INTERNATIONAL JOURNAL OF RESEARCH IN COMPUTER APPLICATION & MANAGEMENT

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4.   **ABSTRACT**: Abstract should be in fully italicized text, not exceeding 250 words. The abstract must be informative and explain the background, aims, methods, results & conclusion in a single para. Abbreviations must be mentioned in full.

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    INTRODUCTION

    REVIEW OF LITERATURE

    NEED/IMPORTANCE OF THE STUDY

    STATEMENT OF THE PROBLEM

    OBJECTIVES

    HYPOTHESES

    RESEARCH METHODOLOGY

    RESULTS & DISCUSSION

    FINDINGS

    RECOMMENDATIONS/SUGGESTIONS

    CONCLUSIONS

    SCOPE FOR FURTHER RESEARCH

    ACKNOWLEDGMENTS

    REFERENCES

    APPENDIX/ANNEXURE

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10. **FIGURES &TABLES**: These should be simple, crystal clear, centered, separately numbered &self explained, and **titles must be above the table/figure**. **Sources of data should be mentioned below the table/figure**. It should be ensured that the tables/figures are referred to from the main text.

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BOOKS

- Bowersox, Donald J., Closs, David J., (1996), "Logistical Management." Tata McGraw, Hill, New Delhi.
- Hunker, H.L. and A.J. Wright (1963), "Factors of Industrial Location in Ohio" Ohio State University, Nigeria.

CONTRIBUTIONS TO BOOKS

- Sharma T., Kwatra, G. (2008) Effectiveness of Social Advertising: A Study of Selected Campaigns, Corporate Social Responsibility, Edited by David Crowther & Nicholas Capaldi, Ashgate Research Companion to Corporate Social Responsibility, Chapter 15, pp 287-303.

JOURNAL AND OTHER ARTICLES

- 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.

CONFERENCE PAPERS

- Garg, Sambhav (2011): "Business Ethics" Paper presented at the Annual International Conference for the All India Management Association, New Delhi, India, 19–22 June.

UNPUBLISHED DISSERTATIONS AND THESES

- Kumar S. (2011): "Customer Value: A Comparative Study of Rural and Urban Customers," Thesis, Kurukshetra University, Kurukshetra.

ONLINE RESOURCES

- Always indicate the date that the source was accessed, as online resources are frequently updated or removed.

WEBSITES

- Garg, Bhavet (2011): Towards a New Natural Gas Policy, Political Weekly, Viewed on January 01, 2012 http://epw.in/user/viewabstract.jsp

OPERATIONAL EFFECTIVENESS OF VIRTUAL PANEL IN POWER PLANT SIMULATOR: A STUDY

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ABSTRACT

The emergence of low cost virtual panel simulators has shown positive signs and growth perspectives against the conventional full scope replica fossil fuel simulators. The need of the man-hour and the cutting edge technology force the virtual panel/ reality applications inevitable even in the real time simulators especially for sub critical and supercritical boiler based power plants. The impact of these technologies is studied with a group of trainees trained in both virtual panel and replica simulator. Further the paper discusses on the case study where in the operational conveniences with parameters of effectiveness, comfort and age factor are compared for the virtual panel and generic conventional simulator.

A STUDY ON IMPLEMENTATION OF SIX SIGMA

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ABSTRACT

In today's global era of business and information systems, quality plays an important role. In order to get quality product organization has to implement the system so as to get the quality product. Today's competitive environment leaves no room for occurrences of error. Major enemy of quality is occurrence of variation in product through manufacturing process. More the variation more the generation of defects and hence less will be the profit. Six Sigma seeks to improve the quality of process outputs by identifying and removing the causes of defects and minimizing variability in manufacturing and business processes. It uses a set of quality management methods including statistical methods and creates a special infrastructure of employees within the organization. Implementation of six sigma will help the organization in minimizing defects, variation increase in profitability of the organization , customer satisfaction.

