ABSTRACTS

1. THE AFFORDABLE CARE ACT DODGED BY CORPORATE GIANTS: STRATEGY NEEDED TO ELIMINATE THE LOOPHOLES

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**ABSTRACT**

One of the most contentious issues of the Administration of President Barak Obama is The Affordable Care Act. Similarly, the 2006 Maryland legislative session involved a bill that had a direct impact on a single company, Wal-Mart. The debate over the specifics of the legislation continued far after the legislative session was over and the same issue has been heightened by the Affordable Care Act. Overall, the Governor, elected officials, the administrators in the health arena, providers, advocates and the general public were increasingly concerned about the growing population of uninsured and under-insured and the rising cost of existing health plans and its impact on the aging population. The health care crisis have led many in the health arena and beyond to scrutinize business practices to make sure that large, profitable businesses that employ large numbers of people contribute their fair share to health care costs for there employees. The impact of this legislation is nominal compared with the number of Americans who were uninsured or under-insured. However, the legislation did send a message to corporate America that it has a responsibility to be an active partner in helping to lessen the health care crisis. Many Americans expect corporate America, and Wal-Mart specifically to provide basic affordable health coverage for the employees who help make the organizations profitable. This paper examines Wal-Mart’s approach to the Affordable Care Act and the implications that its actions have for other corporations.

**Keywords:** Affordable Care Act/Obamacare, Health Care, Medicaid, Social Responsibility

2. TECHNOLOGY: LIFESTYLE AND COMMUNICATION BENEFITS AND COSTS

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**ABSTRACT**

Technology is now ubiquitous and in every part of society. Technological advantages are taken almost for granted, but the disadvantages are frequently less apparent. This paper discusses the impact on effective communication with the changing dynamic of digital communications, evaluating both the pros and cons. The impact of technology on the work environment will also be considered, with a look at the positives and negatives for the work force. Finally, the paper will discuss how the daily lifestyle has been changed with technology, and an acknowledgement of the benefits which have corresponding costs.

**Keywords:** Communication, social media, workplace
3. TQM IMPLEMENTATION: RELATING CRITICAL SUCCESS FACTOR TO STRATEGY OF THE FIRM

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ABSTRACT

TQM literature has identified many Critical Success Factors (CSFs) for its implementation. We argue that for a given strategy of the firm (such as Innovator, Prospector and Defender strategy), some CSFs will be more important than the other CSFs. We build a theoretical argument for above and give related propositions in this paper. We plan to undertake an empirical study to verify the framework given in this paper.

Key Words: Critical Success Factors (CSFs), Total Quality Management (TQM), Defenders, Prospectors, Innovators, TQM Implementation, strategy of the firm

4. THE NEXUS OF CAPITAL STRUCTURE AND FIRMS’ PERFORMANCE IN NIGERIA

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ABSTRACT

The study examined the impact of capital structure on the performance of Nigeria firms. Simple random sampling technique was used to select 10 quoted companies based on the highest share price per unit from the three leading sectors that comprise financial services, consumer goods and conglomerate. This is crucial in order to increase the understanding and general practices of capital structure in Nigeria including the flexibility of leverage on each sector. The study employed the use of secondary data. The sample interval is for twelve-year period from 2000 to 2011 with ratio analysis chosen as a performance measurement. The study measures the relationship between the proxy of firm performance (Return on Asset, Return on Equity) and the proxy of capital structure (Debt to Asset ratio, Debt to Equity ratio). Their relationships were examined through the use of correlation matrix. The findings revealed that majority of the selected firms show a moderate and weak relationship with the return on asset and return on equity vis-a-vis the debt-equity ratio and debt asset ratio. The findings also depict that the variations in the degree of the relationship between the variables of the selected firms is attributed to their different stage in business cycle that often require various strategies competing in the business environment one of which is the development of an appropriate capital structure. We therefore conclude that capital structure is negatively related with firms performance as far as the sample of Nigeria firms are concerned as 60% of the correlation coefficient are negative across the total result. It was recommended that firm’s finance managers should identify the optimal capital structure that will help to attain the best financial performance in their various business dealings.

Keywords: Capital Structure; Quoted Firms, Performance, Ratio Analysis
5. RELATING ORGANIZATION CULTURE AND STRUCTURE TO ENHANCE THE HORIZONTAL STRATEGY IN CONGLOMERATES

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ABSTRACT

Porter (1985) suggested that conglomerates may use horizontal strategy to enhance their effectiveness. In this paper, we give a framework that suggests suitable organization culture and structure which may enhance the effectiveness of horizontal strategy for conglomerates. We give few propositions related to effective implementation of the horizontal strategy.

Keywords: Horizontal strategy, interrelationships, Culture, strategy & structure, and conglomerates

6. A STUDY OF DISASTER MANAGEMENT OF SECONDARY SCHOOL STUDENTS

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ABSTRACT

This paper points out of the different views of disaster management of secondary school students. Researcher selected secondary school students by random sampling method. Researcher construct questionnaire and collect data. After collecting data he calculated t test for testing null hypothesis.

Keywords: Disaster Management, Natural disasters, Environmental emergencies, Complex emergencies, Pandemic emergencies, Academic Achievement

7. RELATING ERP CONFIGURATION MODELS TO BUSINESS STRATEGY OF FIRM

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ABSTRACT

Two competing methods of ERP configuration are reported in the literature. : OOM (Object Oriented Methodology) and DEM (Dynamic Enterprise modeling). OOM is comparatively cheap, simple and fast, whereas DEM allows for handling uncertainty in businesses. We argue that choice of ERP Configuration varies with the organizational strategy types. For defenders type of organizations OOM method for configuring ERP will be most suitable and for prospectors and analyzers (that have higher business uncertainty) DEM method for ERP configuration will be most suitable.

Keywords: ERP, ERP Configuration models, Business Strategies