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TRUST DEVELOPMENT IN INTERNET SHOPPING – AN INDIAN PERSPECTIVE

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ABSTRACT

Trust is an implicit factor in developing any relationship and relationships do matter in life, whether personal or professional. In the context of Internet shopping, it is extremely difficult for the customers to trust the websites where they do not see the person who is involved in the transaction with them. To attract customers and make them purchase a product/ Services online is not the only matter of concern here but the challenge lies in persuading the customers to make the purchase again i.e. to retain them and make them loyal.

This paper explores various dimensions of trust to find out its aspects that are contextual to Internet shopping. At first, a detail discussion on various possible dimensions of trust is presented and later on only those trust dimensions are separated that need to be readdressed in the Internet shopping scenario. This is done because there are some trust dimensions that need not be applied in the Internet shopping arena. Based upon the separated trust dimensions for the Internet shopping, various factors that affect customers' trust are identified. In a nutshell, at a macro level trust dimensions are explored that are contextual to Internet shopping and at micro level factors influencing trust development in Internet shopping within the separated trust dimensions are discussed. This paper presents a strategic framework to assess and manage customer trust in Internet shopping by discussing the relation between identified factors. The aim of this paper is to provide an insight upon the readiness of Indian customer to shop online.

Key Words: *Trust, Internet Shopping, Consumer Behaviour, Customer Experience and Interaction Analysis.*

STRATEGIC THINKING: THE ART OF ACHIEVING ORGANIZATIONAL EXCELLENCE

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ABSTRACT

The theme of this paper is that success in the marketplace necessitates strategic thinking – thoughtful analyses and sound decisions. Strategic thinking enables management teams to develop foresight, adopt practical initiatives, and attain desirable goals. In organizational settings, strategic thinking skills can be disseminated through professional development programs designed to address such issues as idea generating techniques and methods for identifying market opportunities. The skills acquired by participating managers can be vital to the organization in its search for competitive advantage and excellence.

INNOVATIONS IN PUBLIC SERVICE AND RURAL MARKET DEVELOPMENT IN INDIA TO ACHIEVE A HARMONIOUS SOCIETY

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ABSTRACT

This paper is based on the premise that the innovations based on Information and Communications Technology-ICT in public service and rural market development in a developing country may lead to increased sustainable livelihood opportunities, which in turn will contribute towards building a harmonious society. Amartya Sen's 'capability approach' is suggested for measuring the effectiveness of such technology led innovations. The paper provides examples of ICT based innovations, in public service and rural market development in India. It emphasizes that, considering rural market as a strategically viable business segment would enhance sustainable livelihood opportunities in a society striving for social harmony.

THE POTENTIAL OF USING IT TO CUT CORRUPTION IN SERVICE DELIVERY: A CASE STUDY OF SERVICES TO FARMERS IN FIJI

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ABSTRACT

This paper examines the nature of corruption and IT-based anti-corruption measures in the delivery of financial assistance to farmers in Fiji. It argues that combating corruption demands use of multiple, converging techniques and that using Information Technology (IT) to deliver services has the potential to increase transparency and honesty in public service delivery. Analyzing processes for submitting and determining applications for assistance by farmers shows that IT initiatives in Fiji could be effective tools for reducing corruption in public administration. However, implementing an effective IT strategy for improving services to farmers would need to be linked to an effective strategy for the use of IT throughout the public sector in Fiji.

UNITED STATES – INDIA INTRA-INDUSTRY TRADE DYNAMICS (1990-2004)

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ABSTRACT

This paper aims to explain the extent of vertical and horizontal intra-industry trade (IIT) in United State's foreign trade with India. Trade patterns are identified by breaking up total trade into three trade types: one-way (i.e. inter-industry) trade, two-way (i.e. intra-industry) trade in horizontally differentiated products, and two-way trade in vertically differentiated products.

The share of intra-industry trade in total trade between the United States and India increased significantly during the past fourteen years; more than a third of total trade accounted for by intra-industry trade in 2004. One of the main findings of this paper is that the observed increase in intra-industry trade between the United States and India is almost entirely due to two-way trade in vertical differentiation. We also find evidence that the share of vertical intra-industry trade has increased significantly during this period.

JEL Classification: F14

Keywords: Intra-Industry Trade, Vertical IIT, Horizontal IIT, Marginal IIT, India

A STRATEGY FOR THE DELIVERY OF HIGHER EDUCATION IN THE FIELD OF INFORMATION TECHNOLOGY IN EMERGING ECONOMICS – A CASE OF NIGERIA

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ABSTRACT

African universities in general and Nigerian universities in particular are faced with the challenge of offering quality educational programs; due to the lack of resources and

qualified faculty. In Nigeria, while there is no shortage of faculty in areas of arts and education, there is a severe shortage of faculty in areas of engineering, medicine, administration and science. Decline in the quality of students graduating from Nigerian programs is also observed. To meet expanding demand, the Nigerian government has also approved larger number of universities to almost double the number of universities in the country. With globalization and resulting acceptance of private enterprises for providing education, acceptance of collaborations between universities and training institutions, more collaborations - both between universities across countries and between universities and training institutions - and alternate strategies for delivery of higher education are emerging. This paper will focus on addressing a set of strategies for universities in developing countries whose goal is to deliver quality education to its constituents.

Case Study

HONDA MOTORCYCLE AND SCOOTER INDIA (PVT.) LTD

Vinay Nangia, Indian Institute of Technology Roorkee, India
Vinamra Jain, Indian Institute of Technology Roorkee, India
Purushottam Raj, Indian Institute of Technology Roorkee, India
Abhinav, Indian Institute of Technology Roorkee, India

The newly appointed HR/IR manager of HMSI was pondering over the events that happened in year 2004 and 2005 which led to the strike and lockout in the company and conditions that turned the workers violent.

Honda Motorcycles and Scooters India (HMSI) Pvt. Ltd is a wholly owned subsidiary of Japanese Motor giant Honda Motor Co., Ltd. The HMSI management is a hierarchy with the top management as Japanese, middle and low-level management consisting of Indians. The factory started production of scooters from January 2001, and sales began from June 2001. HMSI became the leading scooter manufacturer and 4th largest two-wheeler manufacturer in India within three years. HMSI launched its first bike Unicorn in September 2004.....