

**ITM Faculty Publications 2007-08**  
(Papers published in Journals and Conferences)

<b>12.Title</b>	Reliability model of a system with major and minor repair by varying workload
<b>Conference</b>	Third National Conference on Management Science and Practice ; IIM Ahmedabad.
<b>Author</b>	Dr. Kirti Arekar
<b>Abstract</b>	<p>An identical unit with major and minor repair is considered. Initially, unit is operative. The unit may fail during operation. After the major repair, the unit becomes as good as new, and after the minor repair, the same unit starts operation. The workload on the system increases and decreases randomly. As the workload increases the unit may fail than the major repair is required as the system needs. The failure of operative unit is due to some different factors and major or minor repairs are required to make it operative. Failure time distributions of the units are implicit to be exponential with different parameters, while repair time distributions are subjective, i.e. time dependent. Using the regenerative point technique, we obtain the following measures of reliability:</p> <ul style="list-style-type: none"> <li>● Steady state transition probabilities and Mean Sojourns times.</li> <li>● Distribution of time to system failure (TSF) and its mean (MTSF)</li> <li>● Point wise and steady state availability of the system</li> <li>● Probability that the repairman is busy.</li> <li>● Expected number of visits by the repairman.</li> </ul> <p>Further, for some arbitrary assumed values we calculates the above terms by using the normal and beta distributions, which help the system designers and system engineers to select and construct the more reliable system.</p>

**ITM Faculty Publications 2007-08**  
(Papers published in Journals and Conferences)

<b>13.Title</b>	Time - shifted density models for wear out failure period of a single unit system
<b>Conference</b>	International Conference on Statistics and its Applications in Management (ICSAIM), IIM; Kozhikode.
<b>Author</b>	Dr. Kirti Arekar.
<b>Abstract</b>	Govil and Aggrawal proposed a time-shifted Rayleigh density for wearout failures. Bazovsky have evaluated the wearout failures rates for normal and lognormal distributions. Wearout failures occur as a result of deterioration processes or mechanical wear and its probability of occurrence increases with time. Here we consider the four different models assumed time-shifted gamma, normal, Weibull and beta distributions. Failure rates for time shifted distributions and expressions for mean time to system failure are obtained .For different values of the parameters, the curves for average lifetimes are also drawn.

**ITM Faculty Publications 2007-08**  
(Papers published in Journals and Conferences)

<b>14.Title</b>	Stochastic behaviour of a system with major and minor repair by varying workload
<b>Conference</b>	International Conference on Present Practices and Future Trend in Quality and Reliability; Indian Statistical Institute(ISI) ; Calcutta.
<b>Author</b>	Dr. Kirti Arekar
<b>Abstract</b>	<p>Stochastic behavior of the system has been studied by using exponential distribution. The unit may be repaired with major and minor repair . Initially, unit is operative. The unit may fail during operation. After the major repair, the unit becomes as good as new, and after the minor repair, the same unit starts operation. The workload on the system increases and decreases randomly. As the workload increases the unit may fail than the major repair is required as the system needs. The failure of operative unit is due to some different factors and major or minor repairs are required to make it operative. Failure time distributions of the units are implicit to be exponential with different parameters, while repair time distributions are subjective, i.e. time dependent. Using the regenerative point technique, we obtain the following measures of reliability:</p> <ul style="list-style-type: none"> <li>● Steady state transition probabilities and Mean Sojourns times.</li> <li>● Distribution of time to system failure (TSF) and its mean (MTSF)</li> <li>● Pointwise and steady state availability of the system</li> <li>● Probability that the repairman is busy.</li> <li>● Expected number of visits by the repairman.</li> </ul> <p>Further, for some arbitrary assumed values we calculates the above terms by using the Gamma and Non Parametric distributions, which help the system designers and system engineers to select and construct the more reliable system.</p>

