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THE USE OF INTERNATIONAL STANDARDS FOR THE PROFESSIONAL PRACTICE OF INTERNAL AUDITING NO. 1300: QUALITY ASSURANCE AND IMPROVEMENT PROGRAM BY INTERNAL AUDITORS IN JORDANIAN INSURANCE COMPANIES

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ABSTRACT

The aim of this research paper was to investigate whether internal auditors in Jordanian insurance companies use or comply with International Standards for the Professional Practice of Internal Auditing No. 1300 termed Quality Assurance and Improvement Program. Also, Identifying the violation of Institute of Internal auditor requirements by the internal auditors of Jordanian insurance companies through Significant lack of use or compliance with International Standards for the Professional Practice of Internal Auditing No. 1300 termed Quality Assurance and Improvement Program. Research hypothesis was tested using Statistical Package of Social Sciences (SPSS) and using one sample T-test to test the hypothesis of the study. Results of research indicated that internal auditors in Jordanian insurance companies do not use quality assurance and improvement programs, particularly relating to external assessments.

COMPUTERIZATION OF NIGERIAN UNIVERSITY LIBRARY SERVICES

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ABSTRACT

Reported here are the results of a research project that examined the progress that has been made by Nigerian University libraries in computerization of their services. Fourteen university libraries that said that their libraries were automated were investigated using structured questionnaires. The research design was carried out in two stages by the use of structured questionnaires. The study population consisted of 47 university libraries, of which 24 were Federal, 17 state and 6 private. While the sample population was limited to the 13 University libraries that said they were automated. The response rate was 100%. The services that were investigated or surveyed include Cataloguing, Acquisition, Circulation, Serials, Reference, Opac, CD-ROM, Internet, Intranet and e-mail. The study shows that a great progress has been made in automating university libraries in Nigeria. The main issues facing automation in Nigerian university libraries concerned among others, funding, electricity, staffing and inadequate infrastructures. The result of the surveys shows that none of the libraries were fully automated, while some were strongly with the issue of migration from one library management software to the other.

ANTECEDENTS OF CUSTOMER LOYALTY IN THE MOBILE TELECOMMUNICATION SECTOR IN KENYA

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ABSTRACT

Past studies have not sufficiently explained why some customers remain loyal to a product or service provider and/ or why others switch. This study follows a composite customer loyalty approach providing both behavioral aspects (purchase intentions) and attitudinal loyalty in order to explain the concept of customer loyalty. We therefore analyze the antecedents of customer loyalty in Kenya's mobile telecommunication sector using 140 usable respondents. It was found that service value, service quality, and social pressure were significant predictors of customer loyalty, while company image, and customer satisfaction were not significant. We recommend that in order to have loyal customer base, mobile telecommunication service companies should place more emphasis on the value offered to customers. They should also pay attention to the needs of the social units like family, friends and colleagues which have been shown to have a significant impact on the loyalty of individual consumers.

SIX SIGMA FOR IMPROVING PRODUCTIVITY AND ATTAINING SUSTAINABLE PERFORMANCE BREAKTHROUGH: THE BANGLADESH PERSPECTIVE

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ABSTRACT

The twenty first century is marked substantially by technological revolution. In this era, no country can go ahead without technological innovation. Additionally, technological innovation is becoming absolute very rapidly. So, the guiding philosophy of world has become, "what is enough for today may not be enough for tomorrow". As a result, organizations should be technologically updated which will give competitive advantage in a highly volatile, turbulent, fast changing world environment. The study shows how different firms have gained remarkable success pertaining to using new technology like Six Sigma. By incorporation of Six Sigma in the production process, myriad firms achieved significant improvement in terms of quality, productivity and profitability. Bangladesh, as an underdeveloped country, has not been an advantageous position concerning productivity growth. This paper will show how quality and productivity are interrelated and how Six Sigma can contribute to the productivity growth. In addition, this article will show how different companies in Bangladesh can compete nationally and internationally by improving quality of the goods and services using Six Sigma. This paper will expose how a firm can attain sustainable performance breakthrough by incorporating Six Sigma. The bottom line of this article is that if firms can incorporate Six Sigma and manage it properly, it will assist to improve productivity and attain sustainable performance breakthrough in the twenty first century.

