

INTERNATIONAL JOURNAL OF RESEARCH IN COMPUTER APPLICATION & MANAGEMENT

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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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THE LEADERSHIP PRACTICES OF COMBINED ARMY ACADEMY'S DEAN

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ABSTRACT

The main purpose of this case study was to assess the leadership practices of the Combined Army Academy's Dean. This academy is one of the recently established higher educational institutions in the Ministry of National Defense of Ethiopia, and it is found in the eastern part of Ethiopia, at Awash Arba, 250 kms away from Addis Ababa. In studying the Dean's leadership practices, the perspectives of academic staff members were the focus of the study. The methods used to gather the data were an informed conversational interview approach, personal observation, and document analysis. These approaches helped much in collecting responsive and detailed information on the issues pertinent to the leadership practices of the Dean under focus. For the academy is a recently established one and for it is established with the target of producing limited number and highly qualified military graduates, there were a total of only 38 students attending their education. Hence, there were a total of only 10 academic professionals excluding the Dean. So, four of the academic staff members (two civilians and two military) were purposely selected as interviewees because of their seniority and their closeness to the job. The collected raw data were first transcribed, coded and then categorized. Based on the categories made, patterns were formulated in line with themes originated from the categories formed. So, a thematic analysis was conducted, and further interpreted with respect to the patterns formed. According to the analysis and interpretations made, the research findings show that: the personal characteristics of the Dean requires immediate adjustments if he is to continue with that leadership career; the situational factors were not favorable for the dean to lead, and in fact, he was accountable for making the situation unfavorable; no motivational mechanisms were designed and employed to reinforce the work force; decision making efforts were made to rely on only one person, the Dean; and it was also found out that the academic staff members had recently been getting organized in challenging the inappropriate actions of the Dean. Hence, based on the above findings, it was concluded that the Dean of that Academy lacks the necessary leadership orientations, without which leadership is really difficult, and it also seemed that even the Academy's higher military commandments lack the necessary orientations of what academic leadership is. Finally, based on the major findings obtained and conclusions drawn, it was reflected as it seems sound for the Academy to revisit the academic leadership practices that had been exercised, and to genuinely see how much the academic leadership had been responsive to the group and institutional factors.

ELECTRONIC GROCERY SHOPPING: MODELS AND METHODS FOR THE URBAN CONSUMER DELIGHT

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ABSTRACT

This paper deals with the issues related to computer-aided retailing. The paper reveals the “hidden topographical aspect” of e-commerce, considering how the outwardly easy act of delivering food and related items at the customer’s doorstep is explained in urban form, and in transportation and communication infrastructures. The paper classifies Electronic Grocery Shopping (EGS) models into two types: “bricks and clicks”, and the “infomediary”, and scrutinizes how each type of function has been shown up in the urban setting, and the infrastructure upon which each draws. The paper then reflects on the strategies used during EGS operations to have used to compensate for the “killer costs” of logistics for e-commerce transactions. The paper wraps up by considering how electronic grocery shopping is connected to the consumer behavior trends, and how these trends are visible in the light of urban life. The paper put forwards the idea that online grocers are in the precursor of enterprises habituating customers to remote ordering and delivery of products to their homes. Through administering this “green mile”, online retailers hope to extend the product offerings on a higher-margin and better manage the distribution of unprofitable products to the customers by combining the power of online medium like the Internet.

STUDY ON IMPLEMENTING ASSOCIATION RULE MINING IN PARTICLE SWARM OPTIMIZATION

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ABSTRACT

There is a great need to discover association rules which are an important database mining problem. In the area of association rule mining is focused on improving computational efficiency in previous research. Determination of the threshold value of support and confidence affect the quality of association rule mining up to great extent. This paper gives attention to effectiveness of algorithm for association rule mining in order to improve computational efficiency as well as to automatically determine suitable threshold values. The Particle Swarm Optimization algorithm first search for the optimum fitness value of each particle and finds corresponding support and confidence as minimal threshold values after the data are transformed into binary values. In this paper the particle swarm optimization algorithm compared with a genetic algorithm.

