

SOUTH ASIAN JOURNAL OF MANAGEMENT RESEARCH (SAJMR)

Volume 1 Number 1

January 2009

Contents

Editorial

A Social and Economic Development Index - NUTS Ranking in Portugal

Francisco Diniz and Teresa Sequeira

1

Measuring Organizational Autonomy

Nattuvathuckal Barnabas and Nandakumar Mekoth

19

Share Buyback Methods and Market Performance in India

R.L. Hyderabad and M.N. Bhajntri

28

Job Satisfaction Among Nursing Professionals

Madhu T.P. Nair and Shobha A. Menon

45

Book Reviews

N.M. Makandar

51

Pratima Verma

53



**Chh. Shahu Institute of Business
Education and Research (SIBER)**

Kolhapur, Maharashtra, INDIA

SOUTH ASIAN JOURNAL OF MANAGEMENT RESEARCH (SAJMR)



Published by

Chh. Shahu Institute of Business Education & Research (SIBER)
University Road, Kolhapur - 416 004, Maharashtra, India

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Editorial Note

Giving birth to a journal is a painful journey. It starts with a specific vision followed by lots of ambiguity at the implementation level that gives way to clarity. Finally we have arrived at it. The first issue of the first volume is now ready.

I wish to emphasize on the vision with which we have started the journal. This vision is closely linked with the academic background of SIBER; the Institute that brings out this journal. SIBER is a unique Institute of its kind in the entire Indian Subcontinent imparting Post Graduate Professional Education in the field of Business Management, Social Work Administration, Environmental Studies and Computer Application. Management thoughts and managerial research are the common factors that link these otherwise diverse fields. Having completed three decades, the Institute now desires to cater the international community, by creating a platform for sharing the outputs of managerial research in these as well as other areas of human activities.

We perceive that the socio-economic and political environments in South Asian Countries are more or less similar that we will be able to share the same media for this purpose.

Scarcity of good articles was the main hurdle experienced in bringing out the first edition of the journal. Copycat culture is frequently reflected in the research articles. Usually the reputed researchers will be reluctant to spare research for an upcoming journal.

Research requires imagination and creativity. Most research lack rigorous methodological constraints. The aim of our journal is to provide a quality article to the readers and to create a platform for the academicians to publish their articles.

It is our editorial policy to review every paper by two experts. We followed this method religiously and continue to follow in the future too. The accepted papers have gone through dual reviews.

This issue contains four papers. The first paper is of a joint article of Dr. Francisco Diniz and Teresa Sequeira on 'A Social and Economic Development Index NUTS Ranking in Portugal'. In this paper the authors have calculated Social and Economic Development Index (SEDI). By using multivariate statistical analysis, the authors have studied demography, education, employment, entrepreneurial structure, health and housing conditions etc. in Portugal and made a comparisons between different regions.

The second paper is from Dr. Nandakumar Mekhoth, Faculty, Department of Management Studies, Goa University, Goa and Nattuvathuckal Barnabas from Goa Institute of Management, Goa. The paper is related to Development of a scale, a Scale to Measure Organization Autonomy. By using psychometric techniques, the authors have developed scale in an appropriate manner and its reliability has been established through factor analysis.

The next paper is from Dr. R.L. Hyderabad and M.N. Bhajantri from Department of Commerce, Karnataka University, Dharwad. They have discussed Share Buy Back Procedure in detail. The authors have discussed Open Market Repurchases (OMRs) and Fixed Price Tender Offers (FPTs), which are common and popular methods of accomplishing share buyback decisions. They have concluded that OMRs yield greater returns in first buybacks and FPTs in subsequent buyback.

The last paper is related to job satisfaction among the nursing professionals by Dr. Madhu T.P. Nair and Dr. Shobha A. Menon, Cosmopolitan's Valia College of Commerce, Mumbai. This paper is related to health sector.

The first issue of the journal has review of two books. The book on 'Service Marketing' authored by Valarie a Zeithaml, Dwayne D Gremler, Mary Jo Bitner and Ajay Pandit has been reviewed by Dr. N.M. Makandar, Department of Commerce, Anjuman Arts, Science and Commerce College, Dharwad. The second book is related to New Mantras in Corporate Corridors: From Ancient Roots to Global Routes, authored by Subhash Sharma has been reviewed by Dr. Pratima Verma, Indian Business Academy, Bangalore.