IMPROVEMENT IN TELECOM NETWORK QUALITY & OPERATIONAL EFFICIENCY THROUGH ON-THE-JOB TRAINING

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ABSTRACT

The liberalization of the Indian economy & new telecom policy has enabled introduction of new technologies and deployment of state-of-the-art equipments into the telecom network. In order to maintain high standards of network quality and services, telecom service providers require experienced and trained technical professionals to address the ever growing needs of the business. Evolutions of technology, network rollout, increase in subscriber base coupled with high equipment cost and attrition rates, demands highly engaged and skilled employees. In view of the above, it goes without saying that continuous skill up-gradation of employee's is the need of the hour. The conventional practices of classroom training are being rendered ineffective as network uptime and operation & maintenance challenges are accorded priority to ensure uninterrupted customer services. This calls for an on-the-job training model that is customized to address the challenges faced by the telecom organizations. Network Learning Center (NLC) of a leading integrated telecom player has been actively engaged in knowledge dissemination on technology, product and service since 2002. This paper presents and empirically validates a unique learning methodology using Intranet/Internet, Audio Visual conferencing tools, electronic writing pads, and desktop sharing tools. The effectiveness of this training methodology has been validated based on data collected from NLC and network operation over the past 2 years.

PEOPLE MANAGEMENT PRACTICES AT ICHALKARANJI SPINNING MILLS: AN INVESTIGATIVE STUDY

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ABSTRACT

The beginning of the co-operative spinning mill in India is relatively a recent origin. The co-operative textile sector has played a commendable role in the upliftment of small and marginal cotton farmers and the weavers belonging to the weaker sections besides the jute growers, Seri culturists and the coir workers. The classic definition of peasant and farmer is adopted here in. Although both works on the land, the latter owns it and the former do not. These peasant-farmers of a small agricultural land are referred to in this study are "marginal workers" and these comprised the sample for the pilot study. Small peasant-farmers were included in the sample chosen. These mills/units, a majority of which are located in the rural areas, have brought about a significant socio-economic transformation in the area of its operation. This transformation took the shape of better civic infrastructure and a noticeable improvement in the quality of life. To add to this, over 5 lakh cotton growers and 6000 growers co-operatives reap benefits by marketing of cotton in valued added form. About 22500 handloom weavers co-operative are benefited by consistent supply of quality yarn. The co-operative spinning mills represent about 10% of the total (cotton) spindleage of the country with substantial yarn production and exports. The weaving co-operatives have been instrumental in providing a source of livelihood to a large number of people most of which belong to the weaker segment.

A STUDY ON SOCIAL NETWORKS AND ONLINE COMMUNITIES CONCEPT & PRACTICES AT BHAVNAGAR CITY

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ABSTRACT

When a computer network connects people or organizations, it is a social network. Just as a computer network is a set of machines connected by a set of cables, a social network is a set of people (or organizations or other social entities) connected by a set of social relationships, such as friendship, co-working or information exchange. Online social networking sites like Orkut, Google+, Facebook, Flickr and Twitter are among the most popular sites on the Internet. Users of these sites form a social network, which provides a powerful means of sharing, organizing, and finding content and contacts. Information about social networks is gathered by questionnaires, interviews, observations and more recently through computer monitoring. In this paper, we collect the data by consider the 50 persons including students

COST REDUCTION THROUGH e-RECRUITMENT: A CASE STUDY OF INDIAN IT INDUSTRY

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ABSTRACT

E-recruitment has been an issue of interest over the past ten years. Internet is considered as the latest tool in hiring. It is a real revolution spreading over the world of job hunting and hiring. The term online-recruitment, e-recruitment, cyber-recruiting, or internet-recruiting, imply the formal sourcing of job information online. The closing of twentieth century has given rise to a vast debate concerning the response of HRM to the changing external and internal environment of the firm. Online job search and recruitment activity have vastly expanded since the year 2000. This was the period during which a truly distinct online recruitment paradigm emerged and first attained a level of critical mass. Recruitment in an IT organization is different from other traditional ones by ways of selection & training. Since IT companies recruit in large numbers, recruiters in these companies always keep looking for solutions, which can save them time and effort and thus cost reduction can be achieved; while at the same time provide them with the best talent.