**ITM Faculty Publications 2007-08**  
(Papers published in Journals and Conferences)

<b>15.Title</b>	Two- Identical Unit Deteriorating Standby System Models under Varying Workload and Installation after Repair
<b>Conference</b>	Third National Conference on Management Science and Practice ; IIM Ahmedabad.
<b>Author</b>	Dr. Kirti Arekar , Ankush Sharma
<b>Abstract</b>	<p>In the present paper, we considered two-identical unit deteriorating standby system when workload increases arbitrarily for some random duration. After repair, the unit goes for installation, which also takes some random time. Further, assuming uniform distribution for lifetime of the units empirical study has been made. There is a single repair facility to repair the units. After repair , the unit goes for inspection and maintenance if required, which takes some random time. Study of the system has been made when workload increases arbitrarily for some duration. Some particular cases have been considered. Using the regenerative point technique( Markov Renewal) , we obtain the following measures of reliability:</p> <ul style="list-style-type: none"><li>● Steady state transition probabilities and Mean Sojourns times.</li><li>● Distribution of time to system failure (TSF) and its mean (MTSF)</li><li>● Pointwise and steady state availability of the system</li><li>● Probability that the repairman is busy.</li><li>● Expected number of visits by the repairman.</li></ul> <p>By using different repair and inspection time the measures of reliability are estimated and their behavior is represented graphically to have an idea about repair policy. Further, several practical problems on the above models is explained.</p>

**ITM Faculty Publications 2007-08**  
(Papers published in Journals and Conferences)

<b>16.Title</b>	Stochastic Behavior of System with Varying Workload, Post Repair and Inspection
<b>Conference</b>	Third National Conference on Management Science and Practice ; IIM Ahmedabad.
<b>Author</b>	Dr. Kirti Arekar
<b>Abstract</b>	<p>In the present paper, there is two-identical-unit deteriorating standby system with post-repair. The workload on the system increases and decreases randomly. After repair of the failed unit post-repair is required to make it as good as new. Initially, one unit is operative and the other is kept as standby. Upon failure of the operative unit the standby starts operation instantaneously. Post-repair of the just repaired unit starts immediately (within no time). Failure time distributions of operative and standby units are exponential with different parameters. There is a single repair facility which repairs one unit at a time. The repair of the failed unit starts instantaneously upon failure. Repair time distribution are arbitrary. i.e. Time dependent. Using the regenerative point technique( Markov Renewal) , we obtain the following measures of reliability:</p> <ul style="list-style-type: none"> <li>● Steady state transition probabilities and Mean Sojourns times.</li> <li>● Distribution of time to system failure (TSF) and its mean (MTSF)</li> <li>● Point wise and steady state availability of the system</li> <li>● Probability that the repairman is busy.</li> <li>● Expected number of visits by the repairman.</li> </ul> <p>By using different repair and inspection time the measures of reliability are estimated and their behavior is represented graphically to have an idea about repair policy. Further, several practical problems on the above models is explained.</p>

**ITM Faculty Publications 2007-08**  
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17.Title	Linking Balanced Scorecard to Performance Management System
Conference	International Conference on Statistics and its Application in Management, May 1-3, 2008 IIM, Kozikode,
Author	Ms. Bharati Deshpande
Abstract	<p>This paper attempts to bring about a link between Balance score card and Performance Management. This can help to enhance your expert credibility within the organization by learning as much as possible about this subject. Balance score card help the organization to address two issues one is implementing organization strategy and secondly is performance management. Many a times even after very good systems we are not able to achieve the stated objectives the reason is the organization objective and individual objectives are not linked properly. Thus after linking Balance score card with performance objective the will enable the organization to translate company's vision and strategies and link it to individual objective.</p>

