



**Second National Conference on
Management Science and Practice
Indian Institute of Technology, Madras**

March 9–11, 2007

Macro Schedule

	Day 1—Friday March 9, 2007	Day 2—Saturday March 10, 2007	Day 3—Sunday March 11, 2007
09.00 - 10.30	09.00 - 09.30 Registration 09.30 - 10.30 Inauguration	Contributed Papers— Parallel Tracks (5)	Contributed Papers— Parallel Tracks (5)
10.30 - 11.00	Tea/Coffee	Tea/Coffee	Tea/Coffee
11.00 - 12.00	Theme Presentation	Panel on OR & Industry	Plenary Session G. Padmanabhan
12.00 - 13.30	Invited Talks Parallel tracks (3)	Invited Talks Parallel Track (3)	Invited Tutorial Six Sigma and its applications
13.30–14.30	Lunch	Lunch	Lunch
14.30 - 15.30	Plenary Session Prakash Apte	Plenary Session M.R. Rao	Panel on OR Education
15.30 - 16.00	Beverages	Beverages	Conclusion
16.00 - 17.30	Invited Tutorial T. Parthasarathy Goutam Dutta	Invited Tutorial C. Rajendran T. Bandhyopadhyoy	
17.30 - 18.00	Beverages	Beverages	
18.00 - 19.30	Contributed Papers— Parallel Tracks (5)	Remembrance of SKS	
20.00 - 21.00	Conference Dinner		

*Second National Conference on
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Micro Schedule

FRIDAY, MARCH 9, 2007

TIME	EVENT
09.00 - 09.30	Registration
09.30 - 10.30	Inauguration
10.30 - 11.00	Beverages
11.00 - 12.00	Theme Presentation —Stochastic Models in Management Science <i>N. Ravichandran</i>

12.00 - 13.30 INVITED TALKS (3 Parallel Tracks)

Track – 1

12.00 - 12.30	System Dynamic Modeling of Reverse Logistic Network <i>K. Suryaprakasa Rao and P. Chandiran</i>
12.30 - 13.00	Mathematical Models of Combat operations <i>K.S.S. Iyer</i>
13.00 - 13.30	On the Random Motion of Cost Function Associated with a 1-Unit System <i>S. Udhyabaskaran</i>

Track – 2

12.00 - 12.30	A Class of Integer Programming Models for Scheduling Burn-in-Oven of Semiconductor Manufacturing Industries <i>M. Mathirajan and M. Ramasubramaniam</i>
12.30 - 13.00	Statistical analysis for a tandem queue with blocking <i>P. Chandra Sekhar, R. Natarajan and V.S.S. Yadavalli</i>
13.00 - 13.30	Organizational Excellence and Measurement of Business Performance <i>S.P. Mukherjee</i>

Track – 3

12.00 -12.30	Analysis of Perishable Inventory Systems Under Renewal Demands <i>S. Kalpakam</i>
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- 12.30 - 13.00 Application of Operations Research in SRM Transportation
Jayashree Suresh
- 13.00 - 13.30 O.R. Models for Grouping in Cellular Manufacturing
G. Srinivasan
- 13.30 - 14.30 **Lunch**
- 14.30 - 15.30 **Plenary Session**—Financial Engineering
Prakash Apte
- 15.30 - 16.00 **Beverages**
- 16.00 - 16.45 **Invited Tutorial**—Game Theory
T. Parthasarathy
- 16.45 - 17.30 **Invited Tutorial**—Revenue Management
Goutam Dutta
- 17.30 - 18.00 **Beverages**

18.00 - 19.30 CONTRIBUTED PAPERS (5 Parallel Tracks)

- Track – 1**
- Backtrack Method for Partial Digest Problem
T.N. Badri
- Self Governance—Markov Model
M. Arul Jothi
- Solutions of Neutral Functional Stochastic Integral Equation with Management Application
A.G. Srinivasan
- Analysis of a Batch Arrival Queue with Single Vacation Policy and Operation Dependent Failures
M. Haridass
- A Markov Regenerative Approach to the M/G/1/N Vacation Queuing System Under a Gated Vacation Scheme
R. Jayaraman
- Stock Market Analysis Using First Order Markov Chain Model
Thirupparkadal Nambi and S. Subha
- Project Management Maturity Model for Construction Industry: A Case Study
B. Sumitha Rani
- Track – 2**
- Optimal Inventory Policy Under Random Supply for Progressive Trade Credit
Bhavin J. Shah