12 DIGIT AADHAR FOR REVENUE ADMINISTRATION

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ABSTRACT

The Property tax or 'House tax' is a local tax on buildings, along with appurtenant land, and imposed on owners. The local governments use this money for local development and civic services to the citizens. The collection of these taxes is very critical task. We bring the benefits of Information and Communication Technology at the last mile to ensure transparent, timely and hassle free citizen services. The new model is developed and used for uplifting the collection of Property tax which will helpful to all Municipalities and even for Nagarpanchyat and Grampanchayat. In this model 12 digit AADHAAR Card Number (UIDAI Number) of tax Property owner is utilized with Application Software. This model contributes sufficient Revenue to local government for local development and for other programs of civic services to the citizens with transparency in administration. This paper outlines the integration of Information Technology with Aadhar card for contribution to the achievement of good governance goals, improving government Revenue administration.

RESEARCH PAPER ON PERCEPTION OF MANAGEMENT FACULTY ON INSTITUTIONAL CULTURE AND VALUES AFFECTING FACULTY RETENTION IN PUNE CITY

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ABSTRACT

The aim of this paper is to find out how organization culture and values will have impact on faculty retention. The factors of organization culture such as academic freedom, resource availability, awareness of organization vision and objective were covered and collected data from 145 faculties of management institutes of pune city. For hypothesis testing chi-square used and the finding of the study is that organization culture and values have impact on faculty retention.

TESTING THE EFFECTIVENESS OF PERFORMANCE APPRAISAL SYSTEM IN FACILITY SERVICES SECTOR AT COIMBATORE CITY

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ABSTRACT

Dynamic people can build dynamic organizations and effective employees can contribute effectively. Competent and motivated people can make things happen to achieve Goals. Hence, the Organisation should continuously ensure that dynamism, necessary competence, motivation and effectiveness of employees remain at high levels at all times there is a need to find the effectiveness of performance appraisal system. This purpose of the study is to find the employees opinion towards the effectiveness of their performance appraisal system in Private Services Sector in Coimbatore. For the purpose 120 respondents were selected using simple random sampling including managers and executives. A structured questionnaire was administered to the respondents and the primary data is collected. The secondary data is collected through various sources like magazines, journals, company records etc. These data are collected and based on the analysis made and the suggestions are given.

TWO DIMENSIONAL DAY TRADING TECHNICAL STRATEGY FOR EQUITY, COMMODITY AND CURRENCY TRADING

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ABSTRACT

Intraday Trading has fascinated market participants all over the world. Successful traders consistently earn their living from day trading but masses continue to lose. This research paper attempts to provide a simple yet effective day trading strategy that could serve the novice as well professionals. The strategy is based on the basics of Technical Analysis without incorporating any intricacies.

A STRATEGIC FRAMEWORK FOR E-TOURISM DEVELOPMENT IN JAMMU AND KASHMIR STATE

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ABSTRACT

etourism is one of the best applications of ecommerce. Tourism is considered as the most sensitive sector and is greatly responsible for enhancing development of a nation. The concept of etourism has brought greater efficiency and competitiveness in tourism industry. Etourism provides modern tools which help in analyzing customer potential, developing effective procedures for capacity utilization thus providing better service at lower rates. It has also developed a transparent platform for information dissemination between tourism suppliers, intermediaries as well as end consumers. Present study seeks to develop various goals and their respective physical measures for implementation of competitive strategies and plans in strengthening etourism in Jammu and Kashmir. The paper further highlights some of the most capability factors in the areas of finance, internal business management, customer management and growth by using balanced scorecard for achieving strategic advantage in etourism in Jammu and Kashmir. The study also documents a survey of two hundred and eighty six people who are directly or indirectly linked with tourism industry in Jammu and Kashmir.

