

## **Risk-differentiated Approach to Technology Risk Management of Banks**

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### ***Abstract***

Technology risk for banks is increasing significantly in the context of growing computerization and use of the Information Technology tools for product creation, products and services delivery and credit monitoring follow-up and reporting. Presently, the typical approach to this in India appears to be to apply some common processes, mainly for the Information Security Risks , such as the IS / Systems audit. This paper argues that ir the technology risks need to be comprehended in terms of the business impacting potential and must be differentiated in terms of their criticality and magnitude for beter management. We also suggest a practical method of doing this as a first step for consideration.

### ***Keywords***

Banks, Technology risk, risk differentiation, business segmentation, process risk.

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## Locus of Control vis-à-vis Job Satisfaction – A Study on IT Professionals

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### *Abstract*

Personality variables have been found to exert an influence upon various aspects of a person's professional life – one of the aspects being the individual's level of job satisfaction. The aim of the present investigation is to know the level of job satisfaction of the IT professionals and also to know the relationship between locus of control and level of job satisfaction. A group of 80 IT professionals were selected as sample from three eminent IT companies across Kolkata. A General Information Schedule, Rotter Internal-External Control Scale and Job Satisfaction Scale were used as tools. The results indicate that locus of control of the employees is negatively related to their job satisfaction. Employees with an internal locus of control exhibit higher levels of job satisfaction than those with an external locus of control. The present study can help the management of different organizations identify the probable person-cause of job satisfaction/dissatisfaction when the situational factors are the same for all the employees. .

### *Keywords*

Locus of Control, Job Satisfaction and IT Professionals.

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## Buyer Behaviour in Car Purchase - A Study Based on Uttar Pradesh

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### *Abstract*

Empirical evidence from the automobile industry suggests that cars are experience goods: consumers do not have complete information about some characteristics of cars, and can only learn about them after buying and trying them out. The main objective of the research paper is to explore and conceptualize various factors and develop a model, which influence the purchase patterns of cars. Data for the study was collected from a 400 car users' sample from four cities in Uttar Pradesh through a structured questionnaire with 39 items on five point scale. The study identified five important factors that influence the buyer behavior to purchase a car, viz., safety & security, esteem, operational convenience, economy and quality. The result can be useful to the car manufacture and dealers in formulating an effective marketing strategy.

### *Keywords*

Safety & security, Esteem, Operational convenience, Economy and Quality.

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## Supplier Development in Indian Organizations

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### *Abstract*

The primary aim of this research paper is to examine the key factors of supplier development which the buyer uses to help developing the key-input supplier. To address this, an empirical study was conducted on 150 buyer organizations. This important dimension was analysed with the help of statements framed after conducting interviews with the procurement officials of the select organizations. The use of factor analysis has helped in extracting important aspects like direct assistance, support, regulation and business potential of supplier development. The effect of each key aspect on supplier development has been examined. This paper provides an insight into various factors accountable for developing the supplier for strategic development of relationship between the buyer and the supplier. This positive relationship development leads to benefit both the partners. So this research can be of practical use to the organizations attempting to focus on supplier development so as to maintain strategic dyadic relationship in the long run.

### *Keywords*

Dyadic relationship, key-input supplier, supplier development.

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## India and China: A Study of Revealed Comparative Advantage

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### *Abstract*

China and India today represent Asia's two largest and most dynamic societies which are emerging as new trend setters in the international relations and have come to play an increasingly dominant role in the world economic affairs. Especially, with their enormous average GDP growth rates standing at 10% (China) and 6% (India), they have been recognized as the fastest growing economies of the last decade (2000-2010). According to the World Bank estimates of 2010, assessed on the basis of purchasing power parity, China and India have already become the second and fourth largest economies respectively of the world surpassing the developed economies. Today, from the global perspective, these two Asian giants are considered as major drivers of the world economy. It is in this context that the current paper makes an attempt to hypothesize the bilateral trading relations between India and China and assess the potentiality of their future trade.

