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- Schemenner, R.W., Huber, J.C. and Cook, R.L. (1987), "Geographic Differences and the Location of New Manufacturing Facilities," Journal of Urban Economics, Vol. 21, No. 1, pp. 83-104.

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# FACTORS INFLUENCING KNOWLEDGE SHARING BEHAVIOUR: DEVELOPING A THEORETICAL FRAMEWORK

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## ABSTRACT

*In today's knowledge driven economy, creating a pro knowledge sharing environment and reinforcing actual knowledge sharing behavior is central to the success of any knowledge management (KM) initiative. Universities and Higher Education Institutes have an enormous scope to apply KM to acquire, use and leverage knowledge. This paper attempts to explore the factors that encourage or inhibit faculty knowledge sharing behaviour. The various factors influencing knowledge sharing have been categorized into individual, organizational and technological factors. Understanding of these motivators and barriers to knowledge sharing will help the top management of knowledge based organizations such as Universities and Higher Education Institutes to develop appropriate knowledge sharing strategies to instill knowledge sharing culture within the organization and foster the knowledge sharing behaviour of its faculty .*

# THE IMPACT OF DIRECT AND INDIRECT FACTORS INFLUENCING BRAND EQUITY FOR ONLINE COMPANIES

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## ABSTRACT

*Brand equity is a key issue in marketing. A crucial communication task for unknown brands is to build the knowledge in consumers' minds necessary to become established. The conceptual framework presented here derives from a thorough analytical and critical review of the literature on branding in the conventional and virtual marketing environments. This study uses a model of brand equity to examine and measure brand equity applies to online business. The statistical population consists of customers who have used services offered by Parsian Insurance Company in Esfahan. Random sampling method has been applied to select the appropriate sample. The examinations were done through 195 available questionnaires. In order to test the conceptual model, Structural Equations' Model has been used. Results based on SEM outputs demonstrate acceptance and confirmation of all studied factors. These findings indicate that Value, Awareness, Trust and Loyalty have a positive impact on Brand Equity.*



# INTEGRATION OF TECHNOLOGY IN TEACHING SENIOR HIGH SCHOOL SOCIAL STUDIES: THE COMPUTER ASSISTED INSTRUCTION EFFECT ON STUDENTS' PERFORMANCE

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## **ABSTRACT**

*Social studies educators increasingly support the use of computer-assisted instruction to transform social studies education from a traditional mode to a more constructivist, student-centered, and active mode. This study investigates the impact of computer assisted instruction (CAI) on students' performance in social studies. The study was a true experimental research involving a pretest and posttest analyses. Learning package was used as the instrument to examine students' performance when using computer assisted instruction rather than the traditional method of instruction. The sample for the study comprised 40 first year students of Bawku Senior High in Bawku Municipal Assembly in Upper East Region of Ghana. The students' pre-test and post test scores were analyzed using independent-samples t-test. The findings of the study showed that the performance of students exposed to CAI (experimental group) was better than that of their counterparts exposed to the conventional classroom instruction (control group). Based on the research findings, recommendations were made on the need to develop relevant CAI packages for teaching social studies in Ghanaian Senior High Schools.*

# USING THE ANALYTIC HIERARCHY PROCESS TO ENHANCE PARTICIPATORY DECISION-MAKING IN MULTI-STAKEHOLDER INFRASTRUCTURE PROJECTS: A PIPELINE PROJECT CASE STUDY

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## ABSTRACT

*There has been a noticeable increase in the incidence of failed and abandoned infrastructure projects in developing countries in recent times. This is despite the introduction of several project management techniques and decision making tools for the management of such projects. This has led the developing countries to suffer from acute infrastructure deficit. In Africa for instance decisions to embark on infrastructure delivery and development are based on political whims and self-interest. Whereas several researchers have maintained the importance of the early stakeholder involvement in the project delivery cycles especially in the decision-making process, they have concentrated their effort on collaborative decision making among the project teams neglecting the external stakeholders, whose immediate environment is been exploited and who don't derive the expected utility from the development exercise. This article adopts an organisational perspective in studying the infrastructure delivery process. It utilizes a case study approach alongside a focus group session to understudy the significance of participatory decision-making and its impact on project delivery success in developing countries. The research findings establish that participatory decision making is pivotal to the attainment of project success. It points to the dearth of a scientific procedure for conducting participatory decision making processes in developing countries. This conceptual paper makes a case for the adoption of the Analytic Hierarchy Process (AHP) as a viable tool for conducting participatory decision making procedures in a credible, structured and transparent manner.*

