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Beyond the Fear Factor: Trade Union Responses to Off shoring in Australia

Thomas Barnes¹

Abstract

This paper explores the response of Australian trade unions to the creation of IT and ITES jobs in India. It explores how Australian unions deal with the tension between international and local concerns, challenging the claim that union-inspired opposition to off shoring is necessarily backward-looking, parochial or nationalistic. It argues that campaigns against off shoring are a legitimate expression of trade union activity. It also discusses how unions conceive off shoring in relation to broader processes of corporate-led globalisation. The paper argues that there is little evidence to suggest that the transfer of knowledge work from developed to rapidly developing economies is a linear or predictable process. It concludes that the off shoring phenomenon, while significant, offers only a marginal explanation for wider capital formation and sectoral employment trends in IT and ITES in Australia and that these trends are driven largely by internal and structural economic processes.

Keywords:

Off shoring, outsourcing, information technology, trade unions

The Risk(y) Rationality: Towards a Conceptual Framework for Managing Risk During Product Innovation

Hooman Attar¹

Abstract

This paper studies risk in late modern society and specifically its management in the early stages ('fuzzy' front-end') of product innovation. Drawing on the difference between risk and uncertainty, the focus is on the practice and process of converting uncertainty into manageable risks. By spanning a wide range of literature the paper argues that the dominant view of managing risk is a technical narrow perspective or rationality which selectively attends the dynamics of uncertainty, ignoring broader socio-political understanding of both risk and uncertainty. As a result, the paper seeks to integrate and elaborate the insights of broader and sociologically-informed accounts in order to develop a conceptual framework for looking at risk and its management in innovation, offering a basis for a broader rationality – understanding and reflecting upon how risk is managed in practice, and how it might be improved.

Key Words:

Risk, Risk Management, Uncertainty, Product Innovation

Quality Work Culture in Business Education: An Empirical Analysis

Mehraj Ud Din Shah¹

Abstract

Business Schools today overwhelmingly emphasize on quality education to attain academic excellence and institutional goodwill. For these purposes, they adopt multiple strategies and policies including ISO Standards, Quality Standards, Quality Principles etc. Yet, majority of these strategies miserably fail to achieve their objectives. Therefore, the present study attempts to examine the factors which restrain business schools to secure academic excellence. The study observes that business schools predominantly lack quality culture at every level and in all activities of institution and as such, they fail to achieve their desired goals. The study concludes that business schools need to change the mindset of its staffers (both teaching and non teaching) from conventional work style to contemporary quality approach through effective training, motivation, coordinated work environment, better interpersonal relations etc.

Keywords:

Business Schools, Quality, Work Culture, Education, Academic Excellence

Consumer Behavior towards Instant Food Products: A Perceptual Study

Deepthi Sankar¹

Abstract

Consumer behavior is affected by a host of variables ranging from personal and professional to the society as a whole. The combination of these factors helps the consumer in decision making. This study aims to examine the consumer behaviour of individuals towards Instant Food Products. The paper also attempts to give an overview of factors that motivate consumers to buy instant food products in Thrissur Municipal Corporation. Both primary and secondary data was gathered during the research. The results show that various factors affect purchase decision of instant food products of consumers of Thrissur. Consumers get information from different sources like retail shop, newspaper, magazines, friends and relatives and advertisements. The factors that motivate consumers to buy instant food products in Thrissur Municipal Corporation are easy availability, ease of preparation and taste.

Keywords:

Consumer, Consumer Behaviour, Instant Food Products, Purchasing Power

Strategic Segmentation of ATM Users in India

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Abstract

This current research applies conjoint analysis to measure utilities of various ATM service attributes and then segment the market based on part worth utility. A conjoint-based survey was administered to 302 users of Automatic Teller Machines. Then segmentation of the market was done using cluster analysis. The ideal ATM profile for ATM users was one with ATM located at residential areas, providing banking services and utility bill, breakdown once in fifty visits, charging no fee for four transactions in a year, security guard always available and entry by card and can withdraw up to the balance in your account. A cluster analysis revealed there were four clusters with different ideal ATM profiles. The finding of the study may assist banks in designing optimal service or allocating resources for ATM services targeted at specific market segments, and provide guidance for effective positioning their banks.

Keywords:

ATM Service, Conjoint Analysis, Cluster analysis, Segmentation

Rural Information Infrastructure for India: An ICT Approach

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Abstract

The paper sets out the need for the rural information infrastructure for enabling the delivery of high quality services to the rural people in a cost effective manner. The current and potential users are commercial banks, cooperative institutions and other rural financing agencies, governmental authorities, planning & development agencies, private businesses, service providers and international agencies. The proposed solution involves the use of ICT for building and operating this information infrastructure involving collection, storage updating, and consolidation and processing of the data and making customized offering. The results of the pilot implementation of the above model are analyzed.

Keywords:

Rural Information Infrastructure, Technology Solution, Customized offerings

Study to Determine State of Application of Indian Labor Welfare Statutes in Manufacturing Organizations in India

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Abstract

After 1991 the concept of Labour Welfare had been gradually changing and led to the modern era that can be characterized by the downswing of manufacturing, the growth of service sector, globalization of market, rapid adoption of information technology, labour and capital mobility, subcontracting and use of contract labour which poses challenge to Labour Welfare activities in India. This empirical study tries to find out the application of Labour Welfare statutes in different Manufacturing organizations in true sense. Structured study on statutory and non-statutory welfare amenities are carried out. The study reveals that provision of welfare facilities should be regarded as a social obligation, and there must be some compulsion by legislation. The Factories, Mines, and Plantations Acts lay down certain provisions for that, but they are not properly enforced, and at present the inspection and supervision of such activities are not very satisfactory.

Keywords:

Contracting, Welfare, Globalization

Supply Chain Management and Marketing Integration: Developing a Complementary Framework

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Abstract

This paper aims to examine major issues in integration of supply chain management (SCM) and marketing integration and its implications for the organizations. The prior literature on SCM and marketing integration issues is reviewed and a collaborative framework is proposed which shows the relationship between SCM and marketing integration along key functional areas. Such integration ultimately translates into overall performance improvement. The complementary framework provided in this research article suggests that SCM and marketing integration provides key competitive advantages for the organization and cross-functional collaboration forms a basis for such integration. This paper expands the concept of SCM and marketing interdependence in the organization to understand its role in enhancing customer value proposition and provides a direction for further empirical research on SCM and marketing integration.

Keywords:

Supply chain management, Marketing, Integration, Customer Value Proposition