

INTERNATIONAL JOURNAL OF RESEARCH IN COMPUTER APPLICATION & MANAGEMENT

I
J
R
C
M



A Monthly Double-Blind Peer Reviewed (Refereed/Juried) Open Access International e-Journal - Included in the International Serial Directories

Indexed & Listed at:

Ulrich's Periodicals Directory ©, ProQuest, U.S.A., EBSCO Publishing, U.S.A., Cabell's Directories of Publishing Opportunities, U.S.A., Google Scholar,

Open J-Gate, India [link of the same is duly available at Infilbnet of University Grants Commission (U.G.C.)],

Index Copernicus Publishers Panel, Poland with IC Value of 5.09 & number of libraries all around the world.

Circulated all over the world & Google has verified that scholars of more than 5000 Cities in 187 countries/territories are visiting our journal on regular basis.

Ground Floor, Building No. 1041-C-1, Devi Bhawan Bazar, JAGADHRI – 135 003, Yamunanagar, Haryana, INDIA

<http://ijrcm.org.in/>

CONTENTS

Sr. No.	TITLE & NAME OF THE AUTHOR (S)	Page No.
1.	BRAND MANAGEMENT OF SCHOOLS <i>ANJALI TRIVEDI & DR. SHRADHA M. BANGA</i>	1
2.	FACTORS INFLUENCING CONSUMER BUYING BEHAVIOUR OF REFRIGERATOR: AN EMPIRICAL STUDY <i>SUNITA RATH, D. P. MISRA & U. C. PATTNAIK</i>	2
3.	KNOWLEDGE MANAGEMENT AND INTELLECTUAL PROPERTY MANAGEMENT AS STRATEGIC BUSINESS TOOLS: AN ANALYSIS <i>ARUNIMA K. V. & DR. P. PAKEERAPPA</i>	3
4.	DENTAL CARE HABITS OF RURAL CONSUMERS IN TELANGANA <i>G RAVIKUMAR & P. BHEEMAIAH</i>	4
5.	A STUDY ON CUSTOMERS' PERCEPTION TOWARDS MARKETING MIX STRATEGIES ADOPTED BY RURAL RETAILERS IN COIMBATORE DISTRICT <i>A. MARTIN JAYARAJ & DR. A. DHARMARAJ</i>	5
6.	IMPACT OF CAPITAL STRUCTURE ON COST OF CAPITAL AND VALUE OF FIRM: AN EMPIRICAL STUDY OF CEMENT INDUSTRY IN INDIA <i>MOHAN KUMAR M.S., DR. T. ASWATHA NARAYANA & SURAJ M.</i>	6
7.	APPLICATION OF MULTIMEDIA DATA MINING TECHNOLOGY IN DIGITAL LIBRARY SYSTEM <i>DR. RAKESH KUMAR MISHRA</i>	7
8.	FORMAL REALIZATION OF CASE RELATIONSHIPS IN ODIA <i>DR. RANJAN KUMAR DAS & DR. GOVINDA CHANDRA PENTHOI</i>	8
9.	STUDY OF ACADEMIC ACHIEVEMENT OF ADOLESCENT STUDENTS IN RELATION TO THEIR FAMILY CLIMATE AND AGGRESSION <i>GURKIRAN KAUR</i>	9
10.	IMPACT OF ONLINE SERVICES & SCHEMES OFFERED BY ING VYSYA BANK MERGED WITH KOTAK MAHINDRA ON CUSTOMERS <i>DR. ARCHANA DADHE</i>	10
11.	MERGERS AND ACQUISITIONS IN INDIA AND ITS SHORT TERM IMPACT ON SHAREHOLDERS WEALTH <i>AMISH BHARATKUMAR SONI</i>	11
12.	RELATIONSHIP BETWEEN GOVERNMENT REVENUE GROWTH AND ECONOMIC GROWTH IN ETHIOPIA <i>BIRUK BIRHANU, WONDAFERAHU MULUGETA & TEMESGEN YAEKOB</i>	12
13.	NON PERFORMING ASSETS MANAGEMENT OF KERALA FINANCIAL CORPORATION (KFC) <i>DR. C. SANKAR & VINOD K. RAJU</i>	13
14.	INFLUENCE OF TELEVISION ADVERTISING ON PURCHASE DECISION MAKING OF FMCG PRODUCTS <i>NANDAKUMAR.P, MANNIL JAMES JANSO & G. GOPIKA</i>	14
15.	A STUDY ON CONSUMER'S ATTITUDE TOWARDS EMERGING TREND OF MOBILE ADVERTISING IN KERALA <i>AKHILA VENUGOPAL, CHAITHRA M & GIRISH S</i>	15
16.	IMPACT OF BRAND AWARENESS ON CONSUMER/BRAND LOYALTY: A STUDY OF PACKAGED MILK BRANDS IN SURAT CITY, GUJARAT <i>DR. REENA CHHAJED</i>	16
17.	FACTORS AFFECTING EMPLOYEE RETENTION: A CASE STUDY OF SOFTWARE COMPANIES IN BANGALORE CITY <i>K. PAVAN & DR. T. L. NARASIMHA REDDY</i>	17
18.	CORPORATE SOCIAL RESPONSIBILITY: ITS IMPACT ON THE DEPOSIT MONEY BANKS IN NIGERIA – A CASE STUDY OF GUARANTY TRUST BANK NIGERIA <i>IBRAHIM MOHAMMED GADDAFI</i>	18
19.	CORPORATE REPORTING THROUGH XBRL <i>BHAVNA DABHI</i>	19
20.	INTELLECTUAL PROPERTY AND MORAL RIGHTS <i>ARPITA NARAYAN</i>	20
	REQUEST FOR FEEDBACK & DISCLAIMER	21

CHIEF PATRON**PROF. K. K. AGGARWAL**

Chairman, Malaviya National Institute of Technology, Jaipur
 (An institute of National Importance & fully funded by Ministry of Human Resource Development, Government of India)
 Chancellor, K. R. Mangalam University, Gurgaon
 Chancellor, Lingaya's University, Faridabad
 Founder Vice-Chancellor (1998-2008), Guru Gobind Singh Indraprastha University, Delhi
 Ex. Pro Vice-Chancellor, Guru Jambheshwar University, Hisar

