

Advanced Proposals		3rd Jan 2011, 2.00PM to 4.45PM
No	Title	First Author
Track A1		Venue: Syndicate Room - 1
1	Determinants of IT Governance Transparency: The Influence of Internal and External Corporate Governance Mechanisms	Anant Joshi
2	Optimizing stock trading rules using genetic algorithms	Vivek Kapoor
3	Comparative Study of e-CRM in Indian Banks with specific reference to banks in Pune and Mumbai.	Ashwini Atul Renavikar
4	Reverse Logistics in the Indian Pharmaceutical Industry	Sushmita A. Narayana
Track A2		Venue: Syndicate Room - 2
1	The Impact of Structural Adjustment Programme on Growth and Social Development: A Comparative Study of Sri Lanka, Bangladesh and India	Harish
2	Liberalization of GATS Mode 3 Trade in Indian Service Sector	Pralok Gupta
3	Evaluating Fairness in Regulation: Application to the Auto-Rickshaw	Subrato Banerjee
4	Agglomeration Economies and Productivity Growth in India	Astha Agarwalla
5	Shifting Perspectives and the Kernels of Policy: Governance and Design in Infrastructure Public Private Partnerships: The Indian Experience with the Bangalore International Airport Limited	Kalpana G
Track A3		Venue: Syndicate Room - 3
1	An Impact Study of Intellectual Capital Performance on Productivity, Profitability and Market Valuation of Knowledge Industries in India.	Fr. James Santhanam, S.J
2	Study of Common Stochastic Trend and Co-integration in the Emerging Stock Markets: With Speical Reference to India	Krishna Reddy Chittedi
3	A Simplified Algorithm for Multi-objective Portfolio Optimisation	Saurabh Agarwal
4	Interest Rate Term Debt Structure and its Effect on Firms	Chandrika Soyantar
Track A4		Venue: Syndicate Room - 4
1	Technology Acceptance Model for Sales Technology: Validation with SEM in the Indian Context.	Ashwani Kumar Upadhyay
2	Exploring the Role of Service Recovery Strategies and Causal Attributions on Perceived Justice	Meenakshi Rawani
3	Advertisement and Consumer Behaviour: An Information Processing Perspective	Tuhin Chattopadhyay
4	Opportunities for Green Marketing Practices: Exploring How Does Labelling Information Influence Green Purchasing Decision in Sri Lanka	D.S.Rohini Samarasinghe
5	Assessment of Competitive Advantage among Supermarket Retailers in India	Seema S. Shenoy
Track A5		Venue: Conference Hall
1	The Use of Symbols of Communication in the Production of Organizational Culture (A study with special reference to select TATA organizations at Jamshedpur)	Fr. Donald D'Silva, SJ
2	The Antecedents and Consequences of Employer Knowledge in the Indian Information Technology Industry	M.Kavitha
3	An Assessment of the Mediating Role of Job Attitude on the Relationship between Psychological Empowerment, Psychological Contract Violation, Work-Family Conflict and Managerial Performance	Manoj Mathew
4	Effect of Strategic Human Resource Management Practices on Organizational Performance in the Indian Context	Thomas J Menachery