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- 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.

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SOCIAL NETWORKS IN THE ERA OF MOBILE DEVICES: THE SIMULATION OF PRIVACY

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ABSTRACT

Online social networks have become ubiquitous in recent years, mostly because of their relevance to various social processes. Social networks' users have been seduced by attractive interfaces and potential social rewards, putting their personal privacy at risk. In online social networking users are responsible of privacy management, which is implemented by configuring and controlling flow of data. However, the inappropriate use of configuration tools can put users in a potentially hazardous situation, making available their information to unauthorized persons. The rapidly increasing adoption of mobile devices, such as smart-phones and tablets enables a variety of social networks applications in which the management of privacy is not only set up by controls on social networks software, but also by the access controls of the mobile device. This work researches the awareness of social network users in managing security and privacy. The research is based on an original framework which was built from two known theories, namely, the communication privacy theory (CPM) by Petronio, and the taxonomy of privacy by Solove. The research data were collected through an online questionnaire, considering different aspects of the relationship between mobile and non-mobile devices, individual privacy rules, and possible risks privacy behavior. The findings showed that users prefer mobile devices to access social networks and online exposure represents the largest perceived risk.

THE BEST PRACTICES FOR SOCIAL MEDIA, THEIR CONSUMERS, AND REGULATORS

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ABSTRACT

Frequent and compulsive visits by individuals to social media sites have become an essential part of their daily lives. The dominant purpose of this behavior is to be in touch with the members of their circle and learn the things that will help in their lives. But social media companies which have to generate revenues for survival and growth pass the data of the social media consumers to others for commercial gain besides inviting advertisers to post their commercial messages on the social media pages. Social media has given utmost autonomy to individuals for content creation and its posting. In fact, each individual is functionally a journalist and a newspaper. But the social media has to be used most responsibly and cautiously. Most importantly, social media companies are selling the data of their consumers, and thus undermining the privacy of the individuals. Consumers are also exposing themselves to preying behaviors of unscrupulous conmen and anti-social elements. Quite a good number of crimes committed on gullible social media users are reported day in day out. Besides, advertisers are raining their messages on the users, interfering with their activity. The society is caught in a quandary- to choose between severely restricted activities of social media, and their freedom to innovate and use the latest technology. This paper is an attempt to review current status of social media use, its down side, the safety provisions available in the social media sites, and privacy settings in the browsers. This paper further presents the best practices for individual users, social media companies, and regulatory agencies. Important among them are privacy by default, informed consent from consumers, contextual integrity, do-not-track options in browsers, posting only authentic information that does not defame others, creation of separate groups, avoiding plagiarism, setting of privacy commissions, cautious legislation that does not trample innovative technologies and so on.

REVISITING BRIC ECONOMIES: TESTING STOCK MARKET INTERDEPENDENCE: COMPARISON BETWEEN PRE AND POST CRISIS PERIODS

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ABSTRACT

This study investigates the dynamic interdependence of the BRIC markets. Using data of end-of-day stock price indexes ranging from 9 January 2007 to 31 December 2012, we examine the stock market indexes of Brazil, Russia, India, and China. The index level series are tested for stationarity. We also apply the granger causality test to observe the lead lag relationship between the BRIC markets. Test for co-integration analysis and vector auto regressions (VAR) techniques were applied to model the interdependencies between the stock market of these 4 economies. We conduct the variance decomposition analysis to find the interdependencies between the markets under study. The results are robust to sensitivity tests based on partitioning the sample into periods before and after the global financial crises of 2008, after testing for structural break using the Chow breakpoint test & Quandt-Andrews unknown breakpoint test. Our results have important implications for the investors, so they can benefit from diversifying their portfolios by buying stocks in the BRIC countries.

IMPACT OF FDI ON S & P NIFTY INDEX

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ABSTRACT

The paper investigates the impact of FDI on S & P Nifty Index. This paper employs Unit Root Test to test at which order of integration the variables turn to be stationery. Secondly the Granger Causality Test is employed to test the causation, thirdly the Co integration analyses is done to test the long run relationship between the variables and Vector Error Correction Model is used to check the short run relationship between the variables . Lastly the impact is analysed by employing Regression Analysis. The secondary time series data is collected from RBI hand book of statistics ranging from 1995-04 to 2014-03 being used for the analyses. And finds the macro economic variable fdi & nifty turn stationary at order nifty(0) & fdi (1). the fdi granger cause nifty at lag 20 months while their exist no long run relationship between nifty & fdi, further vecm discloses that their exist short run relationship between nifty & fdi. finally regression results reveal that their exist negative impact and the impact of fdi on nifty is insignificant.