FOUNDER PATRON**LATE SH. RAM BHAJAN AGGARWAL**

Former State Minister for Home & Tourism, Government of Haryana
 Former Vice-President, Dadri Education Society, Charkhi Dadri
 Former President, Chinar Syntex Ltd. (Textile Mills), Bhiwani

FORMER CO-ORDINATOR**DR. S. GARG**

Faculty, Shree Ram Institute of Business & Management, Urjani

ADVISORS**PROF. M. S. SENAM RAJU**

Director A. C. D., School of Management Studies, I.G.N.O.U., New Delhi

PROF. S. L. MAHANDRU

Principal (Retd.), Maharaja Agrasen College, Jagadhri

EDITOR**PROF. R. K. SHARMA**

Professor, Bharti Vidyapeeth University Institute of Management & Research, New Delhi

EDITORIAL ADVISORY BOARD**DR. RAJESH MODI**

Faculty, Yanbu Industrial College, Kingdom of Saudi Arabia

PROF. PARVEEN KUMAR

Director, M.C.A., Meerut Institute of Engineering & Technology, Meerut, U. P.

PROF. H. R. SHARMA

Director, Chhatrapati Shivaji Institute of Technology, Durg, C.G.

PROF. MANOHAR LAL

Director & Chairman, School of Information & Computer Sciences, I.G.N.O.U., New Delhi

PROF. ANIL K. SAINI

Chairperson (CRC), Guru Gobind Singh I. P. University, Delhi

PROF. R. K. CHOUDHARY

Director, Asia Pacific Institute of Information Technology, Panipat

DR. ASHWANI KUSH

Head, Computer Science, University College, Kurukshetra University, Kurukshetra

DR. BHARAT BHUSHAN

Head, Department of Computer Science & Applications, Guru Nanak Khalsa College, Yamunanagar

DR. VIJAYPAL SINGH DHAKA

Dean (Academics), Rajasthan Institute of Engineering & Technology, Jaipur

DR. SAMBHAVNA

Faculty, I.I.T.M., Delhi

DR. MOHINDER CHAND

Associate Professor, Kurukshetra University, Kurukshetra

DR. MOHENDER KUMAR GUPTA

Associate Professor, P. J. L. N. Government College, Faridabad

DR. SHIVAKUMAR DEENE

Asst. Professor, Dept. of Commerce, School of Business Studies, Central University of Karnataka, Gulbarga

DR. BHAVET

Faculty, Shree Ram Institute of Engineering & Technology, Urjani

ASSOCIATE EDITORS

PROF. ABHAY BANSAL

Head, Department of Information Technology, Amity School of Engineering & Technology, Amity University, Noida

PROF. NAWAB ALI KHAN

Department of Commerce, Aligarh Muslim University, Aligarh, U.P.

ASHISH CHOPRA

Sr. Lecturer, Doon Valley Institute of Engineering & Technology, Karnal

FORMER TECHNICAL ADVISOR

AMITA

Faculty, Government M. S., Mohali

FINANCIAL ADVISORS

DICKIN GOYAL

Advocate & Tax Adviser, Panchkula

NEENA

Investment Consultant, Chambaghat, Solan, Himachal Pradesh

LEGAL ADVISORS

JITENDER S. CHAHAL

Advocate, Punjab & Haryana High Court, Chandigarh U.T.

CHANDER BHUSHAN SHARMA

Advocate & Consultant, District Courts, Yamunanagar at Jagadhri

SUPERINTENDENT

SURENDER KUMAR POONIA

CALL FOR MANUSCRIPTS

We invite unpublished novel, original, empirical and high quality research work pertaining to the recent developments & practices in the areas of Computer Science & Applications; Commerce; Business; Finance; Marketing; Human Resource Management; General Management; Banking; Economics; Tourism Administration & Management; Education; Law; Library & Information Science; Defence & Strategic Studies; Electronic Science; Corporate Governance; Industrial Relations; and emerging paradigms in allied subjects like Accounting; Accounting Information Systems; Accounting Theory & Practice; Auditing; Behavioral Accounting; Behavioral Economics; Corporate Finance; Cost Accounting; Econometrics; Economic Development; Economic History; Financial Institutions & Markets; Financial Services; Fiscal Policy; Government & Non Profit Accounting; Industrial Organization; International Economics & Trade; International Finance; Macro Economics; Micro Economics; Rural Economics; Co-operation; Demography; Development Planning; Development Studies; Applied Economics; Development Economics; Business Economics; Monetary Policy; Public Policy Economics; Real Estate; Regional Economics; Political Science; Continuing Education; Labour Welfare; Philosophy; Psychology; Sociology; Tax Accounting; Advertising & Promotion Management; Management Information Systems (MIS); Business Law; Public Responsibility & Ethics; Communication; Direct Marketing; E-Commerce; Global Business; Health Care Administration; Labour Relations & Human Resource Management; Marketing Research; Marketing Theory & Applications; Non-Profit Organizations; Office Administration/Management; Operations Research/Statistics; Organizational Behavior & Theory; Organizational Development; Production/Operations; International Relations; Human Rights & Duties; Public Administration; Population Studies; Purchasing/Materials Management; Retailing; Sales/Selling; Services; Small Business Entrepreneurship; Strategic Management Policy; Technology/Innovation; Tourism & Hospitality; Transportation Distribution; Algorithms; Artificial Intelligence; Compilers & Translation; Computer Aided Design (CAD); Computer Aided Manufacturing; Computer Graphics; Computer Organization & Architecture; Database Structures & Systems; Discrete Structures; Internet; Management Information Systems; Modeling & Simulation; Neural Systems/Neural Networks; Numerical Analysis/Scientific Computing; Object Oriented Programming; Operating Systems; Programming Languages; Robotics; Symbolic & Formal Logic; Web Design and emerging paradigms in allied subjects.