THE USE OF BUSINESS PROCESS OUTSOURCING (BPO) AND CO-SOURCING BY INDIAN BANKS

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ABSTRACT

The main objective of this research paper is to observe whether the selected Indian Banks are using Business Process Outsourcing (BPO) and Co-Sourcing or not and if they are using BPO & Co-Sourcing then for what purposes? This was pursued by conducting structured interview of branch heads of the selected 16 scheduled banks of Meerut (U.P.). The researcher with the help of a questionnaire inquired from the branch heads of selected banks and compared the responses with the desired state using GAP Analysis Worksheet. The study indicates that some large public sector banks with the exception of SBI and large private sector banks are only banks using BPO services that too mostly for customer Interaction Services only. The study also indicates that large public sector banks are using co-sourcing for Life, General insurance and housing finance only whereas large private sector banks are using co-sourcing for knowledge services only.

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RELIABLE CLOUD STORAGE SERVICES WITH DATA INTEGRITY

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ABSTRACT
Cloud computing is now days emerging field because of its performance, high availability, low cost. In the cloud many services are provided to the client by cloud. Data store is main future that cloud service provides to the companies to store huge amount of storage capacity. But still many companies are not ready to implement cloud computing technology due to lack of proper security control policy and weakness in protection which lead to many challenge in cloud computing. In this article, we focus on cloud data storage security, which has always been an important aspect of quality of service. To ensure the correctness of users' data in the cloud, we propose an effective and flexible distributed scheme with two salient features, opposing to its predecessors. The main objectives of this paper are, 1) To prevent Data access from unauthorized access, it propose a distributed scheme to provide security of the data in cloud. 2) And also performs some of the tasks like data updating, deleting, appending.

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PB FREE SOLDERING INSPECTION OF PCBA

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ABSTRACT

This paper is focused on to the PB(Lead) free soldering of printed circuit board inspection system based on image processing and pattern recognition techniques. A novel lighting method is adopted to inspect the solder fillet through which it is possible to inspect the chip with fine pins, such as electrical contact between the fixture probe and solder coated via or pad for the different type such as MCS0402AT and MCT0603AT. A gradient descent algorithm is used for the image feature map matching computing. Based on this image learning function, reflow soldering of the surface mount devices can be inspected.

QUERY BASED IMAGE RETRIEVAL USING NEAREST NEIGHBORS

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ABSTRACT

Image retrieval has been the vast research area for past several years in the field content based image retrieval ,since there are a lot Techniques are used here query based retrieval is the good and useful thing.In this paper QBIR is discussed with nearest neighbor for retrieving of images from the databases. To achieve this here a tool is used named as "TIRUMN" .Using this the query image is matched with the image which should be available in the databases. For Matching purposes nearest neighbor algorithm is used. The proposed system will provides very keen results.

KNOWLEDGE BANK: AN INITIATIVE FOR ACADEMIC EXCELLENCE

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ABSTRACT

Knowledge sharing is an important process in the knowledge management. Education systems are the key sources of knowledge. The created knowledge in the educational organizations must be saved and accessed whenever required but currently there is no any platform for knowledge sharing. So knowledge may be lost and it is not transformed from one generation to other. To reduce this knowledge loss a framework for knowledge management in academics is created; outcome of which is knowledge bank. Knowledge bank is software created for knowledge sharing among staff members and students. The problem of implementing knowledge bank in college is studied and its effectiveness in the education is identified. This paper focuses on the concept of knowledge sharing in academics. In real life there is big research gap across the institution for knowledge sharing.

SOLVING TRAVELING SALESMAN PROBLEM BY DYNAMIC PROGRAMMING

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ABSTRACT

In this paper, we show how to apply dynamic programming method solving traveling salesman problem to making managerial decisions in real world problems. As a numerical computation of traveling salesman problem, we considered 21 capital cities of each provinces of Mongolia. Due to a small number of entries (cities), we found the optimal path (an exact solution) to the problem. The optimal path has been described. It is concluded that the obtained result has a practical importance on decision making.

