

Customer Satisfaction with Customer Service and Service Quality in Mall of Navi Mumbai

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Abstract—Amidst the competitive and complex market scenario, it is difficult to analyze the changing attitudes, likes, dislikes and satisfactory levels of customers. The field is such that only the ending and most outstanding will survive without being choked. The attempt made here is to analysis the customer satisfaction level towards mall in Navi-Mumbai. On the outset itself the problem was identified and defined as to assess the customer satisfaction towards food and grocery retailing and design marketing strategies for enhancement of customer happiness in clear terms with the help of a pilot survey. The researcher carried out this survey keeping in mind the need and importance of the proposed study. And this has enabled the researcher to easily determine the scope and objectives of this study. Descriptive approach was considered ideal for the study as it entailed the ever changing opinion of the customers. Simple random sample has been taken as 200 respondents with 50 respondents from each of the malls considered in the study. Primary data was collected using structured questionnaire as an effective instrument. The collected data was tabulated for the purpose of consolidation and logicity, and the same was analyzed using SPSS and interpreted in a judicious way to facilitate systematic progression of the subject matter of the study. The findings were taken up for drawing logical conclusions. Based on the findings suitable suggestions and recommendations were brought. The respondents were presented with a well structured questionnaire as a part of the survey method, which was easy to fill up. And the opinions of the respondents were rated on a percentage to arrive at the level of satisfaction. The main sources of data were the questionnaire and the other relevant magazines, books and websites.

Thus the survey centred on the features of malls most preferred by the customers. The survey indicates that most or all-most all the customers are satisfied with malls because of its quality and availability of wide range of products, replacement on dissatisfied products, good packing facilities, price reduction on total purchase, friendly and helpful salesperson, good services, location etc.

Keywords: Customer Satisfaction, choice decision, Service quality

'Transformational Change' through Spiritual Intelligence for Managing Business in Turbulent Times Research Paper

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Abstract—This paper is developed from the research done for author's Ph.D. thesis on 'Spiritual Intelligence (SI) for Self-Empowering leaders of organizations to sustain and survive their organizations, amidst the challenges of the 21st century'- a comparative study of leaders in India and in USA. The author will share her findings of only one dimension of SI-(out of 8 dimensions, namely: Self-Awareness, Belief in God, Universal Brotherhood, Spiritual Values, Spiritual Vision, Meaning & Purpose and Transformational Change)—'Transformational Change' for managing business during turbulent times. Today, just about every major enterprise in the world is undergoing transformational change but what of the people who comprise these enterprises? Are they able to change as fast as the re-engineering plan requires them to? Today even the nature of 'change' has changed. Most of us have grown accustomed to change occurring in rapid yet incremental steps. We have learnt to cope with evolutionary change and learnt to adjust. But are we so well equipped to cope with transformational change? In any life cycle there comes a time when merely adjusting to the changing environment is not enough. Either a breakthrough transformation occurs or...bust.

Today's corporate, social and political systems are all testimony to these challenges. In the present scenario of turbulent times, the only intelligence, which enables a greater perspective to events, people and self, is the transformative power of Spiritual Intelligence, which gives a specific internal strength to resolve situations, help us predict, introspect and respond to the changing environment without getting caught in knots. The qualitative research method used by way of personal interviews of leaders in India and in USA support that SI, enables mastery over situations and people, thus adopting an attitudinal change strategy, which is a fundamental need to manage and sustain business in this turbulent world.

Keywords: Transformational Change, Attitudinal Change, Spiritual Intelligence, Turbulent Times, Sustaining Business amidst Challenges

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Role of IT in Strengthening the Systems in Large Cement Industry: An Empirical Study

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Abstract—The paper deals with grey cement industry which is one of the matured industry in India. Earlier the market was dominated by only national players where culture of accounting and systems was largely manual in spite of the usage of computers for routine purposes. With the enhanced capacities and entry of international players coupled with the use of technology, this industry too started taking the advantage of advancement of information technology. Initially readymade accounting software were used which were upgraded to customized programs till the networking came into picture. With millions of tons per annum volume, managing the accounting and systems with proper check and controls would not have been possible without the use of IT applications. SAP played very important role and many companies in the cement industry have already adopted SAP and others are in process of implementing it. SAP is fantastic tool for generating MIS reports for management decision making. Accounting audits have turned fast, accurate and less time consuming. The research findings suggest a model as a new process in which once the order is punched it will give the visibility to transporter as well as to warehouse and once the transporter punches LR it will give visibility at warehouse as vehicle is reaching. Once the vehicle is loaded, challan and invoices are made. This completes the accounting and gives visibility of execution to all. If the access of the respective account is given to the customer they too may see the whole process flow with complete transparency. IT adoption in Indian cement industry has been remarkable. In the coming years, in order to survive and grow in the globalize market, rapid modernization and adoption of cost effective information technologies will be the prime mover for the viability of the industry in the global canvas.