# PRACTICAL IMPLEMENTATION OF THE MODEL FOR 'ORGANIZING, MEASURING, ANALYZING STUDENTS' KNOWLEDGE AND PERFORMANCE'

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## **ABSTRACT**

*Present work tries to offer a new view on the current, vastly discussed and successfully engaged concept of a Data Warehouse. This view presents it in the light of Knowledge Management that includes knowledge sharing and knowledge reuse. i.e., a Data Warehouse can serve as a storage medium for keeping the business memory, or at least involving certain varieties of data. It helps to get new knowledge by presenting well integrated data to analysis tools and then becomes an important part of Executive Information Systems or Decision Support Systems. Sharing and reuse of relevant knowledge during project could prove significant benefits. Data Warehouse by storing, managing and sharing data contributes to the growth of knowledge and may show the way to improve the institution's quality and success. Data mining can be used for the purpose of discovering new knowledge from large databases. New knowledge may be further managed by the applications of knowledge sharing and reuse. Data mining as a new technology allows the user to access or process large amount of information generated mainly from large databases using its latest database technologies. Thus the present work relates Data Warehousing and Data Mining to Knowledge Discovery and Knowledge Management including knowledge sharing and knowledge reuse. The intention is to apply this problem to the higher education sector and compare their results to diagnose pros and cons.*

# **DETERMINANTS OF SMALLHOLDERS' PARTICIPATION IN LOCAL BASED SEED PRODUCTION SYSTEM: THE CASE OF ONION SEED IN EAST SHOA ZONE OF THE OROMIYA NATIONAL REGIONAL STATE, ETHIOPIA**

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## **ABSTRACT**

*Lack of access to improved seed is one of factor for low adoption and thus low crop productivity of farmer in Ethiopia. In order to solve farmer access to improved varieties of vegetable seed, Ethiopian Institute of Agricultural Research involved in facilitating a relatively easily accessible source by improving farmer seed systems through which improved varieties of vegetable seed produced locally by farmer. However, seed supply from this seed system is still low to meet the demand of farmer the region. This study aim to examine determinates of small-scale vegetable producing farm households' decision to participate in improved onion seed production in East Shoa Zone of the Oromia regional state, Ethiopia. The article makes use of data obtained from a random cross-section sample of 80 small-scale farmers and apply Heckman econometric model to analyze the data. This model helps us to incorporate possible sample self-selection bias and to separate the decision made by farmer. Results of the study show that, experience in cultivation of improved onion varieties, access to credit, land and livestock holding play a significant role in determining household decision to participate. Once household decide to participate, an increase in the land allocation to onion seed took place when the area under irrigation increased, when the household had access to training, when an incentive from market through price increased and increase in family size. An increase in age of household head decrease both the likelihood of participation and land allocated to onion seed production. Improving marketing outlet for seed and vegetable, access to credit and training is important to promote seed production by small scale farmer.*

# COINTEGRATION OF KARACHI STOCK MARKET WITH OTHER ASIAN STOCK MARKETS

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## **ABSTRACT**

*This paper investigates the cointegration between the stock market price indices of Karachi stock exchange and the major stock exchanges of Malaysia (FTSE), India (BSE 30) and South Korea (KOSPI) using daily data spanning January 2001 to January 2010. The Engle-Granger two step procedure shows that there is cointegration between KSE and BSE 30 index as well as between KSE and KOSPI. While the Engle-Granger procedure shows that the linear combination of FTSE and KSE 100 index is non stationary. Based on the empirical results obtained from these two residual-based cointegration tests, it is found that investors should not diversify their funds in the Indian and south Korean markets while they could diversify in the Malaysian markets. By doing this they can reduce the associated systematic risks across these countries.*