CULTURAL FACTORS INFLUENCE EFFECTIVE KNOWLEDGE MANAGEMENT

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ABSTRACT

This study emphasis on effective factors responsible for the improvement of knowledge management pertaining to the cultural aspect, considering the cultural factors like attitude, belief, values, custom religion, language, tradition and so on. Moreover, these factors lead to the co-ordination, trust, learning and knowledge sharing makes the huge impact on knowledge management. In this study 100 respondents were chosen from the various organizations and also from experts who shared their experiences and views in the account of pilot test. Random sampling technique is used to extract the information with the help of questionnaire. This questionnaire is further used to draw the actual findings and conclusions for the study. The conclusion of the study is that every organization must be adaptable for change by providing the right culture and value the communication from the members of the organization, for the free flow of knowledge and explores the creative knowledge which becomes the greatest significant for the organization .

ROBOTICS IN NURSING**DR. JANET. J****PROFESSOR****SI-MET COLLEGE OF NURSING
MALAMPUZHA, PALAKKAD, KERALA****ABSTRACT**

Advances in technology just over the horizon will permit an individual to consult a computer much as one now consults a physician for diagnosis, recommendations, instructions, and treatment. Only a step beyond this is the development of robots who can do a better surgical job than a human being. What is missing from this scenario? Tender loving care. That is the nurse's job, and it is something that computers cannot do because it involves feelings and human communication that are beyond mere technology. Consequently, nurses will be needed long after physicians have passed into limbo. The practical lesson of this look into the future is that, although nurses certainly must remain in touch with the cutting edge of technology, their primary purpose will be to retain and sharpen the skills that Florence Nightingale introduced. Human response will never be replaced by technology, and the unchanging need for the nurses' caring function will assure their future. Nurses want to make patients feel human again, and not like a disease. Most doctors and nurses just don't have time to talk to patients anymore. The lack of communication and lack of empathy from care providers has frustrated many patients and has led to numerous complaints. The robots are highly skilled and once programmed with a diagnosis, they will be able to explain all details regarding the patient's condition and offer support.

COMPOUND EXPONENTIAL LIFETIME DISTRIBUTION-II AND ITS APPLICATIONS

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ABSTRACT

The thrust of the paper is to emphasize and bridge a cause and effect relationship between statistical quality control and reliability aspects of industrial practice. Based on process capability analysis, and the effects of certain trial and error fine-tuning manoeuvres on the part of the producer, leading to certain shifts in process mean (target value), the lifetime distribution of the manufactured product will no more adhere to the conventional models like exponential, gamma, Weibull, etc., discussed in the literature. The results obtained in this paper pertain to the derivation of a new lifetime model, taking into consideration such modifications and manoeuvres. In This model the shifts in process mean are assumed to be triangularly distributed. The theoretical results obtained are illustrated with appropriate practical examples.

A STUDY ON ETHICS AND CHALLENGES IN ORGANISED RETAIL IN INDIA**DR. MARUTHI RAM.R****PROFESSOR****DAYANANDA SAGAR ACADEMY OF TECHNOLOGY & MANAGEMENT****BENGALURU****MANJUNATHA.N.****ASST. PROFESSOR****ACHARYA INSTITUTE OF TECHNOLOGY & MANAGEMENT****BENGALURU****VINISH.P****ASST. PROFESSOR****GLOBAL ACADEMY OF TECHNOLOGY****BENGALURU****ABSTRACT**

India as a country has been identified with a strong history of its own and is very strong with its basics in ethics, governance, CSR, economy, finance, social life, knowledge, art and culture etc. Though this country has various geographical regions with diversified culture and the beliefs it lives in the mantra "Unity in diversity". The Country has roots of ethics, economy and business since some thousands of years. The Chanakya's artha shastra is more than enough to explain the glory of Indian economic strengths and the insights. The business has been very consistent in the country even from the barter system. Though the country has seen the vagaries of business life cycles it has been very consistent in its approach to correct the pit falls. The new economic policy of 1991 is an example to it. Ever since the country got into the reforms mode it has been showing a political will and the attitude to sustain the same. In this aspect India is being watched by the economists and the Management gurus all over the world. The simple reason being the way it is showing to the whole world that it cannot be ignored at any cost. The Industry which has shown the sustainable signs of growth is the Organised Retail sector. The recent passing of the FDI bill has added flavour to the business. This study takes a deeper look into the ethics and challenges of sustainability of the organized retail business in India.

