

# INTERNATIONAL JOURNAL OF RESEARCH IN COMMERCE, IT & MANAGEMENT

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# ROLE OF IT IN COMMERCE EDUCATION IN INDIA: A KEY TO ACHIEVE INCLUSIVE GROWTH AND SUSTAINABILITY

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## ABSTRACT

*The higher education in India is passing through a challenging phase in terms of expansion, quality, and access. To meet these challenges, the University Grants Commission (UGC) called for a major thrust for expansion of higher education and promotion of greater regional and social equity in the 11th FYP. The education whether it is of commerce education, science education and art education, it is significant for the inclusive growth and Sustainability. But in real terms we can't categorize education only on these criteria's. It is a wide term in itself and includes so many disciplines and the limit is endless. The dimension of education not only limited to school, college, university and higher level educational institutions but it can be anywhere and everywhere. IT comes as a digital revolution in the field of higher education. In today scenario, IT plays a very important role in bridging the gap between the users of education and providers of education, which plays a very important role in achieving the broad objective of 11<sup>th</sup> five year plans and the 12<sup>th</sup> five year plans. In today's technology-driven world, lack of IT knowledge limits employment opportunities. IT inclusion in commerce education is the key to accomplish the very vision of 11<sup>th</sup> five year plan. It makes inclusive growth and sustainability possible. It has a positive impact on our education system. The education acts as driver and enabler for the sustainable development. IT plays a very important aspect in meeting the challenges of education "reaching the unreached" thus makes it essential.*

# AGRIBUSINESS POTENTIAL IMPACT OF HORTICULTURE CROPS: AN AGRICULTURAL ECONOMIC ANALYSIS OF CASHEW NUT IN TAMIL NADU

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## ABSTRACT

Cashew, a perennial dry fruit crop grown in laterite, red and coastal sandy soils of the tropical and subtropical tracts, is a native of South America. In order to study the marketing aspects of cashew, the study covered five village traders, five processors, five commission agents, one Regulated market one Cooperative Marketing Society (Sathva) who were engaged in marketing of cashew in the study area. All these market functionaries were interviewed to gather the required information. The following tools of analysis were used to analyse the samples. They viz., Price Spread Analysis, Sum-of-Average Gross Margin Method, Farmer's Share in Cashew Processor's Rupee, Export Competitiveness of major cashew export was assessed the methods like the Nominal Protection Coefficient (NPC) of Cashew, etc. Majority of the cashew farmers sold their produce through village traders. Irrigated cashew growers preferred to sell through village traders (76 per cent) than through commission agents (3 per cent), in contrary to the dry cashew growers. The net prices realized by the sample farmers accounted for 84.65, 93.66, 86.82 and 97.74 per cent of price paid by the processor in the respective channel. The price spread in channels I, II and III were Rs. 605.45, Rs.180.00, Rs.505.25 respectively. Farmers' share in processor rupee was higher in channel IV (Rs. 97.74) and low in channel I (Rs. 84.65). The marketing channel IV through which the cashew grower directly sold his produce to the processor was considered to be more efficient when compared with all other marketing channels. The NPC of cashew kernel exports during 2008-09 would reveal that NPC value under exportable hypothesis was 0.96.



## REAL IMPACT OF IMPACT FACTOR RESEARCH JOURNALS ON RESEARCH PAPERS

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### ABSTRACT

**Journal Impact Factor (JIF)** means average number of citations to articles published in journals, books, thesis, project reports, news papers, conference/ seminar proceedings, documents published in internet, notes and any other approved documents. It is calculated in yearly/half- yearly/ Quarterly/Monthly for the journals that are indexed in Journal Reference Reports (JRR). **Objective:** We analyzed to what extent impact factor affects the quality of journal & is that the only factor which affects the quality of journal. **Method:** Factors affecting quality of research papers considered, analyzed and correlation with journal impact factor will be established. **Conclusion:** Factors affecting quality of journals have no impact on Journal's Impact Factor. **Implications:** Analyzing journals through impact factor, does not ensure researcher to get quality data for references and hence dependency on journal impact factor is questionable.