# **SURVEY ON FACTORS INFLUENCING THE PERFORMANCE OF PLM SYSTEM IN AUTO INDUSTRY**

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## **ABSTRACT**

*Present day automotive industry is global, both in terms of customers spread across multiple regions (from mature and emerging markets) and manufacturers and suppliers scattered around the world. The issue from an original equipment manufacturers' (OEM) perspective is how to respond to and best satisfy complicated demands while at the same time delivering attractive vehicles at higher quality levels, at the right time, and at a reasonable price. Most of the Auto OEMs have an appropriate answer to achieving these goals through product and process innovation enabled by a sound Product Lifecycle Management (PLM) approach and solution. A typical PLM system in automobile industry consists of the PLM Application server which hosts the PDM system, CAD system, Digital Simulation system, BOM system etc. Database server stores all metadata of PLM system while the bulk data is stored in the file volume server. Web server helps in connecting the PLM Application server with client machines, ERP systems, CRM/SCM systems, legacy systems etc. [Ref. 4 and 5]. Interview based survey is conducted to identify potential areas to optimize product design system performance by Interviewing many practicing managers/engineers from Indian and global automobile companies. A structured questionnaire was administered with the purpose of collecting necessary information regarding potential areas to be focused for optimization of the PLM system performance in automobile industry. This survey results are published in this research paper highlighting the major factors influencing the performance optimization of the PLM system in automobile industries. It provides details about how each factor influences the system performance and its significance in optimizing the overall system performance.*

# **A STUDY ON QUALITY WORK LIFE WITH REFERENCE TO ENGINEERING COLLEGES AT BANGALORE**

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## **ABSTRACT**

*The Quality of work life in Engineering Colleges describes improvements which are defined as any activity which takes place at every level of an organization, even in educational institutions like engineering colleges which seeks greater organizational effectiveness through the enhancement of human dignity and growth. A process through which the stockholders in the organization management, unions and employees - learn how to work together better to determine for themselves what actions, changes and improvements are desirable and workable in order to achieve the twin and simultaneous goals of an improved quality of life at work for all members of the organization and greater effectiveness for both the company and the unions. The article discusses "A study on quality of work life with special reference to Engineering Colleges in Bangalore". For the present study, data was collected with the help of structured questionnaires from a total of 12 engineering colleges in Bangalore. Participants were working either at the level of Professors or at Assistant Professor Levels. Total 200 employees were asked to complete the questionnaires, out of which 120 returned the completed questionnaires. Thus, the response rate was 60 per cent. This approach conducted in the article motivates people by satisfying not only their economic needs but also their social and psychological ones. To satisfy the new generation workforce, organizations need to concentrate on job designs and organization of work. Further, today's workforce is realizing the importance of relationships and is trying to strike a balance between career and personal lives.*

## **POWER & AREA EFFICIENT ROUTER IN 2-D MESH NETWORK-ON-CHIP USING LOW POWER METHODOLOGY – GATE LEVEL POWER OPTIMIZATION**

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### **ABSTRACT**

*Network-on-Chip (NoC) is the interconnection platform that answers the requirements of the modern on-Chip design. Small optimizations in NoC router architecture can show a significant improvement in the overall performance of NoC based systems. Power consumption, area overhead and the entire NoC performance is influenced by the router buffers. Resource sharing for on-chip network is critical to reduce the chip area and power consumption. An area efficient implementation of a routing node for a NoC is presented. Of the four components of routing node, the input block (mainly consisting of buffers) and scheduler have been modified to save area requirements. The other two components of the routing node take up negligible area in comparison. The use of custom SRAM in place of synthesizable flip flops in the input block has resulted in a saving of over 26% of the silicon area and power optimization is 65% when operated at 16 ns clock. Clock gating is an important high-level technique for reducing the power consumption of a design. Clock gating reduces the clock network power dissipation, relaxes the datapath timing, and reduces routing congestion by eliminating feedback multiplexer loops. For designs that have large multi-bit registers, clock gating gate level can save power and reduce the number of gates in the design. In our design case, it has been further observed that the power optimization with clock gating techniques at gate level saves 67.38%, of power while 32.62 %, 32.71 % & 30.28% silicon area has been saved.*



