



Symbiosis Institute of Management Studies (SIMS) ***Library Newsletter***



Table of Content

1. Events

<i>a. Guest Lecture</i>3
<i>b. 4 Thought</i>4
<i>c. Corporate Governance</i>4
<i>d. Womancipation</i>5
<i>e. Colosseum</i>6

3. Books – New Arrivals list

<i>a. Human Resource Management</i>7
<i>b. General Management</i>9
<i>c. Marketing Management</i>10
<i>d. Finance</i>11
<i>e. General Reading</i>12

4. Articles – from New Journals/ Magazine

<i>a. Human Resource Management</i>13
<i>b. Marketing Management</i>15
<i>c. General Management</i>16
<i>d. Finance</i>17

5. Cases from Journals/ Magazines18

Events

a) Guest Lecture :



Guest Lecture was organized in association with Indian Society for Training & Development.

Speaker: Mr. Sharu Rangnekar.

Venue: SIMS Auditorium.

Subject: Nano Strategy in the 21st Century

1) 4 Thought



Date : 1st and 2nd August 2009

Venue: SIMS Auditorium

Subject: “The Power Shift from the West to East: Currency, Culture and Politics”

The Speakers for the seminar on 1st August 09:

Mrs. Shikha Sharma – CEO & MD, AXIS Bank

Mr. Guru Mirchandani – Chairman & MD, MIRC Electronics Ltd (Onida)

Mr. Tarjani Vakil – Chief Belief Officer, Future Group

The Speakers for the seminar on 2nd August 09:

Mrs. Seemha Ramanna – Executive Director, Crest Animation Studio Ltd.

Panel Discussion Members:

Mr. Dilip Chhabria – CEO & MD, Dilip Chhabria Designs India Ltd.

Mrs. Shikha Sharma- CEO & MD, AXIS Bank

Mr. Allwin Agnel – CEO, PagalGuy.com

Mr. P N N Iyer – Professor, Symbiosis & Independent Management Consultant.



2) Corporate Governance

Date: 8th August 09

Venue: Nashik Club, Nashik

The Speakers for Seminar:

Mr. Mahesh Athavale – Former President ICSI New Delhi

Mr. Hemant Joshi – Partner Deloitte Haskins & Sells Pune

Dr. K R Chandratre – Former Executive Director Kirloskar Group, Pune

Mr. Abhay Mate – Partner Chobemate Associates, Pune.

3) Womancipation



Date: 26th September 09

Venue: SIMS Auditorium

Subject: “Work Life Balance”

The Speaker for Seminar:

Mrs. Lakshmi Kumar – Director Orchid School, Global Cross Cultural Specialist

Dr. Medha Samant – Director Annapurna Foundation

Mrs. Neera Chopra – Mother of Ms. Pooja Chopra (Miss India World 2009)

Dr. Radha Shelat – VP & GM Librato India

Dr. Jyoti Gokhale - AGM Tata Motors



4) Colosseum



Date : 10th October 09

Venue: SIMS Auditorium

Subject: “Shaping Dynamics of Future Workplace, the HR Role”

The Speakers for the Seminars:

a) Topic: Leadership Led Change

Mr. Anand Pillai - Head L&D, Senior VP Quality & Talent Transformation
HCL Technologies Ltd.

Mr. Atul Sharma – Head-Human Resources, JP Morgan Services Pvt. Ltd.

Mr. Neelesh Mirajkar – Ted – Head Pune Centre, Wipro Technologies.

Mr. Rajgopalan Paliyath – VP & Country Head Manager, Sandvik Asia Ltd.

b) Topic: Fostering Culture

Mr. Y Dattatreya- Ex. HR Manager, Reliance

Mr. Dilip Mahapatra, VSM – VP, Global Learning & Development,
Suzlon Energy Ltd.

Mr. Bobby Kuriakose – GM-HR, Forbes Marshall

Ms. Sunita Rangwani – Director HR, Morgan Stanley Advantage Services
Ltd.

c) Topic: Managing Performance & engaging Workforce

Mr. Ashfaq Ahad – Group HR Head, KPO Syntel

Mr. Rajat Mathur – Executive Director HR, Morgan Stanley

Mr. Clifford Pai – Group Manager HRD, Infosys BPO

Mr. Amrut Rath – VP HR, Bajaj Auto.