Keywords: Modernization, SAP, Accounting Systems, Global

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A Customer Welfare Framework for Indian Corporate Organisations: A Mixed Method Study

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Abstract—

Background of Study

In recent times, scores of corporate frauds and failures have highlighted the existing skew in corporate organisations towards a specific set of stakeholders i.e. the shareholders and the senior management, while ignoring other important stakeholders who (can) play an important role in the success and growth story of organisations. This paper aims at highlighting the importance of one such stakeholder—the customers.

Research Methodology

Using the mixed method approach, the paper has attempted to propose a Customer Welfare Index and a Customer Welfare Framework for Indian corporate organisations.

Data Collection

An Executive Perception Survey consisting of 26 customer-related has been used to gain data from 400 corporate executives from 125 organisations across 18 industry categories and 18 metropolitans and tier 2 cities in India. These executives belong to different levels of the management hierarchy and functional areas. The Likert's scale has been used to gain the respondent perceptions. Personal interviews with senior managers and executives in the area of marketing and customer development have been used to support the quantitative information gathered through the survey.

Major Findings

Using Oblique Principal Component Cluster Analysis (OPCCA), the major clusters of customer variables have been identified. Multiple regression analysis indicates that those customer-related variables that deal with a holistic and customer-centric approach to business wherein the service provided to the customer by the company is of primary importance and the benefit received from the customer by the company is secondary, have emerged as having the maximum impact on 'customer welfare'. The quantitative analysis and the 'customer welfare framework' through the mixed-method approach reveal that organisational initiatives towards having 'customers for life' could truly contribute to customer welfare in the short and long terms which would in effect positively influence organisational growth and success in the current turbulent times.

Keywords: Customer Welfare Framework; Customers for Life; Mixed-Method Approach; OPCCA; Important marketing trends in corporate India

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Role of Information Technology in Knowledge Creation & Management: Addressing People Management Concerns: A Case Study (Infosys Technologies)

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Abstract—IT driven KM initiatives place greater emphasis on exploitation, and yet exploration is argued more central to innovative capacity and competitiveness. These initiatives place more emphasis on the supply of information than on demand, application and utilization of information for processes of knowledge creation. This means that the success of IT based KM tools in facilitating processes of innovations and promoting knowledge creation is likely to be limited.

The authors have attempted to address the implications of lack of concern with people management in KM. A survey of KM practice in a broad sample of UK firms, predominantly in the manufacturing sector, demonstrated that the major predictors of problems with respect to organizational possession of the knowledge needed to develop new projects were concerned with people's behavior and reward and appraisal systems, and not IT-based tools.

There has been too much focus on technology aspect and KM was IT centric but now focus has shifted to a holistic approach taking into account both hard and soft sides of knowledge management. Different countries have run in divergent directions with KM concepts as European firms have been primarily concerned with measuring knowledge, American firms with managing existing knowledge with IT focus, and Japanese firms with creating new knowledge organizationally. Now these divergent approaches are converging and are coming together. A challenge of information technology is to create information systems that will actually be used by people to share, propagate and use organizational knowledge. Technology used for creating knowledge management systems should be human centered technology. Organizations must strive to understand and develop a synergy between capabilities of humans and capacities of information and communication technologies. A Case Study of an Indian IT Company is presented.

Keywords: Knowledge Management, Information Technology, Human Resource Management

Organizational Culture and Creation of Corporate Psychopaths

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Abstract—The study examines the relationship between organizational culture and diverse behavior of employee and how they create corporate psychopaths within organization with firm performance. This short theoretical paper is an attempt to elucidate a plausible theory about the corporate psychopaths and its impact on performance of organization. The paper presents a theory of corporate psychopaths which will be helpful to answer, how organizations end up with impostors as leaders and how organizations are then destroyed from within? How organization's culture create new corporate psychopath? and how much they are responsible for it?. This paper is thus a very short theoretical paper but very important for the future of capitalism as it highlight the significant ways in which Corporate Psychopaths may have acted recently, to the detriment of many.