## **GREEN CONSUMERISM: AWARENESS OF ENVIRONMENTAL ISSUES AMONG CONSUMERS IN TAMILNADU**

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### **ABSTRACT**

*Green consumerism can be described as either a highly democratic strategy to save the planet or exploitative marketing. The idea of green consumerism is very much important in this decade to popularize among all sections. More and more business and industries are joining in the green movement either out of a real interest in saving the planet or out of a desire to capitalize on the growing consumer demand for greener ways. But, however, the movement is growing at snail's pace because of lack of support from the government and people. The time has come for the people across the country to become green to save our mother earth. The government, non – governmental organization and marketers could formulate strategies to promote green consumerism only upon knowing how far the consumers are green to – day. As the greenness of consumers cannot be measured directly, their levels of awareness on major environmental issues and level grants have to be analysed objectively. The present paper is an attempt in this direction aiming to measure the level of awareness of consumers of Tamil Nadu over major environmental issues which are paramount significance to the state.*

**REFINED HR SCENARIO IN INDIAN IT INDUSTRY**

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**ABSTRACT**

*IT sector is rapidly growing industry in India and HR requirements of Indian IT Industry are quite different from traditional industrial sectors. The IT companies have to be creative, innovative and knowledgeable. This can be achieved through human capital. Perhaps, this is the prime challenge for HR in the IT-industry. The human resource function has gone from the traditional hire and fire role to a strategic partner at the table with main operations, building company politics and corporate culture. Now the role of HR-manager is HR-facilitator who has to involve the whole organization in this process and act as a guide, coach, counselor and, finally, facilitator. Indian IT industry is witnessing a high growth rate. The sector is recruiting more and more technical and professional people. With the immense recruitments and high attrition rate, organizations focus on higher compensation packages. This paper focuses on the role of HR department to create an environment that stimulates the creation of knowledge and discusses the problems and challenges faced by HR and key responsibility areas a HR manager to concentrate to make his role more effective and to create work culture for mutual benefits of the people and the organization.*

# AN ANALYSIS OF FACTORS AFFECTING POST-HARVESTING FOOD LOSS IN PERISHABLE CHAIN

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**KUMARACOIL**

## ABSTRACT

*The growing concern for nutritional and food security are greater emphasis on consumer needs. In addition to tough competition from other countries, it has opened a host of challenges and opportunities. The necessary incentives to farmers and producers with huge potential for processing and value addition of agro produce for creation of additional income to the farm families and avenues for employment generation. With greater awareness among the consumers for safety as well as nutritional quality of foods, there is tremendous scope of modernizing existing post-harvest operations of various agro-produce. The paper addresses the strength, weakness and the opportunity available for the sector to thrive. From the literature review few factors are identified for the post-harvesting factors which affect the food loss. To analyse the various factors discriminant analysis is used. The response is collected from all the key player in the perishable supply chain using multi stage sampling technique.*

**ANALYSIS OF LIQUIDITY AND PROFITABILITY IN TEXTILE INDUSTRY IN INDIA**

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**ANANTAPUR**

**ABSTRACT**

*The Indian textile industry has an overwhelming presence in the economic life of the country. Apart from providing one basic necessities of life, the textile industry also plays a pivotal role through its contribution to industrial output, employment generation and the export earnings of the country. Currently, it contributes about 14 percent to industrial production, 4 percent to the GDP and 12.53 percent to the country's export earnings. It provides direct employment to over 35 million people. The textile sector is the second largest provider of employment after agriculture. Thus, better liquidity, efficient in utilization of working capital components of this industry has direct bearing on the profitability of the industry and improvement of the economy of the nation. The present study has been undertaken to evaluate various facets of working capital, i.e., liquidity and efficiency in utilization of working capital components, and profitability in Cotton Textile Industry (CTI) and Man Made Textile Industry (MMTI).*

**TECHNOLOGICAL DEVELOPMENTS IN INDIAN BANKING SECTOR**

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**ACHARYA NAGARJUNA UNIVERSITY**  
**NAGARJUNA NAGAR**

**ABSTRACT**

*This paper studies about the technological developments (innovations) in Indian Banking Sector. It also highlights the benefits and challenges of innovative banking trends. The purpose of the study is to analyze the effects of technological developments in banking growth and development in India. The use of technology in expanding banking operations is one of the focus areas of Indian banking sector. The banks in India are using information technology not only to improve their own internal processes but also to improve facilities and services to the banking community at large. The efficient use of technology has provided accurate and timely management of the increased volume of transactions achieved larger customer base. By designing the safe and secured technology, banks will reach the door-steps of customers.*