Books



New addition - month July to September

This is the list of books accession during last three months. The entries contain information about the different titles added in last two months. The entries are arranged according to the broad subject headings.

Human Resource Management

- Talent Management Handbook: Creating Organizational Excellence by Identifying, Developing, and Promoting Your Best People / Berger Lance A: Tata McGraw-Hill Publishing Comp. Ltd, 2009.
- Managing Organizational Change/ Nilkant, V.: Response Books, 1998.
- Lessons Learned: Managing Change/ Harvard Business School: Harvard Business School Press, 2007.
- HRD Score Card 2500/ Rao, T V: Response Books, 2008.
- Coaching and Mentoring: How to Develop Top Talent and Achieve Stronger Performance/ Harvard Business School: Harvard Business School, 2004.
- Truth About Managing People/ Robbins, Stephen P; 2nd edn.: Pearson Education, 2009.
- Truth about Getting the Best from People/ Finney, Martha I: Pearson Education, 2008..
- Hr Value Proposition/ Ulrich, Dave: Harvard Business School Press.
- Leadership: enhancing the lessons of experience/ Huges, R L; 6th edn.: Tata McGraw Hill Education Pvt. Ltd.
- Leadership: myths & realities/ Allio, R J: Tata McGraw Hill Education Pvt. Ltd.
- Lessons Learned: Leading by Example/ Harvard Business School: Harvard Business School Press, 2007.
- 21 Indispensable Qualities of a Leader/ Maxwell John C: Pearson Education, 2008.

- Leading People: Expert Solutions to Everyday Challenges/ Harvard Business School: Harvard Business School Press, 2006.
- Managing Conflict and negotiation/ Singh, B. D.: Excel books.
- Alignment: Using the Balanced Scorecard to Create Corporate Synergies/ Kaplan Robert S & Norton David P: Harvard Business School Press, 2006.
- Why Should Anyone Be Led by You?: What It Takes to Be an Authentic Leader/ Goffee Rob & Jones Gareth: Harvard Business School Press, 2006.
- Leadership in Action/ Townsend, Pat: Pearson Education, 2006.
- Leaders We Need: And What Makes Us Follow/ Maccoby Michael: Harvard Business School Press, 2007.
- Leadership in Organizations/ Yuki, Gary, 6th edn.: Dorling Kindersley (India) Pvt. Ltd.
- Harvard Business Review on Leadership/ Harvard Business School : Harvard Business School Press, 1998.
- Managing Projects Large and Small: The Fundamental Skills for Delivering on Budget and on Time/ Harvard Business School: Harvard Business School.
- Idealized Design: Creating an organization's Future/ Ackoff Russell L, Magidson Jason & Addison Herbert J: Pearson Education, 2006.
- Profit or Growth?: Why you don't have to choose/ Chakravarthy Bala & Lorange Peter: Pearson Education, 2008.
- Competing for Customers and Winning with Value: Breakthrough Strategies for Market Dominance/ Reidenbach, R Eric & Goeke, Reginald W: Pearson Education, 2008.
- Second Cycle: Winning the War against Bureaucracy/ Kolind, Lars: Pearson Education, 2006.
- Outsmart!: How to do What Your Competitors Can't/ Champy, Jim: Pearson Education, 2008.
- Making Innovation Work: How to Manage It, Measure It, and Profit from It/ Davila Tony, Epstein, Marc J & Shelton, Robert: Pearson Education, 2008.
- Managing Change Step by Step: All You Need to Build a Plan and Make it Happen/ Newton Richard: Pearson Education, 2007.
- Truth About Being A Leader: And Nothing But the Truth/ Otazo Karen: Pearson Education, 2008.
- Truth about Making Smart Decisions/ Gunther Robert E: Pearson Education, 2008.
- 360 (Degree Symbol) Leader: Developing your influence From Anywhere in the Organization/ Maxwell, John C: Pearson Education, 2005.
- Ready to Lead?: prepare to think and act like a successful leader/Larkin, Enda: Pearson Education, 2008.