Keywords: Corporate Psychopaths, leadership, corporate management, organizational culture

Assessing Influence of Social Marketing on Occupational Health and Safety: An Analysis using AHP Technique

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Abstract—Workers in enterprise are subjected to many hazards knowingly or unknowingly. Most of them are unaware of hazards and supplementary repercussion of the same towards the performance of the organization in general and the individual in particular. Even the employers are not scientifically approaching to the cause of occupational health. It has been observed that social marketing is an effective tool in educating both employees and employer alike about the occupational health, hazards and safety. This study is an attempt to analyze and rank different types of parameters as far as occupational health (including Stress) is concerned and possible remedial measure. The study was analyzed to numerically rank different attributes using the tool of AHP in order to pin point the prime cause of hazard.

Keywords: Social Marketing, Occupational Hazard and AHP

Time to Introduce Specialized Courses in Management

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Abstract—

"It is not the strongest of the species that survive, not the most intelligent, but the one most responsive to change."

—Charles Darwin

Just as the Industrial Revolution transformed the world two centuries ago, the Information Revolution will transform our lives in the next millennium. The challenge for us in Management education is to exploit the exciting possibilities that Information Technology offers to prepare our people for this information revolution. We need to provide an environment for students to use information effectively as well as to transform information into knowledge.

The paper describes why there will be need to introduce new specialized courses in Management education, and also suggests appropriate approaches for managerial innovation of higher education. Management field becomes Mass Education in Educationally developed states like Maharashtra, Karnataka, Tamilnadu, West Bengal, Andhra Pradesh, Delhi, etc. It is true that current Indian Industrial Sector unable to provide Job for each Manager. There will be massive competition in each field as we see in recent years.

Economic liberalization has forced the industries to adopt to new technologies, management techniques, retrain personal to enhance overall capability to face new challenges. Consequently, Management education has also taken important initiatives to fine-tune its activities to suit the changing needs of the world of work. Change and quality have become the watchwords in a world shaped by globalization and information revolution.

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Challenges before Management with Reference to Cross-Cultural Issues

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Abstract—The topic of cross-cultural management is becoming increasingly popular. As more and more organizations expand globally, people from culturally diverse backgrounds have recognized the need to work together effectively by learning to be culturally sensitive.

Although it appears that managing virtual teams is more complex than managing traditionally aligned teams, success of virtual teams in software fields would suggest otherwise. This paper focuses on the interactions of people in virtual teams trying to understand its challenges as well as its advantages. It also highlights the importance of managing virtual teams in view of its advantages. Whereas it appears that cross cultural issues in teams arise primarily due to miscommunication, successful performing virtual teams cite communication as their key enabler. By looking deeply into the success factors behind virtual teams, we try to derive key learning in the area of cross cultural management. In the recent past, strategic business plans have failed due to cultural mismatches. Until recently, systematic attention has rarely been directed towards cross culture dimensions risk-assessment of outsourcing arrangements. Nowadays, increasingly, organizations are addressing the fact that cultural risk assessment was neglected in the past in favour of financial and legal factors. Therefore, today, companies willing to enter the world of opportunities Chinese markets first adapt their organizational culture and functioning style to suit the Chinese culture, values and consumers. Communication, in addition to cultural sensitivity, is one of the key challenges faced by cross-cultural teams. However, virtual teams functioning in the area of outsourced services and software product development have been quite successful due to certain unique advantages. Surely, then there is a lot to learn in the area of cross cultural management by observing professionals managing successful virtual teams. Let us first understand how virtual teams function and why they are needed. Virtual teams “What is it and why is it needed? Virtual team, as the name suggests, is comprised of a group of individuals who act from geographically different locations, and therefore different time zones, but within organizational boundaries while always committed to a common purpose.

This mode of working is most commonly seen in product development teams where different sites have unique expertise to handle specific requirements. It is also common among support teams located across the world to keep up global round-the-clock support activities. In today's business scenario, there is an increasing need for having the best people working on projects within organizations, no matter where they may be located. Today, technological advances make it possible for organizations to bring together best employees from different parts of the world. Communications technology helps strengthen the links and the result is a flexible organization with increased business hours. In the ties of increasing globalization, the existence of virtual teams, if managed well presents a huge business expansion opportunity to Multi-National Corporations. But what is it about such a globally dispersed team that makes it so difficult for people to function in unison-communication or complexity? Communication or complexity: Which is the challenge for Virtual team.