

In the afternoon, three tracks were held – business schools, technology, and research. The international audience included Dr. Abdul Razak Saleh (University of Utara, Malaysia), who addressed “The implementation of a student automation evaluation system using SAS/intrnet at the University of Utara Malaysia.”

Presenters also included Sriram Subramaniam (Indian Institute of IT – Pune), 2005 SAS Student Ambassador, and Hemant Khatwani (Indian Institute of Management – Lucknow), 2006 SAS Student Ambassador. These two are the only students selected from Asia-Pacific as SAS Student Ambassadors ([CLICK HERE FOR MORE INFORMATION ON THAT PROGRAM](#)).

The event was a great success with over 100 academics sharing experiences of teaching, research and administrative projects using SAS. For further details, please contact Sabrina Advani from SAS India ([Sabrina.Advani@sas.com](mailto: Sabrina.Advani@sas.com)).

Available Abstracts -----

Order Flow Dynamics and Market Efficiency when Local Stocks are Exposed to Global Markets: A Case of NYSE- listed Indian Firms

Kiran Kumar Kotha, Indian School of Business, and Vijaya B Marisetty, Monash University

Abstract

In this paper we examine the effect of global competition for order flows, which arise due to the listing of American Depository Receipts (ADRs) by Indian firms on NYSE, on the local market, especially when there are competing local markets. We find that: (1) Order imbalance can predict stock returns in both order driven (BSE and NSE) and quote driven (NYSE) trading mechanisms. There is no noticeable difference in the magnitude of the order imbalance influence in different trading mechanisms. (2) There has been over all market efficiency for the Indian stocks post-ADRs listing. This confirms that order flow competition and corresponding market fragmentation, leads to market efficiency. The results are stronger in the case of BSE market. BSE listed stocks had a dramatic improvement in their market efficiency post-ADRs listing. (3) The global effect in the form of NYSE listing is felt in the local market (NSE), however, vice verse does not hold.

Factors affecting retail consumer behavior in the city of Mumbai with respect to shopping malls

C.G.Venkatesh, ICFAI Business School, Mumbai

Abstract

With the latest changes visibly seen in the horizon of retail buying with the opening up of malls and customers showing an enthusiastic response to the same a descriptive study is conducted to identify the possible latent factors in the minds of customers as to what are those factors that attract them to these shopping malls.

Migration of clinical data meeting regulatory requirements with SAS

Dr K. Karthik, Institute of Bio-IT Management, Mumbai

Abstract

The Institute of Bio-it and Management, a hub of the pharmaceutical company, needed to migrate clinical data – its most valuable asset – from one old system to a new one, any disruptions in data processes, any accidents during the transition, any delays – even one day – could have cost the company millions of pounds. Institute of Bio-it and Management had to ensure that the data would be transferred into the new environment quickly, accurately and in full compliance with the 21 CFR Part 11 regulations. The solution, based on SAS/Warehouse Administrator and underpinned by the SAS Intelligence Architecture, did exactly that.

The immediate challenge facing the company was migrating data from a soon-to-be-decommissioned database into its replacement, while ensuring that a complete audit trail of all transactions was in place to meet regulatory requirements. "We actually had to migrate from two clinical data entry systems, which fed into two disparate RDBMS databases, into a common format: a new Oracle-based RDBMS," explains Paul Frost, applications development leader, Clinical Information Management at Institute of Bio-it and Management. "Introducing a new clinical RDBMS obviously has an impact on ongoing trials, and the time frame of trials means that decommissioning will almost always involve migrating data from one RDBMS to another."