**ITM Faculty Publications 2007-08**  
(Papers published in Journals and Conferences)

<b>18.Title</b>	A Study of the relationship between Order Management Cycle and Customer Satisfaction in a Specialty Chemical Company
<b>Journal</b>	The ICFAI Journal of Marketing Management. Vol VI. No 3, August, 2007, pp. 22-37
<b>Author</b>	Prof.(Dr) A. K. Dasbiswas, and Das, S
<b>Abstract</b>	<p>Customer Satisfaction (CS), leading to customer loyalty is one of the most unassailable concepts of modern management practice. Various research has investigated the relationship of some key factors like //perceived value of product and service, competitive cost, customer focus, customer feedback and involvement, competent employees, innovativeness, corporate social responsibility etc. and CS// in different contexts. Some study has been done on the effect of order management cycle (OMC) and product portfolio, and their relationship with CS. There has been little investigation done about the relationship of OMC and CS, along with product quality and product price in the Indian context. Using the data from a specialty chemical company, this research aims to establish the relationship of CS with (1) system &amp; process aspect of order management cycle (OMC-SP,) (2) attitude &amp; behavior of employees interfacing with customers while managing the order cycle (OMC-AB), and with (3) combined effect of OMC-SP and OMC-AB. Data from 25 direct customers in a pilot study indicate positive significant relationship of CS with OMC; it has also revealed that the s//atisfaction in product quality and price quality is necessary but not sufficient. Satisfaction in order management cycle could complement the satisfaction due to product quality and price quality and order management cycle can be a differentiating factor, thereby contributing to customer satisfaction.</p>

**ITM Faculty Publications 2007-08**  
(Papers published in Journals and Conferences)

<b>19.Title</b>	Building Customer Satisfaction by Managing the Order Cycle: A Pilot Study in Engineering Company
<b>Journal</b>	The ICFAI Journal of Consumer Behavior. Vol II. No 3, September 2007, pp14-21
<b>Author</b>	Prof.(Dr) A.K. Dasbiswas, A. K. and Das, S.
<b>Abstract</b>	<p>Customer satisfaction (CS), leading to customer loyalty is one of the most unassailable concepts of modern management practice. Research has investigated the role of perceived value of product and service in customer satisfaction. Competitive cost, customer focus, customer feedback and involvement, competent employees, innovativeness, corporate social responsibility etc. are the key factors that contribute to customer satisfaction in various contexts. Some study has been done on the role of order management cycle (OMC) along with product portfolio on CS. There has been little investigation done about the role of OMC on CS, in isolation, that too in the Indian context. Using the data from one engineering company, this research aims to (1) provide insights on the role of system &amp; process (OMC-SP) and attitude &amp; behavior of employees (OMC-AB), interfacing with customers while managing the order cycle, on CS and (2) to examines the combined effect of the role of OMC-SP and OMC-AB on CS. Data from 19 direct customers in a pilot study indicate the positive relationship of OMC with CS. Price is not the critical factor if satisfaction in OMC is high along with a high perceived value of product/service.</p>

**ITM Faculty Publications 2007-08**  
(Papers published in Journals and Conferences)

<b>20.Title</b>	Impact of Order Management Cycle in Seamless Steel Tube Manufacturing Company: A case study. Innovations in Management Practices pp. 37-44
<b>Conference</b>	September 10-11, 2007 at Gurukul Kangri University, Haridwar
<b>Author</b>	Prof (Dr). Dasbiswas, A. K., 2007.
<b>Abstract</b>	Customer satisfaction (CS) is one of the most effective tools of modern management practice. Research has investigated the role of perceived value of product and service, competitive cost, customer focus, etc. in generating customer satisfaction in various contexts. Some study has been done on role of order management cycle (OMC) along with product portfolio, on CS. There has been little investigation done about the role of OMC on CS, in isolation that too in Indian context. Using the data from one seamless steel tube manufacturing company, this research aims to study the impact of (1) transactional aspect of order management cycle (OMCTA) and softer aspect of order management cycle (OMCSA), on CS and (2) also to study the relationship between OMCTA and OMCSA; and impact of combined effect of OMCTA and OMCSA on CS. Data from 12 direct customers in this case study indicates significant positive impact of OMC on CS in business-to-business marketing.

