

INTERNATIONAL CONFERENCE REPORT ON RESEARCH IN MANAGEMENT AND TECHNOLOGY (MARCH 23-24)

TARIQ JALEES, MANZOOR KHALIDI

College of Management Sciences

PAF-Karachi Institute of Economics and Technology

E-mail: tariqj@pafkiet.edu.pk, khalidi@pafkiet.edu.pk

The conference was organized by Gian Jyoti Institute of Management & Tehcnology (GJ-IMT) Chandigarh, Mohali, India in March 2007. GJ-IMT is a premiere educational institution of India, established in 1998, and is ranked among the top 50 business schools in India and rated among the best by AIMA and Business India.

The theme of the conference was **“Research in Management and Technology”**, with the following objectives:

- to provide a special forum to discuss research in management and technology.
- to facilitate the sharing of research based knowledge among academicians and practitioners in various disciplinary areas within the realm of Management and Technology.

More than eight hundred papers by academicians from India, Pakistan, and other nations were submitted for the conference. The papers were screened by the expert committee in two stages. In the first stage, the papers were short-listed based on the abstract submitted by the participants. In the second stage, the expert committee reviewed the full papers submitted by the prospective participants. The papers accepted for presentation included 27 papers from management science and 23 from to computer science and information technology. The papers were presented in 10 concurrent sessions two of which were chaired by PAF-KIET faculty members Mr. Tariq Jalees, and Dr. Manzoor Khalidi.

India produces about 5000 PhDs per annum. The conference provided a window of opportunity to see the work of a few of their homegrown PhDs. All in all, it was a mixed bag, some of the works presented by them were of a high quality, but most of the works were of average quality. The noteworthy feature, however, was that a substantial majority of the works presented at the conference were of qualitative research. Another notable feature was the breadth of disciplines within the field of management that were covered in the conference. It is not possible to cover the entire selection of papers covered in the conference, we will therefore present a brief selection of some of the interesting papers presented at the conference before proceeding to blow our own trumpet.

One of the papers which we found interesting was: 'Motivation in Indian Context' by Dr. J S Grewal, a retired Brigadier from the Indian Army who has had the experience of dealing with a number of terrorist organizations including the famed LTTE in Sri Lanka which he described as the best motivated force among such organizations. According to him the Western theories of motivation try to examine the behavior modification possibility by examining the needs of the person. They are however, inadequate to explain the motivation and the single minded devotion of the terrorist organizations that turn a sane person into an assassin. It is this motivation and this devotion which, if harnessed can turn an average business corporation into an extra ordinary one. To find the answer to the question, he examined the Eastern Theories of motivation which are based on the Guru-Chela or the Deity-Devotee type of relationship where love and affection is the basis of motivation. It is not the goal but the motivation towards the person for whom the goal is to be achieved that forms the basis of the performance, in other words it is the leadership that forms the basis of the extra ordinary motivation of the followers. Dr. Grewal used this idea as the basis for listing some of the key leadership parameters discussed in the Eastern literature which he then applied on a set of 43 companies to evaluate their performance over a period of ten years.

Another interesting paper was presented by Zawahir Siddique: 'Empowering HR Systems Using Emotional Intelligence Competency Models'. The paper reasoned that the typical HR selection process that tend to focus on factors like knowledge, qualifications, skills, and experience are unable to distinguish star performers from the ordinary ones. His paper primarily involved the development of an Emotional Intelligence model that could be integrated into the HR functions like selection, training and development.

One of the disciplinary areas where there were quite a few papers was 'Knowledge Process Outsourcing (KPO)' which is described as the next frontier and the high end of the Business Process Outsourcing (BPO) Industry. Unlike the BPO which involve the outsourcing of repetitive core and non core activities requiring low level of competence, KPO involves the services of higher technical skills, and business expertise. This is a segment of the industry which is expected to grow at the rate of 45% over the next few years, which India alone expects to capture 70% of the market share.

Another area of focus in the conference was the changing scenario in the retailing sector. Mega industrial groups like Reliance, Birla, and multinational giants like Wal-

Mart are preparing to enter the market by launching supermarket chains all across India which is expected to bring a revolutionary change in this sector.

This was a brief selection of a few of the papers that were presented at the conference. A brief of the papers read by Pakistan /PAF-KIET faculty are presented below:

Mr. Tariq Jalees, Assistant Professor, College of Management Sciences PAF-KIET, Dr. Manzoor Khjalidi, Professor of College of Management Sciences PAF-KIET, represented Pakistan and PAF-KIET at the conference. Additionally, a joint paper of Dr. Irfan Hyder and Maqsood Razi of the College of Computer Science PAF-KIET was also read in the conference through video conferencing.

The first paper of the conference was presented by Tariq Jalees, entitled “Compulsive Buying Behavior”. Mr. Jalees while giving his presentation pointed out that the predictor variables for his study were (a) Tendency to spend, (b) reactive Aspect, (c) Post-purchase guilt, (d) perceived social status, (e) materialism, and (f) self-esteem and apparel-product involvement. The dependent variable was “Compulsive Buying Behavior. Subsequently, he told the audience that he has developed five different hypotheses, which he has tested through regression analyses. Mr. Jalees, also pointed out that of the five hypotheses only the following two were substantiated.

a) Perceived social status is associated with compulsive buying, materialism, and self-esteem, and apparel-product involvement are significant predictors of compulsive buying behavior.

b) There is a positive relationship between materialism and compulsive buying behavior.

The sample size of Mr. Jalees’ study was 104 that belonged to the higher income group and were selected through quota sampling, non-randomly.

