

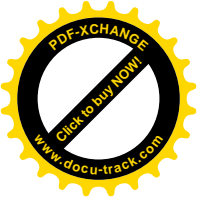
**Second National Conference on Management Science and Practice  
March 9-11, 2007**

**Venue: Department of Management Studies,  
Indian Institute of Technology, Madras**

**FRIDAY – MARCH 9, 2007 –  
TRACK 1 – 1800 – 1930 – Location: MRC Auditorium, IV Floor, Central Library**

**Session Chair: A.G. Srinivasan**

<b>Sr. No.</b>	<b>Author Name</b>	<b>Paper Title</b>
1	T.N. Badri	Backtrack Method for Partial Digest Problem
2	M. Arul Jothi	Self Governance - Markov Model
3	A.G. Srinivasan	Solutions of Neutral Functional Stochastic Integral Equation with Management Application
4	M. Haridass	Analysis of a Batch Arrival Queue with Single Vacation Policy and Operation Dependent Failures
5	R. Jayaraman	A Markov Regenerative Approach to the M/G/1/N Vacation Queuing System Under a Gated Vacation Scheme
6	S. Thirupparkadal Nambi	Stock Market Analysis Using First Order Markov Chain Model
7	B. Sumitha Rani	Project Management Maturity Model for Construction Industry : A Case Study



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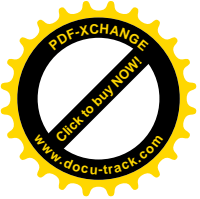
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**FRIDAY – MARCH 9, 2007**

**TRACK 2– 1800 – 1930 - Location: DoMS 251**

**Session Chair: Bala Srinivasan**

<b>Sr. No.</b>	<b>Author Name</b>	<b>Paper Title</b>
8	Bhavin J. Shah	Optimal Inventory Policy Under Random Supply for Progressive Trade Credit
9	Rajeev N.	Inventory Management Practices in Small and Medium Enterprises (SMEs): A Study of Machine Tool Industry in Bangalore
10	Bala Srinivasan & E. Joanna Kezia	A Probabilistic Inventory Model with Variable Rate of Deterioration
11	Harish Kumar R.	Stochastic Models for the Better Management of Customer Contact Centers / Call Centers: Some Research Directions
12	S. Senthilraj	A Stochastic Preparation Time of a Production Inventory Model
13	N. Kiran Kumar, S. Balarama Murthy	Inventory Management: A Sanjeevani in Electronic Industry
14	Anil C.	Inventory Ordering Using LPP with Capital Constraints



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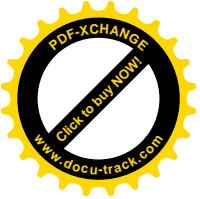
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**FRIDAY – MARCH 9, 2007**

**TRACK 3- 1800 – 1930 - Location: DoMS 252**

**Session Chair: U.M. Deshmukh**

<b>Sr. No.</b>	<b>Author Name</b>	<b>Paper Title</b>
15	S. Subramanian	Economics of Cargo Container Services in Chennai Port, India
16	Amber Nagar	RFID Applications in the Retail Supply Chain
17	U. M. Deshmukh	An Evaluation of Supply Chain Obstacles in Indian Business Houses
18	S. Gopinath	The Development and Implementation Issues of Supply Chain Management System for Small and Medium Enterprise in Tamil Nadu: A Case Study Approach
19	Elumalai K.	Joint and Finished Job Delivery with Integrated Multi-echelon Supply Chain Management
20	A. Thangam	A Two Level Supply Chain with Waiting Time Consideration
21	Hemanti Richa	Effect of Supply Chain Management on Working Capital Cycle : Evidence from Companies



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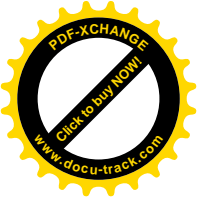
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**FRIDAY – MARCH 9, 2007 –**