KEY FACTORS TO DEVELOP WOMEN ENTREPRENEURS IN NELLORE (DT), ANDHRA PRADESH

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ABSTRACT

*Entrepreneurship is back bone of every nation. Womens can manage things well, as a housewife. Why doesn't she manage an organization. The economic development of the nation not only depends on the performance of the men, but also women. Women should enter in both socio-economic activities. Well developed nations are not only giving equal priorities to women, they are developing certain motivational factors which enhance the performance level of women as an entrepreneur. Though there are certain internal and external motivational factors, women still require certain **unique motivation**. This paper provides certain unique motivational factors as compared to existed literature research in India, based on Primary data sources.*

LAND USE AND LAND COVER DETECTION FOR THREE DECADES USING GIS AND RS -A CASE STUDY OF ERODE DISTRICT

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ABSTRACT

This paper evaluates the changes in land use and land cover in a specific area in Erode District, TamilNadu by comparing aerial photographs from 1990 and 2010. An attempt is also made to discuss possible implications of these land cover changes for land degradation. By applying Geographic Information Systems (GIS), two maps of the study area for the years 1990 and 2010 were produced. The maps show a decrease in coverage by shrub lands, vegetation and forests, and an increase in remaining open areas, settlements, and a water body. The aerial extension of categories of land cover was calculated by overlaying the two maps, the percentage of each type of land cover that was converted into other categories was computed. Land cover changes were most noticeable for shrub lands, with a crops has increased 19.57% and plantation crops has decreased -51.81% and settlements has increased 43.32% Areas under cultivation remained more or less unchanged. By and large, land cover changes observed in this study were the result of clearing of vegetation for grazing lands, new cultivation areas, etc., thus contributing to the current problem of land degradation in the country.

APPRAISAL OF LIQUIDITY PERFORMANCE IN LANCO INDUSTRIES LIMITED: A CASE STUDY

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ABSTRACT

Ratios help to summarize large quantities of financial and to make qualitative judgment about the firm's financial performance. The parties interested in financial analysis are short-term and long-term creditors, owners and management. Short-term creditors' gives priority in the liquidity position or the short-term solvency of the firm. Liquidity refers to the ability of the firm to meet the current financial obligations in the short run, usually in one year. To analyze the firm's liquidity position by using the liquidity ratios. The liquidity of the Lanco Industries Limited is analyzed with the help of the following liquidity ratios. The present research paper tries to focus on liquidity performance on Lanco Industries limited and also the paper is endeavoring to analyze on two dimensional passion of liquidity and actual liquidity performance of a Lanco Industries Limited as well. The working funds in current assets were unnecessarily blocked up. The management of current assets and current liabilities was not as per the principles of sound financial management in Lanco Industries Limited. More working capital funds were unnecessarily blocked up in quick assets during the years 2009 and 2010. The liquidity was impairing in last two years of the study as the ratio was far less than that of the ideal norm of 1:1. The cash balances of Lanco Industries Limited had never touched the ideal norm as specified. The management of Lanco Industries Limited would fail to maintain adequate cash balances to meet the currently maturing obligations fully. The current liabilities were not fully discharged out of cash flows Lanco Industries Limited had not generated adequate cash flows to cover the current liabilities as the standard is cent percent cash flow coverage. The cash flow coverage was very thin in Lanco Industries Limited. The working funds which were blocked up unnecessarily in current assets shall be managed for productive purpose based on the sound cannons of working capital management. The adequate cash balances shall be maintained to meet the current obligations, so as to maintain the strong liquidity performance. The management of Lanco Industries Limited has to generate the cash flows by cutting down the costs to cover the current liabilities by maintaining actual liquidity position.

ORGANIZATIONAL CULTURE AS A DETERMINANT OF CUSTOMER SERVICE DELIVERY IN LOCAL AUTHORITIES IN KENYA

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ABSTRACT

This paper examines organization culture as a determinant of customer service delivery in local authorities in Kenya. This was done in an effort to examine ways in which these institutions can be made accountable and efficient in service delivery to citizens within their jurisdiction as envisioned in Kenya Vision 2030. It was based on the conceptualization that organization culture influences employee commitment which in turn determines service delivery in local authorities in Kenya. Using a descriptive survey design, the study collected data from 322 employees of local authorities and 216 small scale entrepreneurs in their jurisdiction who had been randomly and purposively selected. Data was analyzed descriptively and quantitatively to establish the linkage between organizational culture, employee commitment and customer service delivery. The findings of the study indicated that organizational culture had a positive and significant effect on employee commitment and customer service delivery in local authorities in Kenya. The study therefore concluded that organizational culture determines customer service delivery in local authorities in Kenya. The paper recommends that managers of current local authorities and those of the county governments that will be established in the country in 2013 should strive to build a strong organization culture that facilitates attainment of their strategic goals.