- HR Forecasting & Planning/ Turner, Paul: Jaico Publishing House.
- Coaching People: Expert Solutions to Everyday Challenges/ Harvard Business School: Harvard Business School, 2006.
- Beyond HR: The New Science of Human Capital/ Boudreau John W & Ramstad Peter M: Harvard Business School Press, 2007.
- People & Performance/ Drucker, Peter: Harvard Business School Press.
- Competence at Work/ Spencer, L M: John Wiley & Sons Inc., 1993.
- Industrial/ Organizational Psychology / Aamodt, M G: Cengage Learning India Pvt. Ltd., 2001.
- Organizational Behaviour/ Luthans, Fred; 11th edn.: McGraw Hill Education, 2009.
- Psychology & Work Today/ Schultz, Duane; 8th edn.: Dorling Kindersley India Pvt. Ltd., 2002.
- Understanding Organizational Behaviour/ Pareek Udai; 2nd edn.: Oxford University Press, 2009.
- Organizational Behaviour: a modern approach/ Kumar, Arun: Vikas Publishing House Pvt. Ltd., 2009.
- Industrial Relations and Labour Laws/ Dwivedi, D N: Vikas Publishing House Pvt. Ltd., 2009.
- Mercantile Law/ Kuchhal, M C; 6th edn.: Vikas Publishing House Pvt. Ltd.
- Business Law/ Kuchhal, M C; 4th edn.: Vikas Publishing House Pvt. Ltd., 2009.
- Competency Mapping/ Sanghi, Seema: Response books, 2007.

General Management

- Strategic Management and Business Policy/ Kazmi, Azhar; 3rd edn.: Tata McGraw Hill Publishing Company Pvt. Ltd., 2009.
- Climbing the Ladder in Stilettos: Ten Strategies for Stepping Up to Success and Satisfaction at Work/ Lewis, Lynette: Pearson Education, 2009.
- Certified Six Sigma Black Belt Handbook/ Benbow Donald W: Pearson Education, 2008.
- Smarter Consulting: How to Start up and Succeed as an Independent Consultant/ Johnson Mike: Pearson Education, 2008.
- Lean for Service Organizations and Offices: A Holistic Approach for Achieving Operational Excellence and Improvements/ Sarkar, Debashis: Pearson Education, 2009.

- What's Your Story?: Storytelling to Move Markets, Audiences, People, and Brands/ Mathews, Ryan & Wacker, Watts: Pearson Education, 2008.
- Research Methodology: For Management and Social Sciences/ Rao Aditham Bhujanga: Excel Books, 2008.
- Entrepreneurship and New Venture Creation/ Sahay, A & Sharma, V: Excel Books, 2008.
- Entrepreneur's Book of Checklists: 1000 tips to help you start and grow your business/ Ashton Robert; 2nd edn.: Pearson Education, 2008.
- Do the Right Thing: How Dedicated Employees Create Loyal Customers and Large Profits/ Parker James F: Pearson Education, 2009.
- Future of Management/ Hamel Gary & Breen Bill: Harvard Business School, 2007.
- Business Communication/ Harvard Business School: Harvard Business School, 2003.
- Harvard Business Review on Managing Your Career/ Harvard Business School: Harvard Business School Press, 2002.
- New Manager/ AIMA: All India Management Association, 2008.
- Tuned In: Uncover the Extraordinary Opportunities That Lead to Business Breakthroughs/ Stull, D: John Wiley & Sons, 2008.

Marketing Management

- Consumer Behaviour/ Soloman, M R, 8th edn.: PHI Learning Pvt. Ltd., 2009.
- Handbook of Logistics and Distribution Management/ Rushton Alan; 3rd edn.: Kogan Page, 2006.
- Marketing Management: comprehensive text, best practices, corporate insights/ Kumar, Arun: Vikas Publishing Pvt. Ltd., 2009.
- Marketing Management: Text and Cases/ Panda, Tapan; 2nd edn.: Excel Books, 2007.
- Customer Relationship Management/ Kumar, Alok: Biztantra, 2007.
- Supply Chain Management/ Coyle, J J; Cengage Learning India Pvt. Ltd., 2009.
- Consumer Behaviour/ Hawkins, D L.; 9th edn.: Tata McGraw Hill Education Pvt. Ltd., 2004.
- Business Marketing Management: B2B/ Hutt, M D; 9th edn.: Cengage Learning India Pvt. Ltd., 2007.
- What's Stopping You?: Shatter the 9 Most Common Myths Keeping You From Starting Your Own Business/ Barringer Bruce R: Pearson Education, 2008.

