ABSTRACTS

1. MODELLING A LOW CARBON PROCUREMENT PROBLEM

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ABSTRACT:
Growing environmental threats have concerned not only government but also business organizations globally. This has forced business organizations to restrict their carbon emissions as their operations. This leads to gain carbon credit from government which can be utilized later to increase their production to meet high demand. There are numerous ways to make operations sustainable and eco friendly. One such operation is procurement of items from suppliers. This paper attempts to model a low carbon procurement problem using cap-and-trade method by integrating suppliers and their mode of transportation. In the proposed model, carbon emissions caused while ordering and procuring items from suppliers are considered. The proposed model is illustrated using an example and several insights are drawn.

Keywords: low-carbon Procurement, lot-sizing, supplier selection, carrier selection, MINLP (Mixed Integer Non Linear Program)

2. TQM IMPLEMENTATION: RELATING LEADERSHIP STYLES TO ACHIEVE CONTINUOUS IMPROVEMENT AND/OR INNOVATION

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ABSTRACT

Literature on TQM shows two distinct achievable results: Continuous Improvements and Innovation. In this paper we attempt to identify leadership types suitable for achieving continuous improvement/innovation. We propose: For achieving innovative results: leaders need be right brained; they need to be of NF/NT type; and they need to be flexible and adaptive. For achieving Continuous improvements; leaders need to be left brained; they need to be of SF/ST type. At the same time for achieving both types of result leaders also need to be: rational practice; servant & transformational leadership; and encourage kinesthetic (experiential) learning style. We intend to collect data to verify our proposed framework.

Keywords: leadership, continuous improvement, innovation, NF/NT type, SF/ST type left brained, right brained
3. PURCHASING INTENTION AND WORD OF MOUTH: A MODIFICATION OF THE THEORY OF PLANNED BEHAVIOR

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ABSTRACT

The theory of planned behavior (TPB) have been an interesting area of investigation during the last two decades. This study constructs an original model based on a modified TPB to investigate the purchasing intention in a developing country where similar studies are rare if not inexistent. It examines the intention of purchasing a new car in Lebanon by exploring the effect of some specific variables, in particular those related to TPB, car attributes and communication means. Furthermore, the study aims at seeking evidence of the effect that word of mouth has on the purchasing intention as well as assessing the role that some demographic variables play in shaping the purchasing behavior.

Data were collected by a survey questionnaire distributed to potential customers in new car showrooms in the Lebanese market (n=400). The analysis encompassed a series of tools of which are descriptive statistics, correlations and linear regressions to examine the purchasing intention and its association with proposed determinants. The provocative findings envisage a new model for the predictors of the purchasing intention of a new car in Lebanon. In line with the theory of planned behavior, perceived behavioral control and attitude were found to be the strongest determinants; however the construct of social norms was excluded due to the presence of stronger predictors of which are the customer’s geographical location, his age, the car’s design, and its options. Moreover, results expose the positive association between purchasing intention and word of mouth whereas no relationship was noted regarding other communication means except a weak one with advertising. Finally, a closer examination of the respondents’ demographical profiles revealed that customers with different incomes and ages had different opinions about the purchasing intention and the variables selected. The findings propose few suggestions for further examination. For instance, the proposed model requires further testing in different countries to check for its external validity. Moreover, the positive association between word of mouth and purchasing intention was a crucial finding, however the precise weight of its effect is not considered since this determinant was ruled out of the best fit model. Thus, further research in this area is required to quantify the magnitude of its influence. Theoretically, this research replicated the application of the planned behavior model while incorporating word of mouth in its constructs which is, to date, a new area of investigation; on the practical level, it attempts to provide managers with tools to initiate sound strategic marketing actions to influence the purchasing intention of customers in Lebanon.

Keywords – Attribution theory, the theory of planned behavior, word of mouth, purchasing intention

4. MASS OPEN ON-LINE COURSEWARE (MOOCS) IN ECONOMICS: NEWS FROM THE FRONTIER OF A DISRUPTIVE TECHNOLOGY IN ECONOMICS EDUCATION

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ABSTRACT:

A Massive Open Online Course (or MOOC) is a course given over the web, for free to anyone who is interested in signing up and has the basic technical capabilities to do so. Platforms include Coursera, Udacity
and edX. The University of Pennsylvania joined as a partner with Coursera in 2012 and our course, Principles of Microeconomics, was one of the first courses to run as part of this partnership. This paper describes the steps we took to prepare and run a MOOC on and the results we got in terms of participation, retention and feedback. We had success in creating videos and quizzes and auto graded assignments but only mixed success with peer assessed exercises that required substantial time commitment from students. Overall students appreciated the ability to learn about economics in this rigorous introductory course for free. This paper will assist others as they consider and prepare other courses in this medium.

**Keywords:** on-line, education, students

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5. **MODELLING STOCHASTIC MULTI-OBJECTIVE SUPPLIER SELECTION PROBLEM (SMOSSP)**

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**ABSTRACT:**

Business organisations have to execute most of the decisions under uncertain environment such as selecting best suppliers for timely delivery of good quality parts at minimum cost in the presence of uncertain demand and lead time. The present work is an attempt to model Stochastic Multi-objective Supplier Selection Problem (SMoSSP) using chance constraint approach. The proposed SMoSSP considers operational risks involving uncertainties of supplier’s capacity, product demand, transportation and variable costs and lead time probability distributions. The SMoSSP is solved and validated for randomly generated data using LINGO. An illustrative example is presented to demonstrate SMoSSP.

**Keywords:** Supplier selection problem, stochastic model, chance constraint

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6. **A STUDY OF SERVICESCAPE, EMPLOYEE SERVICE, AND CORE SERVICE IN THE SERVICE SETTING IN BANGKOK**

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**ABSTRACT**

The purpose of this paper is to explore knowledge about the impact of servicescape, employee service, and core service on customer’s satisfaction towards service setting in Bangkok. A model of the servicescape was developed based on the factors such as equipment, design, and ambience. A self-administered questionnaire was employed to collect data from customers who had visited service centers in Bangkok area in the period during which the questionnaire was conducted. The survey period was during March 2014, and 215 questionnaires were used to analyze the data by using a structural equation modeling (SEM) approach. Results show that core service has the greatest influence on the satisfaction, followed by equipment, and design factor.

**Keywords:** Servicescape, Employee service, Core service, Satisfaction
7. INFLUENCES OF E-SERVICE QUALITY AND TAM ON E-SATISFACTION AND E-LOYALTY IN MOVIE THEATER INDUSTRY IN BANGKOK

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ABSTRACT

The purpose of this paper is to explore knowledge about the influences of e-service quality and technology acceptance model (TAM) on e-satisfaction, e-loyalty, and online purchase intention in movie theater in Bangkok, Thailand. The online model was developed based on e-service quality and TAM. A self-administered questionnaire was employed to collect data from customers who had used and purchased services via online outlets (that are website, and mobile application). The data were collected from the respondents in Bangkok area during March 2014. 280 completed questionnaires were used to analyze and test the model by applying a structural equation model (SEM). The results showed that tangible (i.e., website/mobile app has a mice looking and modern design, provides necessary functions) has the greatest influence on the e-satisfaction, followed by responsiveness, perceived usefulness, perceived enjoyment, and reliability. While perceived usefulness has the greatest influence on the online purchase intention, followed by perceived enjoyment.

Key words: e-Satisfaction; e-Loyalty; e-Service Quality; Technology Acceptance Model; Movie Theater