

SKYLINE BUSINESS JOURNAL

A Research Publication of Skyline University College, Sharjah, United Arab Emirates.

Volume VII - Issue 1 - 2011 - 12

CONTENTS

1. EDITORIAL	
Amitabh Upadhyya	ii
2. EMPLOYER'S ATTITUDE TOWARDS E-HUMAN RESOURCE MANAGEMENT ADOPTION: RESEARCH ON HIGHER EDUCATIONAL INSTITUTIONS IN SOKOTO STATE, NIGERIA.	
Abubakar Allumi Nura, Dileep Kumar. M, Nor Hasni Osman	1
3. RETURNING CUSTOMER: WAS THAT A PLANNED PURCHASE?	
Mohammed Nadeem	11
4. THE CHANGING DYNAMICS OF 'THINK-FEEL-DO' MODEL AND ITS IMPLICATIONS FOR ADVERTISING BUSINESS IN THE SUB-SAHARAN ENCLAVE.	
Akpan, Idorenyin, Godwin Okon, Presly Obukoadata, Uzoma Okugo, Innocent Ihechu	18
5. FACTORS INFLUENCING THE CONSUMERS' INTENTION TO SHOP ONLINE:	
Shahzia Khan, Aftab Haider Rizvi	28
6. FOREIGN DIRECT INVESTMENT AND RETAIL TRADE IN INDIA	
H.S. Yadav, Sangeeta Jauhari	34
7. STUDY OF CURRENT SOFTWARE TRENDS OF LOGISTICS SERVICE PROVIDERS WITH FEASIBILITY OF CLOUD COMPUTING AS AN ALTERNATIVE	
Nihar Kumthekar, Rajiv Aserkar	41
8. FORTHCOMING CONFERENCES	51
9. CALL FOR PAPERS	53

SKYLINE BUSINESS JOURNAL

Patron

Mr. Kamal Puri
Founder President

Editor-in-Chief

Dr. Amitabh Upadhya

Editorial Board

Dr. Shivakumar Krishnamurti
Dr. Richard Anthony John Sharpley
Dr. Devashish Das Gupta
Dr. Mansour Ibrahim Saaydah
Dr. Azzam Hannon
Dr. Shanmugan Joghee
Dr. Nicholas Meihuizen
Dr . Riktesh Srivastava

Editorial Advisors

Mr. Ram Menon
Dr. Sudhakar Kota
Dr. Welcome Sibanda

www.skylineuniversity.com

EDITORIAL

You have the seventh volume of SBJ in your hands. It has so far been a very interesting but equally challenging journey. Since I have been actively associated with the journal from the very beginning it feels just the yesteryear that we decided to bring out a scholarly journal probably the then first, from the Gulf Countries. Initially we were skeptical on the quality of contributions that we may receive but it proved otherwise and the number and quality both gained momentum and stature. This encouraged us and also made us ambitious, now we wanted only quality to position the journal amongst the very best. Last year at the same time when I was writing the 'editorial' I promised changes in the offing and this issue is the first annual issue. Yes SBJ is now annual.

This first annual issue has six research papers. It may be difficult to classify these papers into definite management categories since it's a mix bag of marketing, e-commerce and finance. The paper on 'consumer's intention to shop online' and 'soft-ware trends of logistics service providers' indicate the penetration of technology in global trade and commerce. Some future possibilities are getting explored and the world of 'marketing' is undergoing a metamorphosis. There are two more papers in the area of marketing that include one on 'returning customer' a very interesting paper that investigates the motive of a purchase with an intention to return it back for value paid taking advantage of the 'customer is king' philosophy. The other paper discusses 'advertising business in sub-Saharan enclave' with the help of a 'think-feel-do' model. The remaining two papers in the volume break the monotony and delve in 'e-human resource management on higher educational Institutions' in relation to Sokoto, Nigeria while the other discusses 'foreign direct investment in India'.

The focus of the editors/reviewers has been on a thoroughly researched paper with empirical evidence. It was hard work, the selection of papers, especially when it was bouncing back and forth between reviewers' comments and authors' revision and or explanation, and time consuming too. The editorial team was aware of the anxiety of authors and was trying hard to keep its cool and patiently facilitate the process. A sense of relief can be seen on the faces of those who really toiled hard to bring the issue in your hands. I would like to thank all the members of the editorial team and distinguished reviewers for their sincere efforts. There are several more inputs, features and frills that are yet to be added in the next issues and we promise once again to keep the good work going. Have patience and we will deliver as promised.