# THE STATISTICAL ANALYSIS OF STRUCTURE OF MANUFACTURING SECTOR – WITH SPECIAL REFERENCE TO BANGALORE INDUSTRIAL REGION

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## ABSTRACT

*This recent spurt in growth is propelled by radical reforms such as the removal of restrictions on foreign investment and industrial de-licensing. Tailoring the EXIM policy to promote exports and aligning the import duties to meet WTO commitments further contributed to this development. This trend is expected to continue over the next five years, driven by a favorable business policy environment in terms of tax cuts, broadening tax base, and reduced interest rates. Thus it is observed that both development (commercial) enterprises and manufacturing enterprises are loss-making sectors in the aggregate sense. Therefore, pressure is mounting on the ground that from revenue point of view also, government should try to reduce its share from these sectors, Furthermore, financial institution sector and the development (noncommercial) sector are also incurring net losses. INDIAN industrial policy operates within the framework of overall economic and planning policies. A brief discussion of the background of such policies and recent development in the growth process and structural change may be useful so that the framework in which industrial policies operate can be appreciated. The major industrial sectors are registering high growth as a result of the economic reforms. In tune with India's progress, the state of Karnataka has played an important role in various spheres. The per capita income of Karnataka has more than doubled in the last 50 years. In the post-1991 era, Bangalore has emerged as the "Destination City" for fresh investments, gaining the reputation of being the "Silicon Valley of India." At present, there is cause for optimism due to the favorable industrial climate of Karnataka and its human resources.*

## **A STUDY ON CONSUMER PERCEPTION OF TATA LPT 3118 12 TYRE VEHICLE OVER 10 TYRE VEHICLES WITH REFERENCE TO THOOTHUKUDI**

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### **ABSTRACT**

The study entitled consumer perception of TATA LPT 3118 12 tyre vehicle over 10 tyre vehicles in TATA Motors Limited was under taken to know the perception level of the LPT 3118 users and other basic segment of truck users in relation to perception on various aspects. The survey was conducted to collect information from various consumers. Many have preferred to buy LPT 3118 because of Tyre mileage, diesel mileage Lift Axle mechanism aspects. But some extend many have not preferred TATA LPT 3118 truck because of non availability of spare parts and services so proper steps should be taken to improve more awareness of Lpt 3118 truck. The respondents who are using Lpt 3118 truck are more satisfied. The expectation of the consumers is quite high. Many people expect high product quality, high design, comfort and mileage in lower cost investment. The experience of the consumers and their rating of the trucks are moderate, proper awareness campaigns should be limited to Thoothukudi city only, it was possible for the researcher to understand the demographic profiles of the consumer. The perception of individual consumers depends mainly on annual income, expected actual performance of the product as well as external influencing factors like society and etc, consumer prefer to advice of other also consistency in performance level of satisfaction also has a major impact. The study of consumer perception towards LPT 3118 trucks gives an idea of individual performance towards the product based on various influencing factors like price, group influence, social influence and psychological influence and also gives an idea on rating of product done by consumer generally, etc, particularly relating to Thoothukudi city. The main objectives of the study were to analyze the position of the TATA LPT 3118 12 tyre truck and other basic segment trucks in the consumers mind, to measure the perception level with regard to price, financial availability, non-availability of spare parts, brand reputation, safety, mileage, comfort, design, and etc., to know the reason for preferring the particular brand over the other brands and finally to receive suggestions for the further improvement.

# EMPLOYEE ABSENTEEISM IN HEALTH CARE INDUSTRY: A CONCERN FOR THE ORGANIZATION

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## ABSTRACT

*Employee's presence at work place during the scheduled time is highly essential for the smooth running of the production process in particular and the organization in general. Despite the significance of their presence, employees sometime fail to report at the work place during the scheduled time, which is known as 'absenteeism'. Labour bureau, Simla, defined the term 'absenteeism' as "the failure of a worker to report for work when he is scheduled to work". It also states that "absenteeism is the total man-shifts lost because of absence as a percentage of the total number of man-shifts scheduled to work". According to Webster's Dictionary, "absenteeism is the practice or habit of being an 'absence' and an absentee is one who habitually stays away". This paper provides a theoretical framework for "Employee Absenteeism".*

## **WEB CONTENT TRUST ASSESSMENT MODEL USING ADVANCE WEB MINING TECHNIQUES**

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### **ABSTRACT**

*The growth of internet is phenomenal. However the growth of e-commerce and online business activities are low compared to other activities such as increasing the speed, email, chat, surfing, etc. The main reason behind the low online e-commerce & business activities is the lack of online security and trust. People in the country like India are afraid to transfer their personal data online because of lack of security and trust on the web site. There is no perfect automated model available where one can review the trustworthiness of web sites based on contents. Through this paper, researchers have tried to fill the gap by proposing a model which analyses the web site contents and generate accuracy level of web site trustworthiness.*

