

Dimensions in Research: January 2014

Dimensions in Research 2014 received an overwhelming response. The conference had 28 papers across domains from participants comprising of Doctoral students, Research Associates, Research Practitioners, Members of Faculty and Corporate Executives.

Dimensions in Research was blessed to have **Mr. Muder Chiba, Ex MD, Milward Brown** as the keynote speaker and his insights on Contemporary Trends in Research left the audience spellbound and wanting for more.

The Research Paper presentation in the conference across domains were reviewed and adjudicated by the following panel of experts.

Finance	Marketing / IT	Human Resources
Mr. Hitendra Singh	Dr. Nitin Wani	Dr Vidya Naik
Prof. S Raje	Prof. Rajesh Vyas	Prof. Pradeep Gogte

The following participants presented their Research Papers in Dimensions in Research 2014.

Marketing / IT		
Sr. No.	Research Paper	Participant
1	Sales Promotions: A Marketing Weapon or A Struggling Effort	Furqan Shaikh
2	Six Sigma – A Process Enhancement Tool in Information Technology	Anit Bhatnagar
3	Measuring Benefits of Google Analytics	Sanjay Gupta
4	Role of Public Relations in Private Equity in Turbulent Times	Anjali Talreja
5	The Essence of Online Reputation in Business	Mohd. Osaid Koti
6	Influence of Advertising on Consumer Behavior & Attitude	Rahul Madhyani
7	Stakeholder Management as a Route to Sustainable Business Model	Kavita Kasliwal & Sudarshan Srinivasan
8	Assessing Consumer's Preferences for Private Label Apparel Brands in Mumbai	Sameer V Charania
9	The Changing Role of Print News Media In India	Manjula Srinivasan
10	Solid Waste Management in the Metro Cities of India	Shitala Prabhu

HR		
Sr. No.	Research Paper	Participant
1	Future of Pharmaceutical Industry Depends on Values – Based Leadership	Ruth D’Souza
2	A Profile of Potential Managers using Tenets of Positive Psychology	Sumeet Manerikar
3	A Study of Competency Mapping Tools and Their Usage in Organizations across sectors	Garima Sharma
4	Talent Management for Employee Effectiveness	Sapna Malhotra
5	Solid Waste Management in the Metro Cities of India	Shitala Prabhu
6	Challenges and Opportunities for Recruitments through Social Media	Tabassum Dchange
7	The Case For Strategic Human Capital Measurement	Kavita Shermon
8	Training for Leadership Development: A Discussion	Swati Mnakad
9	An Approach Paper – Imbibing Leadership through Structured Training at College Level	Amit Sanyal
10	Studying the training needs of companies across sectors- Analysis, Implementation and Challenges	Divya Ramakrishnan
11	The Indian Call Center Experience: The Role of Family as a Coping mechanism for Customer Service Representatives (CSR) Engaging in Emotional Labour	Kirti K Sheno
12	Leveraging Literature as a Management Teaching Tool	Soma Tandon
13	An Exploration of factors that Play A Vital Role in Facilitating Transfer of Learning from a Training Programme into Enhancement of Performance at the Workplace	Rita Rangnekar

Finance

Sr. No.	Research Paper	Participant
1	Analytical Study of Correlation between Major Currency pairs to Manage Forex Exposure	Imran Kazi
2	Islamic Finance can help in achieving Equilibrium in Wealth Distribution	Umar Farooq
3	Assessing the SEBI Framework set up for Algorithmic Trading in India	Jamil Saudagar
4	Benchmarking : A Tool for Portfolio Performance Measurement	Albert Baretto
5	World Bank & Financial Inclusion	Sreelatha Guntupalli