**ITM Faculty Publications 2007-08**  
(Papers published in Journals and Conferences)

<b>21.Title</b>	TQM in a Management Institute -the case of SFIMS
<b>Conference</b>	ITM International Quality Conference
<b>Author</b>	Dr. Manjerekar, Dr.Gopal, Sujeet Patker, Shelja Jose Kuruvilla
<b>Abstract</b>	<p>ISO 9001: 2000 is the international standard which lays down the requirement for a Quality Management System(QMS).Even after establishing, implementing and successfully maintaining the QMS as per ISO 9001 : 2000, it is still essential for the organization to be able to demonstrate and prove this periodically. The organizations can achieve this through 'Third Party QMS Certification', whereby their QMS gets assessed and certified by an authorized independent body, which would issue a certificate indicating the scope and validity of certification. Therefore this certificate ,issued by the certifying body indicating the scope and validity of the certification, would give the organization the necessary evidence that can be furnished for proving successful implementation and maintenance of the QMS. There needs to be a better understanding of Implementation of ISO in Professional educational institutes and evolution of suitable guidelines for adhering to QMS Standards in such Institutes This is because objectives of an educational institution cannot be treated on par with an industry earning profits. The authors have in their quest for certifiying an educational institution have clarified &amp; simplified the ISO guidelins as it applies to a Professional Educational Institution.</p>

**ITM Faculty Publications 2007-08**  
(Papers published in Journals and Conferences)

<b>22.Title</b>	Malls vs Kiranas- Challenges and Strategic options”
<b>Conference</b>	Research Conference, Gurukul Kangri University
<b>Author</b>	Ms. Shelja Jose Kuruvilla
<b>Abstract</b>	<p>The size of retail industry in India is about \$350 billion and is expected to grow at 13% p.a. (AT Kearney- Global Retail Development Index, 2006). Organized retailing is only 2-3% at present, but it is projected to grow at more than 30% p.a. and it is also estimated to reach an astounding INR 1000 billion by 2010. India has also been rated as the fifth most attractive emerging retail market and ranked 2nd in a Global Retail Development Index of 30 developing countries drawn up by A T Kearney. Powerful companies like Wal-mart, Tesco, Carrefour, and Metro are lobbying aggressively with the Indian Government to allow 100% FDI in retail. But an AC Nielsen study has projected that even without FDI, number of Organized Stores would double from current 2500 stores to about 5500 stores by 2010. Rising income level, young population with high disposable income, availability of brands and merchandise, media proliferation, the impact of globalization, saturation in international markets, positive indicators of the economy and the changing mindset of the consumers are the major drivers quoted behind this retail boom. But what about the Kiranas. With the help of a consumer study ,this paper attempts to understand patterns &amp; reasons for switching shopping habits, an attempt is also made to suggest options available to develop and strengthen competencies to enable them to survive and flourish in the coming decades</p>

**ITM Faculty Publications 2007-08**  
(Papers published in Journals and Conferences)

<b>23.Title</b>	Impact of large store formats on mom and pop stores
<b>Conference</b>	Indira Management Review, Jan2008, Vol2,, No1
<b>Author</b>	Ms. Shelja Jose Kuruvilla
<b>Abstract</b>	<p>Traditionally, small store retailing has been one of the easiest ways to generate employment. Consequently, India has one of the highest retail densities in the world at 6%. About 12 million Kiranas exist for 209 million house holds, earning India the epithet of a “nation of shopkeepers”. More than 80 percent of these are run by small family businesses. Since 2004, organized retailing in India has transformed the urban landscape with opening of new formats, rapid growth of existing players and the start of the new generation shopping malls. It is estimated that mall development will spread to 60 cities in India by the end of the decade. In this scenario it becomes imperative to understand the impact of this boom in organized retail on the Kiranas. This study attempts estimate the impact of organized retail on Kiranas and the problems they face based on an empirical research.</p>