# PERFORMANCE OF PROFITABILITY MANAGEMENT IN AMARA RAJA BATTERIES LIMITED", TIRUPATI - AN EVALUATION

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## **ABSTRACT**

An attempt has been made to study the "Performance of Profitability Management in Amara Raja Batteries Limited", Tirupati. An analysis of profitability performance, assessment of gross profit margin, net profit margin, return on equity and return on investment in ARBL through the application of ratio analysis and statistical tests has been undertaken. The time period considered for evaluating the study is six years i.e. from 2004 to 2009. It is found that the gross profit ratio declined due to the fact that the gross profit margin ratio had not increased to the levels of sales revenue. Despite declined ratio, gross profit margin was comfortable as it was more than 25 per cent over the study period. The profitability performance was thin in beginning two years and in later years the net profit performance was improved. The management of ARBL has made sincere efforts in cutting down the operating cost so as to improve the profit performance. The profitability in terms of owner's equity was well reflected in the later part of the study period. This provides keen interest to the prospective shareholders also. It may be said that the management of the ARBL took greater responsibility in the maximisation of share holders' equity. The overall return on capital employed ratio of the company shows the increasing trend. It indicates a good sign of making capital budgeting decisions and encouraging management to obtain assets that would provide a satisfactory return on investment and to dispose of assets that are not providing an acceptable return to Amara Raja Batteries Limited.

## **AN ELABORATION LIKELIHOOD MODEL APPROACH TO PACKAGING AND CHILD-PARENT INTERACTION**

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### **ABSTRACT**

*This paper illustrates a situation confronting child and the parent when making a purchase decision at the checkouts for high impulse purchase categories; chocolates. An Elaboration Likelihood Model approach is used to describe the decision making process. The paper examines the significance of packaging cues; pester power and the time pressure in bifurcation of the persuasive process into central and peripheral routes. The 'central route' is used to process information due to high package relevance, high personal motivation and high cognitive communication of the child resulting in the purchase of the chocolate. In the 'peripheral route', the child or the parent has low personal interests and low product involvement. The end result may be a 'purchase' or 'no purchase'. The paper concludes with limitations in mapping to the model, implications and scope for future research.*

# RELATIONSHIP OF FINANCIAL REPORTING QUALITY WITH SALES VOLATILITY AND BOOK TO MARKET VALUE

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## **ABSTRACT**

*Financial reporting quality has some implication such improving of economic growth and investment efficiency. But there are some factors that can have affect on financial reporting quality such sales volatility. In this paper we study the effect of sales volatility on financial reporting quality. Financial reporting quality also can have effect on some of firm ratio such book to market value ratio. In this study we hypothesize that financial reporting quality can increase the book to market value. The numbers of observations in this study are 2608 observations among 218 companies listed in Tehran stock exchange. In This research we find that there is negative significant relationship between financial reporting quality and sales volatility and also there is positive significant relationship between financial reporting quality and book to market value.*

# WORKING CAPITAL MANAGEMENT IN MANUFACTURING INDUSTRY: A STUDY WITH REFERENCE TO SELECTED MANUFACTURING INDUSTRIES IN INDIA

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## ABSTRACT

One of the most important areas in the day to day management of the firm is the management of working capital. Working capital management is the functional area of finance that covers all the current accounts of the firm. It is concerned with management of the level of individual current assets as well as the management of total working capital. The goal of working capital management is to ensure that the firm is able to continue its operations and that it has sufficient cash flow to satisfy both maturing short-term debt and upcoming operational expenses. The interaction between current assets and current liabilities is, therefore, the main theme of working capital management. The study aims to evaluate the working capital position of manufacturing industries in India. The study deals with working capital management in Indian manufacturing industries. Study covers five manufacturing industries. They are; Cement Industry, FMCG Industry, Oil and Gas Industry, Automobile Industry and Pharmaceutical Industry. Under each industry five companies have been taken for the purpose of analyzing the working capital position of each industry. The entire study is based on the secondary data, procured and extracted from the financial statements of the selected companies of the selected industries covering a period of five years from 2007-08 to 2011-12. For the purpose of analyzing the liquidity position of the selected companies under each industry and to evaluate the working capital position of selected manufacturing industries and to test the hypotheses, two kinds of tools have been used. They are statistical tools and financial ratios.



