

INTERNATIONAL JOURNAL OF RESEARCH IN COMPUTER APPLICATION & MANAGEMENT

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DYNAMIC AND CENTRALIZED NETWORK INTRUSION DETECTION SYSTEM FOR REAL TIME WEB APPLICATIONS

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ABSTRACT

An application and data complexity increase process of web services are moved to a multitier designing in web server runs the application front-end logic and data. IDS models network behaviours in user sessions across the front-end web server and the back-end database. Then monitor web and subsequent database requests, we are able to ferret out attacks these independent IDS not able to identify. We quantify the limitations of any multitier IDS training sessions and functionality coverage. We implemented EACCK using an NS2 for detecting the malicious nodes and apply an efficient approach. IDS is used to detect attacks in multi-tiered web services and classify through Hierarchal clustering Algorithm. Our approach can create ordinary models of isolated user session. The web front-end (HTTP) and back-end (File or SQL) network transactions with data volumes are used to classify them.

OVERVIEW OF TRAJECTORY DATA MINING AND THE TECHNIQUES USED

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ABSTRACT

The advances in location-acquisition and mobile computing techniques have generated massive spatial trajectory data, which represent the mobility of a diversity of moving objects, such as people, vehicles, and animals. Many techniques have been proposed for processing, managing, and mining trajectory data in the past decade, fostering a broad range of applications. In this article, we present a systematic approach on the major research into trajectory data mining, providing a panorama of the field as well as the scope of its research topics. This paper also introduces the methods that transform trajectories into other data formats, such as graphs, matrices, and tensors, to which more data mining and machine learning techniques can be applied. Finally, some public trajectory datasets are presented.

THE MULTIFACETED INDIAN MIDDLE CLASS AND INDIA'S GROWTH STORY

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ABSTRACT

The main objective is to understand the potential of the new Indian middle class. The changes in their income, lifestyle and upward movement in the society. How these changes can affect the consumption and economy of our country. The secondary data source was utilized mainly from reports and various articles are taken to study. The general characteristics of this new middle class have changed in terms of income, education, spending patterns, consumption of electronic gadgets, culture. This change is correlated with the economic growth of India due to the liberalization policy which brought in by our government. The middle class has improved in their income levels, education, new professions, lifestyle and consumption. They are now identified as growth drivers for our economy.

A STUDY OF THE RELATIONSHIP BETWEEN INCREASING NETWORK OF AUTOMATED TELLER MACHINES (ATMs) AND BANKS' PROFITABILITY

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ABSTRACT

This research paper seeks to examine whether a relationship can be established between the growing proportion Automated Teller Machines (ATMs) and the profitability of banks taking into account the parameter of profit per employee (PPE). The research methodology relies upon collection and analysis of secondary data. The results and findings show that there is a significant relationship between ATM/Brach ratio and profit per employee (PPE) of banks. The findings would be useful in evolving appropriate strategies to promote the use of ATMs as the preferred channel for distribution of banking products and services to cater to the needs of clientele, enhance market share and ultimately boost profits.

THE DEMAND FOR INTERNATIONAL RESERVES: A CASE STUDY OF INDIA

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ABSTRACT

Global international reserve holdings have accelerated sharply in recent years. Among top ten major reserves holders, India comes on eighth position as on March 2016. Developing countries particularly India is in line to hoard international reserves. This study uses autoregressive distributed lag (ARDL) approach to estimate India's demand for international reserves for quarterly period of 1985Q1-2014Q4. Our results suggest that the India's demand for international reserves is mainly determined by trade openness and propensity to import. Our study shows that demand for reserves in India is highly sensitive to current account vulnerability and less sensitive to the economic growth.

A STUDY ON CONFLICT MANAGEMENT STRATEGIES ADOPTED BY MOTOR PUMP SET INDUSTRIES WITH SPECIAL REFERENCE TO COIMBATORE CITY

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ABSTRACT

This project was undertaken to study the conflict management and strategies adopted in selected motor pump set industries of Coimbatore city. The aim is to study and describe the various aspects of conflict management strategies adopted by the employees and it is an attempt to find the perception towards conflict-handling intention. When people with different backgrounds, temperaments, and points of views, values, needs, personalities and attitude interact, it is likely that some type of conflict may arise. The conflict may also develop due to perceptual differences of an individual. When there is more than one person involving in an activity, it is very clear that there may be chances for conflicts among them. Conflict is inevitable and necessary for the growth of any organization though it is harmful sometimes. Conflict has considerable influence on employee behavior, performance and satisfaction. The attitude about conflict has changed overtime. Earlier, conflict was considered to be unnecessary and harmful. Now conflict is held to be inevitable and desirable.

