

## **Patanjali:Indian FMCG's New Baahubali:The Secret behind Patanjali's Rise and Rise**

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This case study is about Patanjali Ayurved Ltd., also known as PAL, an Indian FMCG which has registered phenomenal growth in the last 10 years. The case tracks the different strategies which worked for Patanjali Ayurved Ltd (PAL) in the hyper competitive Indian FMCG sector. Acharya Balkrishna is the Managing Director and major stake holder of Patanjali Ayurved Ltd (PAL) but the driving force behind Patanjali Ayurved Ltd is Baba Ramdev, an ascetic and yoga guru of Indian origin. The case narrates the growth strategies of Patanjali Ayurved Ltd and key role played by Baba Ramdev and Acharya Balkrishna to bring it to its present stage. The case ends with a peep into the future prospects of PAL.

### **Keywords**

Customer Footfalls, FMCG, SKUs, Distribution System.

## **Mushrooming Management Institutes:Survival**

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The main objective of the paper is to know the present scenario and development of management education in India & to investigate its major issues & concerns. Today we need good and active managers for the development of country, so that they should know all the facts, logic and strategies, for implementing them in their practical field. For this they should get education from good institutions. Today in India, there is no dearth of institutes imparting management stream of education, but they are not giving education up to the mark, instead they demand high fee from students. Therefore, the result is average number of institutions providing average quality of managers. Otherwise, it would have been better, that quality education is provided by quality business schools, and then it would be beneficial for all students, companies and country too.

The paper explores the trend of professional education in India. The secondary data is analyzed to investigate the reasons for large number of vacant seats in professional colleges. The last two decades had witnessed extraordinary growth in institutes of higher education primarily due to private sector involvement. The private sector is expected to provide useful contribution in achieving the target of 30% GER by 2020 set by government of India. Though the private institutes have grown in number, they are not able to attract the high-ranking students. The issues of quality, access, equity, inclusiveness require urgent attention of the stakeholders. Main concern of today is that even graduates and postgraduates are not fit enough to get a job, forget about matriculates (10+2). This is all because of our education system. Large number of vacant seats in self-financing colleges is threatening the financial viability of these institutions. Proper regulatory framework supported by mutual trust and

accountability is important for the establishment of vibrant global private higher education institutions, which can ensure quality, access, and inclusiveness.

#### Keywords

AICTE, IGNOU, Modules, Holistic, Interface.

### **A Qualitative Research Review of the CRM Strategies of the Selected Pharmaceutical Firms in Delhi**

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Indian Pharmaceutical sector that was practically non-existent in 1970s, is now considered as one among the top five pharmaceutical emerging markets of the world. Marketing has always been a major thrust area for pharmaceutical industry. Personal selling through MRs was the only method of promotion of pharmaceutical products till about a decade ago. However the period post liberalization saw many changes in Indian pharmaceutical Industry(IPL). Huge expenditure, upto 15-20% of the annual product revenue on the sales force, with a questionable ROI was putting a lot of pressure on these firms. To intensify the competition The Indian Patents (Amendment) Act was implemented in 2005. This resulted in a paradigm shift in the marketing and promotion strategy adopted by the industry. The traditional model of promotion through personal selling was replaced by newer sales models like channel management & key account management through customer relationship management (CRM) strategies.

This research paper gives a qualitative research review of the CRM & e-CRM strategies adopted by the selected pharmaceutical companies of India with the help of secondary data sources and opinion survey of company officials in Delhi. Although Indian Pharma industry has adopted the newer technology to build and enhance its relationship with doctors but the ironic fact is that it is still staggering with the proper and effective implementation of the selected CRM Software. The major reason for the same is lack of willingness on part of the sales team (as found during personal interactions with the sales managers of these firms), to accept and adopt this new technology.

#### Keywords

CRM, E-CRM, MRs, Personal Selling, SFA, ERP, SaaS.

### **PMASCE-Polymorphic and Metamorphic Shellcode Creation Engine**

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Signature detection is ultimately going to be of no use in the future of AVs and IDS systems. The obfuscation of several parts of the exploit code is becoming so detailed that it could become almost impossible to uncover the various layers of obfuscation

and reveal the actual malicious payload. In addition to obfuscation, there are sandbox evasion techniques being followed by attackers to hide from IDS if they try to study their behaviour in a simulated environment. Also, a worm may not attack in one go but in multiple stages, probably sending a small, innocent looking code first, which prepares the system for advance attacks. The worm may become polymorphic or metamorphic depending upon the attack complexity required. Polymorphic blending enables a worm to merge with normal traffic so well that anomaly-based IDS' are unable to discern it from normal packets. To top it all, attackers are now able to create a M:N worm which means that a worm can have many signatures, many behaviours. This is done by changing the runtime behaviour of the shellcode. In this paper we propose an engine called PMASCE-Polymorphic and Metamorphic Shellcode Creation Engine. This engine enumerates all the steps which are required to be followed to create a strong polymorphic or metamorphic shellcode. This type of shellcode is created taking into account all the defence mechanisms carried out by the detection systems currently. Once all these steps are analysed, we aim to advance the research in IDS so that the existing IDS' can be hardened to detect all malwarespolymorphic or metamorphic, employing all kinds of techniques of the present and the future.

#### Keywords

Malware, IDPs, Sandbox, Polymorphic Shellcodes, Obfuscation, Blending, Metamorphism.