Anybody can submit the **soft copy** of unpublished novel; original; empirical and high quality **research work/manuscript** **anytime** in **M.S. Word format** after preparing the same as per our **GUIDELINES FOR SUBMISSION**; at our email address i.e. infoijrcm@gmail.com or online by clicking the link **online submission** as given on our website ([FOR ONLINE SUBMISSION, CLICK HERE](#)).

GUIDELINES FOR SUBMISSION OF MANUSCRIPT

1. COVERING LETTER FOR SUBMISSION:

DATED: _____

THE EDITOR

IJRCM

Subject: **SUBMISSION OF MANUSCRIPT IN THE AREA OF** _____.

(e.g. Finance/Mkt./HRM/General Mgt./Engineering/Economics/Computer/IT/ Education/Psychology/Law/Math/other, **please specify**)

DEAR SIR/MADAM

Please find my submission of manuscript titled ' _____ ' for likely publication in one of your journals.

I hereby affirm that the contents of this manuscript are original. Furthermore, it has neither been published anywhere in any language fully or partly, nor it is under review for publication elsewhere.

I affirm that all the co-authors of this manuscript have seen the submitted version of the manuscript and have agreed to inclusion of their names as co-authors.

Also, if my/our manuscript is accepted, I agree to comply with the formalities as given on the website of the journal. The Journal has discretion to publish our contribution in any of its journals.

NAME OF CORRESPONDING AUTHOR :

Designation/Post* :

Institution/College/University with full address & Pin Code :

Residential address with Pin Code :

Mobile Number (s) with country ISD code :

Is WhatsApp or Viber active on your above noted Mobile Number (Yes/No) :

Landline Number (s) with country ISD code :

E-mail Address :

Alternate E-mail Address :

Nationality :

* i.e. Alumnus (Male Alumni), Alumna (Female Alumni), Student, Research Scholar (M. Phil), Research Scholar (Ph. D.), JRF, Research Assistant, Assistant Lecturer, Lecturer, Senior Lecturer, Junior Assistant Professor, Assistant Professor, Senior Assistant Professor, Co-ordinator, Reader, Associate Professor, Professor, Head, Vice-Principal, Dy. Director, Principal, Director, Dean, President, Vice Chancellor, Industry Designation etc. **The qualification of author is not acceptable for the purpose.**

NOTES:

- a) The whole manuscript has to be in **ONE MS WORD FILE** only, which will start from the covering letter, inside the manuscript. **pdf. version is liable to be rejected without any consideration.**
 - b) The sender is required to mention the following in the **SUBJECT COLUMN of the mail**:
New Manuscript for Review in the area of (e.g. Finance/Marketing/HRM/General Mgt./Engineering/Economics/Computer/IT/ Education/Psychology/Law/Math/other, please specify)
 - c) There is no need to give any text in the body of the mail, except the cases where the author wishes to give any **specific message** w.r.t. to the manuscript.
 - d) The total size of the file containing the manuscript is expected to be below **1000 KB**.
 - e) Only the **Abstract will not be considered for review** and the author is required to submit the **complete manuscript** in the first instance.
 - f) **The journal gives acknowledgement w.r.t. the receipt of every email within twenty-four hours** and in case of non-receipt of acknowledgment from the journal, w.r.t. the submission of the manuscript, within two days of its submission, the corresponding author is required to demand for the same by sending a separate mail to the journal.
 - g) The author (s) name or details should not appear anywhere on the body of the manuscript, except on the covering letter and the cover page of the manuscript, in the manner as mentioned in the guidelines.
2. **MANUSCRIPT TITLE:** The title of the paper should be typed in **bold letters, centered and fully capitalised**.
 3. **AUTHOR NAME (S) & AFFILIATIONS:** Author (s) **name, designation, affiliation (s), address, mobile/landline number (s), and email/alternate email address** should be given underneath the title.
 4. **ACKNOWLEDGMENTS:** Acknowledgements can be given to reviewers, guides, funding institutions, etc., if any.
 5. **ABSTRACT:** Abstract should be in **fully Italic printing**, ranging between **150 to 300 words**. The abstract must be informative and elucidating the background, aims, methods, results & conclusion in a **SINGLE PARA**. **Abbreviations must be mentioned in full.**
 6. **KEYWORDS:** Abstract must be followed by a list of keywords, subject to the maximum of **five**. These should be arranged in alphabetic order separated by commas and full stop at the end. All words of the keywords, including the first one should be in small letters, except special words e.g. name of the Countries, abbreviations etc.
 7. **JEL CODE:** Provide the appropriate Journal of Economic Literature Classification System code (s). JEL codes are available at www.aea-web.org/econlit/jelCodes.php. However, mentioning of JEL Code is not mandatory.
 8. **MANUSCRIPT:** Manuscript must be in **BRITISH ENGLISH** prepared on a standard A4 size **PORTRAIT SETTING PAPER**. **It should be free from any errors i.e. grammatical, spelling or punctuation. It must be thoroughly edited at your end.**
 9. **HEADINGS:** All the headings must be bold-faced, aligned left and fully capitalised. Leave a blank line before each heading.
 10. **SUB-HEADINGS:** All the sub-headings must be bold-faced, aligned left and fully capitalised.
 11. **MAIN TEXT:**

THE MAIN TEXT SHOULD FOLLOW THE FOLLOWING SEQUENCE:**INTRODUCTION****REVIEW OF LITERATURE****NEED/IMPORTANCE OF THE STUDY****STATEMENT OF THE PROBLEM****OBJECTIVES****HYPOTHESIS (ES)****RESEARCH METHODOLOGY****RESULTS & DISCUSSION****FINDINGS****RECOMMENDATIONS/SUGGESTIONS****CONCLUSIONS****LIMITATIONS****SCOPE FOR FURTHER RESEARCH****REFERENCES****APPENDIX/ANNEXURE**

The manuscript should preferably be in **2000 to 5000 WORDS**, But the limits can vary depending on the nature of the manuscript.