Inventory Management Practices in Small and Medium Enterprises (SMEs): A Study of Madure Tool Industry in Bangalore

N. Rajeev

A Probabilistic Inventory Model with Variable Rate of Deterioration

Bala Srinivasan, E. Joanna Kezia

Stochastic Models for the Better Management of Customer Contact Centers/Call Centers: Some Research Directions

R. Harish Kumar

A Stochastic Preparation Time of a Production Inventory Model

S. Senthilraj

Inventory Management: A Sanjeevani in Electronic Industry

N. Kiran Kumar and S. Balarama Murthy

Inventory Ordering Using LPP with Capital Constraints

C. Anil

Track – 3

Economics of Cargo Container Services in Chennai Port, India

S. Subramanian

RFID Applications in the Retail Supply Chain

Amber Nagar

An Evaluation of Supply Chain Obstacles in Indian Business Houses

U.M. Deshmukh

The Development and Implementation Issues of Supply Chain Management System for Small and Medium Enterprise in Tamil Nadu: A Case Study Approach

S. Gopinath

Joint and Finished Job Delivery with Integrated Multi-echelon Supply Chain Management

K. Elumalai

A Two Level Supply Chain with Waiting Time Consideration

A. Thangam

Effect of Supply Chain Management on Working Capital Cycle: Evidence from Companies

Hemanti Richa

Track – 4

Employer Branding: A Challenge to be the Best Employer

Chetna Mahaur

Organizational Learning through Post Project Reviews in Construction Projects

S. Shanmuga Priya

E-Business Solution and Benefits Envisaged

Stuti Lal

Development of Fuzzy Based Model for Risk Management in Infrastructure Projects

S.V. Sankaraswaminathan

Forecasting Road Traffic Injuries in Andhra Pradesh

H.V.V. Murthy

Role of Accreditation in Knowledge Supply Chain

S. Ajith Kumar

A Conceptual Business Model for Excellence

R. Sankaranarayanan and J. Aruna Devi

Track – 5

Searching the Funnel for Global Optimum

Rajesh K. Muthuswamy

Dependability Modelling and Analysis of the Hybrid Redundancy Systems

K. Vijayalakshmi

Improving the Accuracy of the Preference Rating in Conjoint Analysis: A Combinatorial Optimization

P.K. Viswanathan and G. Balasubramaniam

Feature Extraction Using Trace Mean

R. Manavalan and Laurance Aroquiaraaj

Development of Forecasted Inflation Based Group Replacement Model Using Higher Order Markov Chains

S. Gajanana

Cycle Time Reduction in Pump Industry

K. Kiran Kumar

Availability Measures of a Compound and Mixed Redundant System Under Batch Repair Basis

Ritu Gupta and C.M. Batra

20.00 - 21.00 **Conference Dinner**

SATURDAY, MARCH 10, 2007

09.00 - 10.30 CONTRIBUTED PAPERS (Parallel Tracks 5)

Track – 1

On Redefining the Concept of Economic Rationality

K.S. Sivakumar

A Study on Customer Satisfaction Through Customer Feedback Collection by Applying Mystery Shopping as a Tool

R. Amudha and G. Sethuraman

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A Distance Method in Intuitionistic Fuzzy Similarity Measure to Cluster the Board of Directors

S. Kavitha and G. Venkateswari

Bayesian Method to Cluster Categorical Data

S. Aranganayagi

Experimental Investigations on Vibration Response Characteristics of Printed Circuit Board

R. Raghuraman

Data Mining a Competitive Weapon for Retail Banking Industries

T. Vijayakumar and R. Venu

Track – 2

V Model for Transportation Problem of Stochastic Fractional Programming

M.C.L. Rao

Fuzzy Multi-echelon Inventory System

G. Geetharamani

Fuzzy Mathematics and its Application to Multiobjective Solid Transportation Problem

A.K. Bit

Mining Patterns of Web Users

H. Hannah Inbarani

Optimization of Fuel Cost in Transportation of Trucks for a Leading Automobile Organisation