LI-FI IS FUTURE TECHNOLOGY OF WIRELESS COMMUNICATION

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ABSTRACT

The purpose of the paper depicted that Light Fidelity Technology is more secure, reliable and efficient than Wi-Fi Technology. Li-Fi stands for Light-Fidelity. Li-Fi Technology, proposed by the German physicist—Harald Haas, provides transmission of data through illumination by sending data through an LED light bulb that varies in intensity faster than the human eye can follow. In this paper, the author will discuss the construction of Li-Fi, Design and working of Li-Fi, Recent advancement of Li-Fi, Comparison between Li-Fi and Wi-Fi. Further, the author will provide the advantages and application of Li-Fi in this modern era.

A STUDY OF BEHAVIOR ON INFORMATION SYSTEM IN A UNIVERSITY CAMPUS BY ANALYSIS OF PEOPLE MOBILITY

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ABSTRACT

Wireless Local Area Networks (WLAN) are mostly used in various standard universities in the world. A WLAN links two or more devices using some wireless distribution method and usually provides a connection through an Access Point (AP) to the wider internet. This enables the users to move around within the university campus and still be connected to the WLANs. WLANs have become popular due to the ease of installation and the increase of Laptop users. Making use of Wireless Distribution System (WDS) many benefits can be obtained. This is a system that enables wireless interconnection of access points in an IEEE 802.11 network. It allows a wireless network to be expanded using multiple APs. WDS preserves the MAC addresses of client packets across links between various APs. This proposed WDS approach provides the information about where the most number of users are using the same APs that leads to congestion. Furthermore, this WDS also gives best solution for the Congestion.

A STUDY OF INTERNET VOTING FOR THE ELECTIONS OF UNIVERSITIES IN SRI LANKA

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ABSTRACT

Most institutions of higher learning such as universities and colleges world over provide for an electioneering process where students elect their union leaders in a democratic manner. This is of great importance as it inculcates the principle of democracy into the students who are at the peak of their learning stage and would need these skills for better statesmanship. In the past, people go to polling place and take the blank ballots, then punch a hole or append the seal. If the seal is not clear enough, or the vote is damaged by soiling, it may bring some debate on the result. In order to resolve these situations, the technology of electronic voting (E-voting) comes into existence. Proper management therefore is called for to provide fool proof processes which can be termed as free and fair in the standards of universal democracy and employment of Information Technology (IT) is a sure way to realize this. This research carried out at USJP (University of Sri Jayewardenepura) and the process undertaken to achieve development and deployment of a web based system to promote free and fair democratic electioneering process: computerizing registration, voting and tallying process involved. The system was developed using the incremental prototyping due to the adaptive nature of web based applications and the system proved that a computerized solution is possible with elimination of human related faults that are a commonplace in employment of human clerks to manage the election process. Integration with short message service (SMS) functionalities helped increase safety and reliability of the system. Application of the online voting has resulted in many advantages in the efficiency of the entire electioneering process and reduced costs the university used to incur using the human clerk.

MUTUAL FUND INVESTMENT: FUND MANAGERS VIEW

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ABSTRACT

Any Small investor would like to secure medium to moderate returns from his investments without huge amount of risk. In order to provide such returns an investor needs to invest in options which ensure safety of investments. Mutual fund is one such investment avenue which will satisfy the above requirement. Mutual funds are designed to target small investors who are intimidated by the mysteries of stock market but yet look to reap benefits by investing in the stock market. Currently, many companies & institutions are offering variety of mutual fund schemes with varied returns & at different levels of risk which makes it difficult for the investor to decide "Which scheme to invest in?", "How to invest?" If the investor decides to go by his instincts or by guess work and randomly invest in a scheme he is bound lose his investments. With this back ground, we like to carry out a survey through a structured questionnaire with fund managers & investors in Bangalore to bring views of fund managers on the factors influencing the fund/scheme selection behavior of investors. With this back ground, a survey was conducted among 250 mutual fund investors in Bangalore to study the factors influencing the fund/scheme selection behavior of investors. We hope that through this survey we can uncover certain import factors to be consider before investing into mutual funds.

INVESTORS PERCEPTION TOWARDS OPTION AND FUTURE TRADING WITH SPECIAL REFERENCE OF MALAPPURAM DISTRICT

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ABSTRACT

this paper presents the Investors perception towards Option and Future trading with special reference of Malappuram District. The main focus of the paper was on to understand the Investors perception towards option and future trading, risk involved in this trading and aware about the investors desired time and sector of investment in option and future in Malappuram District. The data for this study collected 100 respondents in Malapuram district. Simple percentage analysis is used for the analysis purpose and it is find that the Awareness about the various uses of Future & options can help investors to reduce risk and increase profits. The study concludes that; future & option trading is an unavoidable weapon for the investors to hedging.

