

# INTERNATIONAL JOURNAL OF RESEARCH IN COMPUTER APPLICATION & MANAGEMENT

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# **A STUDY ON THE GROUP LEVEL WORKPLACE SPIRITUALITY OF THE COLLEGE TEACHERS WITH SPECIAL REFERENCE TO ENGINEERING COLLEGES IN NAMAKKAL DISTRICT**

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## **ABSTRACT**

*The emerging paradigm called 'Workplace Spirituality' is interpreted by many in many ways. The recent researches on 'Workplace Spirituality' reveal that there is a common set of theme that most of the sources agree upon. Most of the researchers in this field use reference from "The Handbook of workplace Spirituality and Organizational Performance" by Giacalone and Jurwierokz (2003). Ashmos and Duchon (2000) describe workplace Spirituality as involving three levels, individual, work-unit and organization-wide. The work-unit dimension (group level) entails how much employees have a sense of connection and community with their management, principal, head of the department, colleagues and students; as well as assessing the extent to which they are caring and encouraging. This research is aimed at finding out the group level workplace spirituality of the college teachers by finding out the interpersonal relationship. The teachers who have good interpersonal relationship would be more productive in their jobs and would have good individual and organizational performance. This study is useful for the Management, teachers and researchers for their professional working. It is a descriptive type of research. The sample size was 100. The questionnaire was prepared for measuring the job satisfaction at Engineering College level. Data was analyzed by using Weighted Average, Pearson Correlation Analysis, Regression Analysis and Chi-Square Test.*



# THE EFFECT OF INVESTOR DEMOGRAPHICS ON CONFIRMATION BIAS OF INDIVIDUAL TRADING DECISIONS AT THE NAIROBI SECURITIES EXCHANGE

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## ABSTRACT

*The main objective of this study was to establish the effect of investor demographics on confirmation bias on individual trading decisions at the Nairobi Securities Exchange. The target population of this study was 1.67 million investors with a sample size of 60 respondents and relied on primary data sources. To conduct the study, questionnaires were issued to investors of Nairobi Securities Exchange. There was a 65% response rate that is a total of 39 respondents. Data collected for this study was analyzed using descriptive statistics and regression analysis. Regression analysis was used to analyze relationship between investor demographics and confirmation bias. The investor demographics studied were gender, age, income, experience and level of education. The results indicated that investors are affected by confirmation bias in their trading decisions. There was also no significant relationship between confirmation bias and investor demographics of the study. The study found out that there exists a negative relationship between the investor demographics and confirmation bias with R (0.346). The co-efficient of the variables in the model was - 0.076 for gender, -0.535 for education, - 1.078 for age, -0.528 for income and only experience had a positive relationship with a value of 0.070. The study recommends that investors should get knowledge of confirmation bias and learn how to overcome it. Finally, the study suggests that research on biases can be done in various security markets across the region.*

# ASSESSING THE MODERATING EFFECT OF CEO VALUES ON CORPORATE CULTURE AND PERFORMANCE LINK: THE CASE OF COMMERCIAL STATE CORPORATIONS IN KENYA

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## ABSTRACT

*In today's increasing competitive conditions, attaining desired organizational performance level attracts both academicians and practitioners' interest much more. The factors influencing organizational performance are examined with highly increasing importance. Considering corporate culture as one of the factors, the role of corporate culture on organizational performance is questioned. The individual effect of the organizational leaders on the performance strategies is viewed in terms of their values. Besides, the values of self-direction, stimulation, power that leaders have are researched. The purpose of this study was to investigate the moderating effect of CEO values on the relationship between corporate culture and organisational performance of commercial state corporations in Kenya. The study adopted descriptive and explanatory research designs with a statistical sample of 103 employees responsible for key result areas in 36 commercial state corporations in Kenya. Data was collected using a structured questionnaire as well as various reports. Corporate culture was measured using culture traits of Denison's model while organizational performance was measured through Fisher's measures with some modifications. The CEO values (moderating variable) were measured using scale of personal values in the Social Value Survey (SVS) developed by Schwartz. Data was analyzed using descriptive and inferential statistics with the aid of Statistical package for social sciences (SPSS) version 20 for descriptive statistics, factor analysis, hypotheses testing and regression analysis. Results of the study show a positive significant role of corporate culture in performance of state corporations ( $R_2 = 0.951$ ). The top manager's values (self-direction and stimulation) play a moderator role on this relationship. The study recommends that state corporations embrace positive corporate culture that promotes entrepreneurship and productivity for them to become competitive and remain successful. To turn around the corporations and achieve high performance CEO values of stimulation and self-direction in Kenyan parastatals should be adopted because they play a very important role in shaping corporate culture thus influencing the performance of state corporations.*