**ITM Faculty Publications 2007-08**  
(Papers published in Journals and Conferences)

<b>24.Title</b>	Multiplexes In India
<b>Conference</b>	Asia marketing Conference ,Somaiya Institute of Management
<b>Author</b>	Ms. Shelja Jose Kuruvilla, Dr Pradip Manjerekar
<b>Abstract</b>	<p>Since its arrival in India, the cinemas have always been a popular past time. In the recent past, we have been seeing a proliferation of multiplexes across the country to cater to this nation of movie lovers. Mumbai alone has 17 multiplexes with more planned. Each of these multiplexes have an average investment of 6to 10 crores pumped in. They offer the ultimate movie going experience with soaring atrium, marble floors, glittering chandeliers, plush carpets, luxurious rest rooms and soft reclining chairs. But multiplexes are facing shortage of customers. Many Multiplexes across the country are playing to half empty theaters especially on weekdays. Are things going wrong? Will this impact their profitability? This study in Navi Mumbai/ Mumbai explored the acceptance of multiplexes among the youth in the city and the reasons for the lack of expected popularity of Multiplexes. Attempt has also been made to understand customer expectations from the movie going experience. After studying the business model of multiplexes in general, suggestions have also been put forth regarding possible options for attracting more movie goers and improving revenue.</p>

**ITM Faculty Publications 2007-08**  
(Papers published in Journals and Conferences)

<b>25.Title</b>	The River side Mall-Case
<b>Conference</b>	Synthesis, Dec 2007, Vol4, No.2
<b>Author</b>	Ms. Shelja Jose Kuruvilla
<b>Abstract</b>	<p>Malls in India literally have a blank sheet of paper on which to create a new HR function. In order to design this new function, it is important to understand what is critical to the successful operation of a mall and use this information to the mall's approach to HR.</p> <p>This case study constructed based on interviews with practicing mall managers, retailers and secondary data , tries to understand the challenges faced by mall management in fulfilling the HR function when areas as cleaning and security have been contracted out.</p>

**ITM Faculty Publications 2007-08**  
(Papers published in Journals and Conferences)

<b>26.Title</b>	Market Penetration of Chinese SME's in Europe: Strategic Lessons and Learnings from a Supply Chain Management Perspective
<b>Conference</b>	11 <sup>th</sup> Annual International Conference of Society of Operations Management, Symbiosis Institute Of Operations Management, Nashik from December 21-23, 2007.)
<b>Author</b>	Dr. Sajal Kabiraj, Prof.(Dr) A.K.Dasbiswas,
<b>Abstract</b>	Nowadays, China is one of the most focused countries in the world since it has a very high potential to overwhelm the world market. As a result, we can find lots of articles and discussion about the activities of internationalization and relocation of many international firms (both MNEs and SMEs) in China. Those firms moved to China in order to either serve the huge Chinese domestic market or enjoy the cheap production costs to supply the global market. However, there is one phenomenon that is not new and seldom has researches discussing about it. This is the fact that there are also a lot of Chinese entrepreneurs who moved out of China and located in other countries. In this research, we study about some Chinese firms which set up their sales agencies in the sales offices and distribution clusters in four European countries which are Poland, Spain, Portugal and Italy.

**ITM Faculty Publications 2007-08**  
(Papers published in Journals and Conferences)

<b>27.Title</b>	Customer Service and Delivery Attributes: A Swedish Case-Study
<b>Conference</b>	TAPMI International Conference on Services Management, Manipal, India from February 15-16, 2008.)
<b>Author</b>	Dr. Sajal Kabiraj, Prof.(Dr) D.P. Agrawal, Dr. Deepali Singh,
<b>Abstract</b>	<p>Customer satisfaction through order fulfilment is an important goal for organizations. In order to improve their relationship with customers, companies are outsourcing their less core activities to TPL firms. Outsourcing is not a new phenomenon in the business world of today. The need to focus on their core competence has caused many firms to outsource their non-core activities to other firms. Outsourcing occurs through contracts and in some cases, the contract is terminated before it reaches maturity in situations when the seller of the service is not performing well. As a result the activity outsourced is brought back to be performed in-house. Bergsala AB is one such company that has outsourced its warehousing to Holship AB in order to focus on its core competence. But Holship's performance does not satisfy Bergsala. As a result, Bergsala considers terminating the contract with Holship with the aim of performing it by itself.</p>