IMPACT OF EMPLOYEES MOTIVATION ON BANKING EFFECTIVENESS - A STUDY OF SELECTED BANKS IN SHIMOGA CITY INDIA

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ABSTRACT

One of the fastest growing industry is the Banking sector with thousands of employees from all over the world are in demand. Banking sector is characterized by high competition and in order to survive in market place, employees must be motivated and satisfied. In recent years, they have been paid increasing attention to "factors" in job satisfaction. This paper provides an impact of employee's performance and employee's motivation towards banking effectiveness and the relationship between employees motivation and banking effectiveness. The study focuses on the practice of two central factors, empowerment and employee recognition for enhancing employee motivation which lead to banking effectiveness. The banks should design their rules, policies and banking structures which give employee to work well and appreciate them on their task fulfillment and achievement.

CLoud COMPUTING: DESCRIBING THE CONCEPT, FEATURES AND CONCERNS FROM A BUSINESS PERSPECTIVE

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ABSTRACT

Cloud computing is rapidly emerging as a legitimate alternative model for sourcing and provision of a host of computing capabilities and digitized platforms for business organizations. It offers valuable and useful benefits for businesses of any size or type. Various forms of cloud computing like 'Software as a Service' (SaaS), 'Platform as a Service' (PaaS) and 'Infrastructure as a Service' (IaaS) promise huge reduction in IT costs and complexities combined with improved accessibility, flexibility and scalability. With less upfront cost than the traditional way, no software and hardware to buy, and very few things to be managed, enterprises whether small or large could achieve increased level of robustness, and latest technologies with improved availability with this new form of technology. Its uptake in enterprise environment however, is not without challenges. There are some concerns and fears associated with the adoption of cloud computing amongst organizations. The major concerns that may hamper the adoption of cloud computing by the organizations include security, privacy, reliability, loss of control and data lock-in. This paper attempts to describe the concept of cloud computing from a business perspective and highlights business benefits provided by this model along with important concerns. The paper is concluded by outlining a migration strategy to be followed by enterprises and noting future research directions.

FII INVESTMENT FORECASTING: AN INSIGHT INTO FUTURE TREND USING ARIMA MODEL

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ABSTRACT

This study mainly focuses on forecasting net investment by foreign institutional investor in Indian Debt and Securities markets. Past studies have concluded that FII investment depends upon recent past investment trend and follows herd behavior in context of Indian markets. Autoregressive and Moving Average Processes have been proven suitable for modeling time series exhibiting such characteristics. ARIMA specification parameters are identified by analysis of ACF and PACF of the time series. Net monthly FII data used to train the model is from jan-2000 till dec-10, while FII flow forecast is done for the year 2011 to check the accuracy of the model specific parameters obtained earlier. Comparison of actual and forecasted results showed that forecast are lying within 95% confidence limits which proves efficiency of these models. Long term forecast depicted continuous downtrend which is the indicator of FII's negative sentiments and calls for policy changes to boost their confidence.

A STUDY ON CONSUMER'S PURCHASING BEHAVIOUR WITH SPECIAL REFERENCE TO NON-DURABLE GOODS IN COIMBATORE CITY

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ABSTRACT

All the purchases made by a consumer follow a certain decision making process. The Character, Behaviour and attitude of consumer are the important dimensions in the decision making process. No sale can be effective, unless a favourable decision is made by a buyer towards a particular product of a company. Non-Durable goods like grocery, vegetables, fruits, cosmetics, toiletry, clothes, etc are the basic products used by the consumers frequently. In the competitive market, the prospective buyer is prepared to choose the right brand based on their needs. An understanding of purchase behaviour is essential as it reflects the influence of brands, buyer & customer type on the purchase of a particular brand, etc. The success of the market or its failure depends on the purchase behaviour of consumers. Hence the present has been undertaken to find out the answers for the factors influencing Consumer's Purchase Behaviour. A total of 125 respondents residing in Coimbatore city form the sample. Convenience sampling method is used for data collection. The study is based on both primary and secondary data. The statistical tools used are simple percentage, Weighted scaling and Factor ranking techniques. Based on the analysis, findings and necessary suggestions were given. To conclude, the modern market is highly competitive and transitional. Thus, the role played by consumer is very prominent and the marketer should consider the behaviour and attitude of the consumers before introducing the product into the market.