## **TALENT ACQUISITION AND RETENTION: A STUDY IN INDIAN SMALL AND MEDIUM ENTERPRISES**

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### **ABSTRACT**

*This paper attempts to study the challenges of HR practices in Small and Medium Scale Enterprises (SME). It was found that SME's have to still go a long way to recognize the importance of human resource practices, which may help the organizations to attract better talent and make strategies to retain those talents. This study conducted showed that SME focus on talent acquisition through internal referrals which also proved to be an inexpensive method for talent hunt. Talent acquisition is the process of attracting, finding, selecting and retaining skilled individuals. Talent acquisition and retention are the major challenges faced by SME's. The importance of acquiring talent is well recognized within SME's in today's economic environment. Hiring retired personnel and associating closely with Colleges offering Master's in Business Administration (MBA), so that the management professionals can be hired for a short-term internship program by SME's will help in cost cutting and SME's will be the ultimate gainers.*

**MONITORING SYSTEM FOR TERRORISTS AND DANGEROUS PRISONERS**

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**ABSTRACT**

To day security, safety and monitoring of terrorist and prisoners in jails and in the way of court is very big problem for police and administration across the world. Using Radio Frequency Identification (RFID) technology minimises this problem. RFID is a technology that enables the electronic and wireless labeling and identification of object, human as well as animals. RFID, which means it doesn't provide much value on its own, but it enables organizations to develop applications that create value. The first disturbing fact is that RFID is not a new technology. It was first used over sixty years ago by Britain to identify aircraft in World War II and was part of the refinement of radar. It was during the 1960s that RFID was first considered as a solution for the commercial world. The first commercial applications involving RFID followed during the 70s and 80s. These commercial applications were concerned with identifying some asset inside a single location. They were based on proprietary infrastructures. The Internet is another enabling technology, and just as the Internet enables companies to communicate, collaborate, educate, sell, entertain and distribute products, RFID enables organizations to do develop secure tracing , watching and monitoring prisoners in jails and many different things This paper focus on the ways RFID is being used by organizations today to create value and at some of the ways it might be applied in the future.

**TRENDS OF FOREIGN DIRECT INVESTMENT IN INDIA****DR. KARAMVIR SINGH SHEOKAND****ASST. PROFESSOR****IMSAR****M. D. UNIVERISTY****ROHTAK****PRIYANKA****ASST. PROFESSOR****DEPARTMENT OF BUSINESS ADMINISTRATION****HINDU COLLEGE****SONEPAT****RAJESH BHARDWAJ****ASST. PROFESSOR****DEPARTMENT OF COMMERCE****GOVERNMENT COLLEGE****GHARAUNDA****ABSTRACT**

Foreign direct investment (FDI) policies play a major role in the economic growth of developing countries around the world. Attracting FDI inflows with the conducive policies has therefore become a key battleground in the emerging markets. And this has led to competition among the states in formulation flexible policies and providing incentives to woo private investors. In the light of the above the paper highlights the trends of FDI in India after the economic reforms, Sector wise and Country wise share of FDI. Various factors which play a significant role in attracting FDI into particular state are also examined. The study is descriptive cum analytical in nature. The data was collected from the website of industrial Policy & Promotion and planning commission. In the current financial year (April 2011 to Jan 2012) Mauritius, Singapore, Japan USA and UK are the top five investors in India. The paper found that Service Sector is one of the most attractive sector for FDI inflow. Some of the states in India which have witnessed a massive upsurge in FDI (April 2011 to Jan 2012) inflows include Maharashtra, Delhi, Karnataka, and Tamil Nadu. Other states which are in the receipt of FDI inflows in India include Gujarat, Andhra Pradesh, West Bengal, Haryana, Kerala and Uttar Pradesh. (With reference to the website of Business Maps of India) States like Jharkhand and Bihar have not attracted enough FDI when compared with other states.