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## SCM FRAME WORK FOR COMPETITIVE ADVANTAGE IN RETAIL SECTOR

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### **ABSTRACT**

*The study aims at examining the existing supply chain practices and the level of supply chain responsiveness considered by the retail formats. Finally, the study concludes with a proposed model considering supply chain strategies and responsiveness as a building blocks for sustainable retail format (to achieve competitive advantage). The study is based on the data available from secondary sources (review of literature).*

# FOREX TRADING STRATEGY: AN EMPIRICAL STUDY ON THE CURRENCY PAIR GBP/USD

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## ABSTRACT

*This research paper attempts to build a Forex trading Strategy on Currency pair GBP/USD. We used daily Series of data from April1, 2014 to March, 2015 (156 exchange rates). Forex strategy built on the basis of ten parameters. The trading strategy framed in this study has found that account balance which is seen as a measure of profitability of the strategy is influenced by the draw down level and lots employed. This provides an evidence to show that volume of trading and draw down level influences the profitability. The study ensures that the draw down level should be taken care of while changing the other variables. This is because increasing the draw down value would create high loss while trading. The study ensures that the draw down level should be taken care of while changing the other variables. This is because increasing the draw down value would create high loss while trading. The important finding is that the time frame of trading does not influence the account balance.*

## **A STUDY OF CONSUMER PERCEPTION OF LIFE INSURANCE CORPORATION IN THE TIRUPATI REGION**

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### **ABSTRACT**

*In this paper highlights and measures the consumer perception of services provided by LIC. In this study, total service quality is measured in the selected dimensions with the help of a structured questionnaire. The schedule consists of A and B parts. The A part was used to get information on personal profile and family background of policyholder while part B was used to gain familiarity with regard to, their perception of various policies of LIC and service quality dimensions. To measure quality, five point Likert Scale was used. It is concluded that majority of the respondents (29.30 percent) earn a monthly income of Rs. 20000 - Rs. 30000. From the analysis one can infer that the monthly income of 44 respondents out of 150 is in the income between Rs. 20000 and Rs. 30000. Of these 21 respondents are Employed and 11 respondents earn income above Rs. 50,000. Only 7 respondents (63.64 percent) out of 11 were employed and only 4 respondents (36.36 percent) were professional in the income range of above Rs. 50,000.*

# GOVERNMENT'S INCLINATION IN DEVELOPMENT OF ORGANIC AGRICULTURE IN INDIA

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## ABSTRACT

*From ancient times itself organic farming is prevalent in India. Organic farming system in India is not new and is being followed from ancient time. A food that is described as 'organic' simply means a food in its purest form, grown or produced without chemical aid. Organic farming keeps harmful chemicals and pesticides out of the food we eat and beverages we drink. The main objectives of organic farming are to maintain organic matter level, promote soil biological activities and careful mechanical intervention to protect the long term fertility of soil, providing nutrients to the crops indirectly with the help of soil micro-organisms which are relatively insoluble nutrient sources and giving due attention to the impact of the farming system on the wider environment and the conservation of wildlife and natural habitats. The different kinds of organic farming are discussed in this article. The main concentration in this article is given to the role of Government of India in development of organic farming. Schemes developed and constraints faced by the Government in path of developing the organic agriculture in India. Some recommendations are offered like Farmers' Organization should be formed as a sound organic strategy for reasonable price premium, awareness and training programmes for organic farming at a regular interval are required and regular demonstrations to the farmers regarding the economic benefits due to application of Integrated Pest Management (IPM) strategy in organic farm should be given. Flow of credit to agriculture by Kishan Credit Card (KCC), Self Help Group (SHG)-banking linkage programme, Farm Income Insurance Scheme (FIIS) should be developed, especially for organic farming.*