e-RECRUITMENT - WEB 2.0

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ABSTRACT

The traditional methods of recruitment have been revolutionized by the emergence of the Internet. The Internet has dramatically changed the face of HR recruitment and the ways organizations think about the recruiting function. In the coming years, digital recruiting and hiring are expected to continue their explosive growth. Presently, e-recruitment has been adopted in many organizations from small scale companies to large multinational organizations. Most organizations are already using e-recruitment to post jobs and accept resumes on the Internet and correspond with the applicants by e-mail. Now-a-days Social Networking Sites (SNS) is one of the important sources of e-recruitment. Professional social networking websites are commonly used for e-recruitment. Most of the recruiter are building their online network and finding the potential candidates for recruitment. SNS is also helpful to get back the ex-employees. Employers are recruiting candidates looking at the credibility of the candidates profile on SNS. Web 2.0 is a collection of technologies that allows users to interact with online content. This means Web surfers are no longer bound by the static experience of Web 1.0. These tools engage users by letting them participate in, control and guide their online visit. Some of the most popular Web 2.0 applications for e-recruitment include: social networks, blogs, podcasts and online video. This research paper highlights the concept of e-recruitment & Web 2.0. This paper mentions the use of Web 2.0 for e-recruitment. This paper focuses primarily on the Pros and cons of e-recruitment Web 2.0 and its benefits to the organizations and the employees. The author attempts to explain the paradigm shift from e-recruitment Web 1.0 to e-recruitment Web 2.0. The author surveys the HR managers to understand their viewpoint towards using e-recruitment web 2.0 and suggests the innovative strategies for effective e-recruitment Web 2.0.

SMART CAMERA FOR GESTURE RECOGNITION AND GESTURE CONTROL WEB NAVIGATION

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ABSTRACT

A Gesture Recognition system in designing Multi Model User Interface (MMUI) is proposed. Unlike all previous User Interface (UI) technologies which are computer centered, an MMUI is user centered and allows a user to interact with computer by using his/her natural communication modalities such as speech, touch, gesture, gaze, spatial expression just as in human to human communication. Web Browser User Interface has gone through some exciting evaluation in recent years. New types of user interaction mechanism such as using speech and mouse gesture as user interface have been developed. The natural next step in enhancing Web Browser User Interface is to act free body gesture as a way to control Web Browser. The General purpose Web Camera can perform simple hand gesture recognition. A Gesture Browser which uses the Web Camera as a user input service allows the user to control Web Navigation by making hand gesture. The Gesture Browser can bring significant benefit over traditional mouse and keyboard browser in situation such as when the user is away from keyboard and mouse or when the user is interacting with a large screen at a distance.

AN EMPIRICAL STUDY ON BREAST CANCER USING DATA MINING TECHNIQUES

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ABSTRACT

Data mining is taking out of hidden patterns from huge database. It is commonly used in marketing, surveillance, fraud detection and scientific discovery. In data mining, machine learning is mainly focused as research which is automatically learnt to recognize complex patterns and make intelligent decisions based on data. Nowadays, Breast cancer occurs when a malignant (cancerous) tumor originates in the breast. As breast cancer tumors mature, they may metastasize (spread) to other parts of the body. This deals with the some of classification models to predict the causes of breast cancer using Naive bayes, Ada BoostM1 Meta Classifier, PART Rule Classifier, J48 Decision Tree Classifier and Random Forest Classifier.

A STUDY ON STRESS: SOURCES, EFFECTS AND RELIEVING TECHNIQUES USED BY MALE AND FEMALE TO COMBAT STRESS AT WORKPLACE IN AHMEDABAD CITY

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ABSTRACT

The purpose of this paper is to find the stress: sources, effects and the relieving techniques used by male and female of the Ahmedabad city at workplace. Data were collected with the questionnaire distributed amongst the 92 respondents which include 48 female and 44 male who were facing stress at their work place. The descriptive & inferential statistical analysis i.e. chi-square test revealed significant differences in terms of sources, effects and relieving techniques used by male and female as coping instruments for stress. The current study contributes to the body of research by investigating the combined effects of stress: sources, effects and its coping techniques, using one instrument, in one area setting for both male and female in the Ahmedabad city.