**TRACK 4– 1800 – 1930 - Location: DoMS 253**

**Session Chair: H.V.V. Murthy**

<b>Sr. No.</b>	<b>Author Name</b>	<b>Paper Title</b>
22	Chetna Mahaur	Employer Branding: A Challenge to be the Best Employer
23	S. Shanmuga Priya	Organizational Learning through post project reviews in construction projects
24	Stuti Lal	E-Business Solution and Benefits Envisaged
25	S.V. Sankaraswaminathan	Development of fuzzy based model for risk management in infrastructure projects
26	H.V.V. Murthy	Forecasting Road Traffic Injuries in Andhra Pradesh
27	Ajith Kumar S.	Role of Accreditation in Knowledge Supply Chain
28	R.Sankaranarayanan and J.Aruna Devi	A Conceptual Global Business Model for Excellence



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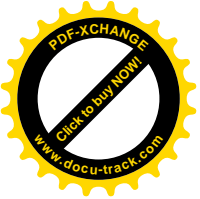
**FRIDAY – MARCH 9, 2007 –**

**TRACK 5– 1800 – 1930 – Location: DoMS Conference Hall**

**Session Chair: S. Gajanana**

<b>Sr. No.</b>	<b>Author Name</b>	<b>Paper Title</b>
29	Rajesh K. Muthuswamy	Searching the Funnel for Global Optimum
30	G. Vijayalakshmi	Dependability Modelling and Analysis of the Hybrid Redundancy Systems
31	P.K. Viswanathan & G.Balasubramaniam	Improving the accuracy of the preference rating in conjoint analysis: A combinatorial optimization approach
32	Manavalan R. and Laurance Aroquiaraj	Feature Extraction using Trace Mean
33	S. Gajanana	Development of Forecasted Inflation Based Group Replacement Model Using Higher Order Markov Chains
34	K. Kiran Kimar	Cycle Time Reduction in Pump Industry
35	Ritu Gupta & C.M. Batra	Availability Measures of a Compound and Mixed Redundant System Under Batch Repair Basis

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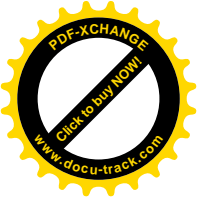
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SATURDAY – MARCH 10, 2007

TRACK 1 – 0900 – 1030 - Location: MRC Auditorium, IV Floor, Central Library

Session Chair: S. Aranganayagi

Sr. No.	Author Name	Paper Title
36	K.S. Sivakumar	On Redefining the Concept of Economic Rationality
37	R. Amudha and G. Sethuraman	A Study on Customer Satisfaction Through Customer Feedback Collection by Applying Mystery Shopping as a Tool
38	Kavitha S. Venkateswari G.	A distance method in intuitionistic Fuzzy similarity measure to cluster the board of directors
39	S. Aranganayagi	Bayesian Method to Cluster Categorical Data
40	R. Raghuraman	Experimental Investigations on Vibration Response Characteristics of Printed Circuit Board
41	T. Vijayakumar* and R. Venu	Data Mining a competitive weapon for Retail Banking Industries

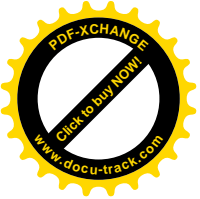


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**SATURDAY – MARCH 10, 2007  
TRACK 2 – 0900 – 1030 – Location: DoMS 251  
Session Chair: G. Geetharamani**

<b>Sr. No.</b>	<b>Author Name</b>	<b>Paper Title</b>
42	M.C.L. Rao	V Model for Transportation Problem of Stochastic Fractional Programming
43	G. Geetharamani	Fuzzy Multi-echelon Inventory System
44	A.K. Bit	Fuzzy Mathematics and Its Application to Multiobjective Solid Transportation Problem
45	H. Hannah Inbarani	Mining Patterns of Web Users
46	R. Srividya	Optimization of Fuel Cost in Transportation of Trucks for a Leading Automobile Organisation
47	T. V. P. Chowdry, M.Gunasekaran, Anantha Murthy & Prashant Kulkarni	Evaluation of Public Transport Systems: Case Study of Bangalore City
48	A.K. Bit	Application of Fuzzy Programming to Chance constraints Multiobjective Solid Transportation Problem
49	C. Elango and G. Michael Rosario	Reliability Optimization of Service Facility System with Parallel Inventory Components



