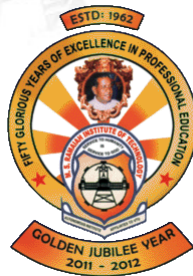


**Proceedings of  
International Conference on  
Challenges and Opportunities in Mechanical Engineering,  
Industrial Engineering and Management Studies**

**ICCOMIM-2012**



**M S Ramaiah Institute of Technology**

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**Volume III**

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Proceedings of International Conference on Challenges and Opportunities in Mechanical Engineering, Industrial Engineering and Management Studies (ICCOMIM - 2012)

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# **Proceedings of International Conference on Challenges and Opportunities in Mechanical Engineering, Industrial Engineering and Management Studies**



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*This book is dedicated to our beloved Founder Chairman  
Dr. M.S. Ramaiah*

## **Preface**

Today global economy is at an inflexion point, some of the countries are witnessing a below average growth rate and a few are in negative zone but many countries are contemplating to achieve a double digit growth in the coming years. The corporate sector has a crucial role to play to realize this. The sector needs to intensely focus on key areas such as enhancing productivity of resources, managing innovations, streamlining the production and service operations, striving for excellent quality, etc. Further, the developments in the area of banking, commodity and stock markets, retail, diversity in workforce, corporate governance and restructuring offer several opportunities and challenges which global managers should capitalize on and show great agility to achieve the intended growth rate.

Keeping this in view, M.S. Ramaiah Institute of Technology organized this international conference to address the above issues from scholarly viewpoints. The conference coverage included a range of topics from Industrial engineering and Business management. Specifically, in Industrial engineering, the topics focused on the applications of Industrial engineering techniques, modeling and process analysis, supply chain management among others, and in Management studies, they focused on Finance, Marketing and HRM.

Business enterprises all over the world have been experiencing a rather tough situation, given the turbulent global scenario and intense competition to survive and grow. They are looking for new ways to reduce wastes and cost, raise productivity, introduce new products and services, and provide excellent customer services. As Industrial engineering is perhaps, the only specialization designed to achieve these, they increasingly will look forward to know about the advances in the theory and practice of this area of specialization. Not surprisingly, the US Bureau of labour statistics reported in 2011 that Industrial Engineering is the 3rd most popular engineering education specialty in the US and Industrial Engineering jobs are estimated to grow by 14% during 2008-18, while the average growth of all other engineering specialties is pegged at 11%. Thus, both academicians and practitioners would be equally interested in these developments in Industrial engineering and management. It is our sincere attempt to pick papers that addressed interesting and important issues in this area and include them into the first part of the conference proceedings. Broadly papers in this part cover mathematical modeling of industrial problems and their simulation, and application of industrial engineering concepts such as lean systems, quality engineering, knowledge management, process improvement and bench marking, supply chain management, ergonomics, setting time standards, automation and innovation in a variety of industrial settings. We hope that these papers enlighten the readers on the recent advances in Industrial Engineering and business management and trigger further deliberations and research.

The second part of this book, namely Management Studies, takes a serious view of the recent turmoil in the world economy, characterized by unpleasant changes like global financial crisis. In the recent past the world economy was in turmoil as it experienced unpleasant changes like global financial crisis. “Change means movement. Movement means friction”. Due to the development of sophisticated information and communication technology, the movement in one corner of a country is immediately reverberated around the world and caused friction among the countries as evidenced by the Greek and Euro crisis. Globally banks and companies are restructuring themselves in the form of mergers and acquisitions, closely monitoring the changes in commodity and equity markets, and adopting better credit risk management procedures to gear up to the challenges posed by internal and external business environment. The papers submitted in this channel include, Mergers and Acquisitions: a saga of success among telecom and automobile sector; commodity and equity markets in India- linkages and co-movements; credit risk management in a public sector bank; problems and prospects of Micro finance, Islamic Banking is not a subject it is means etc.

“India’s way is not Europe’s. India is not Calcutta and Bombay. India lives in her seven hundred thousand villages.” This famous quotation by the father of nation, Mahatma Gandhi brings home the fact that there is huge untapped market potential in the rural sector. The companies need to refocus on their strategies to reach out to them. The papers submitted in this channel include, A study of innovative practices in rural retail marketing; Retail store management; A study on Customer Relationship Management practices in the banking sector; Handloom sector on the way of disappearance- A study on the contributing factors; Pricing strategies employed in the Indian Retail Market with special reference to FMCG products etc.

The only vital value an enterprise has is the experience, skills, innovativeness and insights of its people. Due to globalization managing human talent by the business firms is all together a different ball game. The work force diversity and their changing expectations poses new challenges to the management. Some of these important issues are addressed by papers in the book. The papers contributed in this area include Diversity management in organization; Impact of emotional intelligence and talent in building industry; Organizational role stress in manufacturing sector-

A comparative study of public and private sectors in Bangalore and Multinational corporations of South Asia Role of Cultural Factors in Decisive Human Resource Management Practices etc.

We hope that this book will be a value addition to the existing body of knowledge in the areas of Challenges and Opportunities in Industrial Engineering and Management.

## **Acknowledgements**

We are thankful to our Management for their constant support and guidance in all our academic endeavours including this International Conference on “Challenges and Opportunities in Mechanical Engineering, Industrial Engineering, and Management Studies” conducted as part of the Golden Jubilee celebrations of M. S. Ramaiah Institute of Technology, Bangalore.

We have great pleasure in expressing our deep sense of gratitude to our Honorable Chairman - Gokula Education Foundation (GEF) Dr. M. R. Jayaram, for his keen interest and constant support. We are immensely grateful and indebted to our Honorable Vice-Chairman - GEF and Director-MSRIT Sri M. R. Seetharam for his constant encouragement and support. We are grateful to our Honorable Secretary – GEF and Director-MSRIT Sri M. R. Ramaiah for his support. We are grateful to Sri. S. M. Acharya, Chief Executive – GEF for his guidance. We are grateful to Dr. S. Y. Kulkarni, Principal –MSRIT and Dr. N. V. R. Naidu, Vice-Principal for their continuous encouragement.

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We would like to thank all the contributing authors for their scholarly work. We sincerely acknowledge all our sponsors and associates of the International Conference. We thank the faculty, staff, and students of M.S. Ramaiah Institute of Technology for their cooperation at every step. We also thank each and every individual who has been directly or indirectly involved in this project.

Last but not the least, we are thankful to BONFRING, for their whole hearted support in this venture and for publishing this book in the shortest time possible.

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