Dr. Manzoor Anwar Khalidi Professor of Finance at PAF-KIET read his paper on the “Theory of Regulatory Failure”, Prof. Khalidi while presenting his paper pointed out that the idea for developing a theory of regulatory failure emerged from his experience of working on the Single European Market Project: Harmonization of Banking and Securities Markets Regulations, during which he studied the regulations of various regulatory regimes including those of UK, USA, Japan, France, Germany, etc. According to Dr. Khalidi, he has made an attempt at developing a theory of regulatory failure based on the concept of social cost or the cost imposed on the society as a consequence of regulatory intervention. Social cost of regulatory intervention consists of parameters such as (1) direct costs – the cost of developing new regulations, and the enforcement costs (including the compliance costs); and (2) indirect costs – the reference was to the concept of derived externalities or the costs imposed on the society as a consequence of the change in market equilibrium due to regulatory intervention.

Dr. Khalidi further told the audience that regulatory intervention can only be justified if: (a) it can correct the market failure that justified the regulatory intervention in the market mechanism, and (b) the cost imposed on society as a consequence of regulatory intervention should be less than the costs imposed on society as a consequence of market failure. He further added that if either of these two conditions are not fulfilled then regulatory intervention in the market mechanism is not justified.

Dr. Khalidi's paper also examined some of the problematical features of regulatory agencies that provide the logic for regulatory failure. In this context he deliberated on two key attributes of regulatory agencies (1) one, the monopolistic nature of regulatory agencies; and (2) the disjunction between their inputs and outputs and the non existence of a bottom line for the evaluation of their performance.

According to **Dr. Khalidi** the need for such a theory is rationalized as most people in the regulatory agencies are blind to the consequences of regulatory intervention. They do not undertake a thorough analysis of the pros and cons of the alternative regulatory tools before deciding on the selection of regulatory tools for correcting the perceived market failure. This is the reason why regulators especially in Pakistan have a tendency of excessive intervention in the market mechanism, which in a number of cases imposes more costs on the society than the costs imposed on the society on account of market failure that justified the regulatory intervention in the market mechanism.

One of the distinctions of the conference was a paper read by **Maqsood Razi** through videoconferencing. The title of the paper was "Seniority Based Key Distributed Authentication scheme in Mobile Ad Hoc Networks" and it was co-authored by **PAF-KIET's** Dean **Dr. Syed Irfan Haider**. **Mr Razi** while reading his paper pointed out that mobile ad hoc networking offers a convenient infrastructure-less communication over shared wireless channels. However, **Mr. Razi** observed that the ad hoc networks systems are vulnerable to security attacks. He further elaborated that implementation of public key infrastructure in ad hoc network is also a difficult task due to lack of centralized control and fixed infrastructure. Therefore, **Mr. Razi** added that a centralized or hierarchical network security solution does not work well. **Mr. Razi** then proposed a model that would provide a secure distributed authentication service in ad hoc wireless network in which multiple senior nodes belonging to a more reliable group collaboratively provide authentication services for other nodes in the network. This model provides a more reliable group to implement public key infrastructure in ad hoc wireless network and to authenticate a node as a trusted node.

Mr. Razi also told the audience that the proposed model presents a security architecture utilizing the seniority based trust model. It contains a design of a security framework for implementing public key infrastructure in ad hoc wireless network through threshold Cryptography based solution.

In the fifth session **Mr. Tariq Jalees**, read one more paper "Brand Image of Islamic Banks". This paper was jointly prepared by **Tariq Jalees**, and **Lt. Col(Retd.) Raza Kamal**, Director COMs, **PAF-KIET**.

Mr. Jalees while reading this paper told the audience that the objective of this paper was to measure the brand image of Islamic banks and develop the profiles of the typical consumers of Islamic financial houses.

Mr. Jalees told the audience that the brand image of the Islamic banks was measured on Aaker's five determinants of brand image. The determinants were (1) brand awareness (b) brand usage (3) brand judgment (4) brand performance (5) brand imagery.

Mr. Jalees told the audience that two different hypotheses were developed and tested in this study. Hypothesis number one was that the brand image of Islamic Banks in Pakistan was high, which was tested through Z-test and was rejected. The second hypothesis was the there is no significant difference of the respondents' opinions on the five determinants used for measuring the brand image of the Islamic Banks. This hypothesis was also rejected. The objectives of the research were achieved through a questionnaire administered to the customers of the Islamic Banks in Karachi, in 2005. The sample size was hundred. The samples were drawn from two leading Islamic Banks of Karachi, non-randomly. About 50 customers each were selected from the two banks. The questionnaire administered for the study contained 18 questions. Five were related to the brand image and the rest were related to the demographic profiles of the customers.

Mr. Jalees while sharing his view observed that that most of the customers in addition to transacting with the Islamic banks were also banking with the conventional banks. Most of the customers were found to have the characteristics of early adopters. The profile of the customers with the Islamic banks turned out to be a combination of the modern and traditionalist. Cross-sectional analysis by profile and demographics showed no significant difference. This indicates that the prospects of Islamic bank are bright and no niche marketing is required contrary to the belief of some of some experts.

The last session of the Conference was Valedictory Ceremony, which was simple but impressive. **Mr. H.K. Dua** , Editor in Chief of the Tribune group gave the Presidential address. For the valedictory address the person was **Dr. Arun Kumar Jain**, Prof. IIM, Lucknow. In the end **Prof. (Dr) R.P. Gupta**, Director, GJIMT, Mohali gave the Vote of thanks.