EMPLOYEE JOB SATISFACTION: A CASE STUDY ON ONGC

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ABSTRACT

The study attempts to analyse the relationships between the different services, salary and other incentives, perceived job reinforcement capacity and job satisfaction. A positive relationship was found between the employers and other variables and job satisfaction was found. Results are discussed in the context of the arguments concerning the level of their satisfaction. A survey was conducted to test the preference of salaried employees when given the option of increased pay versus job satisfaction. The study also looked at various job characteristics and compared how employees ranked them as motivators and satisfiers. To prove the validity tests were also used and it shows very positive results, salary and incentives works as motivators.

SUPPLY CHAIN MANAGEMENT: A STUDY OF PADDY IN ANDHRA PRADESH

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ABSTRACT

In India most of the farm operators being small and marginal farmers, the processing and marketing the farmers facing high cost in production, lack of adequate availability of raw materials, poor quality and timeliness of information. The advantages of the supply chain management approach are numerous. Some important advantages are, reduction of product losses in transportation and storage, increasing of sales, dissemination of technology, advanced techniques, capital and knowledge among the chain partners, better information about the flow of products, markets and technologies transparency of the supply chain, tracking & tracing to the source, better control of product safety and quality and large investments and risks are shared among partners in the chain. This paper emphasizes the issues involved in this supply chain have changed dramatically and are influencing not only the supply chain partners but also the whole agriculture sector in India.

PERFORMANCE APPRAISAL PROCESS AT ANDHRA PRADESH STATE ROAD TRANSPORT CORPORATION (APSRTC)

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ABSTRACT

Performance Appraisal is an important element of Performance management system. It's a process which can help an organization to derive the information related to performance of its individuals, which are major contributors for the achievement of organizational goals. Thus it becomes important for an organization to focus more on the Process of Performance appraisal. It utilizes effective performance evaluation techniques to analyze employee performance. With increased competition due to liberalization and with foreign investments and multinationals being welcomed in this country there is immense pressure on the Indian organizations to perform better. This pressure is for survival in some organizations and in others to excels and expands in their own expertise. The employees are very comfortable with old technology and methods, which have yielded good results in the past. The past success combined with values, experience and loyalty to the organization prevents them to accept change, in addition to these employees, there has been an entry of new generation of employees who are already to absorb modern technology. The new generation of employees question everything and ready to run the race, in some cases they want more pay than an employee does with the similar qualification working for the past decade. The current study is been taken up to analyze the process of Appraisal system its effectiveness and how it is effecting the performance of employee through the system of feedback from the appraiser or the supervisor at Andhra Pradesh State Road Transport Corporation. A sample of 100 was taken to study the topic using a well designed questionnaire.

DETECTION OF BRAIN TUMOR USING THRESHOLDING AND MORPHOLOGICAL OPERATIONS

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ABSTRACT

This paper aims to locate the tumor in brain. A computer based diagnosis is suggested in order to detect the Tumor from the given Magnetic Resonance Image(MRI). Many methods are available for detection of brain tumors like watershed segmentation, gradient operators, thresholding techniques, wavelet transforms and morphological operations. In this paper for extracting the tumor region, morphological operations along with thresholding technique is applied. The proposed method is compared with existing algorithm to check the efficiency of this method. Better result is achieved by this proposed method.

ANTECEDENTS OF CUSTOMER RELATIONSHIP MANAGEMENT AND ITS IMPACT ON CUSTOMER LOYALTY IN BANKING SECTOR

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ABSTRACT

The purpose of this study is to examine the impact of various antecedents of customer relationship management and its impact on customer loyalty. The target population of the study is commercial bank customers of Theni Taluk in Theni District, Tamilnadu. The questionnaire method was followed to collect data from the customers. The statistical tools like Cronbach Alpha, Factor Analysis and Multiple Regression Analysis was used in this study. The result revealed that there is a significant impact on service quality, communication, commitment aspects of customer relationship management and customer loyalty. The study noted that there is no significant impact on customer satisfaction and conflict handling aspects of customer relationship management with customer loyalty. The research study findings have substantial implications for bank managers. The identification of various antecedents of customer relationship management helps the bank manager to design an effective CRM strategy for maintaining relationship with customers.