## CONCURRENCY CONTROL IN DBMS WITH TIMESTAMPS

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### ABSTRACT

*In this paper I have discussed the why Time stamping technique is used in concurrency control in DBMS and how it can be implemented. Here, as in locking technique problem of deadlock is found which is very important to resolve. So time stamping can resolve this issue to some extent. It can be implemented by two ways Formal and Informal. Timestamping refers to the use of an electronic timestamp to provide a temporal order among a set of events. Timestamping techniques are used in a variety of computing fields, from network management and computer security to concurrency control. Here, I will discuss in concurrency control. The timestamp ordering protocol ensures that any pair of conflicting read/write operations will be executed in their respective timestamp order. This is an alternative solution to using locks.*

# A STUDY ON PERFORMANCE MANAGEMENT SYSTEM (PMS) WITH SPECIAL REFERENCE TO COTELLIGENT

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## **ABSTRACT**

*Performance Management System (PMS) makes a very important contribution to the development of the organization's human resources and hence to the achievement of its aims and objectives. The purpose of this paper is to examine the impact of PMS on organizational effectiveness by enhancing personal performance using appropriate performance measures. The study focuses on the factors responsible for effectiveness of the performance management systems and its alignment with organizational goals. Performance management is a much broader and a complicated function of HR, as it encompasses activities such as joint goal setting, continuous progress review and frequent communication, feedback and coaching for improved performance, implementation of employee development programmes and rewarding achievements. It is a means for promoting superior performance by communicating expectations, defining roles within a required competence framework and establishing achievable benchmarks. The study is been taken up in Cotelligent to study how PMS works in their organization and its transparency by involving the employees at the same time, to know the process, its transparency and employee expectations from the organization. A sample of 74 respondents (employees) was considered for collection of data. Percentile method is used to analyze the data and observations. it is observed that the employees believe that an effective PMS in the organization leads to reduction in employee turnover; it ensures that goals are consistently being met in an effective and efficient manner.*

## **AN ANALYSIS OF CHILD'S INFLUENCE IN CHOOSING THE SNACKS ITEMS WITH SPECIAL REFERENCES TO SIVAKASI AREA IN TAMILNADU**

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### **ABSTRACT**

*The marketers are targeting the child for their products. Because the teen age people will be in high proportion in the coming days. This is because; the child also takes part in purchasing decision in the family while making purchases. This study is about the child's influences in purchasing snacks items and their preference. It's mainly studied with the two factors, namely nature of family system and the nature of purchases and for which items the parents show their acceptance level even though the child is having full freedom in choosing their product*

## **MEASURING SERVICE QUALITY OF RAILWAY PLATFORMS IN INDIA: A CASE-STUDY OF EAST-COAST RAILWAYS**

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### **ABSTRACT**

*Indian Railways is the major mode of transport in the country for passengers as well as freight due to its large network, number of trains, and affordability. Railways provide the citizens of India as well as foreign nationals visiting India with a convenient, accessible, and affordable mode of transportation. Though the railway is the lifeline of Indian economy and society, it cannot be ignored that its services are far from healthy and satisfactory. A thorough review of literature revealed that scholars have undertaken studies on various aspects of railway services, but platforms have failed to attract much of their attention. In the present study a survey of passengers (customers) was conducted with the aim to measure their satisfaction towards the services of railway platforms of east-coast railways on the basis of a few components of service quality of railway platforms. Factor analysis has been employed in this study to identify the most important factors of customer satisfaction with service quality of railway platforms. The findings of the study reveals that four factors that are considered important by the passengers for achieving satisfaction with railway platforms are basic facilities, refreshments, information system efficiency and security for and behaviour towards the passengers. A lot of insights on the managerial and theoretical implications were developed from the survey results and has been discussed in this paper.*

## **A COMPARATIVE STUDY OF FINANCIAL STATEMENT OF DISTRICT CO-OPERATIVE DAIRIES OF NORTH GUJARAT**

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### **ABSTRACT**

*District co-operative dairies play very imperative role for enhancing economic growth and promoting equitable regional development. In North Gujarat region of the Gujarat state, there is a considerable development of co-operative dairies like The Mehsana District Milk Producers Union Ltd. ( Duddh Sagar Dairy), The Banaskantha District Milk Producers Union Ltd.(Banasa Dairy) etc. All these co-operative dairies are working under the guidelines of GCMMF (Gujarat Co-Operative Milk Marketing Federation). These dairies are not only providing the livelihood to farmers, employment to people but continuously provides milk and milk related products to Gujarat state and neighboring states. A financial statement furnish information pertaining to strength of particular dairy so here we, as a researchers, have made sincere efforts to measure the financial position of each co-operative by applying different methods of analysis like comparative statement, common size statement, trend percentage, statement of change in working capital, cash flow statement, ratio analysis etc.*



