

Kohinoor Business School
infoKBS News Bulletins
May you prosper and grow

infoKBS Bulletins Keep You Ahead!!!!



Plants
give
oxygen to
breathe,
seeds to
breed



Libraries
give
knowledge
to live,
wisdom to
lead

THE LIBRARY IS A GROWING ORGANISM
Dr. S.R. Ranganathan

“Without Libraries what do we have?

We have no past and we have no future”

.....Ray Bradbury

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News of Month July 2016

1. [165 exam results may be out in a week, says Mumbai University vice-chancellor](#), Times of India.
2. [Mumbai University allows 110 colleges to admit 10-15 per cent more students](#), Indian Express.
3. [260 PGDM, MBA colleges closed since 2012-13 in the country](#), Times of India.
4. [MBA blog: a timely lesson on how best to negotiate](#), Times of India.
5. [The benefits studying for an MBA has on your career](#), Times of India.
6. [Mumbai University to soon fund scholarship through flat rent](#), Times of India.
7. [What UGC's reforms agenda must focus on](#), Times of India.
8. [UGC puts on its website list of 22 fake universities](#), Times of India.
9. [Disclose names of 32 deficient engg colleges: AICTE chief to DTE, NU](#), Times of India.
10. [MBA cabbie takes road less travelled](#), Times of India.
11. [Good days back for MBA colleges!](#), Times of India.

Kohinoor News-

Navshakti: <http://epaper.freepressjournal.in/c/12162169>

Freepress Journal: <http://epaper.freepressjournal.in/c/12162330>

Prahar: <http://epaper.eprahaar.in/13062016/Mumbai/Suppl/Page3.jpg>

Subject wise news-

<http://epaperbeta.timesofindia.com//Article.aspx?eid=31804&articlexml=E-payments-to-be-15-of-GDP-by-26072016019036-> E-payments to be 15% of GDP by 20, Times of India

<http://epaperbeta.timesofindia.com//Article.aspx?eid=31804&articlexml=Youve-to-be-Coke-or-Pepsi-not-RC-26072016020039> You've to be Coke or Pepsi, not RC Cola, Times of India

<http://www.business-standard.com/article/management/the-future-of-advertising->

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[116073100734_1.html](#)-

The future of advertising, Business standard

<http://economictimes.indiatimes.com/tech/internet/indian-digital-payments-market-to-reach-500-bn-by-2020/articleshow/53379706.cms>- Digital payments market to reach \$500bn by 2020, The Economic Times

Book Review-



Description-

In an increasingly interconnected world, managers frequently turn to global markets as a means of achieving profitability and growth targets despite accumulating evidence that globalizing is fraught with risk. *Global Vision* offers a lens through which to view globalization in a new and compelling way, helping managers understand the risks associated with globalization while equipping them with the necessary tools to overcome those risks. Author Robert Salomon defines country institutions across political, economic and cultural dimensions and demonstrates how to measure them so that managers can estimate the risks that institutional differences pose to global companies.

KBS Faculty Research Work-

Prof. C S Balasubramaniam*, Prof. P K Mishra & Prof. Sandhya Tewari*****

Type: Secondary Case

Class: Organization Transformation: Infosys Technologies Limited

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Abstract-

Whether it was the return of the iconic N R Narayana Murthy, back from retirement in a bid to reverse the IT major's sagging fortunes, or the appointment of top SAP honcho Vishal Sikka as the CEO – the first non-Infosys founder to get the job, the entire corporate world and analysts have been following every move the company is making. Few changes at the top in a company have been as keenly tracked as those at Infosys. Leadership expert James McGregor Burns introduced the concept of transformational leadership in his 1978 book, 'Leadership'. He defined transformational leadership as a process where "leaders and their followers raise one another to higher levels of morality and motivation." Successive changes in leadership at Infosys have followed the transformational model of leadership, and over a period of three and half decades of its existence Infosys has almost institutionalized it. Through the course of events charted in this case study, it was amply demonstrated that Infosys – as a matter of choice – followed transformational leadership to tide against all odds, and come out triumphant on the face of every organizational challenge.

Dr. A. A. Attarwala, Prof. C. S. Balasubramaniam, Prof. Sameer Kulkarni
Category: Secondary

Area: Marketing

Abstract

The "Royal Enfield" (RE), whose history may be traced back to being one of the oldest motor cycles used for the first time in World War II. It has become a unique symbol of competitive advantage and brand value creation. Though the company which manufactured the famous brand changed hands from **Madras Motors to Eicher Motors**, the product had a history of its own and grew to be a strong brand in the contemporary era. The case opens with a brief history of the unique product and its growth over the years. The attributes which contributed to the image and strength of the product have been analysed and presented in the second part. The case concludes with the strategies for brand rejuvenation and value creation.