## FOREIGN DIRECT INVESTMENT IN MULTIBRAND RETAILING IN INDIA: FROM STAKEHOLDERS PERSPECTIVES

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### **ABSTRACT**

*Indian retail industry is in the nascent stage of growth one of the sunrise sectors with huge growth potential. Retailing is the last link that connects the individual consumer with the manufacturing and distribution chain. The union government has sanctioned 51% foreign direct investment in multi-brand like Wal-Mart, Carrefour, Tesco and up to 100% in single brand retail like Gucci, Nokia and Reebok. This will make foreign goods and items of daily consumption available locally, at a lower price, to Indian consumers. The new policy will allow multi-brand foreign retailers to set up shop only in cities with a population of more than 10 lakhs as per the 2011 census. A number of concerns have been raised with regard to opening up of the Multi-brand retail sector in India. In this research paper an analysis has been made to understand the stakeholders perspectives with respect to foreign direct investment in multi-brand retailing in India, using percentage and SWOC analysis. For the purpose of the study primary data has been collected using well structured interview schedule from 72 respondents, representing consumers, native retailers, manufacturers and agriculturists in Coimbatore, Tamilnadu. This paper tries to establish the need of the retail community to invite FDI in multi brand retailing and deals with the issue from stakeholders' point of view.*

**COMPARATIVE STUDY OF IMAGE ENHANCEMENT TECHNIQUES**

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**ABSTRACT**

*Image Enhancement is one of the important aspects of image processing to improve the interpretability of the information present in images for human viewers. An enhancement algorithm is one that yields a better-quality image for the purpose of some particular application which can be done by either suppressing the noise or increasing the image contrast. Image enhancement algorithms are employed to emphasize, sharpen or smoothen the image features for display and analysis. This paper presents a review of some image enhancement algorithms. The performances of algorithms are evaluated both qualitatively and quantitatively.*



# IMPLEMENTATION OF SHORTEST PATH ALGORITHM FOR RECTILINEAR STEINER TREE PROBLEM

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## ABSTRACT

*The rectilinear Steiner minimum tree (RSMT) problem is one of the fundamental problems in physical design, especially in routing, which is known to be NP-complete. Ant colony algorithm is a recent approach inspired by the observation of real ants and based upon their collective foraging behavior. This paper introduces rectilinear Steiner Tree problem and Ant colony algorithm as a method for computing rectilinear Steiner trees in graphs. Tree computation is achieved when multiple ants, starting out from different nodes in the graph, move towards one another and ultimately merge into a single entity. This approach is very useful to solve the routing problem in VLSI chips during fabrication.*

## **A STUDY ON FAST MOVING CONSUMER GOODS MARKETING WITH SPECIAL REFERENCE TO SAKTHI MASALA PRODUCTS**

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### **ABSTRACT**

*Fast Moving Consumer Goods (FMCG) goods are popularly named as consumer packaged goods. Items in this category include all consumables (other than groceries/pulses) people buy at regular intervals. The most common in the list are toilet soaps, detergents, shampoos, toothpaste, shaving products, shoe polish, packaged foodstuff, and household accessories and extends to certain electronic goods. These items are meant for daily or frequent consumption and have a high return. The development of marketing is evolutionary rather than revolutionary. There is no single answer to the question of what is marketing? It may be explained in "Marketing is what a marketer does". The evolution of marketing is as old as the Himalayas. It is one of the oldest professions of the world. A rapid urbanization, increase in demands, presence of large number of young population, a large number of opportunities is available in the FMCG sector. FMCG (fast moving consumer goods) is a term that is used to refer to those goods which are sold through retail stores. These goods have a short period of shelf life and as such are used up within days, weeks, or months. At the most it lasts for a year. However there are also durable goods which people replace after using the same for many years. FMCG products are made by companies that also make other products as well. Therefore to determine the best selling brands of fast moving consumer goods one has to look into the performance of FMCG companies which manufacture these products. For this market analysts apply different standard evaluations until they conclude on their findings.*

## **A STUDY ON CONSUMER BEHAVIOUR TOWARDS RETAIL STORES WITH REFERENCE TO BIG BAZAAR IN COIMBATORE CITY**

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### **ABSTRACT**

*This paper provides detailed information about the growth of retailing industry in India. It examines the growing awareness and abroad consciousness among people across different socio-economic classes in India and how the urban and semi-urban retail markets are witnessing significant growth. It explores the role of the Government of India in the industry growth and the need for the further reforms. In India the vast middle class and its almost untapped retail industry are the key attractive forced for global retail giants wanting to enter in to newer markets, which in turn will help the Indian Retail Industry to grow faster.*