PERFORMANCE EVALUATION OF PUBLIC SECTOR BANKS IN INDIA – A CAMEL APPROACH

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ABSTRACT

To facilitate the transition and uplift the Indian banking system to an international standard, various measures have been introduced by the Reserve bank of India. One of such measures to assess the financial viability is the CAMEL (Capital adequacy, Asset quality, Management, Earnings and Liquidity) model. For the purpose of the study each constituent is considered as a module and an attempt has been made evaluate and rank the public sector banks on each module and subsequently on the aggregate of all the modules. A minimum of three and a maximum of six parameters were used within each module. The results reveal that Indian Overseas Bank occupied the top rank in Capital Adequacy Module, Andhra Bank occupied first rank in the Asset Quality Module, Corporation Bank stood at first position in the Management Efficiency Module. Punjab National Bank occupied the top rank in Earning Efficiency Module while State Bank of Bikaner and Jaipur occupied the top rank in the Liquidity Assessment Module. Aggregate of all the modules reveals that Andhra Bank secured the top position followed by Indian Bank, Oriental Bank of Commerce, Punjab National Bank and Bank of Baroda in the top five banks, whereas Central bank of India, United bank of India, UCO Bank, Dena bank and Bank of Maharashtra are at the bottom five. State Bank of India, the largest Public sector bank, did not figure in the top five positions in any of the five modules. However, it occupied 21st position based on overall performance.

A STUDY ON THE PRODUCT FACTORS AFFECTING AN INVESTOR'S PREFERENCE TOWARDS PUBLIC SECTOR LIFE INSURANCE PRODUCTS

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ABSTRACT

The Insurance sector in India is growing at a very high rate over the last decade. With liberalization, more and more private players have entered the market and taken a huge share from the public sector player, i.e., Life Insurance Corporation. With almost 80% of the Indian Population still not having an insurance policy, there is a huge market available for the taking. With large number of private insurance companies having entered the foray, it is vital to understand the factors which affect the decision of the prospective investor's in selecting a policy. The study tries to find out the product factors which influence the purchase decision of investor's in Kerala, India. The study found out that the various product features have different significance to the investors.

EARNING MANAGEMENT – OPPORTUNITY OR A CHALLENGE

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ABSTRACT

Earning management is art of managing the books in creative way. It sometime creates wrong impression about the company in the mind of stakeholders and facilitates the management to fulfill personal objectives. In recent earning management cases it has been observed that the real players of numbers are top level managers and directors who are doing it as regular course of their business. In growing and developing economy like India it is very important to understand how such practices may affect the corporate world and economy in long run. India has been considered as most attractive market for investment these days and over this if cases like, Citi bank, Satyam Computers and 2 G Spectrum takes place, potential growth of economy may get affected. The present paper aim to identify the reason of earning management and various facilities companies get from regulatory system to fulfill personal objective. The ethics of motivation to indulge in earning management practices will also be discussed to ensure the legality or illegality of such actions. Lastly, the paper aim to draw attention of regulatory bodies towards the probable threat and challenge which may create problems in growth and development of Indian corporate.

MARKET SHARE THROUGH TELECOM RETAILING: AN EVIDENCE FROM AIRTEL

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ABSTRACT

India is the fastest growing mobile market in the world and telecom retailing occupies a significant position of the total Indian retail business which is valued around US\$ 550 at present. In this backdrop, the present paper made an empirical analysis on how retail businesses grab the market in general with special reference to Airtel. The study is based on both primary and secondary data. To make the analysis more reliable and transparent, the sample size was restricted to 200 retailers. Collected data has been analyzed in different facets like revenue market share, segment wise performances, passive infrastructure services, segment wise users and so on. Considering the objectives of the study, two sets of questionnaires were developed. Secondary data was gathered from the internet, media and print to obtain relevant information such as industry background and public perception of Airtel, Vodafone and Idea. This study indicates some ways to develop service excellence in the context of high-tech competitive telecom market of the present age. Besides this, the authors also observe some best policies that big players of the sector employ to become competitive.