UNDERSTANDING HUMAN FACTORS THROUGH HUMAN FACTOR ANALYSIS AND CLASSIFICATION SYSTEM (HFACS) CAUSING AVIATION INCIDENTS / ACCIDENTS

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ABSTRACT

In an era where a large portion of aviation incidents / accidents attributed to human error, it is critical to understand why people did what they did, rather than judging them for not doing what we now know they should have done. The prevailing means of understanding / investigating human error in aviation incidents / accidents remains the analysis of aviation incident / accident data. Unfortunately, most aviation incidents / accidents reporting systems are not designed around any theoretical frame work of human error. The Human Factor Analysis and Classification System (HFACS) is a general human error framework originally developed and tested within the U.S. military as a tool for investigating and analyzing the human causes of aviation incidents / accidents. Based upon Reason's (1990) model of latent and active failures, HFACS addresses human error at all levels of the system, including the condition of aircrew and organizational factors.

MERCHANT BANKING: A BOON FOR THE INVESTORS! (WITH REFERENCE TO REGULATIONS AT SEBI IN INDIA)

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ABSTRACT

Merchant Banker is a term which is in usage since the early 18th century. In a broad view many present modern day skills have been included to describe the term. The inherent skills of an entrepreneur, a management advisor, a commercial banker, an investment banker, a transaction broker etc. A merchant bank is a term for a bank which provides various financial services like accepting trade bills, advising companies on acquisitions, foreign exchange, mergers, underwriting of new issues, portfolio management etc. A Merchant bank is a financially commercial services provider with a private equity investment wing offering investment banking and additional services. A Merchant Bank acts as an advisor, broker and principal investment banker and is also highly concerned with the feasibility of each investment prospect and provides right advice for a sturdy conglomerate with each client company. Following the activities in UK and USA, the Merchant Banking activities started in India approximately from the year 1967. Presently both public and Private sector have set up their respective merchant banking division. The total number of merchant bankers in India is approximately 1450 with more than 930 with SEBI registrations. In this article we would study the various roles of the merchant banker, the various services provided, development of merchant banking in India, Registration of merchant banking institutes etc. We wish to provide an overview of the modern day merchant banking in India and its benefits due to globalization.

AN INSIGHT INTO THE RECENT TRENDS IN FDI: AN ANALYTICAL STUDY WITH SPECIAL REFERENCE TO BRICS NATIONS

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ABSTRACT

One of the most striking developments in the global arena over the last two decades has been the radical change in international trade and business through the unprecedented growth of Foreign Direct Investment (FDI) in both developed and developing economies. FDI is an important instrument for attracting international economic integration and serves as the catalyst for economic growth and development of any country. It is a panacea for all paucities i.e. financial, capital, entrepreneurial and technological know-how, at the same time a predominant factor in influencing the contemporary process of global economic development. The present study gives an insight in to the recent trends of FDI by analysing the FDI inflows and outflows of BRICS nations over a period of ten years. It also examines the pattern of FDI in different sectors of these economies. Methodology of the study involves the use of data gathered from secondary sources like relevant research studies of similar nature, World Investment Reports, BRICS reports and websites of UNCTAD. FDI inflows of BRICS for the 10 years extending from 2003 to 2012 indicates that China is having the highest and South Africa the lowest share in FDI inflows among the BRICS economies. China and Russia are having a strong hold of both inward and outward FDI (OFDI) in the world with high rankings. However, intra-BRICS FDI flow is limited; OFDI of BRICS in other BRICS nations was only 2.5% during 2011. Sectoral composition shows that service sector accounts for more than 40% of FDI inflows into BRICS economies. In the global economic landscape BRICS have made their presence felt by receiving a descent amount of FDI during the last two decades. Although, too much dependence on FDI invites risk to the host countries, they also give opportunities for increasing domestic savings, making favourable balance of trade and payment, transfer of latest technology, employment generation and boosting of the national income of the country.

WORLD

A COMPREHENSIVE STUDY ON NETWORKING ISSUES

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ABSTRACT

Now-a-days Information and Communication make it possible to bring the world in our hand. The advent of networking concept is a milestone for this world wide phenomenon. Network is used to share resources, to exchange data/information, to save money and also it acts a major role in the field of communication. The more complexity and rise up technology behind Network also increases the Security concerns. This paper summarizes the key concept of networking and explores the issues and challenges in networking. This paper focuses on the security measures also.