**ITM Faculty Publications 2007-08**  
(Papers published in Journals and Conferences)

<b>28.Title</b>	Managing Hyper-competition and Inter-organizational Business Processes through Collaborative SCM Practices in Canadian Enterprises
<b>Conference</b>	International Conference on Contemporary Management Systems" (INCOMAS' 08) organized by Operations and SCM Cell (OPTUMIZ) of NMIMS University, Mumbai, India in collaboration with National Council for Quality Management (NCQM) on the 13 <sup>th</sup> & 14 <sup>th</sup> February 2008.)
<b>Author</b>	Dr. Sajal Kabiraj, Dr. Vinod Kumar, Dr. Uma Kumar,
<b>Abstract</b>	Hyper-competition describes a condition under which businesses move fast to compete in the fields of price-quality positioning, creation of new knowledge, protection as well as invasion of established markets and formation of alliances (D'Aveni, 1995, p.46)

**ITM Faculty Publications 2007-08**  
(Papers published in Journals and Conferences)

<b>29.Title</b>	Achieving Strategic Competitive Advantage through Supply Chain Excellence: Cases of Canadian Fast Food Outlets
<b>Conference</b>	Third National Conference on Management Science and Practice held from March 22 - 24, 2008 at IIM, Ahmedabad,
<b>Author</b>	Dr. Sajal Kabiraj, Dr. Vinod Kumar, Dr. Uma Kumar,
<b>Abstract</b>	<p>Competition in the Canadian fast food industry is increasing on all fronts (advertising, price, product proliferation, service, etc.). As a result, major players like Tim Horton's and McDonalds need to understand what is important to consumers and assess how they and their competitors are meeting those needs in the supply chain. In this paper, a performance system is proposed to assess the product-retail outlet-customer interface based on the integration of a number of concepts including customer service, relationship exchanges, competitive benchmarking, order winners (consumer preference perceptions), and portfolio analysis. Various performance matrices are constructed which indicate the importance level and service effectiveness for categories of service provided to retail outlets viz, the fast food joints operated by these two majors. These importance/ performance matrices provide a basis for supply chain intermediaries to develop marketing strategies for categories of retail outlets, as well as for design of store formats. Tim Horton's and McDonalds are the two fast food giants whose 52 outlets which have been studied, analyzed and compared in the Ontario region in Canada.</p>

**ITM Faculty Publications 2007-08**  
(Papers published in Journals and Conferences)

<b>30.Title</b>	Customer Relationship Management Implementation in Retail Banking: A Techno-Managerial Perspective
<b>Conference</b>	Third National Conference on Management Science and Practice held from March 22 - 24, 2008 at IIM, Ahmedabad,
<b>Author</b>	Dr. Sajal Kabiraj, Dr. Deepali Singh. Mr. Vijayanta Pawase
<b>Abstract</b>	Delivering offerings which comprise a competitive bundle of benefits, or value, to the consumer is seen as crucial to an organisation's ability to compete effectively in a particular market (Mathur, 1988, 1992; Czepiel, 1992). CRM implementation in retail banking aims to deliver value to the end consumer on the similar lines and brings forth a new set of challenges for the sophisticated bankers of today who seem keener on delivering technological solutions, often losing focus on the 'customer' in the long run. This research study is a harmonious attempt to harbinger to use of CRM processes, tools and technological implementation in retail banking. in adding value to more simple, rather than complex offerings. A road-map for efficient implementation of CRM processes and technology is suggested in this research study.

**ITM Faculty Publications 2007-08**  
(Papers published in Journals and Conferences)

<b>31.Title</b>	Competency Based Training and Development for Retail Sector of India - A Generic Framework.
<b>Conference</b>	National Human Resources Conference: Dec 20 -21 st 2007Institute for Technology and Management Navi Mumbai
<b>Author</b>	Dr. Sarit Prava Das
<b>Abstract</b>	Optimism abounds India, with GDP reaching around 9% and service sector contributing around 55% to the growth. Looking at this scenario it is essential to understand the framework which would facilitate the human capital which has potential for actualizing the dream of transformed India. To develop this potential it is essential for the human resources managers of any organization of service sector in general and retail sector in particular (as this sector is large and highly manpower oriented) to develop the employees to the fullest. With this backdrop in mind this paper aims at developing a generic framework for competency based training and development and provides input for designing appropriate competency based tools and techniques with regard to the strategic training and development cycle.