- What Customers Really Want: How to Bridge the gap Between What Your Organization Offers and What Your Clients Crave/ McKain, Scott: Pearson Education, 2008.
- CRM Handbook: A Business Guide to Customer Relationship Management/ Dyche, Jill: Pearson Education, 2008.
- Customer Service in Retailing/ Mishra, Anil & Gupta, Ruchi: Biztantra, 2009.
- Rural Marketing: Text and Cases/ Mathur, U C: Excel Books, 2008.
- Marketing Research/ Reddy Narayana & Acharyulu: Excel Books, 2008.
- Authenticity: What Consumers Really Want/ Gilmore James H & Pine II B Joseph: Harvard Business School Press, 2007.
- PR 2.0: New Media, New Tools, New Audiences/ Breakenridge, Deirdre: Pearson Education, 2008.

Finance

- International Finance & Trade/ ICAI: ICAI, 2009.
- Financial Management/ Khan, M Y; 5th edn.: Tata McGrawHill Publishing Company Pvt. Ltd., 2009.
- Unlocking Opportunities for Growth: How to Profit from Uncertainty While Limiting Your Risk/ Putten, Alexander B Van & MacMillan, Ian C: Pearson Education, 2009.
- Creating Wealth: Through Strategic HR and Entrepreneurship/ Gopalakrishnan C, Muncherji, Nina & Dhar, Upinder: Excel Books, 2009.
- Cost Accounting/ Bhar, B K, 17th edn.: Academic Publisher.
- Managerial Economics/ Dwivedi, D N; 7th edn: Vikas Publishing House Pvt. Ltd., 2009.
- Corporate Accounting/ Maheshwari, S N; 4th edn.; Vikas Publishing House Pvt. Ltd., 2008.
- Essentials of Business Economics/ Dwivedi, D N: Vikas Publishing House Pvt. Ltd., 2009.
- Macroeconomics Theory/Vaish, M C; 13th edn.: Vikas Publishing House Pvt. Ltd., 2009.
- Managerial Economics: text, problems and cases/ Varshney, R L, 19th edn.: Sultan Chand & Co., 2009.
- Rules of Wealth: A Personal Code for Prosperity/ Templar, Richard: Pearson Education, 2008.
- Pricing Convertible Bonds/ Connolly, Kevin B.: John Wiley & sons Ltd, 1998.

General Reading

- Chicken Soup for the Soul/ Canfield, Jack: Westland Ltd, 2006.
 - Chicken Soup for the Entrepreneur's Soul/ Canfield, Jack: Westland Ltd, 2006.
 - Chicken Soup to Inspire a Womans Soul/ Canfield, Jack: Westland Ltd, 2004.
 - Life Lessons for Loving the way you live/ Canfield, Jack: Westland Ltd, 2007.
 - Chicken Soup for the Teenage Soul IV/ Canfield, Jack: Westland Ltd, 2004.
 - Chicken Soup for the Teenage Soul III/ Canfield, Jack: Westland Ltd, 2000.
 - Chicken Soup for the Teenage Soul II/ Canfield, Jack: Westland Ltd, 2000.
 - Chicken Soup for the Teenage Soul/ Canfield, Jack: Westland Ltd, 1999.
 - 3rd Serving of Chicken Soup for the Soul/ Canfield, Jack: Westland Ltd, 1999.
 - 2nd Helping of Chicken Soup for the Soul/ Canfield, Jack: Westland Ltd, 1999.
 - 4th Course of Chicken Soup for the Soul/ Canfield, Jack: Westland Ltd, 1999.
 - 6th Bowl of Chicken Soup for the Soul/ Canfield, Jack: Westland Ltd, 2000.
 - White Tiger/ Adiga, Aravind: The India Today Group.
 - India's Century/ Nath Kamal: Tata McGraw-Hill Publishing Company Ltd, 2008.
 - Between the Assassinations/ Adida, Aravind: Pan Macmillan Ltd, 2008.
 - Success Principles: How to Get From Where You Are to Where You Want to be/ Canfield, Jack: HarperCollins Publishers India, 2008.
-

Articles



This is the list of articles from Journals/ magazine received during the last two months. An individual entry contains bibliographic information pertaining to the article. The entries are arranged according to the broad subject headings.