WORKFORCE DIVERSITY: CHALLENGES AND ISSUES

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ABSTRACT

In present scenario the workforce in an organization is heterogeneous and therefore workforce diversity is a primary concern for most of the businesses. Workforce diversity means similarities and differences among employees in terms of age, cultural background, physical abilities and disabilities, race, religion, gender, and sexual orientation. Diversity is critically linked to the organization's strategic direction. Where diversity flourishes the potential benefits from better creativity and decision making and greater innovation can be accrued to help increase organizations competitiveness. This paper tries to highlight the issues and challenges faced by organization due to work force diversity and also its effect on productivity.

STRESS MANAGEMENT IN BPO SECTOR

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ABSTRACT

The BPO industry in India is one of the major job providers. It offers jobs not just to first time job seekers, but also to retired professionals and persons working from home. Indian BPO industry faces high work pressure. Due to globalization and competition, work pressures are higher than ever. Due to these challenges workforce are working longer than they were doing earlier to meet up with their career demands. Working in night shifts, excessive workload, unreachable targets are few factors which have been causes of severe stress among BPO employees. This paper attempts to understand the factors causing stress and how these employees manage their stress.

DATA HIDING BY USING WATERMARKING TECHNIQUE ON HIGH DYNAMIC RANGE IMAGES

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ABSTRACT

High dynamic range (HDR) imaging techniques address the need to capture the full range of color and light that the human eyes can perceive in the real world. HDR technology is becoming more and more pervasive. In fact, most of the cameras and smartphones available on the market are capable of capturing HDR images. Among the challenges posed by the spread of this new technology there is the increasing need to design proper techniques to protect the intellectual property of HDR digital media. In this paper, we speculate about the use of watermarking techniques to cope with the peculiarities of HDR media to prevent the misappropriation of HDR images.

CUSTOMER RELATIONSHIP MANAGEMENT FOLLOWED BY COMPANIES SELLING ORGANIC PRODUCTS WITH REFERENCE TO PATANJALI AND ARJUNA NATURAL EXTRACTS

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ABSTRACT

Customer relationship management (CRM) is a process designed to collect data related to customers, to grasp features of customers, and to apply those qualities in specific marketing activities. In the analytical CRM, these data are stored and analyzed through a range of analytical tools in order to generate customer profiles, identify behavior patterns, determine satisfaction level, and support customer segmentation; thus, customers are more effectively segmented and offered products and services are fitted to customer buying profiles. Nevertheless, even though a wide range of CRM systems are being developed and implemented in practice, application of analytical CRM has been low, due to lack of focus on gaining customer knowledge for strategic decision making from CRM systems, and lack of analytical CRM solutions. Organizations can strategically use analytical CRM to support customer knowledge acquisition.

ASSESSING THE ROLE OF MICRO AND SMALL LOANS CENTRE (MASLOC) IN ENHANCING THE GROWTH OF MICRO AND SMALL-SCALE ENTERPRISES (MSEs) AS A STRATEGY TO ALLEVIATE POVERTY IN THE CENTRAL REGION OF GHANA

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ABSTRACT

The developmental challenges of most African countries, with Ghana as no exception, are overwhelming. These challenges variously range from widespread poverty, unemployment, lack of good health, illiteracy, and corruption. Generally, the Central region of Ghana is constantly plagued with unprecedented poverty levels that have stifled economic activities, leading to poverty and declining standards of living. The role of Microfinance and Small Loans Centre (MASLOC) to boost economic ventures in the Ghana through micro and small-scale enterprises (MSEs) loans and support cannot be over emphasized. This paper focuses on the fundamental role MASLOC plays in financing MSEs, to improve the economic wellbeing of the people of Central Region in promoting self-employment as a poverty alleviation strategy (Millennium Development Goal (MDG 1). Structured questionnaires were administered to 325 MSE operators in six (6) Metropolitan, Municipal and District Assemblies (MMDAs) of Central Region to gather data for the study, of which 303 questionnaires were retrieved. Data available revealed that only 61 MSE operators (respondents) representing 20.13% have ever secured financial support from MASLOC to expand their micro and small businesses. It was however, revealed that a total of 41 MSEs (representing 67.21%) who had ever received support from MASLOC considered limited fund support and excessive politicization, as the major challenges in their dealings with MASLOC. The study recommended among other things; the need for the Government to expand the financial base of MASLOC in order to increase their client base especially in the rural areas and also to set up the right institutions and control mechanisms to reduce financial impropriety and the extent of politicize in order to ensure for efficiency, equity and transparency in achieving its strategic purpose of eliminating poverty in Ghana.