A STUDY OF THE IMPACT OF MICRO FINANCE ON THE EMPOWERMENT OF RURAL WOMAN IN INDIA

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ABSTRACT

Microfinance as a tool for empowerment of women, the enlistment of the poor, has gained credence in development dialogue, the world over. Reaching women in remote rural areas and creating women legitimate organizational space where women can meet function as a collective unit has been recognized as a development of significant potential for challenging the social and economic isolation of women. Massive multiplication of such group-based lending programme is being advocated by national and international donor organizations as the single most effective anti-poverty intervention that can be globally adopted. Microfinance can assume a larger role in the global strategy for meeting the international pledge of the millennium development goals and for the commitment to cut poverty by half by 2015 through a collaborative concerted effort of all the share holders. The present study will provides ample evidence to the fact that micro finance through SHGs laid the seeds for social and economic empowerment of women.

COMPARATIVE ANALYSIS OF BROADBAND SERVICES IN TWIN CITY: AIRTEL Vs. OTHERS

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ABSTRACT

Bharti Enterprises has been at the forefront of technology and has revolutionized telecommunications with its world-class products and services. Established in 1976, Bharti has been a pioneering force in the telecom sector with many firsts and innovations to its credit. Bharti provides a range of telecom services, which include Cellular, Basic, Internet and National Long Distance. Bharti also manufactures and exports telephone terminals and cordless phones. Apart from being the largest manufacturer of telephone instruments in India. On October 1, 2000 the Department of Telecom Operations, Government of India became a corporation and was christened Bharat Sanchar Nigam Limited (BSNL). Today, BSNL is the largest Public Sector Undertaking of India with authorized share capital of \$ 3977 million and net worth of \$ 14.32 billion.

AN EFFECTIVE STUDY ON CAUSES AND PREVENTIONS OF CURRENCY FLUCTUATION

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ABSTRACT

Firms are exposed to risk in situations where their holdings can change in value due to unexpected changes in business conditions. There are different types of risks that firms are exposed to in their day-to-day operations. One such risk is currency risk, also known as foreign exchange risk. A firm has foreign currency exposure when its income flows and /or capital flows are affected by unanticipated changes in foreign exchange rates. Foreign exchange risk is mainly faced by exporters and importers when their foreign currency receipts or payments might either become worthless or cost more in terms of the domestic currency, between the time the goods are sold or purchased and the time when the payment is received or made. Apart from exporters and importers, others who face the risk of exchange rate fluctuations include international investors, international borrowers and lenders, banks, financial institutions, individuals who maintain foreign currency deposit accounts, and travelers.

AN EMPIRICAL STUDY ON STAY INTERVIEW: A SPECIAL EMPHASIS ON WORKING ENVIRONMENT CASE OF ABC HOTEL HUBLI

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ABSTRACT

The study was conducted in ABC Hotel Hubli one of the finest luxury property for global business corporate who prefer a comprehensive business class as well leisure hotel with all the comforts of home, which is spread over nearly 10 acres launched by DRN Hospitalities Pvt. Ltd is all set to redefine hospitality in the heartland of Karnataka. The purpose of this paper is to identify the attrition rate, the factors reducing employee turnover and to explore the impact of retention strategies on employees. The Objectives of the research are to determine the employee turnover at ABC Hotel, to identify the facilitating factors and hindering factors that makes employee to perform better in organization, To study the impact of Career growth and Development, Relationship between superiors on Working environment and to suggest the intervention regarding improvements in retention strategy at ABC Hotel. The research was carried out in three phases. Phases one we were trying to identify the attrition rate for the month October to May. Phase two was face to face interaction with all the employees in order to understand the facilitating and inhibiting factors for the employees. Stay interview was conducted for 101 employees; with stratified random sampling. Phase three was all about designing and administering questionnaire to understand the impact of Career growth and development on Culture of the organistaion. The results of the research revealed that Better Career Opportunity as well as Relationship between the superiors plays an important role in enhancing the working environment of the ABC Hotel.