**WORLD WIDE MIDDLE WARE TECHNOLOGIES**

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**ABSTRACT**

*Grid is an infrastructure that involves the integrated and collaborative use of computers, internet and databases managed by organisations. Grid middleware's provide users with seamless computing ability and uniform access to resources in the heterogeneous Grid environment. In particular, we discuss the purpose of grid, its components, its challenges and issues in each level relationship between the Grid and the World Wide Web, its facts and fictions and its web services. It also includes the overview of web (grid) services, bus of web (grid) services and the necessary security issues.*

# CRITICAL FACTORS FOR SUCCESSFUL SC COLLABORATION: AN INTERPRETIVE STRUCTURAL MODELING APPROACH

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## ABSTRACT

*Interpretive Structural Modelling (ISM) is a methodology for identifying and summarizing relationships among specific SC collaborations, which define an issue or problem. It provides a means by which order can be imposed on the complexity of such factors. In the present paper the important critical success factors have been analysed to obtain an ISM, which shows the interrelationships of the variables and their levels. These variables have also been categorized depending on their driving power and dependence. The research shows that there exists a group of enablers having a high driving power and low dependence requiring maximum attention and of strategic importance while another group consists of those variables which have high dependence and have the resultant actions.*

# AN EMPIRICAL INVESTIGATION OF INVENTORY MANAGEMENT PRACTICES OF MYSORE PAPER MILLS LIMITED BHADRAVATHI – A CASE STUDY

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## ABSTRACT

*Inventory Management and Inventory Control must be designed to meet the dictates of the marketplace and support the company's strategic plan. The many changes in market demand, new opportunities due to worldwide marketing, global sourcing of materials, and new manufacturing technology, means many companies need to change their Inventory Management approach and change the process for Inventory Control. Despite the many changes that companies go through, the basic principles of Inventory Management and Inventory Control remain the same. Some of the new approaches and techniques are wrapped in new terminology, but the underlying principles for accomplishing good Inventory Management and Inventory activities have not changed. The Inventory Management system and the Inventory Control Process provides information to efficiently manage the flow of materials, effectively utilize people and equipment, coordinate internal activities. Inventory Management and the activities of Inventory Control do not make decisions or manage operations; they provide the information to Managers who make more accurate and timely decisions to manage their operations. This study was conducted to investigate the inventory management practices followed by MPM limited. This study conduct to fill the gap in theoretical and empirical knowledge of Inventory management practices of paper manufacturing units. The data was collected using in-depth structured and non structured interviews with senior managers, lower level managers, operational workers, site-observations and analysis of existing documented data sources. Validity of the data is ensured through triangulation. This qualitative research uses critical analysis of the facts to present aspects of the findings. The research findings reveal that manual operation of the inventory management process.*

# A STUDY ON PERFORMANCE OF MOBILE BAKING SERVICES AND MODELS IN INDIA

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## ABSTRACT

Mobile banking (M-Banking) has been welcomed in most of the countries as a new branch in electronic banking (E-Banking). Mobile banking (also known as M-Banking) is a term used for performing balance checks, account transactions, payments, credit applications and other banking transactions through a mobile device such as a mobile phone or Personal Digital Assistant (PDA). In developing countries such as Iran mobile banking is limited to fields such as SMS due to lack of infrastructure and because of high costs. In this paper we present a method for developing banking services through mobile phone in the bank area. Customers inside the bank and also around the bank are connected to the bank system through Bluetooth technology and handle their banking operations through their mobile phones. This way they won't pay any additional cost and for example they can handle operations while they are inside their car parked near the bank. Moreover they can handle some of their other banking operations through their mobile phones while they are dealing with other activities inside the bank. This way they can use their time in an optimal way and the banks can also avoid the rush hours. Since our method using Bluetooth, most of mobile phones can use this system.

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