**ITM Faculty Publications 2007-08**  
(Papers published in Journals and Conferences)

<b>32.Title</b>	Quality Management Initiatives by Select Indian Organisations
<b>Conference</b>	International Conference on Contemporary Management Practices -Feb,2008, Mumbai. (INCOMAS) Organised by NMIMS & NCOM, Mumbai.
<b>Author</b>	Prof . B.V.R.Murthy
<b>Abstract</b>	<p>The Indian market is opened up to international competition and the regulation aspects of the government on industry and trade have been greatly loosened. Domestic manufacturing organizations are compelled to compete against high quality products either imported or manufactured within India under collaboration or joint venture agreements with foreign companies. In addition, the average Indian customer is demanding higher quality products than ever before. Quality management is becoming very critical due to the ever increasing competitive market scenario and demanding customer requirements .We need to know continuously how the present-day organisations are adapting to the ruthless competition and how they are transforming their processes and systems and developing methods for a sustainable growth.</p>

**ITM Faculty Publications 2007-08**  
(Papers published in Journals and Conferences)

<b>33.Title</b>	Creating and Sustaining a Winning Organization by Managing Cross-Functional and Cross-Cultural Teams
<b>Conference</b>	IV Annual HR Conference. 2007 ITM Business School. Dec 20-21 2007
<b>Author</b>	Dr. Sajal Kabiraj
<b>Abstract</b>	In today's era of globalization, technology management, R & D, inventions & innovations, the project management is a rousing issue of concern. The solution through imprecisely enunciated was of effective team building and team management. Several projects couldn't see the morning light and fell flat due to lack of organization, co-ordination and togetherness.

**ITM Faculty Publications 2007-08**  
(Papers published in Journals and Conferences)

<b>34.Title</b>	Winning through Supply Chain Collaboration: The Case of Air France - KLM
<b>Conference</b>	International Conference on Global Issues in Business and Technology, to be held from July 31 - August 1, 2008 at National Institute of Financial Management (A Government of India Institute), Faridabad, India in collaboration with the University of Maryland, Eastern Shore, USA.)
<b>Author</b>	Dr. Sajal Kabiraj, Dr. Vinod Kumar, Dr. Uma Kumar
<b>Abstract</b>	Price based competition is not always possible for the majority of airline companies due to their lack of dominant market share. However collaborative supply chain management through integration and strategic alliances can result in cost savings for the airline companies, their suppliers and consumers. The authors have researched the

**ITM Faculty Publications 2007-08**  
(Papers published in Journals and Conferences)

<b>11.Title</b>	Bayesian estimation of system reliability using mote carlo technique of simulation
<b>Conference</b>	International Conference on Statistics and its Applications in Management (ICSAIM), IIM, Kozhikode.
<b>Author</b>	Dr. Kirti Arekar
<b>Abstract</b>	<p>In the present paper ,Monte-Carlo method is applied for Bayesian estimation of reliability of system of n s-independent two-state components. Time-to-failure for each component is assumed to have Weibull distribution with different parameters for each component. The shape parameter for each component is assumed to be known with scale parameter distributed with a priori Rayleigh distribution with known parameters. Monte-Carlo simulation is used to generate the random deviates for the scale parameters and replicates for times-to-failure for each combination of scale parameter values are generated, Reliability is estimated as a function of time. Further, for the Bayes estimation of reliability we assume Poisson distribution with a priori time-shifted Rayleigh distribution. Finally, the robustness in the Bayesian estimation problem relative to changes in the assigned priori distribution is considered. We approximate the Bayes estimator of the reliability. The Bayes risk with respect to the priori time-shifted beta distribution is considered and at last approximate robustness of the Bayes estimator of reliability is examined with respect to the Uniform priori. We have compared the maximum likelihood estimator of reliability with the Bayes estimator with prior uniform distribution.</p>