ASSESSMENT OF CUSTOMERS' SERVICE EXPECTATIONS AND PERCEPTIONS IN GEM HOSPITAL: GAPS MODEL

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ABSTRACT

The hospital services market symbolizes one of the most important segments of the Indian healthcare industry and is projected to be worth US\$ 81.2 billion by 2015. In India's healthcare industry, the private sector has emerged as a vibrant force, gaining both national and international repute. The Health Care Industry in Coimbatore has witnessed a tremendous growth in the last decade. GEM hospital, Asia's first exclusive gastroenterology and advanced laparoscopic surgery center situated in Coimbatore is providing world class laparoscopic treatment to the patients from various parts of India such as Mumbai, Ahmedabad, Calcutta, Bangalore, etc and abroad. Nowadays, Customers have become more and more aware of their requirements and are demanding higher standards of services. The perceptions and expectations of customers are continually evolving, making it difficult for the service providers to measure and manage service effectively. However, it is important to understand how sensitive the customers are to various service attributes or dimensions. Allocating resources in the fashion that is consistent with customer priorities can enhance the effectiveness in the service operations. This study aims to assess the exceptions and perceptions of customers regarding the quality of service offered by GEM Hospital, Coimbatore.

IMPACT OF CLOUD COMPUTING ON INDIAN SMEs: ADOPTION, BENEFITS AND FUTURE SCOPE

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ABSTRACT

Cloud Computing an emerging technology has its implicit effect in technological advancement and to satisfy the need of Small and Medium size enterprises (SMEs). Innovations in information technology have changed the trend of IT adoption, cloud computing is emerging trend and its popularity and usage is increasing day by day. Services like SaaS, PaaS and IaaS gaining popularity among different sectors of industry. Cost effectiveness is the prime factor in its adoption in addition to ease of operation, scalability, auto up gradation, zero maintenance and time saving. The very recent advancement is the availability of ERP modules in the cloud that will revolutionize the computing world and adoption among the SMEs

A STUDY ON THE EFFECTIVENESS OF TRAINING AND DEVELOPMENT PRACTICES ON THE BASIS OF LEVEL OF TRUST, COMMUNICATION AND MORALE OF EMPLOYEES AT LIBERTY SHOES LIMITED

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ABSTRACT

To survive and grow in a competitive scenario and with changing technology organizations must be constantly kept up to date through effective training and development programs. Employees training and development is important in industries with rapidly changing technology such as shoes industry. It has become an issue of strategic importance. There is however a limited focus on the evaluation of the effectiveness of training and development practices in an organisation and yet training and development of employees is critical for the survival and growth of an entity. It is discovered that organizations show poor attitude to training administration by not preparing and equipping their trainees before, during and after a training program. The methodology adopted for this study was convenience sampling. The aim of present study is to study the various methods used by Liberty shoes Limited for conducting training and development of employees, to analyse the effective implementation of training programs in the selected organisation and to evaluate the effectiveness of training and development programs on the basis of 3 parameters- level of trust, communication and morale of employees. The methodology adopted for the study is convenience sampling. The major findings of the study indicated that training and development practices directly or indirectly benefits both to employees and organisation as a whole. Employees and organisation gain in the form of motivation, knowledge, communication, team work, change in attitude, trust, supervision and morale but our focus of attention is the trust, communication and morale of employees in an organisation. Thus factories should keep up their strengths and should alleviate their weaknesses by applying clear and scientific principles regarding human resource training and development.