### **The Role of Leadership Competencies in Innovation**

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“A competence is the ability of an individual to activate, use and connect the acquired knowledge in the complex, diverse and unpredictable situations” (Perrenoud, 1997). Changes in organizations are happening at a faster speed. Leaders act as reflectors for those behaviors and value systems. It's the leadership pipeline which sets examples for others.Strong leadership leads to the delivery of excellent organizational performance. The Leadership Competency Framework outlines seven competencies which have been identified as the key leadership behaviors which every manager needs to model in the organization. These are: leadership, leading Change, organizational & strategic perspective, winning commitment, analysis & decision making, creativity & innovation and delivering results. Disruptive innovation on the other hand, is the new concept attracting attention of the industry. In the book, the Innovator's DNA, Clayton Christensen list five behaviors that innovative leaders should have: associational thinking, questioning, observing, networking and experimenting. These attributes are being named as “discovery skills” which are helping identifying new opportunities. This article reviews that leaders need to learn new skills in today's increasingly changing environment. New mindsets and new perceptions are the tools to adapt to new changes. Thus to survive in any dynamic environment, it is very important to re-invent not yourself, but reinvent the whole system and structure.

#### Keywords

Leadership, Competencies, Innovation, Creativity, Organizational Effectiveness.

### **Volatility of Indian Stock Market-A Study of BSE Sensex**

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BSE Sensex is India's benchmark index for Indian equity market. The present study attempts to analyse whether the Past Sensex returns has an explanatory power for today's Sensex returns. Daily data of BSE closing prices from April 2000 to March 2015 has been used for the study. BSE Sensex returns have been estimated as the first difference of the log of the daily closing prices. GARCH (1, 1) has been developed to model the volatility of BSE Sensex returns. The results revealed that Past Sensex returns have GARCH effect in the today's Sensex returns.

#### **Keywords**

Heteroscedasticity, ARCH, GARCH, Volatility, BSE Sensex, Stock Market Returns, Lagged Returns.

### **Developing Global Workforce across Cultures**

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International Human Resource Management & Cross-Cultural Diversity

Today, expansion of transnational companies, migration patterns and technological advances are the characteristics of an increasingly globalized world and economic system. Over the last two decades there has been remarkable boost in global trade and the expansion of transnational companies have resulted in cross-cultural workforces. There has been unprecedented increase in the number of organizations that have internationalized their operations. This has brought revolution and one of its repercussions the world is facing is the international movement of labor. Borders are no longer restrictive and therefore globalization is the key to growing interest in IHRM.

### **Study of Foreign Direct Investment in India**

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Foreign direct investment plays a momentous role in the economic development of the country. It helps in transferring of monetary resources, know-how, novel and better management techniques along with raising yield. The paper tries to call for of FDI in India, to exhibit new reforms for make in India mission, the sector-wise & year-wise analysis of FDI's in India, to rank the sectors based upon highest FDI inflows. The latest move of the government, the abolishment of FIPB , it is expected that foreign investment proposals will be considered by the concerned ministry in consultation with the DIPP (Department of Industrial Policy & Promotion). The results show that Singapore is the country that has invested highly in India followed

by Mauritius, USA, Netherland and so on. It also shows that there has been a remarkable increase in FDI inflow in India during the year 2011-12 to 2015-16.

#### Keywords

FDI, Finance, Productivity.

### **Vision Based Vehicle Detection Using Hybrid Algorithm**

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Moving vehicle detection remain very critical and thus intended for Video-based solution, comparing to other techniques and by considering the traffic video sequence recorded from a video camera, this paper presents a video-based solution applied with adaptive subtracted background technology in combination with virtual detector and blob tracking technologies. This paper provides Experimental results moving vehicle detection which is implemented in Visual C++ code with OpenCV, thus the proposed method used for detection.

#### Keywords

Computer Vision, GMM, ITS, Open CV, Vehicle Detection.

### **Enhancing the Role of Healthcare Providers to Manage the Outpatient**

#### **Department of Public Private Hospitals**

Dr. Sandesh Kumar Sharma DOI:[10.25089/MERI/2017/v11/i1/164136](https://doi.org/10.25089/MERI/2017/v11/i1/164136) , Vol 11, No 1 (2017), Pagination: 118-128

**Objective:** Main objective is to perceive the idea that healthcare providers' involvement in management improves the performance of outpatient department.

**Methodology:** The study was conducted in public private hospitals of Jaipur. Sample size of 150 was taken to carry out the research. Sampling method is convenient sampling, the result was analysed on SPSS and Microsoft excel bar charts were prepared for better understanding.

**Results:** The study was designed to see the health care providers' participation with reference to tertiary care public & private hospitals of Jaipur. Measurement of patients' perception is significant in order to drive health care providers to provide better services. The study was conducted in public and private hospitals to check the deficiency which can be overcome with the participation of health care providers.

**Conclusion:** This research work is a sincere attempt to study the future of emerging health scenario of OPD, the work examines various factors of healthcare providers' participation which contributes to strength and improves the OPD performance. An attempt is made to study the present status of a health care scenario by focusing on the perceptions and profile of the healthcare providers' participation in tertiary care hospitals. The study also gives some insight that can be used in forming revised plans and strategies to promote hospital OPD performance.

#### Keywords

Outpatient, Outpatient Department, Healthcare Providers, Patient.