Comparing the efficacy of the decision trees with logistic regression for credit risk analysis

S S Satchidananda, Research Director & Professor, CBIT, International Institute of Information Technology, Bangalore, India and Jay B.Simha, Abiba Systems, Bangalore, India

Abstract

Credit risk evaluation is an important and interesting problem in financial analysis domain. Several techniques like expert systems, neural networks etc. , have been used for credit risk analysis. However these methods have limitations of knowledge bottleneck, slow learning etc., recently, the decision trees have been proposed as the white-box models for learning and classification. In this paper, we evaluate decision tree learning scheme with a logistic regression classifier on default risk of agricultural loans. We find that the decision tree classifier gives good results with parsimonious models.

The implementation of student automation evaluation system using SAS/IntrNet[®]

Abdul Razak Saleh, Ruzelan Khalid, Faculty of Quantitative Sciences, Universiti Utara Malaysia and Azman Ta'a, Faculty of Information Technology, Universiti Utara Malaysia

Abstract

Academic and Student Information System (ASIS) was developed by Universiti Utara Malaysia (UUM) to provide information and facilities to process students' results submitted by UUM lecturers. These functionalities were a part of the whole processes of student information system currently implemented in UUM. But, the constraint was arisen when the current system unable to provide a facility to assist the lecturers to manage the score and perform an evaluation on students' performance through assignments, quizzes, tests, projects and final examination. Thus, we have developed a system to provide these facilities and become complimentary to the current system - ASIS. The system was developed using PowerDynamo as a front-end and SAS/IntrNet[®] as a flavour in ingredients to enrich the output and enhancing interface functionality. The system allows lecturers to create a temporary workspace to input and edit the fields mentioned. The number of fields and the percentage of each field to store score on students' assessment are determined by the lecturer itself. The system will calculate the contribution of each field and store as a total coursework. With SAS/IntrNet[®], the performances of the students' grades were easily evaluated prior the final scores submitted for result processing. Finally, the total coursework and final examination scores will be submitted online to ASIS when instructed by the lecturers and this will end the student examination processes. Furthermore, the system has successfully supported the implementation of Student Advisory System by providing useful information to the lecturer (Mentor) in order to advice students (Mentee) more effectively, whose main purpose is to help and assist UUM students to boost their academic performance.

Comparison of Neural networks and Regression Analysis: A new Insight

Usha A. Kumar, Shailesh J. Mehta Institute of Management, Indian Institute of Technology, Bombay, Mumbai

Abstract

In recent years, neural networks are widely being used in areas where conventional statistical methods were used. This paper compares regression and neural networks on a real life data and two simulated examples. The results show that regression is much better than neural networks for skewed data. General guidelines are suggested to improve the performance of neural networks for skewed data.

Quantification of Relative Value Appreciations for Gold Vis-à-Vis Multiple Currencies for Investment Consideration

Sriram Subramaniam, 2005 SAS Student Ambassador, International Institute of Information Technology, Pune & Chief-Operations, Thotaka Technologies Pvt. Ltd., Secunderabad

Abstract

Gold invariably has held the center stage from the day of, gold being used as coins, to the day in Bretton Woods where gold convertibility to dollar was fixed at \$35 an ounce of gold, to this day where all currencies are free floating. After the World War 2, there were various currencies that were strong and robust. In a system of "N" currencies, not every one of the "N" countries could have independently set its own exchange rate against the

others. At least one currency had to be passive, and the US Dollar then, served as that “Nth ” currency. But what is the Dollar now pegged at, while most other currencies are invariably pegged at Dollar? Also with the Dollar weakening, we should analyze whether this change is cyclical or is permanent and if the trend continues then who will substitute Dollar. For this purpose we are quantifying the relative value appreciations of gold vis-à-vis The American Dollar, The Japanese Yen, The European Union’s Euro, The Chinese Yuan and The Indian Rupee to determine the best investment option for individuals, organizations and nations. In the present work, we are using Time-series Analysis, Multiple Regression corroborated with SAS tools.