A SURVEY OF THE DIMENSIONALITY REDUCTION TECHNIQUES IN DATA MINING: A REVIEW PAPER

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ABSTRACT

The objective of data mining is to identify valid novel, potentially useful, and understandable correlations and patterns in existing data [Chung and Gray 1999]. The volume of electronically accessible data in warehouses and on the Internet is growing faster than the speedup in processing times predicted by Moore's Law. Consequently, classical data mining algorithms that require one or more computationally intensive passes over the entire database are becoming prohibitively slow, and this problem will only become worse in the future. The scalability of mining algorithms has therefore become a major research topic. One approach to the scalability problem is to run mining algorithms on a small subset of data. That is Data Reduction is a very important issue. Data reduction techniques can be applied to obtain a reduced representation of the data set that is much smaller in volume, yet closely maintains the integrity of the original data. That is, mining on the reduced data set should be more efficient yet produce the same analytical results. In this paper mainly dimensionality reduction technique to reduce data is been discussed. Under it mainly two techniques i.e. SVD and PCA are been discussed.

AN IMPERATIVE STUDY ABOUT HUMAN COMPUTER INTERACTION: TRENDS AND TECHNOLOGIES

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ABSTRACT

Computer is a device that has established its importance in almost every field of today's life. There was a time when some devices were needed to feed the data in computer machine but time has changed. Inventions are going in such a way that data can be directly pass to computers but with the intervention of human being. Such procedure introduced the concept Human computer Interaction (HCI). It is a highly advanced field that describes how the users are able to deal with computers to accomplish their respective tasks in a new way and how he can directly deal with machines. Lots of technologies have been rooted out in HCI – sixth sense technology, gesture recognition, speaker recognition etc. All these technologies are the in-trend and pioneer research topics for researchers nowadays, because research on such advance and interesting topics motivates the researcher to move ahead. The basic contents of this paper focus on the study of human computer Interaction (HCI), conjunction between human and computer. Moreover, this paper comprises of definitions, application related concepts, latest advancements in of the area Human Computer Interaction, Architecture that it possesses, modeling of HCI and broad range of references for referred material.

A REVIEW ON THE COST MANAGEMENT STRATEGIES ADOPTED BY AIRLINES GLOBALLY

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ABSTRACT

The global airline industry faces many challenges and is affected by the external environmental changes as well as internal operating environment. The increasing number of commercial airline companies has put more pressure on their management to continually seek profits, reduce cost, and increase revenues. One of the main challenges faced today is the rising fuel cost which is eating into the bottom lines of the airlines causing many of them to declare bankruptcy. Therefore airlines always try to exercise restraint and adopt many strategies so that they can control the rising costs. This paper attempts to identify the current status of the global airline industry and outline some of the key cost management strategies adopted by them.

APPLICATION OF ARTIFICIAL BEE COLONY ALGORITHM TO INDEPENDENT COMPONENT ANALYSIS

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ABSTRACT

Artificial Bee Colony (ABC) Algorithm is an optimization algorithm based on the intelligent behaviour of honey bee swarm. The model consists of three essential components: employed and unemployed foraging bees, and food sources. The first two components, employed and unemployed foraging bees, search for rich food sources, which is the third component, close to their hive. The model also defines two leading modes of behaviour which are necessary for self-organizing and collective intelligence: recruitment of foragers to rich food sources resulting in positive feedback and abandonment of poor sources by foragers causing negative feedback. In ABC, a colony of artificial forager bees (agents) search for rich artificial food sources (good solutions for a given problem). To apply ABC, the considered optimization problem is first converted to the problem of finding the best parameter vector which minimizes an objective function. Then, the artificial bees randomly discover a population of initial solution vectors and then iteratively improve them by employing the strategies: moving towards better solutions by means of a neighbour search mechanism while abandoning poor solutions. The results show that ABC outperforms the other algorithms like Genetic Algorithm (GA), Particle Swarm Algorithm (PSO) and Particle Swarm Inspired Evolutionary Algorithm (PS-EA). In this paper, ABC algorithm is used to optimize the cost function that is based on maximisation of independence among components in independent component analysis.

ACTIVITY BASED COSTING & TRADITIONAL COST ACCOUNTING SYSTEM: A COMPARATIVE STUDY OF OVERHEAD COST ALLOCATION

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ABSTRACT

The present world of cut throat competition coupled with increasing consumer demands and product differentiation makes the traditional costing redundant and widely responsible for strategic failures. Traditional costing apportions indirect expenses on irrational basis to discrete product lines and services. Activity Based Costing (ABC) contemplates a paradigm shift in overhead allocation through scientific means commonly known as cost drivers. In this paper, we trace the development of concepts and techniques of cost accounting that have shifted the attention of the management practitioners towards alternative methods of costs allocation. This paper highlights the distinctive features of ABC for ascertaining true product cost. Undoubtedly, ABC is a definite improvement over the traditional methods on the premise that the costs are collected on the basis of activities rather than products and it can effectively contribute to the top managerial decision making process based on product, customer and geographical profitability.

