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CONTENTS

Sr. No.	TITLE & NAME OF THE AUTHOR (S)	Page No.
1.	IMPACT OF THE URBAN INFORMAL SECTOR IN THE URBAN RESIDENTIAL PROPERTY MARKET <i>MOHAMMED YAHAYA UBALÉ, DAVID MARTIN & DR. SEOW TA WEE</i>	1
2.	COMPARISON OF PCA AND LDA BASED FACE RECOGNITION TECHNIQUE IN NOISY ENVIRONMENT <i>MEETA DUBEY & PRASHANT JAIN</i>	9
3.	A STUDY ON WORKER'S EMOTIONAL INTELLIGENCE IN SIPCOT INDUSTRIAL ESTATE, RANIPET <i>REV. FR. ANGELO JOSEPH, SDB, R. VEERAPPAN, A. STEPHENRAJ, L. MARY EZHILARASI & A. ANTONY MUTHU</i>	14
4.	TERRORISM: A BIG THREAT FOR TELECOM AND INTERNET BASED COMMUNICATION <i>VISHAL KAUSHIK, DR. AVINASH GAUR & DR. ASHISH MANOHAR URKUDE</i>	18
5.	STUDY OF PERCEPTIONS OF INDIVIDUAL INVESTORS TOWARDS INVESTMENT <i>DR. KANCHAN NAIDU & HETAL GAGLANI</i>	23
6.	A STUDY ON TRAINING NEEDS FOR EXECUTIVES IN SMALL AND MEDIUM ENTERPRISES AT SALEM DISTRICT <i>S. SUSENDIRAN, DR. T. VETRIVEL & M. CHRISTOPHER</i>	28
7.	NONFINANCIAL REWARD SYSTEM IN NIGERIAN PUBLIC AND PRIVATE ORGANISATIONS <i>DR. A. M. ABU-ABDISSAMAD</i>	32
8.	WORKING CAPITAL EFFICIENCY AND CORPORATE PROFITABILITY: EMPIRICAL EVIDENCE FROM INDIAN AUTOMOBILE INDUSTRY <i>DR. A. VIJAYAKUMAR</i>	35
9.	EFFECTIVENESS OF RESPONSIBILITY ACCOUNTING SYSTEM OF THE ORGANIZATIONAL STRUCTURE AND MANAGER'S AUTHORITY <i>ALI AMIRI, HOJJATALLAH SALARI, MARYAM OMIDVAR & JACOB THOMAS</i>	44
10.	A STUDY ON APPLICATION OF DATA AND WEB MINING TECHNIQUES TO ENRICH USER EXPERIENCE IN LIBRARIES AND ONLINE BOOK STORES <i>A. PAPPU RAJAN, DR. G. PRAKASH RAJ & ROSARIO VASANTHA KUMAR.P.J</i>	47
11.	IMPACT OF SIX SIGMA IMPLEMENTATION: A CASE STUDY OF A PHARMACEUTICAL COMPANY <i>N. VENKATESH & DR. C. SUMANGALA</i>	51
12.	A STUDY ON EVALUATING THE EFFECTIVENESS OF TUTORIAL PROGRAMS IN QUANTITATIVE TECHNIQUES <i>DR. ROSEMARY VARGHESE & DEEPAK BABU</i>	54
13.	PROFITABILITY ANALYSIS OF REGIONAL RURAL BANKS IN INDIA: WITH SPECIAL REFERENCE TO WESTERN REGION <i>DR. KAUSHAL A. BHATT</i>	59
14.	A SMALL TRIBUTE TO COMPUTER LEGENDS WHO MADE AN IMPACT ON THE COMPUTER INDUSTRY AND PASSED AWAY IN THE YEAR 2011 <i>PRITIKA MEHRA</i>	65
15.	A STUDY ON MANAGERIAL EFFECTIVENESS <i>ANITHA R & M.P.SARAVANAN</i>	68
16.	COMPARATIVE STUDY ON TALENT MANAGEMENT PRACTICES <i>DR. D. N. VENKATESH</i>	76
17.	REVIEW AND CLASSIFICATION OF LITERATURE ON RURAL CONSUMERS' BUYING BEHAVIOUR FOR MOBILE PHONE IN INDIA <i>CHIRAG V. ERDA</i>	87
18.	MOBILE BANKING IN INDIA: OPPORTUNITIES & CHALLENGES <i>DR. P. AMARAVENI & K. PRASAD</i>	92
19.	THE STUDY OF RELATIONSHIP BETWEEN REFINED ECONOMIC VALUE ADDED (REVA) AND DIFFERENT CRITERIA OF THE RISK ADJUSTED RETURN <i>MOHAMMAD NOROUZI & MAHMOUD SAMADI</i>	97
20.	ONLINE SHOPPING: A NEW TREND OF SHOPPING BEHAVIOUR <i>SANTHOSH J & ANU VARGHESE</i>	101
21.	IMPLEMENTATION OF PCA WITH SVD TO REDUCE PRECISION LOSS <i>AMITPREET KOUR & RAMANDEEP KAUR</i>	104
22.	AN ASSESSMENT OF UNIVERSITY-INDUSTRY RELATIONS FOR COLLABORATIVE TECHNOLOGY TRANSFER: THE CASE OF INSTITUTE OF TECHNOLOGY OF BAHIR DAR AND TECHNOLOGY FACULTY OF GONDAR UNIVERSITY <i>TADESSE MENGISTIE</i>	108
23.	DEMARKETING: A CREATIVE THINKING <i>ANITA KUMARI PANIGRAHI</i>	113
24.	A REVIEW OF ISLAMIC BANKING AND CURRENT ISSUES AND CHALLENGES FACED BY ISLAMIC BANKS ON THE WAY TO GLOBALIZATION <i>UZMA FAZAL, SALMA TARIQ, MUHAMMAD MUMTAZ, MUHAMMAD NAEEM, JUNAID ABBAS & MADIHA LATIF</i>	118
25.	THE IMPACTS OF PRODUCTIVE MARKETING COMMUNICATION ON EMERGING MARKET <i>LOO LAE SYEE, TAN KAI HUN, VIVIAN LEONG & RASHAD YAZDANIFARD</i>	124
26.	HP SUSTAINABILITY AS COMPETITIVE ADVANTAGE <i>RIDHI GUPTA</i>	129
27.	ELECTRONIC HEALTH RECORD IMPLEMENTATIONS AROUND THE WORLD <i>DIANA LÓPEZ-ROBLEDO & SANDRA SANTOS-NIEVES</i>	132
28.	FOREIGN DIRECT INVESTMENT (FDI): AN OBSERVATION ABOUT TOURISM INDUSTRY IN INDIA <i>SANDEEP KUMAR, RAJEEV SHARMA & NAVEEN AGGARWAL</i>	137
29.	A SYSTEMATIC APPROACH FOR DETECTION AND COST ESTIMATION OF CLONING IN VARIOUS PROGRAMMING LANGUAGES <i>ANUPAM MITTAL</i>	142
30.	INTELLIGENT SCADA FOR HOME APPLICATION <i>S. R. KATKAR</i>	147
	REQUEST FOR FEEDBACK	151