EMPIRICAL STUDY ON PARENTAL PERCEPTION TOWARDS THE IMPACT OF ADVERTISING ON CHILDREN OF PUNJAB

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ABSTRACT

The study on "Parental perception on the impact of advertising on the children of Punjab" was conducted to find out the parental perception about the impact of T.V advertisements on children and to find out the factor influencing children purchase decision. The study was carried out in Jalandhar, Phagwara and Ludhiana cities of Punjab, a state of North India, using a sample size of 100 parents and the data was collected through a structured questionnaire. It demonstrates that children demand more of the product whose advertisements they like. Parents believe that television advertisements are affecting the study of children, making them more violent and stubborn. Children start copying from the advertisements and indulge in bad habits. They have negative impact on children since they demand, nag and pester their parents to purchase the advertised product. Television advertisements are an important factor which drives their product choice and inculcate unhealthy eating habits in them.

STUDIES ON WEB BASED MANAGEMENT SYSTEM USING LOAD BALANCING SYSTEM

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ABSTRACT

The internet has experienced a near exponential growth in user base, infrastructure, content size and resources like low-latency, high throughput network links. According to the internet world stats initiative, Internet users now total over one billion – approximately 16 percent of the world's population. This explosive increase means that high traffic sites offering e-commerce, community and other resource intensive services, face an enormous challenge when it comes to ensuring high availability and fault tolerance for their services. This paper examines how load balancing is used as a central concept to achieve these goals and interoperability with existing technology. A structured approach to high availability and fault tolerance is essential in a production-grade service delivery network, where delays and faults can occur for a multitude of reasons. In this paper, we consider the high level scheduling and load balancing properties offered by the Domain System, as implemented in popular DNS software packages. At this level, the scheduling mechanism can account for server availability, geographical proximity, time zones, etc. We explore the performance and capabilities of high-level DNS-based load balancing, where we draw special attention to the choice of caching policy (time-to-live) for DNS data. Our findings confirm the high performance of modern DNS server implementations, but question the use of DNS as a suitable load balancing mechanism in itself. Further, we analyze the use of a database-supported DNS service for allowing highly dynamic query responses, and show that this approach has both potentially negative (single point of failure) and positive (improved balancing flexibility) properties.

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DETERMINING EFFECTIVE FACTORS ON ADJUSTMENT SPEED OF CAPITAL STRUCTURE IN TEHRAN STOCK EXCHANGE LISTED COMPANIES

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ABSTRACT

Optimum capital structure is subject of many studies. Current theories about capital structure state that a company with optimum capital structure can increase company's value and shareholders' wealth and decrease capital cost. This study intends to determine effective elements on adjustment speed of capital structure. Descriptive and correlative method was employed in this research. Dependant variables of this study are inflation, internal gross production, bank interest rate, exchange rate and specific features of the company (Tubin's Q, non debt tax shield, growth, assets' yield, working capital, tangibility, size) that had been tested through statistical techniques and multi-variable regression in form of time series data (macro-economic variables) and panel data (specific features of the company). The results indicated that inflation factor and interest rate had meaningful and reverse relation while exchange rate factor had meaningful and positive relation with adjustment speed of capital structure. No meaningful relation was observed between internal gross production and adjustment speed of capital structure. This study also represented that there is a meaningful and reverse relation between specific features of the company (including Tubin's Q ration, non debt tax shield, assets' yield, working capital, and size) and adjustment speed of capital structure and also there is meaningful and direct relation between growth and adjustment speed of capital structure. There is no meaningful relation between the tangibility and adjustment speed of capital structure.