E-MARKETING: CHALLENGES AND OPPORTUNITIES

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ABSTRACT

Marketing is the delivery of customer satisfaction at a profit. The two fold goal of marketing is to attract customers by promising superior value and to keep current customers by delivering customer satisfaction. Numerous technological developments have had a significant impact on marketing. Certainly televisions, household telephones and personal computers are examples. Electronic marketing is conducted through interactive online computer systems which link consumers with sellers electronically. Although still in their infancy internet usage and online marketing are growing explosively. Transforming the web in to marketing tool was made possible by several important developments. Marketers can conduct on line marketing in four ways-by creating an electronic presence online, placing adds online, participating in internet forums, newsgroups or web communities or using online e-mail or web casting. The most basic is the web browser. A browser provides an internet visitor with the necessary application program to look at and interact with individual websites. Now the web is available to virtually anyone with a P.C. Customers gain greater control of interaction with business and have the opportunity to compare products and prices. The information economy poses both challenges and opportunities for marketers. Among the most significant are managing the quality and quantity of information, providing customer services, ethical concerns, ensuring the security transaction and privacy of customers and developing electronic commerce. Despite these challenges, companies large and small are quickly integrating online marketing in to their marketing mixes. As it continues to grow, online marketing will prove to be powerful tool for building customer relationships, improving sales, delivering product and services more efficiently and effectively.

PERFORMANCE EVALUATION OF TURKISH PENSION FUNDS BY USING ELECTRE METHOD

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ABSTRACT

The pension funds are very important for the deepening and development of the private pension system. The pension funds managers heavily invested in financial markets instruments. The primarily choices are stocks, bonds, bills and international financial markets instruments. Being voluntarily, effective financing, and professional fund management are the most important mainstays of the private pension system. In this study, portfolio performances of Turkish Gov't bonds and bills (FX) pension funds are analyzed with ELECTRE method, which is one of the multicriteria decision making methods, for the period 2010-2012. For that purpose, performance measurement methods, which are accepted in the literature widely, are calculated separately for each fund. Then, performance values are turned into a point that shows general portfolio performance by using ELECTRE method. According to the results, the performance ranking of funds carried out.

FROM CHANGE MANAGEMENT TO CHANGE READINESS: KEYS TO SUCCESSFULLY IMPLEMENTING CHANGE

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ABSTRACT

Today's business environment is unprecedented, in terms of the richness of its opportunities — and the scope of its challenges. The need to be nimble, to be able to make quick and effective changes in organizations, is vital in order to remain both relevant and competitive. But, the troubling statistics regarding efforts in change initiatives in organizations show that, on average, only about 33 percent of such initiatives are successful. Thus, in this competitive era of today's business world, the change, whether it is planned or unplanned, is inevitable. It depends on the organization how it handles the change for a constructive purpose or it leads to destruction. The way organizations have been approaching change for the past 20 years is no longer producing the desired results the organization is hoping for. As stated in the article, Terms of engagement, by author Richard Axelrod, "The current management paradigm actually increases bureaucracy, reinforces top-down management, and increases cynicism and resistance..." Therefore, changing the paradigm of change is now changing itself. The following paper looks at the new way versus the old way of handling change within an organization to achieve for the effectiveness.