12. **FIGURES & TABLES:** These should be simple, crystal **CLEAR, centered, separately numbered** & self-explained, and the **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.*
13. **EQUATIONS/FORMULAE:** These should be consecutively numbered in parenthesis, left aligned with equation/formulae number placed at the right. The equation editor provided with standard versions of Microsoft Word may be utilised. If any other equation editor is utilised, author must confirm that these equations may be viewed and edited in versions of Microsoft Office that does not have the editor.
14. **ACRONYMS:** These should not be used in the abstract. The use of acronyms is elsewhere is acceptable. Acronyms should be defined on its first use in each section e.g. Reserve Bank of India (RBI). Acronyms should be redefined on first use in subsequent sections.
15. **REFERENCES:** The list of all references should be alphabetically arranged. **The author (s) should mention only the actually utilised references in the preparation of manuscript** and they may follow Harvard Style of Referencing. **Also check to ensure that everything that you are including in the reference section is duly cited in the paper**. The author (s) are supposed to follow the references as per the following:
 - All works cited in the text (including sources for tables and figures) should be listed alphabetically.
 - Use (ed.) for one editor, and (ed.s) for multiple editors.
 - When listing two or more works by one author, use --- (20xx), such as after Kohl (1997), use --- (2001), etc., in chronologically ascending order.
 - Indicate (opening and closing) page numbers for articles in journals and for chapters in books.
 - The title of books and journals should be in italic printing. Double quotation marks are used for titles of journal articles, book chapters, dissertations, reports, working papers, unpublished material, etc.
 - For titles in a language other than English, provide an English translation in parenthesis.
 - **Headers, footers, endnotes and footnotes should not be used in the document.** However, **you can mention short notes to elucidate some specific point**, which may be placed in number orders before the references.

PLEASE USE THE FOLLOWING FOR STYLE AND PUNCTUATION IN REFERENCES:

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, 19-23

UNPUBLISHED DISSERTATIONS

- 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 Gas Policy, Political Weekly, Viewed on January 01, 2012 <http://epw.in/user/viewabstract.jsp>

BRAND MANAGEMENT OF SCHOOLS

**ANJALI TRIVEDI
CHAIRPERSON
KARL HUBER SCHOOL
NOIDA**

**DR. SHRADHA M. BANGA
ASST. PROFESSOR
SCHOOL OF BUSINESS STUDIES
SHARDA UNIVERSITY
GREATER NOIDA**

ABSTRACT

Branding technically means anything or any object by which an impression is made. Like any other Business organization even the Private schools need a Branding to increase enrolment, retain staff, students & gain profit out of the Business they are into. Ethically it would be wrong to categorize Education in the field of Profit making organization, but with the change in time & the growing competition, FDI's entering the field of education so much money is involved that it has become an industry where all corporate formulas are applied to make things work. This paper tries to underline the factors, which create an effective way to create a Brand for the school. The paper looks into the reputation of the school from the Perspective of the teachers & the parents. Branding gives particular information about the organization, goods or service, differentiating it from others in marketplace. Brand carries an assurance about the characteristics that make the product or service unique. A strong brand is a means of making people aware of what the company or organization represents and what are its offerings.

FACTORS INFLUENCING CONSUMER BUYING BEHAVIOUR OF REFRIGERATOR: AN EMPIRICAL STUDY

SUNITA RATH
RESEARCH SCHOLAR
DEPARTMENT OF BUSINESS MANAGEMENT
F.M. UNIVERSITY
BALASORE

D. P. MISRA
PROFESSOR
DEPARTMENT OF BUSINESS MANAGEMENT
F.M. UNIVERSITY
BALASORE

U. C. PATTNAIK
FORMER PROFESSOR
DEPARTMENT OF COMMERCE
BERHAMPUR UNIVERSITY
BERHAMPUR

ABSTRACT

Marketers of goods and services usually carry out marketing research on consumer behavior and accordingly prepare the marketing program to suit the needs and requirements consumers. However, the marketing research in the context of consumers differs when it comes to urban vs. rural or durable products vs. FMCGs. In this connection, apart from 4 P's of marketing i.e. product, price, promotion and place, the marketers have to give special attention to 4 A's i.e. awareness, acceptability, affordability and availability of the goods and services because they play a vital role in the era of severe competition among the companies. In this paper, the researchers tried to bring out the important factors that influence the purchase decision of refrigerators by the consumers of Bhubaneswar city, the state capital of Odisha.

KNOWLEDGE MANAGEMENT AND INTELLECTUAL PROPERTY MANAGEMENT AS STRATEGIC BUSINESS TOOLS: AN ANALYSIS

ARUNIMA K. V.
RESEARCH SCHOLAR
DEPARTMENT OF BUSINESS ADMINISTRATION
MANGALORE UNIVERSITY
MANGALORE

DR. P. PAKEERAPPA
PROFESSOR
DEPARTMENT OF BUSINESS ADMINISTRATION
MANGALORE UNIVERSITY
MANGALORE

ABSTRACT

Knowledge is definitely a Capital, as it can be used to produce more wealth with defined value, measurement and future course of use. It contributes significantly to human, organizational and relational capital of an organization. Hence Knowledge Management (KM) is an organizational strategic tool that can create competitive advantage. At the same time any Intellectual Property need to be managed by the organization strategically to sustain its position in the market. Intellectual Property Management (IPM) helps companies to make an effective decision on what products to create as well as when and how to protect them. This paper tries to conceptually analyze how the processes of KM and IPM are interrelated and result in competitive advantage through better knowledge flow. The paper also tries to explain the constructs Intellectual Capital, Intellectual Asset and Intellectual Property from a Knowledge Management framework. The study uses secondary data from sources such as World Intellectual Property Organisation (WIPO), Organisation of Economic Co-operation and Development (OECD) to analyse the Indian IP statistics. The Indian Human Capital is valued globally and therefore it is important to motivate its generation, storage and dissemination effectively by organizations and this analysis tries to bring more clarity on that objective. The paper also identifies a future scope for an empirical inquiry in the area.