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HP SUSTAINABILITY AS COMPETITIVE ADVANTAGE

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TEACHING ASST.

B. P. S. MAHILA VISHWAVIDYALAYA

KHANPUR KALAN

ABSTRACT

Sustainability means long term commitment towards society and environment. This study is about HP commitment towards sustainability which provides HP an opportunity to lead in market and gives HP a competitive advantage. HP translates its dreams regarding credentials into some successful ventures and tries to improve the functions of its existing business. For the purpose of building sustainability a global sustainable program is developed by HP which is based upon some rigorous standards of both profitability and accountability. In this paper researcher discuss both standards. HP strategy related to sustainability and CSR gives HP an opportunity to work with many NGO'S , government agencies and other industries which is very helpful for HP to make clear policies for all which includes all things starting from using such material in products which is environmental friendly to treat employees with respect and dignity. HP makes its culture to do better for their workers and company. It becomes successful in making such type of relationship with suppliers that they do not want to leave HP. So Supplier and employees turnover at HP is very low as compare to other organization. HP main emphasis is on expanding by starting new business and with the main intention of retaining its existing business. Now sustainability strategy of HP is very helpful to increase profitability. This is possible by various efforts; - firstly at HP efforts are made to make necessary adjustments in shipping and logistics cost, reduce the requirement of virgin material. Two things which provide HP competitive advantage is first mover advantage and second is relationship with suppliers, employees and partners. So through this study researcher discuss all points which provide HP competitive advantage as compare to others.