A STUDY TO MAXIMIZE INTERPERSONAL EFFECTIVENESS TO OVERCOME GENERATION GAP USING AURA AS A TOOL

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ABSTRACT

Generation gap is the most critical issue of any person's work and family life. Due to generation gap there is increase in conflicts between younger and older, therefore employees are stressed out and lack peace of mind in workplace and family resulting in increased health issues. Also, in an organization, human resource managers find difficulty in understanding generational differences due to lack of awareness and knowledge. Thus, the research study is to identify the ways to increase interpersonal effectiveness in order to overcome generation gap using aura as a tool. Therefore the three research variables are interpersonal effectiveness, generation gap and aura. This is a literature-based paper to arrive at the theoretical framework for the research. The literatures collected were classified under three research variables: interpersonal effectiveness (IE), generation gap (GG) and aura. The literatures collected under interpersonal effectiveness focuses on identifying factors effecting interpersonal effectiveness, concept and constituents of IE, measures involved, and benefits of IE. The literatures collected under generation gap focuses on concept of GG and its measures, and what leads to GG. Similarly, literatures collected under aura focuses on what is aura and, its measures and application. Based on the review, it is observed that Interpersonal effectiveness and productivity are correlated. So, for increase in productivity and organisational growth, there must be increased interpersonal effectiveness. As generation gap is due to deficiency in interpersonal understanding between young and old, which is believed that would be overcome by effective interpersonal effectiveness. Also, since the aura of the person is strongly associated with interpersonal attraction and communication, aura has been considered as a tool, for bridging generation gap by increasing interpersonal effectiveness.

APPLICATION OF ROLE OF PROFESSIONAL MARKETING MANAGERS IN A DYNAMIC BUSINESS ENVIRONMENT

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ABSTRACT

The study analyses the role of professional marketing managers in a dynamic business environment. The researchers made use of secondary information of Henry Mintzberg ten management roles in doing the explanation of the applications of individual role. The researchers grouped these roles into three categories into a chart, and its role attached. The roles are categorized into interpersonal, informational and decisional respectively. The key objective of this paper is to improve understanding and management skills of managers as per management roles of Mintzberg, its applications and change management of business environment. The concept of dynamic environment were discussed, which involves management and change and two different situations which could produce the need for change-the performance gap and change as a result of knowledge of in balance in the organization. ADKAR model that identified five building blocks of successful change was presented and among others is awareness of the need for change management. The study reviewed that to respond quickly to jolts to the economy or market change, organization must build sets of capabilities-One of it is the need for incremental improvement which helps managers to become better at executing the current business model. The paradigm of changing in environment of business was clearly presented to form the basis of dynamism in organization-traditional and new organizations. The challenges of marketing managers often have to make do with limited resources was identified. The study based on the review, recommended that the general applications to individual role should be strictly adhered to and it should be based on the marketing managers' prevailing situation(s).

ANALYSIS OF CORPORATE SOCIAL DISCLOSURE PRACTICES IN ANNUAL REPORTS: AN EXPERIENCE WITH THE PRIVATE COMMERCIAL BANKING SECTOR OF BANGLADESH

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ABSTRACT

The purpose of this study is to investigate the practices of corporate social disclosure of the private commercial banks of Bangladesh. For content analysis, data samples are basically taken from the secondary sources, such as annual reports of 25 (83.33%) banks out of 30 listed private commercial banks in Dhaka Stock Exchange (DSE) for a four year period (2008-2011). A list of 34 items related to Corporate Social Reporting Disclosure is developed from different literature which contains four major aspects such as Background/General Corporate Information; Directors Information; Employees Information and Community & other services. No other studies have previously explored the commitment to environmental and social disclosure by the private commercial banking sector in Bangladesh using a multi-year data. Being a developing country, most commonly reported items of corporate social disclosure on the annual reports are information on bank's official address, email address of the bank, name of the directors, number of employees working, training and development programs for employees and scholarship to students and donation to art, sports and charity. This study shows that banks are well aware of disclosing their general corporate information (39.36% - 43.50%). But the percentages of information revealed about community service and employees for a four year period are (23.41% - 26.73%) and (18.56% - 23.12%) respectively. However, the directors information (12.72% - 16.95%) disclosed in the annual reports are not that much satisfactory. Interestingly, majority of the banks devoted a considerable space in the annual report related to community involvement activities such as tree plantation, city beautification, scholarships to students, health care, sponsoring sports tournaments, art competitions and musical concerts. Although employees featured prominently, photographs of social activities were included in the annual reports of these banks. The study contributes to the existing literature by providing empirical evidence of the status of Corporate Social Responsibility reporting in the developing country context for a multi-year period.