R. Srividya

Evaluation of Public Transport Systems: Case Study of Bangalore City

T.V.P. Chowdry, Gunasekaran, Anantha Murthy and Prashant Kulkarni

Application of Fuzzy Programming to Chance Constraints Multi-objective Solid Transportation Problem

A.K. Bit

Reliability Optimization of Service Facility System with Parallel Inventory Components

C. Elango and G. Michael Rosario

Track – 3

Comparative TQM Practices in Higher Education

Durga Devi Pradeep

The Emergence of Insurance Sector in India with the Spurt and its Developments in the Recent Years and the Applications of Methodologies on Marketing Research Methodologies—Some Discussion

Partha Sarathi Chowdhury

A Model for Insurance Selling Using Multi-Level Marketing

P. Sreekumar

Changing Trends of Pre-School Education—Its Impact on the Indian Education System

G. Susheela

Development of CAD Interface for Setup Planning of Prismatic Part

S. Nandha Kumar

Regression Modeling for Predicting Student Behavior in Management Education—Applications in Referral Marketing

D. Malmarugan

Track – 4

Marketing Strategies for Freight Traffic on Indian Railways—A Systems Perspective

G. Raghuram

Strategic Planning in Construction Company

V. Aneetha

The Service Recovery Conundrum and the Service Failure Issues in Tourism Industry

S. Sundararajan

Optimal Design of Vibration Fixture for Testing of PCB on Electro-Dynamic Shaker

Lekshmi S. Nair

A Study on Random Motions Governed by a M/M/1/1 Queueing System

Renu Sagayaraj

Track – 5

Simulation Studies on Mass Housing Using Stroboscope

A. Pradeepa Jolly

Supplier Evaluation and Selection Module for Sheet Metal Products for a PDM System Using AHP, UML and J2EE Technologies

K. Ravi Raj

Designing Automation of Automotive Headlamp

G. Jagdeeskumar

Optimum Design of a Hot Extrusion Process for AISI Type 304L Stainless Steel Using Dynamic Material Model and FEA

S. Madhu Sudanan

Design Integration Frame Work with PLM RFID Technologies

P. Sridharan

Reconfigurable Layouts Using Virtual Cellular Manufacturing Systems

Naveen V. Alphonse

Quality Improvement in Manufacturing—A Data Mining Approach

K.N. Vijaykumar

Application of OR Techniques for Cost Effective Logistics Management

P. Rajkumar

10.30 - 11.00 **Beverages**

11.00 - 12.00 **Panel Discussion—OR & Industry**

B. Mahadevan, Sampangi Raman and B. Chandra

12.00 - 13.30 INVITED TALKS (3 Parallel Tracks)

Track – 1

12.00 - 12.30 Statistical Inference for Reliability in Civil Engineering

M. Gururajan

12.30 - 13.00 A Perishable Inventory System with Multi-server Service Facility

G. Arivarignan

13.00 - 13.30 Future Trends on Supply Chain Management

V.S.S. Yadavalli and Jacomine Grobler

Track – 2

12.00 - 12.30 On the Optimal Levels of Staffing and Technology Investment in a Tele-medicine Hospital

Moosa Sharafali

12.30 - 13.00 On Inventory with Service Time, Transfer of Customers and /or Inventoried Items

A. Krishnamoorthy

13.00 - 13.30 A Mathematical Formulation for the Design of a Linear Rail Network

T. Godwin and T.T. Narendran

Track – 3

12.00 - 12.30 Application of Quasi Stationary Distribution

M.A. Shahul Hameed and R. Natrajan

12.30 - 13.00 Capacity Planning in Services: The Case of IT/ITES Firms

B. Mahadevan

13.00 - 13.15 A Note on Perishable Inventory Systems

N. Ravichandran

13.15 - 13.30 Project Management: Avoiding and Resolving Disputes—The Issue of Time

Anurag K. Agarwal

- 13.30 - 14.30 **Lunch**
- 14.30 - 15.30 **Plenary Sessions**—Optimization
M. Rammohan Rao
- 15.30 - 16.00 **Beverages**
- 16.00 - 17.30 **Invited Tutorials**
- 16.00 - 16.45 Supply Chain Management
C. Rajendran
- 16.45 - 17.30 Data Envelopment Analysis
T. Bandhopadhyoy
- 17.30 - 18.00 **Beverages**
- 18.00 - 19.30 **Remembrance of Late Professor S.K. Srinivasan**