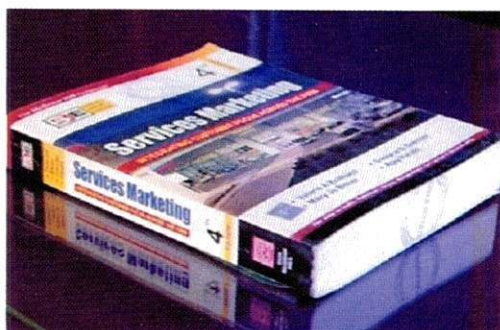
We welcome research papers from the field of Computer Science, Environmental Studies, Social Work, Administration, etc.

I am grateful to all the authors, reviewers and editorial members of the journal for their contribution and support in bringing out the first volume of the journal successfully.

Dr. Babu Thomas

Editor, SAJMR

SIBER, Kolhapur



Services Marketing

Integrating customer focus across the firm

Publisher : The McGraw Hill Companies
Author : Valarie a Zeithaml, Dwayne D. Gremler, Mary Jo Bitner and Ajay Pandit
Price : Rs. 425
Pages : 743

The book is jointly authored by Valarie A Zeithaml, Mary Jo Bitner, Dwayne D. Gremler and Ajay Pandit.

The heart of the book's content is the development of strong customer relationships through quality service (and services) The topics covered are equally applicable to those institutions whose core product is service viz, banks, insurance, transportation companies, hotels, healthcare and hospitals, tourism, educational institutions, entertainment, professional services, telecommunication and logistics and also to those institutions that depend on service excellence for competitive advantage

Basically the book's content focuses on imparting knowledge needed to implement service strategies for competitive advantage to all the industries. Each of the topics represents pivotal content for tomorrow's businesses as they structure around process rather than task, engage in one-to-one marketing, mass customize their offerings, and attempt to build strong relationships with their customers. Further, the book includes substantial content on practices followed by Indian organizations. The increased emphasis on Indian services marketing practices makes the book more approachable to the students, managers and educators in India and boosts their understanding of the concepts and their applications.

A feature is added called "Strategy Insight" in each chapter a feature that focuses on emerging or existing strategic initiative involving services. This feature is supplemented with a feature having a similar theme called "Indian Service Strategy Insight", which appears at the end of each chapter (before "Summary"). A chapter on service recovery includes a conceptual framework for understanding the topic. Cross functional treatment of issues through integration of marketing with other disciplines such as operations and human resource management is undertaken. The authors emphasis the description of a set of tools that must be added to basic marketing techniques when dealing with services rather than goods. Introduction of three services Ps to the traditional marketing mix and increased focus on customer relationships and relationship marketing strategies are assessed. The book contains a chapter that recognizes human resource challenges and human resource strategies for delivering customer-focused services. Further coverage of new services development processes and a detailed and complete introduction to services blueprinting- a tool for describing, and positioning services , the customer's role in service delivery and strategies for making customers productive partners in services creation has also been highlighted A chapter on the role of physical evidence, particularly the physical environment or "servicescape." is also covered.

The book focuses on a synthesized research and conceptual material from many talented academics and practitioners. It relies on pioneering work of researchers and businesspeople from diverse disciplines such as marketing, human resources, operations, and management. The book has developed integrating frameworks in most chapters. e.g. creating new frameworks for understanding services recovery strategies, service pricing, integrated marketing communications, customer relationships, customer roles, and internal marketing.

The structure of the book is completely different from the standard 4Ps (marketing mix) structure of introductory marketing texts. It is organized around the gaps model of service quality which is described fully in chapter 2. Beginning with Chapter 3, the book is organized into parts around the gaps model. The managerial content in the rest of the chapters is framed by the gaps model using part openers that build the model gap by gap. Each part of the book includes multiple chapters with strategies for understanding and closing these critical gaps.

The book is useful to the students with career interests in services industries as well as goods industries with high services components (viz industrial products, high-tech products, and durable products) and need to understand these topics. Students wishing to take up consulting work as a profession and/or entrepreneurial activities, would want to learn the strategic view

of marketing, which involves not just physical goods but also the myriad services that envelop these.

The book contains 18 chapters in all divided into six parts. Introduction and overview has been highlighted. Focuses on listening to customer requirements including chapters covering marketing research for services, building customer relationships, and service recovery, which are included in part 2 and part 3 respectively.

Part 4 involves aligning service strategy through design and standards and includes chapter on service development and design, customer defined service standard and physical evidence and the service scape.

Marketing communications and pricing services have been highlighted in part 5 and part 6 respectively.

Financial and economic effect of service quality has been discussed in the last part of the book.

The book concludes with cases as a guide to the users in the field of service marketing.

Reviewed By
Dr. N.M. Makandar

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