M-LEARNING CONTEXTS COUPLED WITH CONNOTATION OF 4G CONNECTIVITY**B.AYSHWARYA****LECTURER****DEPARTMENT OF COMPUTER SCIENCE****KRISTU JAYANTI COLLEGE****BANGALORE****M.DHANAMALAR****LECTURER****DEPARTMENT OF COMPUTER SCIENCE****KRISTU JAYANTI COLLEGE****BANGALORE****ABSTRACT**

An immense deal of consideration has been given in recent times to the prospective applications of mobile devices in educational environments. The evolution to 4G (fourth generation mobile technology) with its enhanced technical features and cost efficiency provides a unique opportunity for developing applications focused on the modern requirements of learners and facilitators. It is widely predictable that portability, coverage, and access to mobile networks (among other elements) prove great potential for the exploration of a wide range of applications of this technology in education. At the same time, significant research is necessary in order to understand the psychological, ergonomic, organizational, and social factors that conclude how people interact with and function using these networks in learning environments. This article proposes research strategies intended to integrate the technical, educational, and usability aspects of mobile technology in education and briefly discusses the potential of 4G as a detonator of converging and appropriate m-learning applications.

IMPORTANCE OF OPEN ACCESS IN FLOW OF INFORMATION: WITH SPECIAL EMPHASIS ON RESEARCH

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ABSTRACT

In the 21st Century open access becomes an important part of the society by the students, researchers, scholars, even faculties get solutions of their problems with just a click from their PC's. According Daniel Burris "Knowledge is Power, not information. Information is power only if you can take action with it". This rules same follows in the time of ICT as many thing available on the internet is not information. Information can become remedies by using it in right manner. In this paper, authors highlight the importance of Open Access resources in various steps of research, which is a part of Information flow.

VIRTUAL LEARNING ENVIRONMENT: ISSUES AND SUGGESTIONS

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ABSTRACT

In the era of ICT and Internet it is important to keep pace with rapid changes in the technology that are taking place in the world, especially for developing countries with strong emphasis on the Education sector. For this, changes ought to be introduced in the teaching-learning process. The Use of Internet is becoming an engine of innovation in education. The Internet or indeed ICT and all its interactive elements are able to have an extremely positive impact to the learning potential of students as well as teachers. Virtual Learning Environment (VLE) is a web-based toolkit that facilitates learning through the provision and integration of online teaching and learning materials. This paper shows the concept of virtual learning environment, virtual community, characteristics of present virtual learning environment/classrooms; differentiate with traditional learning environment, demerits and suggestions of VLE, proposed model and some innovative initiatives by the government of India.

THE IMPACT OF INTEREST RATES ON THE PERFORMANCE OF BANKS: A CASE STUDY OF CANARA BANK AND HDFC BANK

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ABSTRACT

This study analyzed the impact of Interest rate hike on the performance of Banks and Canara Bank and HDFC Bank in particular. In order to achieve the objectives, the study employed a comparative case study approach to address the particular phenomena in particular settings. The banks were selected purposefully to assess the impact of Interest rate on the performance of the commercial banks. Secondary source of data were used particularly, from RBI reports, Canara Bank and HDFC Bank annual reports as well as other published and unpublished reports and online materials has been used for the past three financial years (2010 to 2012). The impact of interest rates on the performance of the bank has been assessed on the basis of the bank's asset quality, profitability, liquidity and capital adequacy. Various types of data like interest rates which are applicable in India has been collected and analyzed in terms of its impact on the performance of bank. Percentage growth and Ratio analysis were employed to analyse the data. Accordingly, suggestions and conclusion have been drawn in order to see the banks' competitiveness in the competitive banking industry.

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I am sure that your feedback and deliberations would make future issues better – a result of our joint effort.

Looking forward an appropriate consideration.

With sincere regards

Thanking you profoundly

Academically yours

Sd/-

Co-ordinator

ABOUT THE JOURNAL

In this age of Commerce, Economics, Computer, I.T. & Management and cut throat competition, a group of intellectuals felt the need to have some platform, where young and budding managers and academicians could express their views and discuss the problems among their peers. This journal was conceived with this noble intention in view. This journal has been introduced to give an opportunity for expressing refined and innovative ideas in this field. It is our humble endeavour to provide a springboard to the upcoming specialists and give a chance to know about the latest in the sphere of research and knowledge. We have taken a small step and we hope that with the active co-operation of like-minded scholars, we shall be able to serve the society with our humble efforts.

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