## **ROLE OF MARKET ORIENTATION IN PERFORMANCE OF SMALL-SCALE INDUSTRIES: A STUDY OF UNISOPENT PVT. LTD.**

**NISHU MARWAH  
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BHARATI VIDYAPEETH UNIVERSITY  
NEW DELHI**

### **ABSTRACT**

*The study explores the application of market orientation (MO) in Indian context. The purpose of my study was to find out if the companies adopt market orientation whether it maybe through product innovation or through market Intelligence, does it affect its performance, i.e does the companies sales rise and helps the customer in becoming loyal to the company. The procedure involved is the Markor Scale which enables us to study mainly 3 variables i.e Intelligence generation, Intelligence Dissemination & Responsiveness. The data collected was on the basis of unstructured questionnaire. Here, the company's sales were studied that which factor raised the business and its performance. This paper concludes that after the study of various firms it shows that the company does get positive results after it has adopted the market orientation.*

## **STRATEGIC THINKING: A KEY FOR COMPETITIVENESS IN SMALL BUSINESS OPERATING IN NIGERIA**

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### **ABSTRACT**

*The development of effective strategy is essential for the survival of every business. Through management strategy, managers initiate actions necessary to get the organization from where it is, to where it wants to be. Successful organizations develop and implement strategies that are designed to ensure long-term success. This study which examined the effect of management strategy on the ability of small business to compete in their environment was carried out in Port Harcourt, Rivers State. The variables impacted in this study are management strategy; as independent variable and business competitiveness, as the dependent variable. The study adopted the survey design and the population of study comprised of all small businesses operating in Port Harcourt municipal council. The sample size was 20, chosen systematically from two groups, A and B (the service and non service small business). Structured questionnaire was used to elicit response from respondents. The questionnaire was validated and reliability test carried out to ascertain its suitability. Response from 18 respondents who properly completed the questionnaires were collated and analyzed. The Spearman Rank Correlation was used to test the hypotheses. Result from Data analysis and test of hypotheses indicates that; management strategy has effect on small business competitiveness and that the influence is to a great extent. We therefore recommend that, for small business to achieve competitiveness, they should continually strategize and adjust strategies in line with the products or service offered by competitors. They should therefore provide necessary capabilities to attack and respond quickly to competitive dynamics, this is to avoid competitive rivalry escalating to an intense level.*

# IS SMALL SCALE IRRIGATION A SOLUTION FOR ALLEVIATING RURAL POVERTY IN TIGRAY? (CASE STUDY IN HINTALLO WAJIRAT)

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## ABSTRACT

*It has long been since rural poverty became a multifaceted problem in most developing countries. Furthermore, one of the agendas of the Milenium Development Goals is to eradicate rural poverty by 2015. In Ethiopia, where about 85% of the population lives in the country side, rural poverty reduction is the top agenda of the government. To this end, the government has clearly stated in the Growth and Transformation Plan that one way of eradicating rural poverty is through the expansion of small scale irrigation practices in the rural areas of the country. It is with this understanding that this study was conducted using a sample of 240 households selected using simple random and a two- stage stratified sampling with rural as a an ultimate unit for obtaining first hand information. Using the Foster, Greer and Thorbeck, FGT, class of poverty measures we assessed the incidence, depth and severity of poverty for both households with and without access to irrigation in the study wereda.. The stochastic dominance analysis showed that the incidence and depth of poverty were significantly lower in household with access to irrigation than in households without access to irrigation. Hence, continued investment in new irrigation projects and maintenance of existing ones in the study wereda will help to attain the government's goals of rural welfare improvements. Moreover, as a reducing poverty and decreasing inequality both have growth-enhancing effects; irrigation investment could have an added benefit. Thus, irrigation in the Hintalo Wajirat Wereda appears to be an investment that can lead to both growth and equity.*

# ENVIRONMENTAL CORRELATES OF SCIENCE, TECHNICAL, VOCATIONAL AND BUSINESS EDUCATION FOR ECONOMIC TRANSFORMATION IN NIGERIA

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**NIGERIA TURKISH NILE UNIVERSITY**  
**ABUJA**