### *Keywords*

Revealed Comparative Advantage (RCA), Trade Intensity Index (TII), Revealed Import Dependence (RID), India-China Trade, Export Intensity Index (XII), Import Intensity Index (III), Bilateral Trade.

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## Green Marketing: A Strategy for Promoting Eco-Friendly Products

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### *Abstract*

Environmentalism has fast emerged as a worldwide phenomenon. As today's consumers become more conscious and concerned about the natural environment, they change their behaviour accordingly. Therefore, business firms often modify their own thoughts and behaviour to address the concerns of the consumers. They address the consumers' genuine concern about the limited resources on the earth and respond to environmental challenges by practising green marketing strategies. Green consumerism has also played a catalytic role in making business firms oriented towards environmental concerns and thereby ushering in corporate environmentalism. Thus, continuous research relating to green marketing or environmental marketing has been going on to address the environmental issues and the new concerns of the society. This paper makes an attempt to introduce the concept of green marketing, green ideas and products, attitude of corporate and consumer behaviour prevalent in India as well as some problems related to green marketing.

### *Keywords*

Green marketing, Corporate environmentalism, Environmental marketing, Green idea.

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## **Towards Holistic Development and Management Book Review**

Basistha Chatterjee<sup>1</sup>  
Mrutyunjay Dash<sup>2</sup>

### *Details of the book Reviewed:*

Sharma, S (2012), New Earth Sastra Towards Holistic Development and Management (HDM), IBA Publications, Bangalore, India, Pages 201.

There has been lot of discussion and debate among the intellectuals and policy makers for devising a suitable policy outlining the major factors for the fruits of economic development to percolate down to the poorest of the poor. As aptly observed by J.M.Keynes “There is nothing so disastrous as a rational investment policy in an irrational world”, this in fact poses a serious challenge to make the development a holistic and integrated one.

The author opined that from the ancient time of the emperor Ashoka, four fundamental forces influence the earth which are forces of market, Government, people represented by capillary action and self. In this context, the 'Basket of needs' model and the Total Complete Personality (TCP) Matrix model are very pertinent. The observation on different market concepts as explained by the author like in physical markets the business takes place at the speed of bullock cart, in future market at the speed of speculative thought and in cyber market at the speed of light appear to be interesting and innovative. In this regard, elaborative discussion could be made on various market structures dealing with traditional need based to emerging business realities in the monopolistic and oligopolistic set ups.

While examining the important factors leading to holistic Growth, the author discussed the multidimensional issues like the need for ethical corporate with a sense of social responsibility, development of a pragmatic model; STEPS (Social, Technological, Economic, Political and Spiritual) which may prove to be critical to the holistic development of the society. Further, the author very rightly emphasized that the society's growth, development and progress should go hand in hand. Moreover, the approaches of 'Corporate Road', 'Capillary Action Road' and 'Linkage Road' given by the author for transformation of local village to global village have offered a new development thinking.

The book also discussed regarding various perspectives of the Intellectual Property Rights The author also raised the need for a new social order towards development of a 'Sacro-Civic Society' by citing the example of the transition of 'Vamana-Avatar' to 'Woman Avatar' striking a reasonable balance between wealth, wellbeing and power ultimately leading to prosperity, happiness and peace. Further, the book also succinctly dealt with the new challenges towards work life balancing of women with seven different

models pertinent to management and development. While discussing about liberation as development with special reference to India, the author cited the universal message of liberation from Indian National Flag. Then, the discussion on several visions of creating wealth through technology and management appear to be logical.

In the book, the lucid explanation on the innovations in management education with five relevant models and five concepts on 'Yoga, Udyoga and Holistic living' would be interesting to the readers. Moreover, sharing the same line of thread with the contemporary management thinkers and practitioners, the author has rightly emphasized to study Gita as a management guidebook for ethical conduct and corporate excellence. In short, the book highlights different perspectives on Human Development and Management (HDM) and sets the readers thinking of a new vision of human society in view of the contemporary need of today's world.

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