KEYWORDS

Sustainability, Competitive advantage, Emission, profitability, longevity, consistency.

1.0 INTRODUCTION

In this paper the main task is to know about the advantages that HP got from adopting the sustainability strategy, two things which run simultaneously for sustainability strategy are :- first is efficiency and second is profitability. Various things which give HP a competitive advantage are as follows:-first one is deep respect for business values, second is Hp combines technology, strategies of business and environment in order to decrease carbon footprints for the purpose of providing solution to its customers and helps to protect environment which ultimately give HP a competitive advantage. There is a team working in Hp known as Social and Environmental responsibility team it performs the task of managing relationship with NGO's. HP never promotes its business through NGO's (Biedenweg & Oxarart, 2013). But after sometime its team realizes that issues like climate change as well as global supply responsibility requires awareness i.e. there is a need to make people aware about these issues which is also gives HP a competitive edge. In order to maintain sustainability HP focuses on three areas which are as follows (Newport & Lindner, 2003): First one is to raise standards related to social and environmental nature in the supply chain. Second is to improve the energy efficiency related to its operations as well as products for the purpose of reducing level of carbon emissions. Third is to promote reuse of product and concept of recycling. This shows the commitment of HP to make balance between values as well as goals of business which is a good sign for business and having positive impact on society and environment. In order to maintain sustainability as its gives HP competitive advantage there is a need to organize team of sustainability which includes working on following areas which are as follows: First is ethics and compliance, second is responsibility towards social and environment which ultimately creates sustainability. Third is a practice of labour and rights of human beings. Fourth is privacy and last is social investment.

1.1 POINTS WHICH SHOWS SUSTAINABILITY AS COMPETITIVE ADVANTAGE FOR HP

In order to get competitive advantage there is a need to apply high performance business model which includes five different areas which are as follows:-

a. Growth: - which is expressed in terms of revenue. For the purpose of growth HP is focusing on its sustainability strategy. HP main emphasis is on expanding by starting new business and with the main intention of retaining its existing business. For the purpose of increasing its revenue HP tries to expand its distribution operation in Europe, for this take the help of its sustainable strategy. As HP make only energy efficient products so its charges premium price from its customers, if we take the example of energy efficient PC's and Notebooks, it charges approximately \$10 to \$20 as compared to products who are non energy star rated which is again a sign of getting competitive advantage as compare to its competitors. Sustainability strategy of HP is also very essential to get new distribution channel in Europe. In order to enter into new market HP came into solar technology license agreement with Xtreme Energetics which is a developer for solar energy system for the purpose of developing transparent technology related to transistors. In order to develop transparent transistor technology HP and Oregon State University came into joint venture and these transistors include a thin film having low cost made from Zinc and tin. Material used for these transistors does not create any type of environmental issue, better stability of chemical and manufacturing is also very easy. HP motivated other organization to make energy efficient products. Through license agreement licensing fees and royalty will become the main source of revenue for HP for lifelong.