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**SATURDAY – MARCH 10, 2007**

**TRACK 3 – 0900 – 1030 - Location: DoMS 252**

**Session Chair: P. Sreekumar**

<b>Sr. No.</b>	<b>Author Name</b>	<b>Paper Title</b>
50	Durga Devi Pradeep	Comparative TQM Practices in Higher Education
51	Partha Sarathi Chowdhury	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
52	Sreekumar P.	A Model for Insurance Selling Using Multi-Level Marketing
53	G. Susheela	Changing Trends of Pre-School Education - Its Impact on the Indian Education System
54	S. Nandha Kumar	Development of CAD Interface for Setup Planning of Prismatic Part
55	D. Malmarugan	Regression Modeling for Predicting Student Behavior in Management Education - Applications in Referral Marketing



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**SATURDAY – MARCH 10, 2007**

**TRACK 4 – 0900 – 1030 - Location: DoMS 253**

**Session Chair: G. Raghuram**

<b>Sr. No.</b>	<b>Author Name</b>	<b>Paper Title</b>
56	G. Raghuram	Marketing Strategies for Freight Traffic on Indian Railways - A Systems Perspective
57	V. Aneetha	Strategic Planning in Construction Company
58	S. Sundararajan	The Service Recovery Conundrum and the Service Failure Issues in Tourism Industry
59	Lekshmi S. Nair	Optimal Design of Vibration Fixture for Testing of PCB on Electro-Dynamic Shaker
60	Renu Sagayaraj	A study on random motions governed by a M/M/1/1 queueing system



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**SATURDAY – MARCH 10, 2007**

**TRACK 5 – 0900 – 1030 - Location: DoMS Conference Hall**

**Session Chair: A. Krishnamoorthy**

<b>Sr. No.</b>	<b>Author Name</b>	<b>Paper Title</b>
61	A. Pradeepa Jolly	Simulation Studies on Mass Housing Using Stroboscope
62	K. Ravi Raj	Supplier Evaluation and Selection Module for Sheet Metal Products for a PDM system using AHP, UML and J2EE Technologies
63	G. Jagdeeskumar	Desing Automation of Automotive Headlamp
64	S. Madhu Sudanan	Optimum design of a Hot Extrusion Process for AISI type 304L Stainless Steel using Dynamic Material Model and FEA
65	P. Sridharan	Design Integration Frame Work with PLM RFID Technologies
66	Naveen V. Alphonse	Reconfigurable Layouts using Virtual Cellular Manufacturing Systems
67	K.N. Vijaykumar	Quality Improvement in Manufacturing - A Data Mining Approach
68	Brig. P.Rajkumar	Application of OR Techniques for cost effective logistics management

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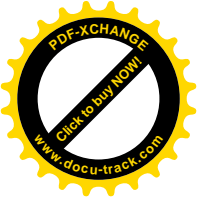
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**SUNDAY – MARCH 11, 2007**

**TRACK 1 – 0900 – 1030 – Location: – MRC Auditorium, IV Floor, Central Library**

**Session Chair: V. Bhaskaran**

<b>Sr. No.</b>	<b>Author Name</b>	<b>Paper Title</b>
69	Abhinav Choubey, A. Vasumathi	Application of L.P.P Technique for Optimizing Advertising Strategy
70	Ramachandran A. Krishnan, A. Vasumathi	Application of Simulation Technique in Queuing Model for ATM Facility
71	Vishal Gupta, A. Vasumathi	Optimization Techniques of Portfolio Selection for Investors
72	Anupam Kulshreshtha	Optimal Fuel Pricing for Various Grades at a Retail Outlet
73	V. Baskaran	Role of OR in Supplier Selection
74	Nivedita D.K..	Weibull analysis for Type II right censored failure data