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## IMPLEMENTATION OF SECURITY IN CLOUD COMPUTING

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### ABSTRACT

*This paper will discuss some security concerns of cloud computing. Cloud Computing provides several services in the market, such as Infrastructure as a Service (IaaS), Platform as a Service (PaaS) and Software as a Service (SaaS). There are many service providers in the cloud computing, all services are fully managed by providers. Users can consume their services at a rate that is set by the providers. There are significant security concerns that need to be discussed when data is exchanging between the clouds.*

## **CUSTOMER SATISFACTION LEVEL TOWARDS LANDLINE SERVICE PROVIDED BY BSNL WITH REFERENCE TO COIMBATORE**

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### **ABSTRACT**

*Customer satisfaction is the main goal of every business organization. In this competitive business scenario each and every activity starts and ends with the customer. In the present scenario, the telecommunication is lifeblood for every business activity. Even in this industry there prevails a stiff competition between the service providers. In spite of a well-established network and infrastructure supporting, certain service providers weren't able to root their footsteps in the market due to lack in customer service and satisfaction. Due to this their promotional initiatives haven't yielded fruitful results. Since there is a marginal difference between the services rendered, there is more possibility for the subscriber to switch from one service provider to another based on their satisfaction. So it very essential for the service provider to understand the influence of various Demographic variables that influence the satisfaction level to win the hearts of the customers.*



## **PERSPECTIVES CONSIDERED IN BALANCED SCORECARD: A STUDY WITH SPECIAL REFERENCE TO IT/ITES EMPLOYEES OF COIMBATORE DISTRICT**

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### **ABSTRACT**

*The information technology (IT) and information technology enabled services (ITES) industry has been one of the key driving forces fueling India's economic growth. IT is one of the world's fastest growing economic activities, which conceive easier flow of information at various levels in the desired pattern. The Information Technology Enabled Services (ITES) sector has not only changed the way the world looks at India but has also made significant contributions to the Indian economy. The balanced scorecard proposes that the organization should be viewed from four perspectives, with metrics developed, data collected and analyzed for each of them. These four perspectives are: Financial, Customer, Internal Business Processes and Learning and Growth. The present study analyses the IT and ITES employees' opinion on the perspectives considered in balanced scorecard which primarily ranked shareholder's perspective, supplier's perspective, employee's perspective, competitor's perspective and environmental and social perspectives considered in the organization.*

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**AN EMPIRICAL STUDY OF EDP CELLS IN COLLEGES**

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**ABSTRACT**

*Entrepreneurship refers to the functions performed by an entrepreneur in establishing an enterprise. Entrepreneurship is described as the function of handling economic activity, undertaking risk, creating something new and organizing and coordinating resources. It is recognized as an involvement of the fusion of capital, technology and human talent. It is a dynamic and risky process. Entrepreneurship is both an art as well as science. Entrepreneurship can't grow in vacuum. It requires an environment in which an entrepreneur can learn and discharge his functions. Stepanek identifies intelligence, motivation, knowledge and opportunity as the pre-requisites for Entrepreneurial Development. Entrepreneurs must be endowed with intelligence. Motivation is not inherited but a personal and cultural trait. Knowledge can be acquired through formal education and experience. Entrepreneurs can overcome many obstacles to development and if given sufficient time, can create opportunity. It is very difficult to measure quantitatively the ability to use knowledge intelligently, to seize opportunity and to inject the spark of innovation and creativity. EDP may be defined as "a programme designed to help an individual in strengthening his entrepreneurial motive and in acquiring skills and capabilities". EDP Cells conduct Entrepreneurship Training Program which provides training in jewellery designing, fabric painting, printing, embroidery, jute products, pot designing, artificial floral arrangement, tailoring etc. This boosts up the entrepreneurial quality as well as the self-confidence in the students for pursuing a career in such businesses. Questionnaires were distributed to 100 college students. Percentage Analysis and Factor Analysis to analyze student's perception as regards EDP Cells in Colleges was done using SPSS package.*

**FORECAST ANALYSIS OF PROFITABILITY IN SELECT STEEL COMPANIES IN INDIA**

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**ABSTRACT**

*The Indian Iron and Steel industry contributes significantly to the overall growth and development of the economy. As per the estimation of the ministry of steel, the industry today directly contributes to 2% of India's GDP and its weightage in the official index of Industrial Production (IPP) is 6.2%. The industry has been able to shape out a niche for itself globally. From a country with a production of one million tonnes at the time of independence, it has now become the world's 4<sup>th</sup> largest producer of crude steel preceded behind China, Japan and the US. The study evaluates the profitability level of selected steel companies to know their financial strength and weakness, it will lead to increase financial tactic to compete with international steel producers. In the present study concludes that the profitability of selected steel companies very fair, except few belongs to mid-cap companies, they need effort to stabilize their financial position to meet domestic and global competition. The companies belong to same industry differ in maintaining of profitability in various aspects.*