b. Profitability: - It shows relationship between return and cost of capital invested. Now sustainability strategy of HP is very helpful to increase profitability. This is possible by various efforts; - firstly at HP efforts are made to make necessary adjustments in shipping and logistics cost, reduce the requirement of virgin material. This point can be explained. For the purpose of reducing cost of logistics wooden shipping pallet is replaced by environmentally friendlier plastic pallets which save around 700 tons of CO2 emission per year. In order to reduce freight cost air freight is replaced by ocean freight, road by rail freight. The main reason behind this replacement is transportations by ocean are less expensive as compare to transportation by air and it is very helpful in order to reduce CO2 emission. Let us take an example for this each cargo consists of notebook PC's sent through ocean saves GHG emissions which is equivalent around driving car to 1,00,000 km. But it is both time consuming and longer time in inventory during time of shipping. For the purpose of reducing impact of Hp products on environment main task performed by HP is to know about the material with the help of which this product is made and information is available from suppliers and both of them should work together in order to reduce the impact of HP products on environment. Second step for the purpose of enhancing profitability is to make their data centers efficient. Main task of HP for this is to reduce no of datacenters. For this HP just completed a three year program, result of this is just superb, through this 85 data centers are now consolidated in six high efficiency data centres in US. This results in to saving of 350 million kilowatt hour's electricity as well as result in reducing cost of energy around \$30 million. For this there is a verdict of some top personnel, if you waste energy then you will not fire but is site shut down sue to shortage of power then you will get fire, now another step taken by HP to enhance profitability is to reduce energy consume in cooling and cost incurred in this. For this dynamic smart cooling system is designed in order to reduce cost and energy. In order to reduce energy and cost to larger extent a new centre will be established through this it is possible to save around 7500 MWh electricity annually. Now main motive of HP is to cut the cost of energy of their data centres (Palma & Viacava, 2011). Cost of energy is such a big amount now a days that companies show this as a separate cost and charged from IT department because IT Dept is responsible for occurrence of this cost but in past electricity cost is allocate among all centres. In order to reduce energy HP look at various issues such as how much energy is consumed in extracting material, in manufacturing. Second point is to look after life cycle; through this it is possible to compute the actual cost. On the basis of this HP build such type of data centres which provides low cost and lower energy products to its customers with better quality of services. In this way all these steps are taken by HP in order to gain competitive advantage.

Another step taken by HP is to reduce carbon footprints by substituting this with telepresence (videoconferencing), for this Halo studio is built by HP, the main benefit of Halo studio is that it brings several attendees from all over the world together in such type of environment that they feel that they are meeting in the same room. It includes various features which is very helpful in saving of energy is its displays and lights turns off automatically when these are not in use (Wolfson & Mark, 2013). Currently HP has 34 Halo studios located in 14 countries all over the world which results into saving of at least 22000 tons of CO2 emissions per year which cost around \$40 per ton. Through this it is also possible to reduce the travel cost. To promote this concept HP is working with two major hotels for the purpose of creating virtual rooms which are used just like conference room.

c. Consistency: - Measured in terms of no of years. For the purpose of assessing and revising the strategy of company, a sustainable and corporate social responsibility team is made by HP. HP also adopted various processes in order to assess and check its strategy regularly which provides HP a long term advantage (Stubbs & Schapper, 2011). One of the important thing for HP in order to main the position of market leader is to continuously invest in research and development so that such products came into existence that someone never think of making such products.

1. Positioning for future: - it is represented by portion of market share covered in future there is no need to explain this with current earnings of the organization. With the help of sustainability strategy it is possible for HP to make leader in market. Two things which provide HP competitive advantage is first mover advantage and second is relationship with suppliers, employees and partners. According to a report by WWF which shows IT industries increases global warming by 2%. But HP point of view is very unique it believes that IT industry abilities are very unique and it plays an important role in reducing carbon emissions. It believes that it should be considered as an opportunity for IT to play an important role in making energy efficient product, uses that processes which results in low carbon emissions. So by looking at this concept it will be said to be low carbon economy opportunity for HP. It is also possible to reduce consumption of energy and carbon emissions by changing behavior of people and making adjustment in their pattern of consumption. There are two sources of energy consumption at HP first is in performing internal operations and second energy is consumed in making products of HP. There is target fixed by HP to reduce energy consumption by around 25% in which 16% will come from operational side. So energy consumption is reduced by reducing their consumption in both operational sides as well as by product side (Wolfson & Mark, 2013).