TRAVEL SERVICE DISTRIBUTION IN INDIA – IN TRANSITION??

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ABSTRACT

Travel Planning has become less complicated and more convenient for consumers in recent times. Be it online portal or Service providers' own website or a traditional Agent, consumers have ample options to plan the booking of travel tickets. The purpose of this paper is to understand the various channels existing today that support online booking of travel services and bring out the issues related to distribution of travel services through online. Different structures co-exist, but online channel in one's travel planning is finding a major space among the available options. However, traditional channels have learnt to satisfy and retain customers, leveraging the core competencies coupled with technology adoptions.

AN EMPIRICAL STUDY OF CONSUMER BEHAVIOUR TOWARDS FINANCIAL PLANNING AMONG FACULTY MEMBERS OF DIFFERENT COLLEGES OF PUNJAB TECHNICAL UNIVERSITY

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ABSTRACT

A product or service is the heart of marketing mix. Without a product there is no chance of satisfying the customer's need. The customer is the king of the market. The life insurance companies deals in intangible product. The instinct and need for security against uncertain risk is a motivating force for human behaviour and action. Insurance is universally acknowledged as it eliminates "risk" and provides timely aid to the family in case of any contingency. The main purpose of the study is to understand the investment pattern adopted by the consumer at large. A sample of 100 faculty members of different colleges of Punjab Technical University is drawn on the basis of convenience sampling. The data is collected using a well structured questionnaire. Efforts are made to represent the demand pattern of financial planning and the factors influencing purchase of these tax saving instruments.

AN INSIGHT INTO SUSTAINABILITY REPORTING PRACTICES - STUDY OF ITC & TATA MOTORS

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ABSTRACT

The article tries to highlight how human led economic activities become a curse to the society and environment. It throws light on how the companies are disclosing their performance towards sustainability at macro level by means of sustainability accounting and reporting framework. Today many mammoth MNCs are taking up such projects and reporting measures voluntarily. Corporate sustainability has now become a part of corporate activities.

PERFORMANCE EVALUATION AND ENHANCEMENT OF THE INITIAL RANGING MECHANISM IN MAC 802.16 FOR WIMAX NETWORKS USING NS-2

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ABSTRACT

In the IEEE 802.16 standard, Initial Ranging (IR) is defined as the mechanism of acquiring the correct timing offsets and power adjustments such that the Subscriber Station (SS) is co-located with the Base Station (BS). In this paper, we evaluate the performance of this mechanism based on the metrics of delay and success-ratio. First we analyze IR using a Markov Model and arrive at an expression for the delay incurred. Next we enhance its performance by introducing a novel principle of circularity. Circularity is a paradigm that allows the identification of specific groups of packets or events. Employing this principle, we introduce delay control and backoff window control into IR. This new paradigm reduces the collisions among request packets and thereby, reduces the delay resulting in the increase of the success-ratio of IR. The evaluation and enhancement are performed through extensive simulation studies using NS-2.

SOCIAL MEDIA MARKETING: AN ADVANCE MARKETING PRACTICE

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ABSTRACT

Social media has been recognized as an innovative and the most potentially powerful medium in business practice. Extensive literature review reveals that the concept of Social Media evolved during the last few years. Today, it is among the best opportunities available to a brand for connecting with prospective consumers. Social media is no longer a trend for marketers it is a reality (Williamson, 2010). Social media is an inevitable channel for customer support (Jacobs, 2009). Weber, L (2009) observes that marketing's role has changed, and the social web is promoting that change. Vollmer, G and Precourt G (2008) argued that the emergence of new media, models, and metrics creates challenges and opportunities for more effective marketing and advertising. It takes an advance form in marketing. This paper examines the concept of social media and its role, benefits, strategies, growth, current scenario and future of social media marketing in India and world-wide.

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Thanking you profoundly

Academically yours

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Co-ordinator

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