Dr. Amitabh Upadhya

Editor-in-Chief

Employer's Attitude Towards E-Human Resource Management Adoption: Research On Higher Educational Institutions In Sokoto State, Nigeria.

Abubakar Allumi Nura , Dileep Kumar.M, Nor Hasni Osman

This paper seeks to examine empirically the antecedents of e-human resource management (e-HRM) intention and adoption in higher institutions of learning in Sokoto state as it affects decision making by applying technology adoption model (TAM). The respondents comprise of all the members of staff of Usmanu Danfodiyo University Sokoto and Sokoto state polytechnic Sokoto. A questionnaire was designed to extract into the owner's perception on perceived usefulness of e-HRM, perceived ease of use, the workers attitude, the behavioral intention and adoption of the e human resource itself. Several hypothesized relationships were tested. The data was analyzed using structural equation modeling (SEM) to test the relationship among the variables. The findings support the TAM theory and virtually all the hypothesized relationships were proven as alternative hypotheses. The findings are discussed in the context of e- human resource intention and adoption in higher institutions of learning in Sokoto state, Nigeria.

Keywords: *E-HRM, Perceived Ease of Use, Attitude, Behavioral Intention and Perceived Usefulness*

Returning Customer: Was that a planned purchase?

Mohammed Nadeem

Abstract:

Product returns are inevitable but by no means evil (Petersen and Kumar, 2009). Retail myopia is evident with de-shopping behavior with consequences for retailers in time, effort and costs (King et al, 2008). Regret persists with the consumers because finding a lower price results in perception of trust violation (Dutta et al, 2011). Consumers exploit retailers liberal return policies when fraudulently returning products that they know they have used or broken (Harris, 2010). Retailer-customized coupon campaigns have a positive exposure and redemption effect on customer purchases (Venkatesan and Farris, 2012). Satisfaction predicts and drives key consumer behaviors, among them repeat purchases and word-of-mouth advocacy (Nadeem, 2007). The price paid for service experience has direct and negative effect on return intentions (Noone and Mount, 2008). Past studies has neither adequately explored product return intentions nor have they fully evaluated the role of return policy. The current study explore why consumers return products and their intentions and the role of retailers return policies. In this qualitative content analysis study the following three research questions are explored: 1. Does price has any impact on the post-purchase product return intentions? Does cognitive dissonance after purchase lead consumers to develop product return intentions? 3. Does satisfaction effects product return intentions? This study aims to make three important contributions: First, the relationship between cognitive dissonance and product returns; Second consumers psychological reasons in forming product return intention and retail practice. Third, the connection between cognitive dissonance after purchase and product return intentions and return policy situations. The findings of the study demonstrate that cognitive dissonance after purchase positively influences consumers' product return intentions. The study recommends retailers minimize dissonance by creating an effective centralized return policy system that can

weaken consumers' product return intentions and help firms manage price and satisfaction levels as customers return products.

Keywords: *Customer returns, product returns, return intentions, customer satisfaction, customer' loyalty.*

The Changing Dynamics Of 'Think-Feel-Do' Model And Its Implications For Advertising Business In The Sub-Saharan Enclave.

Akpan, Idorenyin, Idorenyin, Godwin Okon, Presly Obukoadata, Uzoma Okugo, Innocent Ihechu

ABSTRACT

For many decades now, advertising practitioners have been confronted with the perplexing task of justifying advertising's effectiveness in moderating consumers purchase decisions and behaviors. Consequently, huge efforts have been expended on developing theories that could guide advertisers to predict, with relative degree of certainty, the significant contributions of advertising to consumers purchase decisions. The Think-Feel-Do (TFD) model has for decades, too, dominated this advertising effort, gaining advantage from the cross disciplinary collaborative researches of scholars such as Vratrasas and Amblers' (1999), (Cacioppo and Petty 1985; MacInnis and Jaworski 1989 , Lumeng and Cardinal (2007), Jim Paekl, Kim and Hove (2010) amongst others. Because many alternative patterns of the Think-Feel-Do(TFD) exist to explain how advertising works for consumers, the often assumed infallibility as well as the tenacity for advertising practitioners' reliance on the TFD model draws an unsettling air of conviction that TFD is the one –stop model for justifying advertising relevance in marketing. It is against the background of this unsettling concern that our study took an in-depth review of landmark pontifications on advertising influence on consumer decision patterns; developed additional alternative patterns of how advertising works and; conducted a survey to test: a) the efficacy of the TFD model and its alternative modes on consumers, using select products categories, and b) the influence of circumstantial factors such as *product class, cultural norms (timing, space, context), age, income, gender, education, marital status, information sources and personality/lifestyle values* on consumers purchase decisions. Findings have revealed an array of interesting dynamics in the patterns of consumers' decisions, with imbued suggestions of far challenging implications for advertising practice in the sub Saharan enclave.