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**SUNDAY – MARCH 11, 2007**

**TRACK 2 –0900 – 1030 – Location: DoMS 251**

**Session Chair: Kamayani Joshi**

<b>Sr. No.</b>	<b>Author Name</b>	<b>Paper Title</b>
75	Yousuf Khan, Anil Kumar Tripathi	Supply Chain Management
76	Sudhakar Reyya, Aditya R. Kudchadkar	Retail Management
77	M. Showry	Emerging Trends in Retailing sector in India
78	A. Vasumathi, D.S. Selvakumar	Influence of Events on Market Returns
79	Amit Goyal , Subhash Acharya and Shishir Singh	Optimum Distributors in a Market to Maintain Its Sustainability
80	Yousuf Khan, Anil Kumar Tripathi	Entrepreneurship
81	Kamayani Joshi	Entrepreneurship: A Catalyst for Economic Growth in India



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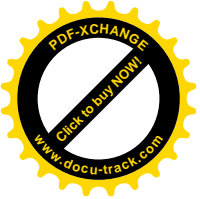
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**SUNDAY – MARCH 11, 2007**

**TRACK 3 – 0900 – 1030 - Location: 0900 – 1030 – DoMS 252**

**Session Chair: V.M. Ponniah**

<b>Sr. No.</b>	<b>Author Name</b>	<b>Paper Title</b>
82	P. Satya	A GA Based Scheduler for Steel Casting Foundry
83	M. Suresh	Multi Criteria Decision Making on Rural Product (Sheetal Pot ) Selection
84	V. M. Ponniah	Revenue Management by an SME
85	S. Parthasarathy	Managing ERP Software Customization Using Rank Correlation
86	S. Saranya	Ant Colony Optimization on Medical Domain
87	R. Lakshmi	Developing an Unique Model to Evaluate and Establish an Organisation's Performance with Sigma as Performance Metric



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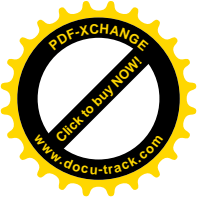
**SUNDAY – MARCH 11, 2007**

**TRACK 4 – 0900 – 1030 - Location: 0900 – 1030 – DoMS 253**

**Session Chair: K. Prabhakar**

<b>Sr. No.</b>	<b>Author Name</b>	<b>Paper Title</b>
88	K. Prabhakar	Methodological Premises of Social Forecasting in the Context of Business Organizations
89	B. Venkatesh	Developing of Workflow Management System for Conceptual Design by Using UML
90	Ramesh Kannan	An alternative livelihood for forest dwellers by prudent use of local resource and traditional skill
91	Chandra Sunil Kumar Ch. S.N.	A Branch & Bound Algorithm for the traveling repairman problem with release times
92	Surbhi Agarwal	Analysing Mergers and Take overs using Game Theory and its Models – The case of Tata – Corus Deal
93	Nimit Gupta	E Commerce in Poddar Cards Private Ltd. - An Experimental Study
94	A. Vasumathi, P. Dhanavanthan, D. S. Selvakumar	Bi Criterion Multi Task Assignment Problem

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**TRACK 5 – 0900 – 1030 - Location: DoMS Conference Hall**

**Session Chair: D. Jebakini**

<b>Sr. No.</b>	<b>Author Name</b>	<b>Paper Title</b>
95	C.M. Batra	Reliability Parameters of a Power Generating System with Shared Load
96	T. Hariharan	Reliability based Design of a Mechanical Component
97	D. Jebakini	Reliability Based Design Optimization of Composite Laminate Stacking Sequence
98	K. Subba Rao, Murali C	Effective Approaches Using Genetic Algorithms to Achieve Good Results in the Semantic Web
99	S.R.V. Anand	Establishing a Health Club in an Educational Campus: An Operations Research Based Approach
100	R. Navaneetha Krishnan and Tamilselvan	Choice Models in Customer Relationship Management
101	V.C. Damodar	Design of Kanban Controlled Production System