## ABSTRACT

*This paper evaluates critical issues surrounding the environmental correlates of science, technical, vocational and business education that are germane for economic revitalization and transformation in Nigeria in the current dispensation of world economic turbulence. The specific objective of the study is to determine what environmental correlates impact positively or negatively on science, technical, vocational and business education in Nigeria and what remedial measures are available in order to ensure total economic transformation. The study adopted the use of descriptive survey method through the administration of structured questionnaire to elicit data from 20 respondents selected from amongst the staff and students of the Government Technical and Vocational College Wukari, Taraba State. T- Test statistical tool was used to test our research hypothesis. And the result revealed that there is a statistically significant relationship between environmental correlates such as government policies, culture, social norms and economic transformation through science, technical, vocational and business education. Similarly, there exist an orthogonal relationship between the perceptions of the Nigerian Publics and Government policy thrust on issues of science, technical, vocational and business education generally that contradict the concept of economic development. The study therefore recommends the formulation of policy instrument that would serve as catalyst for encouraging and gingering both parents and students towards learning of science and skill acquisition through vocational, technical and business education.*

## EMPLOYEES PERCEPTION TOWARDS HRD CLIMATE IN THE BANKING SECTOR: A CASE STUDY OF JAMMU AND KASHMIR BANK

**RAFIA GULZAR**  
**LECTURER**  
**AL YAMAMAH UNIVERSITY**  
**RIYADH**

### ABSTRACT

*This study aims at exploring the perception held by the employees with regard to existing HRD climate in the banking sector. The total sample taken for the present study purpose is 130, out of which 80 are managers and 50 are clerks. The data were gathered by administering questionnaire. The results indicates that HRD mechanism such as training and development ,performance appraisal system, potential appraisal and career development need a complete re-engineering process so that it will create the positive HRD climate in the sample study organization.*



# **POVERTY REDUCTION: A PREDICATE OF HUMAN CAPACITY DEVELOPMENT IN NIGERIA**

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## **ABSTRACT**

*The Millennium Development Goals (MDGs) is the response to the development challenges of all nations. It is the United Nations plan for the prosperity and wellbeing of individuals and groups all over the globe, their welfare, health, empowerment, education, political power and physical security. This paper discusses human capital development as a strategic process that offers immense benefit for poverty reduction. The variables impacted in this study are; human capacity development as the independent variable and poverty reduction as the dependent variable. The study was carried out by the review of literature. It presents a critical analysis of the options and techniques that needed to be embraced to develop human capital as a culture and to effectively reduce poverty. It posits that the future of Nigerians, especially the youths, would be bleak if the issue of human capacity development is not adequately addressed. As a modest contribution to achieving the Millennium Development Goals through a provision of capacity development, it concludes by emphasizing the need for repositioning the strategic people resource through training and development on a continuous basis to zero the bottom-line:- reducing poverty. It recommends that if human capacity is continuously developed and properly harnessed, value will be added to human capital, empowering people and thus reducing the incidence of poverty.*

## **A STUDY ON LEADERSHIP STYLES OF SELECTED ENGINEERING UNITS LOCATED IN GIDC, VITTHAL UDYOGNAGAR, GUJARAT**

**SAMIR P RATHOD**  
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**S.P.UNIVERSITY**  
**BAKROL**

**MEHUL J MISTRY**  
**LECTURER**  
**SARDAR PATEL COLLEGE OF ADMINISTRATION AND MANAGEMENT**  
**BAKROL**

### **ABSTRACT**

*The researcher decided to do the research on the leadership styles used by the engineering units who manufactures on their own or do job work of machinery spare part and material handling equipments and accessories of Vitthal Udyognagar. The researcher also aims to study on the information about the leadership styles used for various business situations like – Personnel, Technical, Financial, Marketing and Production matters which are the most important for running the business unit smoothly. The sample for this study includes 20 engineering units using convenient sampling. Respondent from each company comprises of owners-managers located mainly in Vitthal Udyoganagar. The researcher prepared a structured questionnaire for leadership styles.*

# ADOPTION OF THE TECHNOLOGY ACCEPTANCE MODEL TO DETERMINE THE FACTORS THAT DRIVE TO SHOP ONLINE

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**TEACHING ASSOCIATE**  
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**SIRSA**