Keywords

Advertising, Think-Feel-Do, Sub Saharan enclave

Factors Influencing The Consumers' Intention to Shop Online:

Shahzia Khan, Aftab Haider Rizvi

Abstract:

The success of any business lies in thoroughly understanding the behavior of its target customers; hence, in order to safeguard the success of e-business it becomes imperative for the

retailers to get a deeper insight into the behavior of their consumers and the factors shaping it. The aim of this study is to explore the factors influencing the web-based shopping intention in UAE and empirically establish a relationship between intention to buy online and customer related factors. The literature review related to the topic advocated testing empirically how various factors influence customer's intention to buy online. For the purpose of this study, a questionnaire was developed, tested and validated to reach the highest level of accuracy of measurement. Factor Analysis were used to group the variables and various other statistical techniques viz., Regression Analysis, Correlation Analysis, One-Way ANOVA and t-test were used to test the various hypotheses. The results revealed in this study could be of paramount importance to the e-merchandisers for formulating sustainable and effective e-marketing strategies and rendering assurance to the online buyers by mitigating the associated perceived risks.

Keywords: Online shopping; Intention; Shopping Convenience; Perceived risk; Relative advantage

Foreign Direct Investment and Retail Trade in India (The Consequences under Globalization)

H.S. Yadav, Sangeeta Jauhari

Abstract:

The paper analyses the process and pattern of global finance capital and expected economic consequences on the retail trade in India. The study is based on regression and factor analysis. Government, supported by a number of scholars, perceive positive impact through efficiency, and competitiveness where as others find it exploitative with increasing dependence of developing economies on developed nations. Foreign direct investment (FDI) in India remained quite slow initially but gradually picked up. The FDI in India came in service sectors and to the selected metropolitan cities. The debate on FDI in retail sector continues because the retail trade in India is expected to undermine mostly traditional and family business. Though, the retail sector is not fully opened for FDI in India yet the consequences can be foreseen with reference to the nature of retail in the underdeveloped economy. Government of India is all prepared to open the retail market to place the family business in competition to the domestic and global capital. General macroeconomic variables of employment, poverty, SDP share of trade, per capita income, and marginal population, are significantly correlated with retail sector. The main consequences of FDI in retail trade perceived that it will lead to widespread closure of small and traditional retail outlets, sharp decline of non-formal sector, undermining the livelihood and employment opportunities. FDI will cater needs of upper class only. The analysis finally reveals that the retail sector is closely integrated with the underdeveloped economy and will have adverse effects on the retail employment.

Keywords: Globalization, Foreign Direct Investment, Retail Trade, Consequences

Study of Current Software Trends of Logistics Service Providers with Feasibility of Cloud

Computing as an Alternative

Nihar Kumthekar,Rajiv Aserkar

ABSTRACT

Information Technology has been an enabling driver for supply chain management. The availability of software to handle and manage logistics gives a competitive advantage to its users-especially to *Logistics Service Providers (LSP)*. Logistics management software- is now available in the guise of *Software as a Service (SaaS)*-for “cloud” based operations. These are one of the first *Cloud Computing* based applications in the field of logistics and supply chain management. Through the project, we wanted to understand the application and use of Cloud Computing in the Logistics and Supply Chain Industry around the globe. The following are the main objectives of the study:-

1. To understand the impact of logistics software on its users
2. To map the views and opinions of LSPs and other users on available logistics software solutions
3. To gauge the views and opinions of LSPs and other users of logistics software solutions towards migrating to Cloud Computing
4. Understand key drivers that govern decisions behind IT investments
5. Preferred Logistics software of Logistics Service Providers

Secondary research was carried out to map the available functionalities in the different software solutions in the market and to gather information pertaining to Logistics Solutions software trends around the globe.