## **A STUDY ON BRAND LOYALTY AND IT'S EFFECT ON BUYING BEHAVIOUR IN CASE OF SELECTED COSMETIC PRODUCTS IN PUDUKOTTAI**

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### **ABSTRACT**

*As consumers, middle-class Indian women in general attach great importance to cosmetics and fashion. The focus on personal appearance in society is considered to be very significant. Many brand managers are, consequently, competing aggressively for market share in this emerging sector. The main purpose of this paper is to study women's buying behavior and brand loyalty as regards to cosmetics in Pudukkottai town in the context of increasing consumption of such products. Various factors were chosen for study and response were gathered using a quantitative approach. Questionnaire were distributed to 26 respondents for self-completion. A non-probability convenience sampling method has been used for this survey. The findings of the study indicate various parameters which women consider important in purchasing cosmetics: women in the sample tend to have low brand loyalty for cosmetics brands. The study also found that women like to use cosmetics for fashion and health, that beauticians were the most effective source of brand awareness and medical stores held the most trusted channel of distribution. The study helps producers and marketers of cosmetics products to take various decisions regarding product, distribution and promotion aspects of the marketing mix.*

## **CUSTOMER PREFERENCE TOWARDS BRANDED ICE CREAM OUTLETS IN COIMBATORE CITY**

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### **ABSTRACT**

*Ice cream, being the most popular frozen dairy dessert, is a complex colloidal food system which consists of air bubbles, ice crystals and partially destabilized fat globules dispersed in a continuous aqueous phase within which polysaccharides, lactose, sugars and mineral salts are dissolved. The ice cream mix consisting of a combination of components such as milk, sweeteners, stabilizers, emulsifiers and flavoring agents is one of the most critical components at the manufacturing stage of ice cream. Higher quality ingredients and the optimal treatment processing steps required to produce a good quality ice cream are well known and used in all ice cream producing countries. That is, its formulation varies worldwide and the ingredients used to supply the components are chosen on the basis of availability, cost and expected quality. In recent years, ice cream industry is becoming a much profitable subsector due to rapidly developing technological advances. Ice-cream consumers are happy people when they enjoy the dessert and its purchasing decision resembles, most of the times, to a moment of revelation. The study finds out which branded ice cream outlets are most preferred by the customers and what determines them to purchase and consume this product from the selected outlet.*

## **ECOMMERCE ON THE VERGE THESE DAYS: A STUDY OF ECOMMERCE IN INDIA AND THE WAY FORWARD**

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### **ABSTRACT**

*Over the last decade, Internet has changed the way people were used to buy and sell goods and services. Ecommerce is transforming customers shopping experience a lot. This sector has shown unpredictable growth in last few years. The adoption of new technology is making ecommerce sector more advance and reachable. Internet penetration, broadband services, 3G data, 4G data and Wi-Fi and many other devices like mobiles, tablets, and laptops are helping to increase number of online customer's day by day. Banks and many other players are providing safe payment gateways to customers so that they feel safe while paying online. But still ecommerce industry is facing many challenges and with the increased growth this industry need to overcome those challenges. This paper will give you an overview of ecommerce in India, from where and when it evolved in India, what are the different kinds of ecommerce business models and what is the way forward in ecommerce sector. This paper will also tell you why ecommerce is growing day by day and facing so much challenges. Since many ecommerce companies bear huge loses but still this sector is growing with a huge page in India.*