SUNDAY, MARCH 11, 2007

09.00 – 09.30 CONTRIBUTED PAPERS (5 Parallel Tracks)

- Track – 1**
- Application of L.P.P. Technique for Optimizing Advertising Strategy
Abhinav Choubey and A. Vasumathi
- Application of Simulation Technique in Queuing Model for ATM Facility
Ramachandran A. Krishnan and A. Vasumathi
- Optimization Techniques of Portfolio Selection for Investors
Vishal Gupta and A. Vasumathi
- Optimal Fuel Pricing for Various Grades at a Retail Outlet
Anupam Kulshreshtha
- Role of OR in Supplier Selection
V. Baskaran
- Weibull Analysis for Type II Right Censored Failure Data
D.K. Nivedita
- Track – 2**
- Supply Chain Management
Yousuf Khan and Anil Kumar Tripathi
- Retail Management
Sudhakar Reyya and Aditya R. Kudchadkar
- Retailing Sector in India
M. Showry
- Influence of Events on Market Returns
A. Vasumathi and D. Selvakumar

Optimum Distributors in a Market to Maintain its Sustainability
Amit Goyal, Subhash Acharya and Shishir Singh

Entrepreneurship
Yousuf Khan and Anil Kumar Tripathi

Entrepreneurship: A Catalyst for Economic Growth in India
Kamayani Joshi

Track – 3

A GA Based Scheduler for Steel Casting Foundry
P. Satya

Multi Criteria Decision Making on Rural Product (Sheetal Pot) Selection
M. Suresh

Revenue Management by an SME
V.M. Ponniah

Managing ERP Software Customization Using Rank Correlation
S. Parthasarathy

Ant Colony Optimization on Medical Domain
S. Saranya

Developing an Unique Model to Evaluate and Establish an Organisation's Performance with Sigma as Performance Metric
R. Lakshmi

Track – 4

Methodological Premises of Social Forecasting in the Context of Business Organizations
K. Prabhakar

Developing of Workflow Management System for Conceptual Design by Using UML
B. Venkatesh

An Alternative Livelihood for Forest Dwellers by Prudent Use of Local Resource and Traditional Skill
Ramesh Kannan

A Branch & Bound Algorithm for the Traveling Repairman Problem with Release Times
Sunil Kumar Chandra

Analysing Mergers and Take Overs Using Game Theory and its Models—The Case of Tata—Corus Deal
Surbhi Agarwal

E Commerce in Poddar Cards Private Ltd.—An Experimental Study
Nimit Gupta

Bi Criterion Multi Task Assignment Problem
A. Vasumathi, P. Dhanavanthan and D. Selvakumar

- Track – 5** Reliability Parameters of a Power Generating System with Shared Load
C.M. Batra
- Reliability based Design of a Mechanical Component
T. Hariharan
- Reliability Based Design Optimization of Composite Laminate Stacking Sequence
D. Jebakini
- Effective Approaches Using Genetic Algorithms to Achieve Good Results in the Semantic Web
K. Subba Rao and C. Murali
- Establishing a Health Club in an Educational Campus: An Operations Research Based Approach
S.R.V. Anand
- Choice Models in Customer Relationship Management
Navaneetha Krishnan and R. Tamilselvan
- Design of Kanban Controlled Production System
V.C. Damodar
- 10.30 - 11.00 **Beverages**
- 11.00 - 12.00 **Plenary Session**—The Joy of Doing Research
G. Padmanabhan
- 12.00 - 13.30 **Invited Tutorial**
- 12.00 - 12.45 Fundamentals of Six Sigma
Jagdish Ramaswamy
- 12.45 - 13.30 Six Sigma as a Strategic Improvement Tool
Sambuddha Deb
- 13.30 - 14.30 **Lunch**
- 14.30 - 15.30 **Panel Discussion**—Operations Research Education
T.T. Narendran, N. Viswanatham, K.S.P. Rao and Anantha Murthy
- 15.30 - 16.00 **Conclusion**