how well the knowledge imparted is been taken by students and how well they build the concepts on the basis of learning's. Similarly the role of teaching aids and role of teacher also matters a lot in designing the future of the students. The paper focuses on role of pedagogy in learning and the emerging tools in improving pedagogy. It will also focus on different emerging tools and techniques for enhancing learning techniques .The paper also focuses on development and need of other necessary traits like peace education and developing constructivism approach for making the students good citizen as well as good human beings.

Key Words: Pedagogy, Intellectual Capital, Peace Education, Multi-facet skills.

COGNITIVE RADIO NETWORKS

Rupinder Kaur

Cognitive radio is a paradigm for wireless communication in which either a network or a wireless node changes its transmission or reception parameters to communicate efficiently avoiding interference with licensed or unlicensed users. This alteration of parameters is based on the active monitoring of several factors in the external and internal radio environment, such as radio frequency spectrum, user behaviour and network state. Cognitive radios are aware of their environment and intelligently adapt their performance to the user's needs. A CR is a software defined radio with a “cognitive engine” brain. Conceptually, the cognitive engine responds to the operator's commands by configuring the radio for whatever combinations of waveform, protocol, operating

frequency, and networking are required. It monitors its own performance continuously, reading the radio's outputs to determine the RF environment, channel conditions, link performance, etc., and adjusting the radio's settings to deliver the needed quality of service subject to an appropriate combination of user requirements, operational limitations, and regulatory constraints.

Radio-frequency spectrum, like the acoustic spectrum, is a natural resource, but its use is regulated by governments via licensing agreements. However: Some frequency bands are unoccupied most of the time. Some are only partially occupied and others are very heavily used. If a frequency band is unused now, it is gone forever – so think in terms of detecting and utilizing spectral “holes”. Cognitive Radios attempt to improve spectral utilization by various techniques like Radio scene analysis. Dynamic spectrum management, Transmit power control. My article focuses on such techniques.

Key Words: CognitiveRadio, Spectrum Sensing Cognitive Radio, Spectrum Sensing, Spectrum Management, Spectrum Mobility, Spectrum Sharing.

NEW MANTRA FOR SUCCESSFUL MARKETING - CVM

(A Powerful Tool to Attract and Retain the Customers)

Seema Mishra

In today's fast moving economy where products, brands marketing campaigns and even sales channels are transitory, businesses and marketers have recognized customer relationships as the key to enduring profit. Researchers have demonstrated that a 5% increase in customer retention leads to a 25-95% increase in company profits.

Loyal customers are both a scarce resource and a great source of value to the company and to nurture this crucial asset, to achieve the business goals, the businesses need to find the answer to following questions:

Q. How can business managers nurture this crucial asset?

Q. How do you define value from customer's perspective?

Q Can you measure value or customer satisfaction?

Q What are your products and services actually worth to customers?

Q Steps to develop blueprint of customer value system in an organization?

Marketers are burning midnight oil to answer these complex questions. As the value of a product or service for one's customers has never been same for other customer this further adds to the complication to the customer value management strategies.

The research paper is an effort to throw light on customer value management as a progressive, practical approach to managing business markets. Main objectives of the paper are to:

- Measure, monitor and enhance customer satisfaction in comparison to the competitors.
- To enhance profit and price realization by providing differentiation in total offerings at a reasonable cost.
- To develop a strategy for enhanced market share and sales realization

Key Words: CVM, Sales Realization, Enhanced Market Share, CLV, R's of the CVM cycle.

FACTORS AFFECTING HEALTH INSURANCE POLICY: A DEMOGRAPHIC STUDY

**Anindita Chakraborty
Dr. Pushpa Negi
Shikha Gupta
Monika Gupta**

The insurance sector has experienced significant development during the last decade. This paper is an attempt to understand the factors that affect the demand of health insurance policy which is imperative for future growth and development of the insurance sector. The paper came out with the seven factors like inclusive expertise, familial responsibility, spectrum of coverage, reference group etc. T-test was applied to find out the significant difference the selection criteria of health insurance policy between the people of different age groups and income groups while Z-test was applied to find out the significant difference the selection criteria between the people of different income groups. Further Anova was applied to justify the T-test and Z-test.

Technology Adoption: Study of Organized and Semi Organized Retailers

Dr. Vibhuti Tripathi
Shikha Sondhi
Dr. Ashutosh Kumar

Global retail is experiencing modernization on a grand scale. From small proprietors with a focus on local markets, retail ambitions now stretch worldwide, embracing the latest trends in marketing, distribution and supply. High inflation, mounting interest costs and rising rentals have hit the growth of the Indian retail sector. In a time when increasing competition for the customer spends and rising costs is squeezing profits of organized retailers in India, achieving operational and supply-chain efficiency is the only success mantra for today's retailers. One of the key factors in achieving an organized and efficient retail operation is the use of technology as an enabler. The research paper discusses various possible areas of technology use in retail and the benefits that can be reaped. The paper is an attempt to study the technology use, types of database maintained and the perception of organized and Semi-organized retailers on usefulness and ease of use of technology. An exploratory survey was conducted to seek opinion and viewpoints of 8 organized and 8 semi-organized retailers. Cross-Tabulation and t-test were employed for analyzing the data and to find out any significant differences in the perception of technology adoption. The major findings highlight the reservation of semi-organized retailers to use technology in various functional areas. Both organized and semi-organized retailers show an inclination towards use of technology in future.