Calculating and interpreting Cronbach’s alpha coefficient Using SAS PROC CORR

Dr. A. S. BHATIA, National Institute of Pharmaceutical & Educational & Research, Mohali, India

Abstract

The Cronbach’s alpha is a very widely used measure for assessing the reliability of summated scales. The availability of several statistical software packages facilitates calculation of this measure of reliability. However, due to lack proper understanding of alpha coefficient and the related output generated by a software program, leads to several misapplications of this measure. This paper attempts to bridge this gap. Various components of SAS output will be discussed with suitable examples along with SAS program codes.

Development of Young Managerial Talent – An Experience in SAS

Prof. Sunil Rai, S.P. Jain Institute of Management & Research

Abstract

The changing economic environment and increased globalization has forced new challenges in development of young managers. The business schools are the cradle for grooming business leaders. The ingredients of successful leadership is a matter of constant discussion amongst academicians and business world. Though there are varieties of viewpoints on subjects, all agree that a leader has to be essentially “People’s Person”. The softer aspects comprise of ability to connect to and understand people at all levels. “Peers, Superiors and subordinates”. This, we at our institute believe, comes from high degree of value system, self assessment, emotional quotient (EQ), sensitivity to administration and knowledge of context. To achieve a good portfolio of these qualities amongst participants, the institute monitors the development of these future managers from inception (admissions process), to development (pedagogic initiatives both classroom and non classroom) and results (placement and post placement performance). Thus at each stage a set of parameters are recorded in respective databases. At a pre decided frequency this data is warehoused by extracting information from the three databases applying appropriate correlations to keep record of developmental trends. These are then analyzed to keep track of personality on a scale of 0 to 4. A faculty team counsels those falling below a grade point average of 3 obtained from a weighted average

of all parameters. Necessary initiatives to help these participants grow into successful leaders are then undertaken. The use of comprehensive tools like SAS not only gives a structure and quality to the whole exercise but also provides richness of decision making in developing the young bundle of talents.

Constructing a loan default model for Indian banks using CIBIL data

Hemant Khatwani, 2006 SAS Student Ambassador, Indian Institute of Management, Lucknow, and Analyst - Debt Capital Markets, Syndications & Structured Finance

Abstract

This paper investigates current research on bank loan default and tries to develop a model using data on defaulters provided by The Credit Information Bureau (India) Limited. A total of 90 manufacturing firms were used in our sample against which suits were filed during the period 2003-2005. Comprehensive financial data was then collected for these firms for one year prior to default and used as inputs to the model developed. The study uses two techniques, Linear Discriminate Analysis and Logistic Regression to predict default. The deficiencies in the previous studies have been the lack of a unified theory to choose the ratios and the failure of assumption with respect to the statistical procedures behind these techniques. The paper makes a concerted effort to correct these and also to relate the ratios selected to the purpose of the model. The results were encouraging as both the models exhibited high predictive accuracy and the time-span of the data used showed that it was also robust across time. The model developed has potential significance in the areas of credit risk analysis, loan default prediction, identification of investment risk and external and internal performance.

Implementation of Sales Forecasting Approach using SAS Tools

Dr. Atanu Rakshit and Shweta Kshirsagar, International Institute of Information Technology, Pune, India*

Abstract

All of the organizations today are driven by Information which is the key to all the decision making process. Information if used correctly provides you with a competitive advantage to excel in your business domain. It is very important that the organizations prepare themselves for the unforeseen situations and circumstances in order to identify the possible risks and take measures to reduce them. These unforeseen circumstances are difficult to predict, but using the historical data and applying statistical techniques we can make certain predictions and forecasts which will help us to better understand the trends in the industry and accordingly plan our business strategies. Supply chain Management is an important business process for any manufacturing company. The first step in developing an efficient Supply Chain Management system is Demand Forecasting. Demand forecasting requires through understanding of statistical forecasting methods and is often based on the historical time series data. This paper discusses about the problems faced by using manual forecasting methods and how SAS was used to address the

problem definition. The paper also discusses about the various forecasting techniques implemented using SAS to address the problem.