



IIMS Journal of Management Science

Vol.3, No.1, January-June 2012

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Technical Efficiency, Technological Change and Total Factor Productivity Growth of Selected Manufacturing Firms in India

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ABSTRACT

The present study analyses the performance of selected manufacturing firms in India in terms of the level of efficiency and productivity. The study uses the Malmquist Productivity Index model to estimate the total factor productivity change for the selected manufacturing firms with decomposition into catching up effect and innovation effect from the common set of selected manufacturing firms over the period of study. The study also examines the technical efficiency of manufacturing firms and factors determining the level of technical efficiency of manufacturing firms with the help of the Tobit model. The present study concludes that the firms in steel industry are more efficient than the other manufacturing industries selected in the study. The analysis carried out to identify the results for the productivity change concludes that on an average there is productivity growth for the manufacturing industry. The steel, non ferrous, automobile and electronic firms have shown steady growth over the period of time and conclude that catching up effect is the major contributor for growth. The study also recommends that for the enhancement of technical efficiency the level of exports of goods, age and ownership are the major contributors.

KEY WORDS: Malmquist Productivity Index, Data Envelopment Analysis, Total Factor Productivity, Efficiency, Indian Manufacturing Industry

JEL CLASSIFICATION:C43, C61, D24, H21, L6

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Psychographics of Rural-Urban Purchase Behaviour towards Consumer Durables in Punjab

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ABSTRACT

Since 1991, India is going through a transition phase. It has opted for liberalisation and globalisation and reaffirmed its commitment to new economic policies. This will bring about a marked change in rural markets too, as these will now be flooded with a variety of foreign products. The Indian rural market with its vast size and demand base offers a huge opportunity that MNCs cannot afford to ignore. The present study is a comparative examination of various psycho-socio characteristics forming vital part of rural-urban purchase behaviour of the leading & prosperous state of Punjab (India). Present study offers useful implications for various durables manufacturing companies about modifications required in present marketing strategies applied for tapping urban markets and to decide, if possible and to what extent, these strategies can be molded and applied successfully to the rural markets.

KEYWORDS:Rural Marketing, Reference Groups, Aesthetic Sense, Demonstration Effect, Discounts, Life Styles.

JEL CLASSIFICATION:M31

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Role of Knowledge Sharing Culture and Knowledge Management on the Corporate Performance: A Theoretical Discussion

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ABSTRACT

In this paper, an attempt has been made to illustrate the significance of Knowledge Sharing Culture (KSC) and Knowledge Management (KM) on the performance of a company. Besides, the various issues pertaining to KSC and KM in a corporate organisation have dieoretically been discussed in detail by reviewing some of the important case studies. The management of knowledge and developing a sound KSC assume a very significant role in die corporate structure in accomplishing numerous objectives of a firm, namely, competitive advantage, performance, profit, lower transaction cost, agency cost etc., in the post 1990s era. Developing a sound KSC dirough KM brings about lot of advantages in a company in terms of revenue, marketing and cost of production. However, the development of KSC depends largely on die organisational, technical, managerial and technical cultures/environments of a company. These cultures are to be nurtured and developed in order to improve and install a sustainable KSC for accomplishing the corporate objectives in the highly competitive world economy in the long run. The focus of die managers should be on the various components of corporate cultures and factors before embarking on in installing and improving a sound KSC to enhance the overall performance of a company.

KEYWORDS: Knowledge Sharing Culture (KSC), Knowledge Management (KM), Knowledge Sharing (KS), Information Technology (IT) and Corporate Performance.

JEL CLASSIFICATION: M15

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Impact of Foreign Direct Investment and Merchandise and Services Trade on the Economic growth in India: An Empirical Study

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ABSTRACT

This paper attempts to study the possible link among FDI inflow, economic growth, merchandise trade and services trade of India during the post-liberalisation period 1998–99: Q1 to 2008–09: Q3. The long-term relationships among the variables are analysed using the Johansen and Juselius multivariate co integration approach. Short and long run dynamics are captured through vector error correction models. To further investigate the interaction between the variables, the study uses impulse response function (IRFs) besides the above mentioned time series technique. Regression analysis is also done for the same time period. To test the parameter stability of the variables involved in the study, CUSUMSQ test is also performed. The study found the evidence of co integration among the variables, indicating that a long-term relationship exists among them. Bi-directional causality is observed between merchandise trade and economic growth, services trade and economic growth. Unidirectional causality is observed from FDI to economic growth and FDI to merchandise trade. A unidirectional causality is also observed from merchandise trade to services trade.