A CRITICAL APPRAISAL OF NIGERIAN CABOTAGE POLICY, REGULATIONAL FRAMEWORK, EMPLOYMENT PROSPECTS AND WAY FORWARD

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ABSTRACT

This paper review the characteristics, nature, trends and structural overview of the Nigerian Cabotage policy regulational framework, employment prospects and wayforward of an act that was established to protect the local shipowner and restrict the carriage of local generated cargo to them aimed at eliminating the long-aged problem of overstretched foreign domination in our shipping industry. It was perceived that the Cabotage Act 2003 was conceived in good faith and aimed at awakening indigenous ship operation and ownership in the maritime business environment. It is very unfortunate therefore that, even up till now, eleven (11) years after, the problem of foreign domination still persists. Hence, the law is operational on paper but not in practice, and the condition of indigenous ship-owners seem worse than it was before the cabotage regime. Therefore, effort shall be made to critically x-ray the present operational modalities of cabotage in Nigeria and its foreign dominational effects on port's industry and national economy.

FOREIGN DIRECT INVESTMENT INFLOW IN INDIA

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ABSTRACT

India's inward investment regime went through a series of changes since economic reforms were implemented before two decades back. This paper is an attempt to explain the total foreign direct investment inflow in India; sector wise and country wise. It also highlight the share of FDI inflow in India in comparison to world, developed and developing economies. This Study revealed that the highest amount of FDI attracted by service sector (like insurance, financial, banking, non financial/business, outsourcing, research and development, courier etc.), Mauritius contributes the largest amount of total FDI inflow to India. The compound growth rate of FDI inflow has been studied in three different stages but the overall compound growth rate in FDI inflow has been 29.2 percent in India since 1990-91. The share of FDI inflow in India in comparison to the world, developed and developing economies has been showing continuously increasing trends and the region wise FDI inflow shows that the Mumbai region got maximum (31 percent) share of FDI inflow in India.

ASSESSMENT AND MANAGEMENT OF FLOOD HAZARD, DIGARU RIVER CATCHMENT ARUNACHAL PRADESH

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ABSTRACT

Floods is one of the common unavoidable problems which have been causing problems and threatening to the people of Digaru and its adjoining areas from time to time. Flood hazards are one of the alarming phenomena in the region. During every rainy season the river overtops its bank and inundates the adjoining areas. Though Digaru and its catchment experiences flood almost every year, flood management policies are not adequate or mostly based on structural options including flood walls, dykes, embankments etc. Natural disasters have their greatest impact at local level especially on the lives of ordinary people. Current disasters are becoming more complex and the damages caused by the natural disaster at community level in Digaru catchment has increased exponentially in the past 20 years, despite the great efforts that the Government, NGO's and Local Communities have put into many disaster prevention programmes. The objective of this paper is to assess flood hazard in Digaru and its catchment areas for the historical flood events using GIS approach and comprehend flood hazard management strategies for landuse planning. The database & methodology are Base mapping, topographic mapping and post-disaster verification of mapped floodplain extents and depths by DEM model using analogue maps through GIS approach. All possible combination of flood hazard maps are prepared using landcover, geomorphology and elevation heights for flood affected frequency and flood water depth of different flood seasons. The study related to natural hazards is a very new research in Arunachal Pradesh context that's too in the district of Lohit. The study area falls under a very strategic location i.e. Tiding thrust in the northern side and Mishmi thrust in the south-eastern side that makes the region geologically very fragile. This research work is a humble beginning where as researcher i will try to comprehend flood hazard management strategies for landuse planning decision proposed for the efficient management of future flood disasters.

EVALUATING THE PERFORMANCE APPRAISAL SYSTEM (PAS) OF SENIOR LEVEL EXECUTIVES WITH REFERENCE TO INDIAN CEMENT INDUSTRY

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ABSTRACT

Performance appraisal system(PAS) is the backbone of the Human Resource (HR) policies and practices in any organisation. There is widespread realization that performance management practices have the capability to determine the motivational level of employees and could be a powerful vehicle in conversion of employee's potential into performance. The effectiveness of performance appraisal is thus strongly related to the effectiveness on an organisation. PAS has been acknowledged be an important tool to develop individuals. Organisation have managerial personnel and it is essential that the expression 'Performance appraisal usually relates to the assessment of staff or managerial performance. The purpose of this paper is to evaluating the performance appraisal of senior level Executives/Managers. To appraise the performance of another person, may be subordinate, is by no means, an easy task. All the same, performance appraisals have become part of organizational life. Every organisation has some kind of evaluating the personnel. It is generally seen that while some sort of Formal evaluation systems exists for lower and middle level managers, but the systems are not so formal or clear in the case of evaluation of senior level executives/managers in the cement industries.

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