Table of Contents

Foreword ................................................................. xix

Preface ................................................................................................. xx

Acknowledgment .................................................................................. xxviii

Chapter 1
Corporate Governance: The Catalyst for Economic Growth and Social Change ................................................................. 1
   Sandeep Goel, Management Development Institute, India

Chapter 2
Development Strategy in the Northern State of Jalisco from the Institutional Perspective.......................... 11
   José G. Vargas-Hernández, University of Guadalajara, Mexico
   Mónica Isabel García Mora, University of Guadalajara, Mexico
   Luis C. Rivera Rosas, University of Guadalajara, Mexico

Chapter 3
Financial Development and Economic Growth ................................................................. 24
   Dimitrios Nikolaou Koumparoulis, Institute of Administrative Management, UK

Chapter 4
Impact of Intellectual Capital on the Organizational Performance of Airline Industry in Malaysia ....... 38
   Muhammad Khalique, Universiti Malaysia Sarawak, Malaysia
   Abu Hassan Md. Isa, Universiti Malaysia Sarawak, Malaysia

Chapter 5
The Role of E-Business Adoption in the Business World ................................................................. 51
   Kijpokin Kasemsap, Suan Sunandha Rajabhat University, Thailand

Chapter 6
Measuring Performance of Hotels in Kolkata: An Empirical Study through VAICTM Method .......... 64
   Debasish Batabyal, IIAS.SOM Siliguri, India
Chapter 7
Growth Theory: A Primer ........................................................................................................... 74
   Atanu Sengupta, The University of Burdwan, India
   Anirban Hazra, The University of Burdwan, India

Chapter 8
Infrastructure Development in Developing Countries: Issues of Tourism, Cultural Configuration,
and Service Alignment .................................................................................................................. 92
   Raj Kumar Bhattarai, Tribhuvan University, Nepal

Chapter 9
A Novel Technique for Securing E-Commerce Transaction .................................................. 120
   Arnab K. Maji, North Eastern Hill University, India

Chapter 10
PPPs in Road Infrastructure: The Indian Experience ............................................................ 139
   Manisha Verma, Government of India, India

Chapter 11
Business Process Offshoring Services in India: Addressing Untapped Opportunities and Policy
Implications ................................................................................................................................... 165
   Falendra Kumar Sudan, University of Jammu, India

Chapter 12
Bhutan Tourism: Issues and Challenges .................................................................................. 185
   Nilanjan Ray, Royal Thimphu College, Bhutan
   Dillip Kumar Das, Sikkim Central University, India

Chapter 13
Relationships among Information Technology, Service Quality, and Overall Satisfaction of the
Customers in Life Insurance Corporation of India ........................................................................ 195
   Partha Sarathi Choudhuri, University of Burdwan, India

Chapter 14
An Empirical Analysis of FII Movement and Currency Value in India ..................................... 207
   Saurabh Sen, Sunbeam College for Women, India
   Ruchi Sen, Sunbeam College for Women, India

Chapter 15
Internet Use and Destination Preferences: Evidence from Crete and Cyprus .......................... 218
   Nikolaos Pappas, Leeds Metropolitan University, UK

Chapter 16
Issues and Prospects of Sugar Industry: An Evidence from India .......................................... 237
   Ajit Dhar Dubey, DDU Gorakhpur University, India
Chapter 17
Financial Performance of Selected FMCG Companies in India during Post-Reform Era: A Comprehensive Analysis
Kaushik Chakraborty, Netaji Mahavidyalaya, India
Subhasis Sarkar, University of Burdwan, India

Chapter 18
Targeting a New Tourism Market: Is Barbados Ready for the Brazilian Market?
Nicola Harrison, The University of the West Indies – Cave Hill, Barbados
Cristina Jönsson, The University of the West Indies – Cave Hill, Barbados

Chapter 19
Surplus Labour in the Unorganised Sector of India: The Case of Female Labour
Atanu Sengupta, University of Burdwan, UK
Ujjwal Seth, Government College of Engineering and Textile Technology, India

Chapter 20
Work-Value Orientation: Perspective to Analyze Employee Responses
Anshuman Bhattacharya, Sunbeam College for Women, India

Chapter 21
Measuring Service Quality Dimensions in Nationalized and Private Banks
Upendra Singh Panwar, SGSITS, India

Chapter 22
Social Networking: An Effective Tool of Virtual Marketing?
Shivani Arora, Delhi University, India

Chapter 23
Application of Supply Chain Management through SAP in Agriculture of SAARC Nations
Somnath Chaudhuri, Royal Thimphu College, Bhutan

Compilation of References

About the Contributors

Index