Human Resource Development

- ✚ Player Pricing and Valuation of Cricketing Attributes: exploring the IPL Twenty20 Vision: **VIKALPA**, 2 (34), April-June 2009; 15 - 23.
- ✚ Deciding Information Systems (IS) Outsourcing: a multi-criteria hierarchical approach: **VIKALPA**, 2 (34), April-June 2009; 25 – 40.
- ✚ Bhardwaj, B.
Collective Bargaining in Global Business Environment: with special reference to India: **HRM REVIEW**, August 2009, 53– 57.
- ✚ Brett, J M, Friedman, R & Behfar, K.
How to Manage Your Negotiating Team: **HARVARD BUSINESS REVIEW**, 9 (4), September 2009, 89 – 94.
- ✚ Dillon, K.
The Coming Battle Over, Executive Pay: **HARVARD BUSINESS REVIEW**, 9 (4), September 2009, 80 – 88.
- ✚ Dutta, Swarup Kumar.
Building a Culture of Innovative Democracy – Swarup Kumar Dutta: **HRM REVIEW**, September 2009, 8– 15.
- ✚ Hemp, Paul
Death by Information Overload: **HARVARD BUSINESS REVIEW**, 9 (4), September 2009, 66 – 73.
- ✚ Huckman, R S.
Are You Having Trouble Keeping Your Operations Focused?: **HARVARD BUSINESS REVIEW**, 9 (4), September 2009, 74 – 79.
- ✚ Kaushik, Anil.
HR Perspective: hanling frustrated employees: **CURRENT LABOUR REPORT**, Part 9 (25), September 2009, 17 – 18.

- ✚ Kim, W Chan & Mauborgue, R.
How Strategy Shapes Structure: **HARVARD BUSINESS REVIEW**, 9(4), September 2009, 56 – 64.
- ✚ Murali, S.
Human Resource Management and Supply Chain Management Intersection: a perspective – S Murali: **HRM REVIEW**, September 2009, 25 -28.
- ✚ Pande, B D.
Human Resource Management: changing profile of trade unions in globalization: **CURRENT LABOUR REPORT**, Part 9 (25), September 2009, 13 -16.
- ✚ Rao, Raju (Dr.)
HRD goes Green: **HUMAN CAPITAL**, 3 (13), August 2009, 22 – 25.
- ✚ Shikari, A.
Despite the Recession: **HUMAN CAPITAL**, 3 (13), August 2009, 16 -20.
- ✚ Siddhanti, R P.
A tight Rope Walk by American Employers for Recruiting, Retaining, Promoting, Retiring or Termination of Employee Services: **CURRENT LABOUR REPORT**, Part 9 (25), September 2009, 8 – 12.
- ✚ Vijayaraghavan, L.
The ESI Scheme: objects and application of the Employees' State Insurance Act, 1948: **HRM REVIEW**, August 2009, 59 – 62.

New Magazine in HRM

- ✚ Baker, John.
Exploiting Misfortune: drive results in unpromising times: **LEADERSHIP EXCELLENCE**, August 2009, 12 p.
- ✚ Carter, L.
Warrior Ethos: use it to drive leadership: **LEADERSHIP EXCELLENCE**, August 2009, 13 p.
- ✚ Kerr, James & Albright, R.
Finding and Cultivating Finishers: they are the vital keys to your sustainable success: **LEADERSHIP EXCELLENCE**, August 2009, 20 p.
- ✚ Livingstone, L A.
Character Traits: cultivate four of them: **LEADERSHIP EXCELLENCE**, August 2009, 9 p.
- ✚ O'Connor, M J.
Winning Culture: **LEADERSHIP EXCELLENCE**, August 2009, 5 p.
- ✚ Winston, M G.
Cut it Out: start investing in your future: **LEADERSHIP EXCELLENCE**, August 2009, 15 p.