# A STUDY ON THE IMPACT OF CHANGE IN REPO RATES ON BANK STOCKS IN INDIA

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## **ABSTRACT**

*Almost a week before every bi-monthly policy of the Reserve bank of India, many analysts forecast the impact the change in repo rate might have on the stock market. This speculation also includes an impact on the bank stocks. Particularly because the impact of the repo rate has on the operations of the bank. Repo rate is the rate at which commercial banks borrow money from the RBI. The increase in repo rates makes loans costlier thereby reducing the number of customers for a commercial bank and vice versa. This led to the inquisitiveness to analyse whether this operational impact owes the shareholders to change their investment decisions. This change can be observed by studying the stock prices of banks, which for the study have been attributed to the S&P BSE BANKEX, which is an index consisting of 12 public and private sector bank. The paper aims to study the impact of change in repo rates on bank stocks in India. This paper is restricted to study the impact on the day of the change. The study was conducted using various statistical tools like regression analysis, correlation, residual plot and normal probability plot. After the study was successfully conducted from the data taken from the RBI website, it was apparent that there is no significant impact of change in repo rates on the bank stocks on the day of the change. Hence, all speculations and forecasts regarding their relationship are flawed and do not hold true for bank stocks in India.*

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## TAMIL HANDWRITTEN CHARACTER RECOGNITION

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### ABSTRACT

*This text recognition lays emphasis on technique to recognize handwritten English characters, Tamil Characters & Numerals using MATLAB. Here a novel solution is proposed for performing English character recognition. Handwritten character can be converted into the text. It may be either scanned document or paint image. Here the application is alphabetic letters are assigned with numerals accordingly. The new venture in this topic is to make off-line handwritten character recognition more accurate & challengeable. Here what is uploaded will come in the form of original text. Pursued by the preprocessing technique, feature extraction and recognition. The approach can be utilized in MATLAB for recognizing off-line handwritten English characters.*



## **A STUDY ON ANALYSIS OF FACTORS AFFECTING THE CUSTOMER'S SATISFACTION WITH REFERENCE TO ATM SERVICES IN BANGALORE CITY**

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### **ABSTRACT**

*This is an age of technology. Now a time, in Indian banking industry, E- Banking is at its revolutionary stage and provides various electronic services like Mobile Banking, Internet Banking and ATM services, Electronic Fund Transfer (EFT), Credit Cards and Electronic Clearing Services etc. Among all of these, ATM is the widely used and popular E-Banking services. Now, all types of organizations are adopting the modern technology for providing efficient services to the customers. This study is an attempt to find out the significant factors that affecting the customer's satisfaction in ATM (Automated Teller Machine) service in Bangalore city. In this study, data will be collect from the way of survey from bank customers and later on will be analyse by statistical technique and tools like Descriptive Statistics, Percentage Method, and Ranking Method. Thus the objective of the research is to identify factors affecting the customer satisfaction with reference to ATM services in Bangalore city. The conclusion would be interpreted accordingly.*

# ENSURING A SUCCESSFUL CELEBRITY ENDORSEMENT: A COMPARATIVE STUDY OF MATCH-UP HYPOTHESIS AND MEANING TRANSFER MODEL

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## ABSTRACT

*The purpose of the purpose of the paper is to study and evaluate the two important theories regarding the effectiveness of celebrity endorsements. First being the celebrity product Match-up Hypothesis according to which the similarity between the celebrity endorser and the product leads to positive attitudes and purchase intentions. Second is the Meaning transfer model which lays importance to the transfer of cultural meanings associated with the celebrity and to the product in ensuring a successful celebrity endorsement campaign. In the first part both these theories were reviewed with help of past literature. In second part a comparative qualitative evaluation of both theories was done with the help of a practical example of a successful celebrity endorsement. For this purpose, Amitabh Bachchan's endorsement for Cadbury Dairy Milk Chocolate after the 'Worm Controversy' was selected. Finally, the findings and the implications for practice were derived at the end.*

# VARIOUS STEGANOGRAPHY TECHNIQUES FOR HIDING INFORMATION: A SURVEY

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## ABSTRACT

*Steganography is the technology to communicate the information secretly in an appropriate carrier i.e. text, image, audio and video files. Under this assumption, the objective is to conceal to the existence of the embedded data. Steganography helps to maintain the confidentiality and security of transmitted information in an unprotected transmission media. Cryptography and Steganography are techniques those are used to encrypt and hide the secret data inside other media to ensure data security. This paper discusses the comparison of available Steganography techniques. Steganography Technique is to hide in an image file using Least Significant Bit (LSB) based Steganography, Discrete Cosine Transform (DCT) based steganography, and Discrete Wavelet Transform (DWT) based steganography. The proposed paper provides a systematic survey of existing Steganography research by categorizing existing methods according to the certain features and analyzing the advantages of these features.*

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