DENTAL CARE HABITS OF RURAL CONSUMERS IN TELANGANA**G RAVIKUMAR****ASST. PROFESSOR****EINSTEIN COLLEGE OF BUSINESS MANAGEMENT****NADERGUL****P. BHEEMAIAH****ASSOCIATE PROFESSOR****EINSTEIN COLLEGE OF BUSINESS MANAGEMENT****NADERGUL****ABSTRACT**

An important and recent development in India's consumerism is the emergence of the rural market for several basic consumer goods. Three-fourths of India's population lives in rural areas, and contribute one-third of the national income. The mouth is a mirror that can reflect the health of the rest of your body. Numerous recent studies investigating the mouth-body connection have suggested an association between oral health and general health. Research has shown that dental diseases can best be prevented through early detection and primary prevention. Which means people need to, at least get the basics right – brush twice daily and visit a dentist twice a year. The benefit of doing so is not only less painful, but also significantly less expensive. Children, right from the age of three should be made aware of basics like the importance of brushing teeth twice a day, cleaning teeth and gums properly and other oral care information. Starting early will make oral hygiene not a practice but a habit with them. In this context the present study has been conducted to know the basic dental care habits of rural consumers in Telangana area. It was conducted in Karimnagar and Ranga Reddy districts of Telangana State. A Pre-structured questionnaire was used to collect the primary data from a sample of 150, 75 from each district. The study has shown that still some traditional methods are used in rural areas to clean their teeth and visiting a dentist is not a regular activity among them. The study suggests business people to encourage good habits of dental care which will increase their business too.

A STUDY ON CUSTOMERS' PERCEPTION TOWARDS MARKETING MIX STRATEGIES ADOPTED BY RURAL RETAILERS IN COIMBATORE DISTRICT

A. MARTIN JAYARAJ
ASST. PROFESSOR & RESEARCH SCHOLAR
DEPARTMENT OF MANAGEMENT STUDIES & RESEARCH
KARPAGAM UNIVERSITY
COIMBATORE

DR. A. DHARMARAJ
ASSOCIATE PROFESSOR
DEPARTMENT OF MANAGEMENT STUDIES & RESEARCH
KARPAGAM UNIVERSITY
COIMBATORE

ABSTRACT

The Retail industry is at its boom in India. The corporates have turned towards retail business adopted in rural areas. The role of media has played its major role in creating awareness to customers even in remote rural areas of India. The consumers have started to turn towards fashion, it is a right pace to study the customers' perception on the strategies adopted by rural retailers. This article is aimed to analysing the gap between the customers' perception and strategies adopted in terms of marketing mix by retailers. It also brings out the major issues faced by the customers. The researcher has adopted descriptive research design using convenience sampling technique to seek out 120 samples from the customers of rural India, confining the study in Coimbatore district.

IMPACT OF CAPITAL STRUCTURE ON COST OF CAPITAL AND VALUE OF FIRM: AN EMPIRICAL STUDY OF CEMENT INDUSTRY IN INDIA

MOHAN KUMAR M.S.

RESEARCH SCHOLAR, TUMKUR UNIVERSITY, VISHWAVIDYANILAYA KARYALAYA

ASST. PROFESSOR

DEPARTMENT OF COMMERCE

ST. CLARET COLLEGE

BENGALURU

DR. T. ASWATHA NARAYANA

RESEARCH GUIDE, TUMKUR UNIVERSITY, VISHWAVIDYANILAYA KARYALAYA

HEAD (UG & PG)

DEPARTMENT OF COMMERCE

GFGC K R PURAM

BENGALURU

SURAJ M.

ASST. PROFESSOR

DEPARTMENT OF COMMERCE

ST. CLARET COLLEGE

BENGALURU

ABSTRACT

Capital structure is an important factor to determine the cost of capital & value of the firm. The present study examines the impact of capital structure on cost of capital & value of the firm in selected cement companies of India. The study is based on secondary data collected from the annual reports of the companies & examines the impact through statistical tools like mean, standard deviation, coefficient of variation and correlation. The study concluded that there is a positive correlation in Ultratech Cement & Negative correlation in Shree cement & Ramco cement between capital structure, cost of capital & Value of the firm. It indicated that there is a significant relation between capital structure, cost of capital & value of the firm and also justified that an optimal capital structure is very important to minimize cost of capital & maximize shareholder's wealth.

APPLICATION OF MULTIMEDIA DATA MINING TECHNOLOGY IN DIGITAL LIBRARY SYSTEM

DR. RAKESH KUMAR MISHRA
PROGRAMMER-CUM-SYSTEM INCHARGE (INFORMATION SCIENTIST)
CENTRAL LIBRARY
D. D. U. GORAKHPUR UNIVERSITY
GORAKHPUR

ABSTRACT

Multimedia data mining (MDM) Technology can be defined as the process of finding interesting patterns from media data such as audio, video, image and text that are not ordinarily accessible by basic queries and associated results. MDM Technology is the mining of knowledge and high level multimedia information from large multimedia database system. The digital library system retrieves, collects, stores and preserves the digital data. MDM technology is popular due to the conversion of the multimedia files in the libraries. This paper describes Multimedia data mining architecture and the various stages of domain understanding, data selection, cleaning/preprocessing, discovering patterns, Interpretation & reporting/using discovery knowledge.

FORMAL REALIZATION OF CASE RELATIONSHIPS IN ODIA

DR. RANJAN KUMAR DAS
SR. COMPUTATIONAL LINGUIST
APPLIED ARTIFICIAL INTELLIGENCE (AAI) GROUP
C-DAC
PUNE

DR. GOVINDA CHANDRA PENTHOI
GUEST FACULTY
DEPARTMENT OF LINGUISTICS
BERHAMPUR UNIVERSITY
BHANJABIHAR

ABSTRACT

Semantic parameters such as agency and affectedness are known to affect the realization of case-relationships. Case relation is a semantico-syntactic relationship in which abstract case features (roles) are mapped with their surface (morphological and syntactic) reflex. Arguments of a predicate (e.g. verb) play some semantic role (also called thematic role or θ -role) by virtue of the meaning of the predicate. This paper reviews work on formal realization of case relationships in Odia from the perspective of automated analysis by a natural language processing system. It compares different approaches like Fillmorean case and Chomskyan θ -role while analyzing a suitable formalism for describing case system of Odia. 'Case' in the sense of Paninian Karaka which, as a syntactico-semantic role, is assigned to the nouns as arguments of verbs will also be examined. The analysis ultimately shows how a case analyzer for Odia can be developed for natural language understanding system.