Marketing

- ✚ Biswas, S.
Organizational Culture & Transformational Leadership as Predictors of Employee Performance: **THE INDIAN JOURNAL OF INDUSTRIAL RELATIONS**, 4(44), April 2009, 611 – 627.
- ✚ Che, Hai, & Seetharaman, P B (Seethu)
“Speed of Replacement”: modeling brand loyalty using last-move data: **JOURNAL OF MARKETING RESEARCH**, 4 (XLVI), August 2009, 494 – 505.
- ✚ Ghosh, K & Sahney, S.
Socio-technical Analysis of Firm Level Executive Jobs: **INDIAN JOURNAL OF INDUSTRIAL RELATIONS**, 4(44), April 2009, 628 – 645.
- ✚ Gilad, B
Think Outside That Formula: learn about your competitors through war gaming: **MARKETING MANAGEMENT**, 4 (18), July- August 2009, 25 – 28.
- ✚ Homburg , Christian, Steiner, Viviana V., & Totzek , Dirk
Managing Dynamics in a Customer Portfolio: **JOURNAL OF MARKETING**, 5 (73), September 2009, 70 – 89.
- ✚ Jen, Lichung; Chien-Chou & Allenby, Greg M.
The Importance of Modeling Temporal Dependence of Timing and Quantity in Direct Marketing: **JOURNAL OF MARKETING RESEARCH**, 4 (XLVI), August 2009, 482 – 493.
- ✚ Keller, K V & Webster, F E.
The Branding Sweet Spot: **MARKETING MANAGEMENT**, 4 (18), July- August 2009, 13 -17.
- ✚ Morhart , Felicitas M, Herzog , Walter & Tomczak , Torsten
Brand Specific Leadership: turning employees into brand champions: **JOURNAL OF MARKETING**, 5 (73), September 2009, 122 – 142.
- ✚ Palmatier Robert W., Jarvis, Cheryl Burke., Bechhoff, Jennifer R.& Frank R. Kardes
The Role of Customer Gratitude in Relationship Marketing: **JOURNAL OF MARKETING**, 5 (73), September 2009, 1-18.
- ✚ Park, Sungho & Gupta, Sachin
Simulated Maximum Likelihood Estimator for the Random Coefficient Logit Model Using Aggregate Data: **JOURNAL OF MARKETING RESEARCH**, 4(XLVI), August 2009, 531 – 542.
- ✚ Sastry, B. V. H. Kameswara & Chandrashekar, D V (Dr.)
Innovative Marketing Practices Suiting the Current Social Behavior of Indian Customers: **INDIAN JOURNAL OF MARKETING**, 9 (XXXIX), September 2009, 22 - 49.
- ✚ Sayeed, O B & Shanjar, Meera
Emotionally Intelligent Managers & Transformational Leadership Styles: **THE INDIAN JOURNAL OF INDUSTRIAL RELATIONS**, 4 (44), April 2009, 593 – 610.

- ✚ Schau, Hop Jensen, Muniz, Albert M (Jr.) & Arnold, Eric J.
How Brand Community Practices Create Value: **JOURNAL OF MARKETING**, 5 (73), September 2009, 19 – 51.
- ✚ Shaw, Robert & Kotler, Philip
Rethinking the Chain: make marketing leaner, faster & Better: **MARKETING MANAGEMENT**, 4 (18), July- August 2009, 19 – 23.
- ✚ Srivastava, Joydeep & Chakravarti, Dipankar.
Channel Negotiations with Information Asymmetries: contingent influences of communication and trustworthiness reputations: **JOURNAL OF MARKETING RESEARCH**, 4(XLVI), August 2009, 557– 572.
- ✚ Swaminathan, Vanitha & Moorman, Christine
Marketing Alliances, Firm Networks, and Firm Value Creation: **JOURNAL OF MARKETING**, 5 (73), September 2009, 52 – 69.
- ✚ Trusov , Michael, Bucklin, Randolph E, & Pauwels, Koen
Effects of Word-of-Mouth versus Traditional Marketing: findings from an internet social networking site: **JOURNAL OF MARKETING**, 5 (73), September 2009, 90 -102.
- ✚ Zhu , Ting, Singh , Vishal, & Manuszak , Mark D
Market Structure and Competition in the Retail Discount Industry: **JOURNAL OF MARKETING RESEARCH**, 4(XLVI), August 2009, 453 – 466.

