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Critical Analysis of Knowledge Constituents and Impact on Organizational Knowledge Orientation-an Exploratory Study

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ABSTRACT

Knowledge is an important element for becoming a learning organization. It is the source of intellectual capital which is turned into customer value. In general sense it is information in action to solve problems and locate opportunities. It has fragmented, tacit and explicit forms and is codified as an object for inter-transferable exchange through a process. It follows a life cycle and is influenced by human and social factors, organizational structure and processes, technology adoption and a mix of various disciplines in management. However what exactly the knowledge constituents are, and in what proportions such constituents of knowledge are responsible for knowledge creation are not clearly understood in the management literature. The present study, through an exploratory research, is an effort to highlight the critical constituents of knowledge in organizations as identified from literature review. The paper looks at some of the important issues about Knowledge, the Knowledge Framework, the factors responsible for creating Knowledge & Challenges involved, for understanding an organization's Knowledge orientation. This insight is helpful for an organization to understand its critical knowledge constituents, their impact in shaping organizational knowledge orientation and thus chalking out a knowledge strategy for a sustained competitive advantage.

KEYWORDS: Knowledge Constituents; Knowledge Strategy; Organizational Knowledge and Critical Analysis & Exploratory Study

JEL CLASSIFICATION: M1, M10, D83

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Finance and Growth: Theory and International Evidence

Malay Kanti Roy, Hirak Ray and Joydeep Biswas

ABSTRACT

The present study has two-pronged objectives. First, to construct, through the Principal Component Analysis, an index for measuring the stock markets development for twenty-two sample countries and second, using the time series analysis, the form of relationship has been examined for the banking sector and stock markets to the economic growth of each country. The findings of the study exhibit substantial variation across countries even when the same variables and estimation methods have been used and hardly there exists any general consensus about the leading role of finance to the economic growth of a country

KEYWORDS: Stock Market Development, Weighted Index, Principal Component Analysis, Granger Causality, Economic Growth

JEL CLASSIFICATION: C12, C32, G14, F36, G00, O16

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Assessing the Stability of Market Segment – A fuzzy Clustering Approach

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ABSTRACT

Market segmentation is the process of grouping potential consumers of like-minded decision makers for rendering the company's market offerings. Most of the market segmentation research results portraits, only the profile of the segments and the market size. The size of the market is always a question mark for its consistency, because the consumers' decision to prefer a brand is fuzzy in nature. This paper addresses the limitation of crisp cluster over fuzzy segmentation and moreover emphasizes the method to measure the level of stability of the resulted segments. To empirically investigate, a study was conducted on the preferences of motor bikes among college going boys in southern part of Tamilnadu. The result of the research reveals that the segmented market was fuzzy in nature which reflects the real market situation. The resulted fuzzy segments were labelled as 'economic class', 'elation class' and 'robust class' and later it was compared with the crisp clusters to assess the stability of each segment. Marketing managers can choose the segment based on its stability and this research paper adds value to literature by providing a formula for arriving a stability score for each segment

KEYWORDS: Market Segmentation, Stableness of Segment, Fuzzy Clustering

JEL CLASSIFICATION: M31

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The Determinants of Foreign Direct Investment: A Panel Data Study for the ASEAN Countries

P. Srinivasan, M. Kalaivani and P. Ibrahim

ABSTRACT

The study explore the determinants of foreign direct investment in ASEAN countries by employing fixed and random effects models for the period 1985–2007. The empirical results reveal that market size, GDP per capita, trade openness, infrastructure facilities and inflation are found to be the most significant factors in determining foreign direct investment in the ASEAN countries. Besides, the results show that level of schooling is found to have positive association with the foreign direct investments, but does not play any significant role in attracting foreign direct investment in ASEAN countries. The findings indicate that the governments of the ASEAN countries should adopt incremental efforts to enhance economic growth, enlarge GDP per capita, implement more successful open-door policies, facilitate better infrastructural facilities and provide effective policy framework on macroeconomic stability to successfully attract appropriate foreign direct investment in the region.

KEYWORDS: Determinants, Foreign Direct Investment, Panel Data Analysis

JEL CLASSIFICATION: C23, F21, O5

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Hand-Over Process Improvement in Large Construction Projects

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ABSTRACT

Unlike any other industry, construction industry has not fully implemented TQM philosophy. This can be attributed to the complex nature of construction projects, which has numerous and overlapping activities. The present research is an attempt to solve one of the major problems in large construction projects, manifested in the delay of handing-over apartments to end customer in contracted time. The DMAIC procedures of the Six Sigma, problem-solving methods together with the CPM and PERT project planning techniques have been integrated in this research to achieve the required objective.

KEYWORDS: Construction Management, Process Improvement, Six Sigma, TQM, CPM, PERT

JEL CLASSIFICATION: L74

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Seasonal Anomalies in Stock Returns: A Study of Developed and Emerging Markets

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ABSTRACT

Seasonal anomalies are reported by researchers for developed as well as emerging stock markets. Day of the week effect is the most talked anomaly. However, due to the increased use of the information technology and on-going stock market reforms in emerging economies, investors might expect the stock markets to be free from such anomalies. This paper is an attempt to examine whether seasonal anomalies still persist in the developed and developing markets. For the study, the Indian and US markets are taken as the representative of emerging and developed markets, respectively. The reference period of the study ranges from January 1998 to December 2007, which is further broken into two sub periods: (i) January 1998 to December 2001, and (ii) January 2002 to December 2007. The study examines five types of anomalies namely, turn of the month effect, semi-monthly effect, monthly effect, Monday effect and Friday effect. The analysis provides the evidence about the presence of the Monday effect only in India but the semi monthly and turn of the month effect are found in both the markets. In contrast, month effect does not exist in any of the two countries. Hence, the stock markets are not yet free from seasonal anomalies despite increased use of information technology and numerous regulatory developments.

KEYWORDS: Seasonal, Monthly, Day, Stock, Stock

JEL CLASSIFICATION: G10, G12, G14

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Strengthening Supply Chain Relationships for Enterprise Growth: The Case of Micro and Small Enterprises in Kenya

Fred Mugambi Mwirigi

ABSTRACT

The core goal of any enterprise is to grow both in assets and profitability. Such growth is critical to the wellbeing of individual firms and the economy in general. Sound supply chains that offer strong reliable relationships have been found to play a critical role in the growth and sustainability of firms. Studies show that enterprises that exploit the benefits of supply chain management improve performance by up to 80 percent depending on the extent of adherence to key supply chain requirements. However, Small firms have largely remained far removed as far as structured growth and development of supply chain relationships is concerned. Although significant levels of success has been reported among larger firms with regard to supply chain relationships, such success has not been widely replicated among smaller firms. It is largely appreciated that competition is no longer based on just the bare company-versus-company business models but also on the extended virtual enterprise of supply chain-versus-supply chain. This underpins the importance of optimizing an enterprise's performance within the wider context of strong inter-firm and firm-market relationships. Many studies have been conducted to try and understand the supply chain scenario. Most of these studies have concentrated on European and American firms. However, the social, economic, cultural and other fundamentals that influence the success of supply chains for small firms in developed economies are largely different from those in developing countries and on this account these studies, although important as reference points for further study, may not be representative of the scenario in developing economies. There is, therefore, need to examine the supply chain relationship gaps that characterize small firms in developing economies. This would help develop

recommendations that can be used to strengthen these relationships and so improve business performance among small firms in these economies

KEYWORDS: Small and Medium Enterprises, Supply Chains, Business Relationships, Business Growth

JEL CLASSIFICATION: D50, L26, L16

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