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Dr. Bharati Deshpande & Dr. Jagdish Kumar

**Class- Too fat to fly: A case study of a cabin crew working with
Type-**

This case discusses about a situation in an Airline Company registered as a company of India under the company's act and within the territorial limits of India, where in the airline fired the air- hostess on the grounds company argued that the height to weight ratio could not be complied by the crew who was found overweight and which was clearly nated the services of the airhostess on account of her failure to maintain her weight within the prescribed limits for four years and not due to the psychological ailment (Simple Phobia) as claimed by her. Three years after, she sued the company and the court sided in the legality of her dismissal. Though the country has no antidiscrimination laws on the books, none specifically protect against weight discrimination.

In April 2014, the courts forced the Airline to put the fired stewardesses back in the skies after she had been fired for being overweight. Though the lawyers argued that "pleasing appearance, manners and physical fitness was required" in the industry, the judge deemed those reasons to have "no link with the conclusion reached.

Finally the airline company had to comply with court orders and the Airline had to reinstate the sacked air hostess and the bench also directed the Airline to pay all her dues (back wages) within three months and also grant her a Ground Job if applicable to her. p.g. no.44-49

Article alert

Indian Journal of Management

(Vol. No.4, Issue No.2, April -Sept 2015)

1. HR management : a contemporary attitude towards enhancing performance with specific reference to the health care industry- Beena Dias, (pg no.3)
2. Impact of telecom sector reform on economic growth – Gurendra Nath, (pg no.10)
3. Talent development: a precursor to the concept of talent management in Goa's tourism industry- Chery Smith, (pg no.20)
4. Statistical modeling of service quality towards customer satisfaction in commercial banks of Nepal- Govind Tamang, (pg no.30)
5. Information technology and pedagogy: style of teaching and learning- Leela Vyas, (pg no.40)

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6. Gender equity in sports: an interpersonal relationship- Prabal Gupta, (pg no.54)
7. A study on changing pattern of market in the children s segment- Ankur Amin, (pg no.54)
8. Humor of advertisements- YashPatel, (pg no.63)

Indian Journal of Marketing

(Vol. No.46, Issue No.7, July 2016)

1. Factors influencing the purchase decision of perfumes with habit as a mediating variable: an empirical study in Malaysia- Noor Azeem, (pg no.7)
2. Impact of user-generated content on purchase intention for fashion products: a study on women consumers in Bangalore- Nithya Venkataraman, (pg no.23)
3. Structural equation modeling for men's cosmetics behavior research- Sidharth Shimpi, (pg no.36)
4. Effective of extrinsic cues on perception of private label quality and customer satisfaction- Pardeep Bawa, (pg no.55)

Journal of Commerce & Management Thought

(Year 2016: Three: July, (Monsoon))

1. A study of perception of youth towards online shopping in Pune city- Rajeshree Shinde, (pg no.409)
2. Expansion of financial infrastructure in India: an analysis of the recent trends- Sukanya N., (pg no.422)
3. Pattern of corporate hedging through financial derivatives in non-financial companies of India- Abhimanyu Sahoo, (pg no.444)s
4. Growth of initial public offering in different sectors with reference to Coimbatore stock exchange- P Balasubramaniam, (pg no.478)
5. Green initiatives of banks in India: a paradigm shift- Gurmeen Kaur, (pg no.488)
6. Beta adjusted real returns of Indian acquirers: a long term perspective- Ketan Limaye, (pg no.5001)
7. An empirical estimation of export and import demand functions using bilateral trade

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- data: the case of Bangladesh, (pg no.Touhidul Islam, (pg no.526)
8. Financial efficiency measurement of non-life insurance companies in Bangladesh- Razu Ahmed, (pg no.552)
 9. Reaping the benefits of demographic dividend: some issues in India- S Kaptan, (pg no.576)
 10. The influence of transformational leadership and emotional intelligence on organizational commitment- Priyanka Jain, (pg no.586)
 11. Problems of double taxation in India

New Arrival Books

Sr.No.	Title	Author	Publisher
1	International economics	Gerber, James	Pearson
2	Business analytics	Evans, James	Pearson
3	Marketing metrics: the managers guide to measuring marketing performance	Bendle, Neil	Pearson
4	Corporate conflict management: concepts & skills	Rout, Eirene	Zking Books

For more details, visit library website:-

<http://library.kohinoor.edu.in/>

<http://kbsinformationcenter.blogspot.in/>