General Management

- ✚ Kanwar, Y P S, Singh, A K & Kodwani, A D.
Work-Life Balance and Burnout as Predictors of Job Satisfaction in the It-ITES Industry: **VISION**, 2 (13), April –June 2009, 1 -12.
- ✚ Handa, M & Gupta, N.
Gender Influence on the Innovativeness of Young Urban Indian Online Shoppers: **VISION**, 2 (13), April – June 2009, 25 -32.
- ✚ Jayavelu, S.
Organisational Identity Dissonance in Organisational Decline and Turnaround: **VISION**, 2 (13), April –June 2009, 33 -45.
- ✚ Bapat, D & Pawar, J S.
Consumer Evaluation of Brand Extension: an empirical assessment in the Indian context: **VISION**, 2 (13), April – June 2009, 47 -52.

Financial Management

- ✚ Jimenez- Rodriguez, E J; Feria-COminguez, J M & Martin-Marin, J L.
Scenario Analysis for Modeling Operational Losses in the Absence of Data: the Spanish Bank in perspective: **JOURNAL OF FINANCIAL MANAGEMENT AND ANALYSIS**, 2 (21), July-December 2008, 1– 10.
- ✚ Hassan, H & Hoshino, Y.
Beginning of Stock Option-Based Compensation in Japan: a test of alternative theories: **JOURNAL OF FINANCIAL MANAGEMENT AND ANALYSIS**, 2 (21), July- December 2008, 11 – 35.
- ✚ Moshidas, O E; Livanis, E S & Lazaridis, I T.
Investigation of Criteria Used by Cypriot Real Estate Agents in the Decision-Making of the Valuation of Real Estate Market: empirical research findings, **JOURNAL OF FINANCIAL MANAGEMENT AND ANALYSIS**, 2 (21), July- December 2008, 36 – 46.

Cases from Journals/ Magazine –

- ✚ Apollo Health and Lifestyle Limited: retail franchising in the healthcare industry; **VIKALPA**, 2 (34), April – June 2009, 91– 105.
- ✚ Bajaj Auto Limited’s Business Strategy: From Market Leader to Follower; **CASE FOLIO**, 10 (IX), October 2009, 40 – 57.
- ✚ Environmental Sustainability at Wipro: ‘green IT’ and ‘IT for green’; **CASE FOLIO**, 10 (IX), October 2009, 58 – 74.
- ✚ Woot.com: selling to geeks; **CASE FOLIO**, 10 (IX), October 2009, 23 – 39.
- ✚ Case Methodology in Teaching and Research: a critical review – Manas Ranjan Tripathy: **THE INDIAN JOURNAL OF INDUSTRIAL RELATIONS**, 4 (44), April 2009, 660 – 671.
- ✚ What’s in a Name? – Lipsa Mohanty: **HUMAN CAPITAL**, 3 (13), August 2009, 32. – 39. (*Case Study with Analysis*).
- ✚ Surviving the Boss From Hell – David Silverman: **HARVARD BUSINESS REVIEW**, 9 (4), September 2009, 19 – 26.
- ✚ Uttarakhand State Cooperative Federation: can it help the horticulture farmers? – Partik Modi, Debiprasad Mishra, Hariom Gulati and K. Murugesan: **VISION**, 2 (13), April – June 2009, 53 – 61. (*Case Diagnoses – 63p -68p.*)
- ✚ Simplifying Design – Colm Slattery, Derrick Hartmann, and Li Ke: **THE MACHINIST**, 11(4), July 2009, 49 – 54.
- ✚ Oracle’s Acquisition of Sun Microsystems: **CASE FOLIO**, 9(IX), September 2009, 21 – 39.
- ✚ Hershey: going through a sweet Recession: **CASE FOLIO**, 9(IX), September 2009, 41-61.
- ✚ Domino’s Master Franchise Model: **CASE FOLIO**, 9(IX), September 2009, 63 -82.
- ✚ Credibility and Capacity Building in Local Government: strategic cash management imperative: a case study of Rivers State of Nigeria – Umor C Agundu: **JOURNAL OF FINANCIAL MANAGEMENT AND ANALYSIS**, 2 (21), July – December 2008, 57 – 64.