Primary research was carried out in the form of a survey sent to major Logistics Service Providers and users of such software to understand their views on available software solutions, their preferences in choosing software and their openness to adopting cloud computing. In-depth interviews were carried out with the vendors of this software to understand the market from their perspective.

Analysis of the data showed that though the market was dominated by a few large software vendors, each customer sought a customized set of IT applications that best fit their own processes. An interesting outcome was that Cloud-based logistics solutions haven't still caught up in “Advanced Logistics Hubs”-like Singapore- in spite of being in vogue in North America- and having clear advantages of lower costs and reduced deployment times.

Keywords

Logistics, Supply Chain Management, Cloud Computing, Logistics Service Provider, IT, Logistics Solution Software, Software as a Service

Forthcoming Conferences

No.	Location	Dates	Area	Website Address
1.	Kuala Lumpur, Malaysia	3rd to 5th September 2012	International Conference Customer Service Systems and Management 2012 (ICSSM 2012)	http://www.iccssm.org/uitm
2.	Olbia, Sardinia, Italy	5th to 7th September 2012	ABSRC 2012 OLBIA - Advances in Business-Related Scientific Research Conference	http://www.absrc.org
3.	Phuket, Thailand	6th to 7th September 2012	The 2012 IBSM-International conference on Business and Management	http://www.caal-inteduorg.com/ibsm2012
4.	peru, Lima, Peru	11th to 13th September 2012	International Conference on Business Performance Measurement and Management	http://centrumwebs.pucp.edu.pe/icbpmm/index.php
5.	Hyderabad, India	14th to 15th September 2012	International Conference on Hotel and Business Management	http://hospitalitycongress.wordpress.com/
6.	Zadar / Solaris hotel resort, Croatia (Hrvatska)	19th to 22nd September 2012	2012 Global Business Conference	http://www.gbc-2012.com/
7.	Paris, France	5th to 6th October 2012	WBM 2012 / Paris - Western Business and Management Association International Research Conference	http://www.wbmconference.com
8.	Sarawak, Malaysia	15th to 16th October 2012	International Conference on Management, Economics and Finance	http://www.globalresearch.com.my
9.	Hong Kong, China	26th to 28th October 2012	2012 3rd International Conference on Business, Economics and Tourism Management - CBETM 2012	http://www.iedrc.org/cbetm/
10.	london, London, United Kingdom	7th to 8th November 2012	International Conference on International Trade & Academic Research Conference	http://www.abrmr.com/conference_detail.php?id=95
11.	Kuantan, Pahang, Malaysia	10th to 11th November 2012	2nd International Conference on Accounting, Business and Economics	http://icabec.umt.edu.my
12.	Osaka, Japan	16th to 18th November 2012	ABMC2012 - The Third Asian Conference on Business and Management	http://abmc.iafor.org/
13.	Gottenheim near Freiburg, Germany	2nd to 7th December 2012	American German Conference for Academic Disciplines	http://www.internationaljournal.org/germany.html
14.	HONG-KONG,	5th to 6th December 2012	GLOBAL BUSINESS, COMPETITIVENESS & RISKS PLANNING	http://gbcric.review-gjsg.com/
15.	Miami, Florida, United States of America	6th to 9th December 2012	The Economics, Finance and Global Business Research Conference, Miami	http://www.jaabc.com
16.	Tapei, Taiwan	20th to 22nd January 2013	The 10th International Society for Business Innovation & Technology Management Conference	http://www.apbitms.org/xoops

No.	Location	Dates	Area	Website Address
17.	Tignes, France	4th to 8th February 2013	Winter Global Business Conference	http://www.gbcwinter.com
18.	New Delhi, India	4th to 6th February 2013	International Conference on the Restructuring of the Global Economy (ROGE)-2012	http://www.abrnr.com/conference_detail.php?id=96
19.	Matara, Southern Province, Sri Lanka	26th to 27th February 2013	2nd International Conference on Management and Economics (ICME 2013)	http://www.ruh.ac.lk/News/ICME2013/contact_information.html
20.	Beijing, China	17th to 19th May 2013	IEEE The 11th International Society for Business Innovation and Technology Management	http://www.apbitms.org/upload/files/Call_for_Paper_Beijing.pdf

SKYLINE BUSINESS JOURNAL

Call for Papers

Skyline Business Journal (SBJ) is an Annual publication of Skyline University College, Sharjah, U.A.E. SBJ invites original papers / Management Case Studies / Book Reviews from academicians and practitioners on management, business, tourism, finance, human resource management, information systems, marketing and organizational issues. Papers based on theoretical / empirical research or experience should illustrate the practical applicability and or the policy implications of work described.