INVENTORY OF KNOWLEDGE MANAGEMENT AND EFFECTIVE UTILISATION OF ORGANISATIONAL RESOURCES

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ABSTRACT

In the organization, an asset that is enriched inside it is the knowledge. But unfortunately, knowledge is not being well managed and it's like a waste because there is no right channel to share, to find and to be utilized. Knowledge should be categorized into specified domain where it can arrange and be classified systematically. Moreover, knowledge is more important to be shared but at the same time, the privacy and confidentiality should be protected. To overcome the problem of unmanageable knowledge, knowledge inventory system has developed and it contain a repository of knowledge, the taxonomy and also the permission to shared it as a public or as confidential. Two important characteristic that have been identify to attract the user to use this system of knowledge. The two characteristic are usability and ease of use. It is important to deliver a good quality of knowledge inventory and boost its sharing among organization.

COMBINED EFFECTS OF THE FORMAL FINANCE AND FIRM CHARACTERISTICS ON SMES GROWTH IN SOKOTO STATE, NIGERIA

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ABSTRACT

This study investigates the effect of formal finance (micro-credit) and firm characteristics (firm age and sector affiliation) on the growth of Small and Medium Enterprises in Sokoto State. The survey is cross-sectional where availability and purposive sampling methods were used. A sample of two hundred and forty SMEs who have received micro-credit and operates for at least ten (10) years was employed. However, data on credit received from the banks over the period and the trend of change in turnover of the SMEs. It is discovered that micro-credit and firm characteristics such as firm age have a significant statistical relationship with the growth of the enterprises. It's against this background that this study recommends that government at all levels should venture into the provision of adequate infrastructures for SMEs operation. However, government should also provide adequate financial support, as earlier planned by the federal government in Nigeria, to microfinance banks to have the financial power to support SMEs operations.

IMPACT OF TELEVISION ADVERTISEMENTS ON BUYING BEHAVIOUR OF TEENAGERS: AN ANALYSIS

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ABSTRACT

Television advertising plays an important role on changing the consumer behavior and also provides new patterns for purchasing or using any type of product. Advertising is the most influential and powerful medium in the society. The main objective of this study was to find out, how television advertisements influenced teenagers. The present study was used exploratory cum descriptive design. Convenience sampling has been used. A sample of 150 respondents has been used for collecting the response through well structured questionnaire. The sample selected for this study includes the students of Hanumangarh district of Rajasthan State. The students consist of boys and girls belonging to the age group of 12 to 18 years. Secondary data was also collected from different previous research studies, including several journals, articles, books, newspapers etc. A set of simple techniques of statistical analysis such as mean, standard deviation has been used. Further, ANOVA and Factor analysis was used. It can be concluded that majority of the teenagers are male in the age group from 15 to18 years affected from the television advertisements. It was found that teenagers differs their opinions towards parents to buy those products as they watched in television advertisements. Television advertisements forced the viewers to buy the products and urge them to try the brand. Further, it is also found that the habit of watching television for long time causes overweight among the teenagers. Moreover, they are attracted by costly branded products shown in advertisements in the media. They also share their shopping experiences with their family members. Therefore, it may be recommended that the producers or marketers should frame ethical advertising strategies keeping in mind the health and social impact among the teenagers.

AN EFFICIENT SMART SURVEILLANCE APPLICATION ON ANDROID DEVICE USING MESSAGING SERVICE AND EFFICIENT MOTION DETECTION MECHANISM

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ABSTRACT

Nowadays, surveillance applications has gained its importance globally in both public and private areas. These applications are developed with the motion detection task that will determine the motion detection region. The methods that exists for motion detection sometimes may not be applicable for areas where there are issues like changes in illumination, noise disturbances etc. The proposed system is facilitated to compensate the limitations with the high quality model as the background and it is applied to extract the moving objects that are captured in a video sequence. The proposed application is concentrated on the unmanned areas of surveillance especially during at night. Here, the video that are captured are stored on the server. If an unusual image is detected it notifies the incident to the user on his android device and the corresponding video, image can also be viewed on the android device. Thus, this application increases the flexibility, mobility and reduces the workload of continuous monitoring.

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