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Contact: 91-231-2535706 / 07 Fax: 91-231-2535708 Website: www.siberindia.co.in, Email: sajmr@siberindia.co.in

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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.

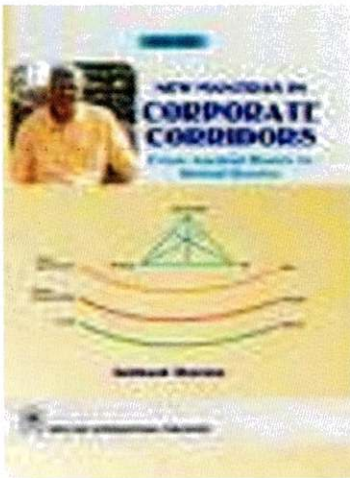
We welcome research papers from the field of Computer Science, Environmental Studies, Social Work, Administration, etc.

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



New Mantras in Corporate Corridors: From Ancient Roots to Global Routes

Author : Dr. Subhash Sharma
Publisher : New Age International (P) Limited
Price : Rs. 295

We have entered the era of knowledge economy. This era requires new mantras and new conceptualizations. Dr Subhash Sharma's new book, *New Mantras in Corporate Corridors: From Ancient Roots to Global Routes* is a timely contribution to provide futuristic perspectives on evolution of management thought. Subhash Sharma with his creative style has once again added feather to Indian Management.

This book is divided into four parts, each addressing different perspective of management.

Part-I Social setting and Ancient Text in New Context provides the social aspects of management ideas in Indian context. There are many interesting insights such as new perspective to INDIA-Infinity and Diversity In Absolute, HCR-Human Capital Reserve, E-NSC Extended Nation-State-Civilization, three basic movements viz. Vedic, Bhakti and Freedom, Dignity of self, Dignity of Community and Dignity of Nation etc.

Prof. Sharma has stressed the need for balancing three types of values namely market values, social values and spiritual values. He has also given RICH mantra as a mantra for holistic development. His Viswa (Videshi + Swadeshi) matrix gives a new perspective of how Vishwanization and Globalization are in contrast

to each other. A very comprehensive table of Indian Ideas in Management gives a clear picture of how many Indian ideas are very much adopted in practical terms but lacked projection before the world.

His concepts like, "Udyoga as Yoga", "Vedanta-in-practice", "KOSHA energies" and "Management as Joy of living" provide a strong basis for new conceptualizations in management thought.

Part II : Enlightened Leadership and Human Quality Development.

In this part, Prof. Subhash Sharma provides many new models of leadership such as CEO (Creative Enlightened Organic) leader and Corporate Rishi. Theory K suggested by him integrates the traditional approaches to management viz. Theory X, Theory Y and Theory Z.

He has also discussed in detail the OSHA model based on guna theory. He has extended this model in terms of OSHA-OSHE model for analyzing human behavior.

Author's 3 (Transactional, Transformational and Transcendental) Model of Management is a self evaluation tool, with the help of which we can check our behavioural management style.

In a nut shell the second part provides new tools and techniques which are required for an enlightened leader for holistic development of human quality of corporate world.

Part III: Strategic Gearing and Enterprise Performance Improvement Models

Today's buzzword for organizations is 'best'. Prof. Sharma's BEST gives a new dimension to the organizations for effective performance. It inculcates four dimensions i.e. Behavioral, Economic, Strategic and Technological. All these need to work in harmony as a Steering Wheel for the 'best' performance.

He also suggests the concept of CINE matrix for strategic scanning. This matrix is constructed on the basis of Controllable and Non controllable factors affecting a decision unit. Matrix is useful to managers to find out solutions to the day to day problems they face.

Forward Engineering and anti-bench marking are again refreshing which give strategy planning a new dimension. His SPOT (Space, Pace, Opportunities and Threats) takes us beyond SWOT model.

The author also presents some Enterprise Performance Improvement Systems (EPIS). He suggests nine dimensional VSP model of ODM (Organization Development and Management) that takes us beyond the well known 7S framework.

Part IV: Management Thought, Social Discourse and Spiritual Concerns: Toward New Corporate Awakening.

This part provides solution to corporate and social issues such as Gender, Oppression, Liberation response, etc.

Through 'Re-see' science the author has given a new dimension to normal science. His WISDOM matrix is again a breakthrough for many behavioral issues.

Corporate Rhymes given by the author is new and original concept based on his experiments at WISDOM, IBA and MDPs for Corporates. These rhymes have been found to be an effective way of teaching new management concepts.

'Omega-circle' is once again an unique way of looking at various view points, which becomes possible through 're-see' approach. His 'Candle Light' experiment is also unique to invoke inner creativity.

In the last part, the author has unfolded the holistic vision of sacro-civic society in the form of 'holistic globalization' through an integration of forces representing market, society and self.

Conclusion

I find this book as an add on to Vedas. Use of simple slokas, Corporate rhymes, matrices, models, makes this book different and interesting. It is must read for every Indian management scholar as well as student. This book is an eye-opener to many issues and gives a different and new perspective. It also can be used to evaluate self as well as environment to achieve excellence at all levels. In the present scenario, where everyone is talking about 'survival of the fittest to eliminate the rest' this book suggests 'arrival of the best to lead the rest' which gives it a unique positioning.

I also recommend this book to Corporate managers who will find new ways to tackle managerial problems in an effective way.

Dr. Pratima Verma
Indian Business Academy
Bangalore, India
verma_pratima@yahoo.com