Instructions for the Author

1. **Electronic Copy:** Authors are required to submit an electronic copy (soft copy) of the papers in MS-WORD format (.Doc format) via email to sbj@skylineuniversity.com. A single article (including charts, diagrams and pictures etc.) should not exceed six thousand words. Times New Roman -Font size 12- to be used to type the manuscript.
2. **Mailing Address:** Complete Mailing Address along with Telephone and E-mail Address should be given.
3. **Cover Page:** The first cover page shall contain the title of the manuscript, the author's name, and affiliation including acknowledgement, if any. This page will be removed before the manuscript is sent to a referee. The first page of text should show the title but NOT the author's name.
4. **Abstract and Keywords:** Each manuscript should include an abstract of about 100-150 words. Key words used in the paper should also be given.
5. **References:** References must be typed on a separate page, double-spaced, at the end of the paper. American Psychological Association's (APA) referencing method should be followed.

Articles Referred should be given as follows:

Swann, W.B., Jr., Milton, L.P., & Polzer, J.T. (2000). Should we create a niche or fall in line? Identity negotiation and small group effectiveness. *Journal of Personality and Social Psychology*, 79: 238-250

Books Referred:

Swann, W.B., Jr., Rentfrow, P.J & Guinn, J.S. (2002). Self verification: The search for coherence. In M.Leary & J.Tagney (Eds.). *Handbook of self and identity*: 367-383. New York: Guilford Press.

6. **Main Conclusions:** The article should end with a non-technical summary statement of the main conclusions. Lengthy mathematical proofs and very extensive detailed tables should be placed in appendix or omitted entirely. The author should make every effort to explain the meaning of mathematical proofs.
7. **Tables:** Tables must be numbered consecutively with Roman numerals. Please check that your text contains a reference to each table. Type each table on a separate page. Authors must check tables to be sure that amounts add up to the totals shown and that the title, column headings, captions, etc. are clear and to the point.
8. **Figures:** Figures must be titled and numbered consecutively with Arabic numerals (1, 2, 3.....0).
9. **Equations:** All but very short mathematical expressions should be displayed on a separate line and centered. Equations must be numbered consecutively on the right margin, using Arabic numerals in parentheses.
10. **Clarity and Consistency:** Please check your manuscript for clarity, grammar, spellings, punctuation, and consistency of references to minimize editorial changes.
11. **Submission Fees:** There is no fee for submission of articles.
12. **Submission Deadline:** Articles should be submitted before 15th Feb of every year for publication in the annual issue.
13. **Editing:** SBJ reserves the right of making editorial amendments in the final draft of the manuscript to suit the requirement of the journal.

14. Copyright: SBJ will have the copyright of all the materials accepted for publication.
Wherever copyrighted material is used, the authors should be accurate in reproduction and obtain permission from copyright holders, if necessary. Articles published in SBJ should not be reproduced or reprinted in any form either in full or in part without prior written permission from the Editor-in-Chief.
15. Management Case Studies: Management Case Studies describe a real-life situation faced, a decision or action taken by an individual manager or by an organization at the strategic, functional or operational levels.
16. Book Reviews: Book Reviews cover review of current book on business.
17. Complimentary Copy: A free copy of the Journal will be mailed to the author whose article is published.

Please send your research papers to:

Dr. Amitabh Upadhyaya Ph.D.,
Editor-in-Chief,
Skyline Business Journal,
Skyline University College,
University City of Sharjah
P. O. Box: 1797,
SHARJAH- U.A.E
Phone: +971 6 5441155 Ext. 245
Fax: +971 6 5441166
Email: sbj@skylineuniversity.com ;
amitabh@skylineuniversity.com
www.skylineuniversity.com