Key Words: Organized and Semi-organized Retail, Technology Infusion in Retail, IT enabled Supply-chain.

INTERNET ADVERTISING – *An Insight*

Ashima Tandon

TODAY'S INFORMATION MAY BE DIFFERENT TOMORROW.....THAT IS THE INTERNET

All types of marketing share a common goal. They aim to highlight the features of a product or service. The explosive growth of Internet technologies has had a major impact on the marketing function. Advertising is one of the important aspects of Marketing and has been greatly influenced with the coming up of Internet. The paper speaks about Internet Advertising. **Internet advertising** is a form of promotion that uses the Internet and World Wide Web for the expressed purpose of delivering marketing messages to attract customers. Select Newsgroups, email messaging and some list servers have been utilized for commercial messages and advertising purposes. Other examples of online advertising include contextual ads on search engine results pages, banner ads, Rich Media Ads, Social network advertising, online classified advertising, advertising networks and e-mail marketing, including e-mail spam. The emergence of the World Wide Web architecture and its ability to deliver animated multimedia content online is by far the most appealing part of the Internet Structure for the Advertisers. Internet Advertising promotes competition which benefits the consumers.

KEYWORDS

E-mail marketing, e-mail spam, select newsgroups, and Internet technologies

STUDY ON REFERENCE GROUP INFLUENCE SUSCEPTABILITY

A study with reference to Wayanad district in Kerala

Hari Sundar.G. Ram

The growing importance of rural markets has led to a wider interest in understanding the rural consumer behavior. Evidence that are available suggests that rural consumers purchase products that are suitable to their social environment as they are widely influenced by social pressures, rituals and norms when compared to their urban counterparts. The rural consumers are influenced by the information received and opinions formed from various sources in making their buying decisions. Understanding such social and attitudinal influences on rural consumer behavior is important for key marketing decisions like design of product offering, pricing, distribution, media and message.

However, much of the explored evidence is in the form of popular opinions and there is a serious lack of empirical support to these opinions. It is in this direction that this research work is being attempted.. The key objective of this work is to examine the susceptibility to reference group influence by rural consumers. The work is an extract of a larger study which is being carried out in the hill district of Wayanad in Kerala. In this work, initially I present a brief overview of relevant literature followed by the methodology and data analysis followed by the discussion.

The objectives of the undertaken study were as follows:

- To explore the extent of opinion seeking behaviour of rural consumers
- To examine the susceptibility to reference group influence by rural consumers
- To identify the major influence on consumer purchase decisions.

The scope of the study has been restricted in terms of products and geographical locations. The study is conducted using two durable products only viz. television and two wheeler. These two products fall under relatively luxurious goods as classified by

Hawkins (2001). Such products are expected to be more susceptible for reference group influence.

A survey was carried out in select rural markets of Wayanad District of the Gods own country Kerala during the period of 2009 January to 2009 March. These villages were selected on a convenient basis (based on those areas where there are higher number of television and two wheeler consumers as per the report of the Marketing Research report of Malayala Manorama, one of the highly circulated vernacular dailies which has a full fledged Marketing research unit). These rural markets include Sulthan Batheri, Kalpetta, Mananthavadi, Thirunelli, Vythiri, Meppady and Muthanga areas in Wayanad district. Only 294 respondents who owned and purchased the above mentioned two durables were selected for the study. As discussed earlier, given that male is the decision maker in rural markets, only the male head of the family was approached. The major reference group influences identified and widely used in previous research : informational, utilitarian, and value – expressive influences are tested using three demographic factors as control variables.

Data was collected using a structured pre-tested questionnaire. Four point scale developed by Park and Lessig (1977) was modified to measure the susceptibility to reference groups of rural consumers. Also the five point scale developed by Flynn, Glodsmith and Eastman (1996) was used to measure the opinion seeking behavior. For both the scales, levels of measurement were kept the same as suggested by the propounders. Apart from the two scales, respondents were also asked to rank the role of the key influencers in their purchase decision. Demographic data was collected as the last part of the questionnaire. To analyse the data, descriptive statistics was used along with one way ANOVA.