A STUDY ON CUSTOMER SATISFACTORY LEVEL ABOUT E-BANKING IN MYSURU CITY: COMPARATIVE STUDY BETWEEN PRIVATE AND PUBLIC SECTOR BANKS

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ABSTRACT

This paper explains the Electronic banking or e-banking is automated delivery of traditional and new banking services and products directly to the customer through electronic communication like computer, ATMs, and internet websites. The customer satisfaction level based on the analysis of data relating to 200 people respondents indicates that there is significant correlation between age and E-banking facility with other factors. In the analysis it was observed that particular age group has used these services; the satisfaction of the customer majorly influenced the convenience, awareness, and responsiveness. There are many reasons where in increase in number of commercialization of banks. The growth of such banks is not possible till they witness some success in the context of customer satisfaction or may be the net assets held by those banks efficiency of their management or the networks of each bank both private as well as the public sector banks. In the present technology society, most of the banking customer prefer and switch to e-banking facilities. So the banker may improve their services, loyalty to customers and their retention by increasing awareness of other age groups and concentrating on the factors contributing customer satisfaction. This paper is outcome of an empirical study conducted with the objective of investigating banker views regarding e-banking. The collected of data that is the survey is conducted by using questionnaire in mysuru, by administering to many bankers. The bankers are convened that e-banking helps in improving the relationship between the banker and the customer.

REAL ESTATE BUSINESS IN KOCHI (KERALA): AN ANALYSIS OF ITS GROWTH AND THE FACTORS AFFECTING INVESTORS' SENTIMENT

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ABSTRACT

It has been documented time and again that infrastructure development is at the heart of all developmental activities in India. A major segment of this is the real estate activity, especially those connected with commercial structures. Thus, it is observed in the contemporary Indian business scene, that real estate business is one of the core growing businesses in major cities contributing significantly to the economic development of the country. Real estate represents a major portion of most people's wealth. The core feature of a successful real estate business is the ability to identify the pains, needs and wants of the ideal client, and then offering solutions in the most efficient way possible. Kochi, a major urban hub in Central Kerala, has topped the list of major real estate destinations among 19 Tier-2 cities in India. What factors have influenced this growing interest in investing in real estate in Kochi is an important question, a proper answer to which may open new avenues for investment in other parts of the country. Basically, the study aims at analyzing (i) The current real estate scenario in Kochi; (ii) Trends the development of this business activity in Kochi; (b) Factors contributing to its growth and (c) Future contours, problems and challenges facing this activity. As part of this analysis, primary data collected through a self-administered Questionnaire on a sample of 150 customers drawn from selected destinations at Kochi city to elicit their opinions on the issues raised above will be analysed.

CORPORATE SOCIAL RESPONSIBILITY AND FINANCIAL PERFORMANCE IN IRON AND STEEL INDUSTRY OF INDIA

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ABSTRACT

The Iron and steel sector of India is a combination of public and private sector which alone contributes over three per cent to the national GDP. To study the relationship between the corporate social responsibility and corporate financial responsibility for the sector, top 10 companies accounting for 87% of the industry net worth & total revenue and 99% of the total profits were selected. In the 17-year period from 1998 to 2014, the 10 selected companies spent huge amount on the four variables of corporate social performance—tax, donation, wages, and R&D. For analysis, a t- test was done which has shown significant association between the corporate social performance and corporate financial performance of all the companies - Bhushan, Jindal Saw, Jindal Stainless, Jindal Steel & Power, JSW Steel, Lloyds, SAIL, Tata Steel, Uttam Glava and Welspun. The correlation and regression has shown significant association in the all the companies from the period of 1998 to 2014.

SME's MARKETING PROBLEMS: CHALLENGES AND SOLUTION

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ABSTRACT

The paper sets a platform discussing the barriers hindering the marketing activities and plans of the Small Medium Enterprise. The small firms possess certain characteristics, which serve to differentiate them from the large organization. The study discussed the characteristic of Small Medium Enterprise and differentiates them from the larger organization. Many observed problems stemmed from businesses failing to practice marketing or produce marketing strategy and plans. The classical management concepts are unsuitable for application in a Small Medium Enterprise context, with research suggesting non-implementation of theoretically based marketing practice is the rule rather than the exception in the small firm. This paper reviews issues pertaining to marketing practice of strategy and planning in the small firm, acknowledges inherent weaknesses with regard to marketing in small firms, reviews marketing practice in the context of small firm characteristics, and considers the roles of owner/managers in improving small firm's marketing practice. The researcher used the desk study reviewing previous studies in the related field. The finding of this paper is that the marketing function in Small Medium Enterprises is hindered by constraints such as poor cash flow, lack of marketing expertise, a lack of strategic expertise, business size, and tactical customer related problems. The recommendation done through the analysis is that Small business marketing can be done through the use of Small Medium Enterprises marketing toolkit that guide and help to develop and to implement their marketing efforts. Small Medium Enterprises must focus on being closer to the customers in every sense since thus were where most of their strength and possibilities exists and a well-planned and well implemented marketing strategy helps Small Medium Enterprises to present strong value proposition that build customers loyalty.

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With sincere regards

Thanking you profoundly

Academically yours

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