STUDY OF ACADEMIC ACHIEVEMENT OF ADOLESCENT STUDENTS IN RELATION TO THEIR FAMILY CLIMATE AND AGGRESSION

GURKIRAN KAUR
ASST. PROFESSOR
SAINT KABIR COLLEGE OF EDUCATION
KAULI

ABSTRACT

The present study is an attempt to study the academic achievement of adolescent students in relation to their family climate and aggression. Two hundred adolescent students were selected as a sample of study. Family climate scale by Dr. Beena Shah and Aggression Scale by Dr. G. P. Mathur and Dr. Raj Kumari Bhatnagar and Academic Data Blank were used to assess the Family Climate, Aggression and Academic Achievement of the students respectively. After analysis it was found that (1) Students with favourable family climate have higher academic achievement than students with unfavourable family climate. (2) Students with favourable family climate have lower aggression level than students with unfavourable family climate. (3) There is no significant relationship between academic achievement and aggression of adolescent students. (4) Girls have better academic achievement than boys. (5) There is no significant difference in the family climate of boys and girls. (6) There is no significant difference in the aggression among boys and girls.

IMPACT OF ONLINE SERVICES & SCHEMES OFFERED BY ING VYSYA BANK MERGED WITH KOTAK MAHINDRA ON CUSTOMERS

DR. ARCHANA DADHE
ASST. PROFESSOR
DEPARTMENT OF MANAGEMENT SCIENCES & RESEARCH
G. S. COLLEGE OF COMMERCE & ECONOMICS
NAGPUR

ABSTRACT

Undoubtedly, Internet banking is the device with the help of which customers can manage their financial accounts easily & conveniently. In my study most of the customers replied that online banking tool is very convenient for them as most of them would like to do the transactions with the help of Internet Banking. If the Banking Industry would like to attract new customers & retain existing ones, all devices, features & methodology used for transaction should be up to date & Innovative. ING VYSYA bank merged with Kotak Mahindra understands the worth of Innovative & upgraded technology which can be the major competitive advantage to intensify the association with customers & can attract the new ones. Innovative technology helps them to identify from the competitors. Today's financial marketplace is very competitive. Customers can any time switch to competitors with more handy & enlightened online capacity which can pose a threat to the companies. The process used for conversion of Internet Banking services is very easy and not much expensive.

MERGERS AND ACQUISITIONS IN INDIA AND ITS SHORT TERM IMPACT ON SHAREHOLDERS WEALTH

AMISH BHARATKUMAR SONI
ASST. PROFESSOR
GLS UNIVERSITY
AHMEDABAD

ABSTRACT

In this study I had done the analysis in three part: First trend analysis (2004 to 2015); Second Short term views shareholders wealth analysis; Third Long term view shareholders wealth analysis. For short term investment I had analyzed top 10 (Value wise) mergers and acquisition by Indian companies, in which I had find the market return and script return, to know the shareholder's wealth pre-merger and post-merger with the help of the correlation. For the same, the changes in the closing prices of the script and compare it with Indices value, here we take BSE 500 (as Y; script price as X).

RELATIONSHIP BETWEEN GOVERNMENT REVENUE GROWTH AND ECONOMIC GROWTH IN ETHIOPIA

BIRUK BIRHANU
LECTURER
DEPARTMENT OF ECONOMICS
COLLEGE OF BUSINESS AND ECONOMICS
JIMMA UNIVERSITY
JIMMA

WONDAFERAHU MULUGETA
ASST. PROFESSOR
DEPARTMENT OF ECONOMICS
COLLEGE OF BUSINESS AND ECONOMICS
JIMMA UNIVERSITY
JIMMA

TEMESGEN YAEKOB
LECTURER
DEPARTMENT OF ECONOMICS
COLLEGE OF BUSINESS AND ECONOMICS
JIMMA UNIVERSITY
JIMMA

ABSTRACT

The main aim of this study is to demystify the mystery surrounding the belief that, government revenue growth rates engineered through the government multiplier process. The relationship between government revenue growth and economic growth is investigated for Ethiopia during the period 1974/75-2013/14. Theoretically and empirically it has been shown that revenue affect the allocation of resources and often distort economic growth. While, analyzing the long run and short run relationship between government revenue growth and economic growth the study applied Johansen's cointegration test, vector autoregression, and vector error correction model. Government revenue growth in general and with its component affect economic growth in the long run. Furthermore, in the short run the finding showed that there is independence relationship and the speed of adjustment is slow; only 27% and 7% for the components and total tax revenue growth with economic growth models respectively. However, compared with post tax reform periods, the latter has high speed of adjustment; meaning the speed of disturbances corrected each year in the short run become fast. Based on the findings the study highlighted some major issues that policymakers should consider for effective revenue generation policy formulation and implementation in line with the dynamic nature of the Ethiopian economy.