Keywords -

Reference group, susceptibility, influencers, utilitarian value, purchase decision

EFFICIENT REACTIVE ROUTING PROTOCOLS IN ADHOC NETWORKS

*Ruchi Tuli
Parveen Kumar*

The era of 1990s marked a rapid growth of research interests in mobile ad hoc networking. The infrastructureless and the dynamic nature of these networks demands new set of networking strategies to be implemented in order to provide efficient end-to-end communication. MANETs employ the traditional TCP/IP structure to provide end-to-end communication between nodes. One interesting research area in MANET is routing. Routing in the MANETs is a challenging task and has received a tremendous amount of attention from researches. This has led to development of many different routing protocols for MANETs, and each author of each proposed protocol argues that the strategy proposed provides an improvement over a number of different strategies considered in the literature for a given network scenario. Therefore, it is quite difficult to determine which protocols may perform best under a number of different network scenarios, such as increasing node density and traffic. This paper provides an overview of a wide range of on-demand routing protocols proposed in the literature, presents a qualitative analysis of on-demand routing protocols and suggests which protocols may perform best in large networks. In qualitative analysis, we have compared the properties according to different criteria and then listed the advantages & disadvantages of the each protocol. Protocols considered here are on-demand routing protocols as these are best suited for ad hoc environment.

Keywords: Routing Protocol, MANET, Ad hoc networks, on-demand.

INTERNATIONAL HUMAN RESOURCE MANAGEMENT- PRESENT TRENDS AND FUTURE CHALLENGES

*Sangeeta Mehroliya
Rajesh S Pyngavil*

Organizations today are facing five major challenges such as globalization, profitability through growth, technology, intellectual capital and change. To face these challenges, a front running organization should possess a global outlook to meet these various competitive challenges. One of the most significant business and economic trend of the late 20th century is the stateless corporation. The concept of stateless corporation denotes that global organizations which conduct research in their corporate R & D department, operates wherever necessary, develop product in several countries, promote key executives regardless of nationality and even share holders on three or four continents.

What is the meaning of international Human Resource Management (IHRM)-what is “international” about HRM? With globalization, isn’t all HRM, by definition, international? The field of Human Resource Management has undergone a dramatic change during the last few decades. As more and more companies operate internationally, need of effective people management is becoming essential because international expansion and operations, place additional stress on resources, particularly people.

This paper explores some HR practices adopted by a global manager to minimize the negative effect of various challenges and to walk with the flow of globalization. It also focuses on various aspects of IHRM in multinational companies and covers a variety of topics including: MNE and country culture; strategy and design; international joint ventures and cross-border mergers and acquisitions; and also discussing major challenges face by IHRM departments and professionals.

Keywords: HR, International HRM, Globalization, Global Challenges, Culture Diversity.

Book Review

Organizational Behaviour

V.S.P.Rao, Excel Books, New Delhi, 2009, Pages- 695

Organizational behaviour is a study of what people think, feel and do in and around organizations. It is an area of study that investigates the impact- the individuals, groups and structure have on behaviour within the organizations for the purpose of applying such knowledge towards improving an organization's effectiveness and has become very complex after acquiring new dimensions because of social and technological changes in the last two decades.

This book is thoroughly prepared to cover various areas- Micro and Macro in the field of organizational behaviour. Since employees/people are the most important asset for any organization, there is increased emphasis on the need for understanding people in a manner that is easily understandable by the students of the subject.

This book starts with explaining the multifarious roles played by the managers along with understanding why life at the top management level is tough and lonely and outlining the ten facets of managerial life. The book attempts to capture the comprehensive picture of organizational behaviour from a practitioner's perspective which combines sound theoretical concepts with real world examples.

Some of the important key features of the book are given below:

- Learning objectives outline the main learning goals of each chapter;
- Opening case studies correlates theory with the practical incidents from the workplace;
- Each chapter contains several boxes that highlight the best practices from the industry, which helps students gain further knowledge about what's really happening in the industry and how they are related to theory. It makes subject more interested and understandable;
- Each chapter ends with Summary, key terms used in the chapter along with review questions, Skill Building Exercises which further helps students gain further insight into behaviour disposition.

This book categorizes the behaviour at four levels, starting from individual processes and moving on to interpersonal, organizational and change processes. Therefore, the book is spread over 23 chapters, wherein first 11 chapters provide readers with a strong understanding of the individual and interpersonal processes (like Personality, Perception, learning and Behaviour Modification, Ethics and Social responsibility, Values and Attitudes) that determine behaviour of individuals in organizations, while the other 12 chapters focus on various external and internal factors that affect organizations (e.g. Group Behaviour, Communication Issues, Conflict and Negotiations, Culture, Creativity, Change and International OB).

Each chapter of this book is filled with real life examples to make OB concepts more meaningful and reflects the relevance and excitement of this field. Every chapter has been updated with new concepts and anecdotal material of book portrays the author's in-depth knowledge of the subject, narrated in simple language, keeping the reader's struck throughout. The book is extremely readable and usable, relevantly supported by suitable examples and references wherever necessary. The book can be described as precise, well structured and organized.

In a nutshell, the book presents the new reality that organizational behaviour is not just for managers but will be of considerable interest to anyone who works in and around organizations.

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