

# INTERNATIONAL JOURNAL OF RESEARCH IN COMPUTER APPLICATION & MANAGEMENT

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# CONTENTS

Sr. No.	TITLE & NAME OF THE AUTHOR (S)	Page No.
1.	<b>COMPUTER NETWORKING, SECURITY AND AUDITING: CONCEPTUAL REVIEW</b>  <i>ASHIM M.O., TIJANI, B.O., OLADOSU D.A. &amp; Dr. ARAMIDE, K.O.</i>	1
2.	<b>INTERFACE OF ENTREPRENEURSHIP AND FRUGAL INNOVATION IN HEALTHCARE INDUSTRY WITH SPECIAL REFERENCE TO ASOPA HOSPITAL AND RESEARCH INSTITUTE</b>  <i>FAIZE ALI SHAH &amp; Dr. AKSHAY KUMAR SATSANGI</i>	2
3.	<b>GST FOR INDIA – CHALLENGES FOR SUCCESS IN INDIA WITH SPECIAL REFERENCE TO FILING OF GST RETURNS</b>  <i>M. BHUVANESWARI &amp; S. CHITRA</i>	3
4.	<b>EMPLOYEE RETENTION IN COLLEGES OF DIMAPUR</b>  <i>AJAY CHAKRABORTY &amp; ALPANA CHAKRABORTY</i>	4
5.	<b>SERVICES AND FINANCIAL RESOURCES OF HOSNAGARA TOWN PANCHAYAT</b>  <i>Dr. YASHODA</i>	5
6.	<b>IMPACT OF IMPLEMENTATION OF DEMONETISATION AND GST</b>  <i>Dr. R.MARY GEETHAM</i>	6
	<b>REQUEST FOR FEEDBACK &amp; DISCLAIMER</b>	7

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

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## COMPUTER NETWORKING, SECURITY AND AUDITING: CONCEPTUAL REVIEW

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### ABSTRACT

*The paper examines in detail the concepts of computer network, security and auditing of computer network. In effect, the paper highlights the difference, historical antecedents and the different types of networks as well as their classifications. The paper also examined major properties of a good network in terms of scope and typology. The paper concludes that for effective functioning a regular appraisal of performance auditing as well as good security for the network must be ensured.*

**INTERFACE OF ENTREPRENEURSHIP AND FRUGAL INNOVATION IN  
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**ABSTRACT**

*India is one of the largest developing country where huge population survives below poverty line so it is a buyer market of unserved consumers or potential market where the cost plays an important role. Hence, all the MNCs are focusing to capture this huge market. Frugal innovation came into existence for the unserved, poor and needy consumers. This study highlights the characteristics of frugal innovation and their relationship with entrepreneurship. Affordability and economies of scale are key elements in frugal innovation but at present quality also plays an important role. Asopa hospital is not just a hospital. They take interest in different types of innovative operations, which satisfy the need of unserved or needy consumers. The researchers intend to explore the impact of existing frugal innovation on the society at large and to study its future implications.*

## **GST FOR INDIA – CHALLENGES FOR SUCCESS IN INDIA WITH SPECIAL REFERENCE TO FILING OF GST RETURNS**

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### **ABSTRACT**

*Goods and Service Tax or GST as it is known is all set to be a game changer for the Indian economy. The Finance Minister in his budget speech of Budget 2015 has announced time and again that the tax will be introduced on 1 April, 2016. VAT or Value Added Tax was first introduced in France somewhere in 1954. The concept of VAT is applying a tax only on the value added by each person at each stage; by allowing the person input credit of taxes paid up to his stage of procurement. Thus, the tax is expected to reduce the concept of 'tax on tax', increase the gross domestic product of the economy and reduce prices. Overall it is known to be beneficial to both the consumer, business and the Government. In India, there are different indirect taxes applied on goods and services by central and state government. GST is intended to include all these taxes into one tax with seamless ITC and charged on both goods and services. Thus, excise duty, special additional duty, service tax, VAT to name a few will get repealed and will be added into GST. For this, GST will have 3 parts – CGST, SGST and IGST. The central taxes like excise duty will be subsumed into CGST and state taxes like VAT into SGST.*

**EMPLOYEE RETENTION IN COLLEGES OF DIMAPUR**

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**ASST. PROFESSOR**  
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**DIMAPUR**

**ABSTRACT**

*Retention of key employees is critical to the long-term health and success of any organization. It is a known fact that retaining the best employees ensures customer satisfaction i.e. the students, satisfied colleagues and reporting staff. Hence, failing to retain a key employee i.e. the faculty member is a costly proposition for an organization. Today most of the college is facing a lot of problems in employee retention these days. Hiring knowledgeable people for the college is essential for an employer, but retaining them is even more important than hiring. There is no dearth of opportunities for a talented person; there are many colleges, which are looking for such employees. If an employee is not satisfied with the job he is doing, he may switch over to some other more suitable job. The top colleges are on the top because they value their employees and know how to keep them glued to the organization. For gone are the days when employees would stick to an employer for years to get increment and promotion. Employees today are different. They are not the ones who don't have good opportunities in hand. As soon as they feel dissatisfied with the current employer or the job, they switch over to the next one. So in today's dynamic and competitive environment it becomes very important for organizations to retain their employees. In the present study an attempt has been made to explore the various aspects of employee retention, what are employee's problems, how it can be solved etc. This study is based on primary as well as secondary data collected from the various colleges through principal and the faculty staff. While doing this research the respondent i.e. principal are busy with their work because at that time exam is going to start and the principals have to issue admit card. Less number of faculty staff available in the college premises because of the end of the session. After doing the research i come to know that there is problem to the faculty staff in the college and college is trying to retain the faculty staff.*

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**SERVICES AND FINANCIAL RESOURCES OF HOSNAGARA TOWN PANCHAYAT**

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**SAGAR**

**ABSTRACT**

*Municipal council or Town Panchayat is an institution of local government and constitution of the third tier that play an important role in local economic development; they have a sizeable proportion of overall public financial resources but are nevertheless subject to the scrutiny in terms of physical and financial performance. Finance acts as a life blood to each and every activity of the municipality and helps to increase economic development. Here the study is undertaken to know the financial resources of urban local government Hosanagara Town Panchayat. This help to understand the needs of finance in municipality and how they are going to effective use of those financial resources of the municipality.*

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**IMPACT OF IMPLEMENTATION OF DEMONETISATION AND GST**

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**ABSTRACT**

*Good and Services Tax (GST)- The Goods and Services Tax (GST) has been heralded as the biggest indirect tax reform in India after Independence. After much deliberation, the GST bill has been passed in the Rajya Sabha and is set to be discussed in the state legislative assemblies in this winter session. The objectives of the study are to identify the causes of Demonetization, to understand the causes of GST, to synchronize the impact of Demonetization and Impact of GST, to focus on the benefits and benefactors of GST, to analyse the problems of Demonetisation and Problems of GST, to bring out the Recommendation of GST and Demonetization and to know whether the Central Government was successful in the implementation on Demonetization and GST. The researcher collected a sample of 100 respondents based on convenience sampling technique using questionnaire and analysed using SPSS package. And it was found that There is relationship between the causes of Demonetisation and the causes of GST. There is very high positive correlation of 0.970 between the impact of Demonetisation and the impact of GST. There is relationship between Impact of GST and Benefits of GST. A relationship between Problems of Demonetisation and Problems of GST. The problems of GST is solved by the suggestions or recommendation provided. The problems of Demonetisation is solved by the suggestions or recommendation provided. The success of Demonetisation and the success of GST are averagely correlated (i.e. 0.512).*

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