NON PERFORMING ASSETS MANAGEMENT OF KERALA FINANCIAL CORPORATION (KFC)

DR. C. SANKAR
ASST. PROFESSOR
DEPARMENT OF COMMERCE
KARPAGAM UNIVERSITY
COIMBATORE

VINOD K.RAJU
RESEARCH SCHOLAR
DEPARTMENT OF COMMERCE
KARPAGAM UNIVERSITY
COIMBATORE

ABSTRACT

The primary function of financial institutions is to lend funds as loans to various sectors such as agriculture, industry, personal loans, housing loans etc., in recent times the institutions have become very cautious in extending loans. The reason being mounting non-performing assets (NPAs). An NPA is defined as a loan asset, which has ceased to generate any income for a bank whether in the form of interest or principal repayment. In order to study the menace of NPA, Kerala Financial Corporation (KFC) the premier institution which provides long term finance for industrial enterprises and assistance to the sick units for the rehabilitation purpose has been selected. NPA is a serious problem faced by KFC. Non- performance in a loan asset is the bane of the financial institutions in India. It is the universal problem and can cripple the economy of any nation. Mounting non-performing assets in a banking sector was the main reason for the financial crisis in the South East Asian countries. The Net NPA of KFC as per the records shows a declining trend. There is a tendency among the beneficiaries of the corporation to delay repayment of the loans and some percentage of these payments also turns into bad debts. The NPA and loans and advances are negatively correlated. It shows that while the amount of loan increases over the years, NPA shows a declining trend. The total amount of loan increased year by year, because corporation introduces variety of new loan schemes.

INFLUENCE OF TELEVISION ADVERTISING ON PURCHASE DECISION MAKING OF FMCG PRODUCTS

NANDAKUMAR.P

STUDENT

DEPARTMENT OF COMMERCE & MANAGEMENT

AMRITA SCHOOL OF ARTS & SCIENCES

KOCHI

MANNIL JAMES JANSON

STUDENT

DEPARTMENT OF COMMERCE & MANAGEMENT

AMRITA SCHOOL OF ARTS & SCIENCES

KOCHI

G. GOPIKA

ASST. PROFESSOR

DEPARTMENT OF COMMERCE & MANAGEMENT

AMRITA SCHOOL OF ARTS & SCIENCES

KOCHI

ABSTRACT

With the advent of mass media, advertisements underwent drastic changes and it acquired the potential to influence the purchase decision making of prospective customers. Television with its wide popularity among the masses continues to be a desired medium of the advertisers. Moved by the wide variety of Ads promoting Fast Moving Consumer Goods, it turned out to be of topical interest to me to probe further how advertisements go into the making of buying choices. With the aid of survey conducted among sixty respondents and making use of cross tabulation and chi square test, this research paper seeks answers to a wide variety of questions pertaining the role of advertisements in the highly competitive business world today.

A STUDY ON CONSUMER'S ATTITUDE TOWARDS EMERGING TREND OF MOBILE ADVERTISING IN KERALA

AKHILA VENUGOPAL

STUDENT

DEPARTMENT OF COMMERCE & MANAGEMENT

AMRITA SCHOOL OF ARTS & SCIENCES

AMRITA VISHWA VIDYAPEETHAM

KOCHI

CHAITHRA M

STUDENT

DEPARTMENT OF COMMERCE & MANAGEMENT

AMRITA SCHOOL OF ARTS & SCIENCES

AMRITA VISHWA VIDYAPEETHAM

KOCHI

GIRISH S

ASST. PROFESSOR

AMRITA SCHOOL OF ARTS & SCIENCES

AMRITA VISHWA VIDYAPEETHAM

KOCHI

ABSTRACT

In today's world, the uses of mobile phones have become much popular in all sectors of the economy. The rapid acceptance of mobile phones results in the adoption of this technology very quickly. Consumer preference plays a major role in today's business world. Marketing through mobile advertising is one of the major modes of interactive technology to market and promote their products and services. Marketing activities led by means of mobile devices empower sponsors to straightforwardly speak with potential clients in a quick speed furthermore, notwithstanding the topographical area. Mobile advertising has been recently referred as one of the best means to cut through the mess and associate specifically with the customer. Indian mobile market is one of the quickest developing markets because of the expansion in the number of middle income consumers and is forecasted to achieve a great many clients in the following decade. In this manner, research on mobile advertising would affect significantly in transit business is finished This study aims to present results of a survey among 150 cellular phone users in the State of Kerala on consumer attitude towards advertising via mobile devices. The research summarized in this paper researched consumer attitudes and usage behaviour in respect to mobile advertising.

IMPACT OF BRAND AWARENESS ON CONSUMER/BRAND LOYALTY: A STUDY OF PACKAGED MILK BRANDS IN SURAT CITY, GUJARAT

DR. REENA CHHAJED
PRESTIGE TOWER, FLAT NO. 603, NEAR TATA MOTORS
CHALA

ABSTRACT

The aim of this research is to identify the impact of brand awareness on consumer's/brand loyalty. Questionnaires were distributed to collect the responses from the employees in services sectors and conveniently available general public while descriptive statistics and regression analysis were used to analyze the data and draw the conclusions. Brand Awareness and brand loyalty have strong positive association with purchase intention. Managers all over the world should strive to promote the brand awareness along with brand loyalty as both of them contribute towards positive purchase intentions.

FACTORS AFFECTING EMPLOYEE RETENTION: A CASE STUDY OF SOFTWARE COMPANIES IN BANGALORE CITY

K. PAVAN
RESEARCH SCHOLAR
PRIST UNIVERSITY
THANJAPUR

DR. T. L. NARASIMHA REDDY
LECTURER IN COMMERCE & MANAGEMENT STUDIES
S. G. S. ARTS COLLEGE
TIRUPATI

ABSTRACT

The study explores to identify the main factors of retention management strategies in software companies. A major reason for advocating for quality of work life has been the promise that it creates a win-win situation: improved employee satisfaction and welfare, hence increased productivity, longer employee tenure and consequently increased company profitability. Nevertheless, in the context of software companies, scant attention has been given to the empirical investigation into the influence of the quality of work life on employee tenure intention in Bangalore city. The purpose of this study is to fill this gap by examining the influence of Software employees' perceptions of the quality of work life on their tenure intention and the mediating role of job satisfaction and job commitment in this relationship as far as software companies is concerned. Five hypotheses were posited and sample data of 168 were collected from Silcon City, Bangalore 5th biggest city in India, to empirically test these hypotheses. The results of this study showed that, in the Software context, quality of work life positively and significantly influences employee job satisfaction, job commitment and consequently tenure intention. The managerial implications of the findings are discussed and limitations and future research directions are indicated.