KEYWORDS: Multivariate Granger Causality Test, VECM, Impulse Response Analysis

JEL CLASSIFICATION: F10, F15, F21, F40

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Organisational Factors, Fulfilment of the Psychological Contract and Quality of Patient-Care in Public Hospitals

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ABSTRACT

The study examined the impact of hospital organisations structure-related factors, namely, decentralisation, coordination and work autonomy, on perceived levels of psychological contract fulfilment of medical employees and the reported quality of patient care in not-for-profit public hospitals which are (a) attached to a teaching institution and (b) those which are only involved in providing medical services (railways non-teaching). The study was conducted on a sample of paramedical staff in both types of hospitals (N=200) in northern India through questionnaire method using five-point Likert-type scales. Responses of participants were statistically analysed through computation of correlation and stepwise regression analysis using SPSS programme. Results highlighted the importance of 'co-ordination' as the salient structural factor that predicted perceived levels of psychological contract fulfilment and reported levels of quality of patient care in both types of hospitals. Mediator effects of perceived psychological contract fulfilment (PCF) on the relationship between the structural factors and quality of patient care through hierarchical regression analysis revealed that PCF mediated the prediction of quality of patient care by decentralisation and work autonomy only in the public (non-teaching) hospital but failed to mediate the prediction of quality of patient care by 'coordination' in both types of hospitals. Findings highlighted the significance of co-ordination among various specialities and departments in hospitals as the single factor that can be promoted by hospital administrators for increasing perceived contract fulfilment among their paramedical staff and their quality of patient care.

KEYWORDS: Decentralisation, Co-ordination, Work Autonomy, Psychological Contract, Quality of Patient Care

JEL CLASSIFICATION: Y80

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A Survey and Evaluation of Service Recovery Strategies on Complainant-Client Satisfaction, Word-of-Mouth Communication (WOM) and Client Loyalty in 5 Star Hotels in Moshhad

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ABSTRACT

Service recovery (SR) is a process which is used to recover from a service failure. In this paper, service recovery consists of four dimensions, i.e., apology, redress, explanation and promptness. This study aims to measure the effects of SR on complainant satisfaction, customer loyalty and word of mouth communication (WOM). The study samples consisted of guests staying at 5-star hotels in Mashhad. The research was carried out over six months from November 2009 to April 2010, on complainant clients residing in each of the 5- star hotels in Mashhad city, such as, Homa, Pars and Pardisan. Data collection was done using a standard questionnaire, the content validity and reliability of which had been confirmed in many researches. The instrument utilised was a questionnaire having four sections which had been reviewed by Ekiz and Arasli based upon previous research evidence. The data was analysed using structural equation modelling that combines the measurement model and the structural equation model (Regression or path analysis) using one simultaneous statistical test. Results of the main assumption and its related suppositions show there is a significant correlation between SR and complainant satisfaction, customer loyalty and WOM communication. Moreover, a significant relationship was also found to exist between the dimensions constituting SR.

KEYWORDS: Customer Complaints, Service Recovery, Satisfaction, Word-of-mouth Communication, Customer Loyalty, Redress, Explanation and Promptness.

JEL CLASSIFICATION: M31

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Effective Crude Blending for Improving Naphtha Productivity Using Linear Programming Modelling

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ABSTRACT

Petroleum refining is a complex industry that involves a wide spectrum of activities starting from crude purchase, transportation to refineries, refining operations, product transportation and delivering the product to end users. Its nature encounters complex economies that are heavily linked, that is, the selection of the right crude is not linked only to transportation costs, else related to considerations of refinery configuration, capabilities and constraints in converting the crude into products, as well as the product volumes and prices fluctuation modes. Solution packages based on Linear Programming (LP) technique have evolved through years among various mathematical optimization techniques, throughout the process routing from crude evaluation, selection, scheduling and product logistics planning. The objective of this study is to develop a mathematical programming model for solving a blending problem in a major refinery in Alexandria, Egypt with the objective of maximising Naphtha productivity. Refinery planning and optimization is basically addressed through special purpose linear programming software packages that remain a black box for the users and that are very costly for the organizations. The model developed in this work was proved to be highly effective at the level of solving the blending problem. This research has shown that the developed linear programming model for the blending problem has yielded better overall Naphtha productivity for the case of the oil refinery studied, as compared to results obtained by the commercial software.

KEYWORDS:Crude Blending, Naphtha Productivity, Modelling, Linear Programming

JEL CLASSIFICATION: Mil

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