2. Become leader in low carbon economy:- HP wants to become leader in low carbon economy and it is possible through dematerialization of datacenters for the purpose of eliminating the need for production of heat, in order to improve the processes speed as well as for the purpose of reducing the cost of band width intensive copper cabling is used by HP. So all these steps are performed by Hp in order to make itself a market leader, HP strategy related to sustainability and CSR gives HP an opportunity to work with many NGO'S, government agencies as well as other industries which is very helpful for HP to make clear policies for all which includes all things starting from using such material in products which is environmental friendly to treat employees with respect and dignity. There is vision set by HP and in order to accomplish it ten years is estimated by HP that if you touch any product of HP then one thing that automatically comes in your mind is that it is made in a socially as well as environmentally responsible manner. HP makes it mandatory for all of its suppliers is to meet the requirements of EICC, but some of them did not agree, then there is a verdict by HP CEO, it is due to law and you should meet these requirements and if you want to work with HP in future also then fulfill all these requirements as this is the main part of our contract. It is not an easy task to become the supplier of HP but once you get an opportunity to become supplier of HPO then it is one of the very difficult tasks to terminate the contract with HP. There is an Advisory Council of HP known as HP Stakeholder Advisory Council which is very helpful to maintain the current sustainability strategy related to HP. Networks of NGO'S called Electronics Network started a campaign in 2007 known as "High Tech- No rights", in this rating is giving to top five IT companies and HP gets first position in this which gives HP as a competitive edge and it is possible only by the sustainability strategy adopted by HP. Now HP pavilion came into existence. IN 2008 Wal-Mart named Hp as the winner of its Home Entertainment Design Challenge as its got success in making such computers which are energy efficient and having less impact on the environment. Now A new radically redesigned product named HP pavilion dv6929 also termed as Entertainment Notebook is launched by HP for the purpose of targeting premium segment. It is an innovative product made by innovative design which reduces the cost of packaging by 97%, save fuel and decrease carbon emission. For the purpose of packaging Conventional protective shipping materials as well as boxes are replaced by HP protect MESSENGER Bag which is made from hundred percent recycled materials. This lead to reduce in content and size of packaging, Due to the environmental appeal of its products HP makes Notebook as an Energy Star Product which uses 100% of recycled materials and it is termed as HP greenest Consumer computer (Wright, 2003)

d. Longevity: - it is expressed in terms of continuation of creation of values over industry eras and during life cycle of an organization. HP always shows its competency related to make long term plans as well as set vision for long term; it also designs additional product and innovation in marketing strategy for the purpose of achieving long term goal of the company. It makes such type of strategy which plays an essential role in making HP a market leader. It is possible by performing various actions:-

a) To achieve long term gains by investing in suppliers and partnerships

HP makes its culture to do better for their workers and company. It becomes successful in making such type of relationship with suppliers that they do not want to leave HP. So Supplier and employees turnover at HP is very low as compare to other organization. For the purpose of inspecting the work regularly 70 auditors are appointed who performs the tasks of checking the accounts of suppliers regularly.

b) Staying ahead of sustainability curve

For the purpose of maintain the position of market leader HP is using threefold approach which becomes a part of strategy of sustainability, first to ensure whether suppliers works on the basis of code of conduct or not, second is to check the changes in environment regularly for the purpose of making necessary adjustment whenever required. Third is to educate employees about what is expected from them.

c) Building a culture of responsibility

HP shows its ability to sustain for longer term by maintain such culture which is based upon values of CSR, by making investment in suppliers and partners (Stubbs, 2013).

CONCLUSION

So from all it is concluded that HP believes in sustainability which gives HP a competitive advantage which is cleared from various points, it's beliefs of having deep respect for business values, and using combination of technology, strategies of business and environment in order to decrease carbon footprints for the purpose of providing solution to its customers. For the purpose of growth HP is focusing on its sustainability strategy. Sustainability strategy of HP is also very essential to get new distribution channel in Europe. HP motivated other organization to make energy efficient products. Now sustainability strategy of HP is very helpful to increase profitability. This is possible by various efforts; - firstly at HP efforts are made to make necessary adjustments in shipping and logistics cost, reduce the requirement of virgin material. Second step for the purpose of enhancing profitability is to make their data centers efficient. Main task of HP for this is to reduce no of datacenters. For this HP just completed a three year program, result of this is just superb, through this 85 data centers are now consolidated in six high efficiency datacenters in US. For the purpose of assessing and revising the strategy of company, a sustainable and corporate social responsibility team is made by HP. HP also adopted various processes in order to assess and check its strategy regularly which provides HP a long term advantage. . Energy consumption is reduced by reducing their consumption in both operational sides as well as by product side. HP always shows its competency related to make long term plans as well as set vision for long term; it also designs additional product and innovation in marketing strategy for the purpose of achieving long term goal of the company. HP wants to become leader in low carbon economy and it is possible through dematerialization of data centres for the purpose of eliminating the need for production of heat, in order to improve the processes speed as well as for the purpose of reducing the cost of band width intensive copper cabling is used by HP. So all these steps are performed by HPA in order to make itself a market leader, so in this way sustainability strategy of HP gives HP as competitive advantage

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