CORPORATE SOCIAL RESPONSIBILITY: ITS IMPACT ON THE DEPOSIT MONEY BANKS IN NIGERIA – A CASE STUDY OF GUARANTY TRUST BANK NIGERIA

IBRAHIM MOHAMMED GADDAFI
ASST. LECTURER
NATIONAL OPEN UNIVERSITY OF NIGERIA
AHMADU BELLO WAY

ABSTRACT

This work analyzed the impact of corporate social obligation on the store cash banks in Nigeria. The goal of this study is to decide the impact of corporate social obligation on the execution of Nigerian store cash banks. The study received graphic review plan in doing the study. The observational audit of this study depended on the relationship between corporate social obligation and execution of created and creating nations store cash banks like Nigeria. The study uncovers that Social obligation greatly affects the general public by adding to the frameworks and improvement of the general public. We likewise reason that an organization needs to offer back to the general public in which it works, tidy up all types of contamination it has brought about in its course of operation furthermore give infrastructural offices to the general public as a method for giving back and building up the general public. Also, we prescribe that corporate social obligations ought to be seen by the firm as social commitments business concerns owe their shareholders, the neighborhood (host) group, overall population, clients, workers and the administration throughout working their authentic organizations, such that CSR ought to be incorporated into the law and implemented on the organizations appropriately and that Government ought to alter a base rate of benefit corporate firm ought to use on corporate social obligation exercises.

CORPORATE REPORTING THROUGH XBRL

BHAVNA DABHI
RESEARCH SCHOLAR
P. G. DEPARTMENT OF BUSINESS STUDIES
NR. SARDAR PATEL UNIVERSITY
V. V. NAGAR

ABSTRACT

XBRL International, developers of the XBRL Specifications and other specifications etc. relating to XBRL, best source of knowledge relating to XBRL today. XBRL International is actually a consortium of its members. And more accurately, of the 400+ member organizations and perhaps several hundred to a thousand or so employees of those organizations; this material comes from the "handful" of individuals who make most of the contributions to creating of XBRL. Companies can use XBRL to save costs and streamline their processes for collecting and reporting financial information. Consumers of financial data, including investors, analysts, financial institutions and regulators, can receive, find, compare and analyse data much more rapidly and efficiently if it is in XBRL format.

INTELLECTUAL PROPERTY AND MORAL RIGHTS**ARPITA NARAYAN****STUDENT****NATIONAL UNIVERSITY OF STUDY & RESEARCH IN LAW****RANCHI****ABSTRACT**

The study finds that in both national laws and international agreement, the clear global trend is towards greater recognition of Moral Rights for a broad range of creative works. A consideration of Moral Rights on the international scene reveals a pervasive dilemma. On the one hand, awareness of authors' moral interests, particularly in the environment of new technologies, appears to be mounting. On the other hand, international negotiators seem to have reached a stalemate in their efforts to develop a harmonization program specifically for Moral Rights. The hullabaloo over authors' moral interests runs deep. Clarification of this characteristic of intellectual rights at the international level will require the resolution of complex and fundamental conflicts which are divergent legal traditions, the appropriate social role of creative authorship, and the very logic of internationalization, itself. In spite of the need for caution, there is encouraging evidence that Moral Rights are seen by many countries as a valid and useful means of protecting culture. The flexibility and range of the doctrine has been proven through diverse legislative and judicial treatments. At a time when culture is at once most vulnerable and most vital, every means of helping it to flourish must be fully explored. The challenge of international efforts will be to achieve recognition for Moral Rights while allowing the doctrine to continue to grow and change as the international legal community becomes ever more diverse. The Moral Rights development in India depends maintenance of great flexibility towards the continuously shifting social equilibrium in cultural sphere. Encouragement of individual creativity is a close corollary of modernization. The protection of author's Moral Rights is to stabilize the position of creators in conditions of general poverty and situations of uncertainty. Arguably, India has better prospects in pursuing in this area of potential growth. initiative at both the international and domestic spheres, needs simultaneous execution. What needs to be understood and imbibed is the already existing jurisprudence of the Berne Convention which foresaw the interdependent nature of economic and Moral Rights and obligations while somehow renegotiating politically sound but logically impaired initiatives like the non-conformity clauses in TRIPS which have the effect of forestalling domestic initiative. With the greater than before acceptance of Moral Rights for creative works, including music, in common law nations, such as the U.K.'s new Performances Regulation, India has both challenges and opportunities on the international Moral Rights front.

REQUEST FOR FEEDBACK

Dear Readers

At the very outset, International Journal of Research in Computer Application & Management (IJRCM) acknowledges & appreciates your efforts in showing interest in our present issue under your kind perusal.

I would like to request you to supply your critical comments and suggestions about the material published in this issue, as well as on the journal as a whole, on our e-mail **infoijrcm@gmail.com** for further improvements in the interest of research.

If you have any queries, please feel free to contact us on our e-mail infoijrcm@gmail.com.

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

Looking forward to an appropriate consideration.

With sincere regards

Thanking you profoundly

Academically yours

Sd/-

Co-ordinator

DISCLAIMER

The information and opinions presented in the Journal reflect the views of the authors and not of the Journal or its Editorial Board or the Publishers/Editors. Publication does not constitute endorsement by the journal. Neither the Journal nor its publishers/Editors/Editorial Board nor anyone else involved in creating, producing or delivering the journal or the materials contained therein, assumes any liability or responsibility for the accuracy, completeness, or usefulness of any information provided in the journal, nor shall they be liable for any direct, indirect, incidental, special, consequential or punitive damages arising out of the use of information/material contained in the journal. The journal, neither its publishers/Editors/ Editorial Board, nor any other party involved in the preparation of material contained in the journal represents or warrants that the information contained herein is in every respect accurate or complete, and they are not responsible for any errors or omissions or for the results obtained from the use of such material. Readers are encouraged to confirm the information contained herein with other sources. The responsibility of the contents and the opinions expressed in this journal are exclusively of the author (s) concerned.

ABOUT THE JOURNAL

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

Our Other Journals