## ABSTRACT

*As the number of internet users is very large and is still increasing, consequently for the organizations, researchers and other involved channels/persons the need has arisen to understand the users'/online customers' attitudes towards internet shopping and intention to shop on the internet. This review study has adopted the Technology Acceptance Model (TAM) as the basis to develop an extended framework to study the customer and applied it to the context of online shopping. The study shows that customers' attitudes toward online shopping and his/her intention to shop online are not only affected by usefulness, enjoyment, and ease of use, but also by some exogenous factors like trust in online shopping, previous online shopping experiences, product characteristics, situational factors, and consumer traits.*

## TO ASSESS THE EFFECT OF INTELLECTUAL CAPITAL ON ORGANIZATIONAL PERFORMANCE IN THE MANUFACTURING SECTOR

**JOHN WEKESA WANJALA**  
**ASST. LECTURER**  
**MURANG'A UNIVERSITY COLLEGE**  
**MURANG'A**

### ABSTRACT

*The main purpose of the research is to verify the effect of intellectual capital on organizational performance in manufacturing companies. The research adopted convenience sampling which took samples from the empirical studies of the Taiwan, china, and Spanish and Portuguese companies. The variables studied were individual capital, internal capital/structure and external capital/structure as the independent. The performance was in terms of market share, profitability, customer loyalty, long term suppliers as the dependent variables. The result shows that intellectual capital has a positive and significant effect on the organizational performance in manufacturing companies.*

**THE ANALYSIS AND DERIVATION OF A NEW FRAMEWORK TO INVEST IN GOLD**

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**TEACHING ASSOCIATE**  
**DEPARTMENT OF BUSINESS ADMINISTRATION**  
**CHAUDHARY DEVI LAL UNIVERSITY**  
**SIRSA**

**ABSTRACT**

*This paper focuses on the saving opportunities to common men. As a common man is having less money, he prefers to have a saving account with bank to put/invest his savings. Generally the saving schemes of banks are having a fixed rate or any defined rate of interest, and the people are getting returns on their savings based on these interest rates. In this paper it is studied that: Are these schemes justifying their relativity with the increasing inflation? And it is found that they do not. People can earn more profits if they invest their savings in commodities other than these savings products of Banks. So gold is taken as the central element and the investment of a particular amount say ₹1,000.00 is studied with respect to gold as well as saving scheme of bank over the period of 10 years, and it is found that the gold is much better investment option as compared to a fixed rate saving account. Now the price of gold is so high that a poor and even a normal person cannot invest in it. Therefore to make gold an opportunity to invest for everyone, a saving bank account scheme named 'Sona Bachat Bank' is designed in this paper. This scheme allows a person to invest any small amount in gold and provides returns to the investors not on the basis of any defined rate of interest but on the basis of gold prices. This scheme makes a perfect relationship between a person's returns and the fluctuating inflation. So it is a comparative study which is the basis of an innovation of a new saving scheme i.e. "Sona Bachat Bank".*

# THE FINANCIAL STATEMENT ANALYSIS OF TAMIL NADU NEWSPRINT AND PAPERS LIMITED, KARUR

**OMBEGA OGUTA KEPHAR**  
**RESEARCH SCHOLAR**  
**DEPARTMENT OF BUSINESS AND ECONOMICS**  
**JARAMOGI OGINGA ODINGA UNIVERSITY OF SCIENCE & TECHNOLOGY**  
**KENYA**

## ABSTRACT

*In the study of the analysis of financial statements of Tamil Nadu Newsprint Papers Limited, the leading world paper-mill with high quality, premium, surface-sized and non-surfaced sized writing and printing papers. It focuses on the inside of the present and forecast the future prospects of the company's operations in the present competitive environment other than to meet the basic objectives of the company in the stakeholders point of view of providing adequate dividends and safeguarding the assets of the company. The Analysis is based on the historical data of the company for the period of five years from year ended march 2005 to march 2009 by employing comparative, common size and trend analysis techniques. The study discloses a trend that indicates impressive future given the company maintains and keeps on improving the its operation with the continues innovation to keep up with the dynamism in the present era of production.*

**NATURAL RESOURCE AND CIVIL WARS: A CRITICAL ANALYSIS**

**SIDDHARTH RATHORE**  
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**UNIVERSITY OF DELHI**  
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**ABSTRACT**

*After outbreak of number of civil wars in the decades of 1970's and onwards, there have been many studies and research's probing the relation between natural resource and civil war, which a number of countries faced during this period. Even through there have been a no. of quantitative (econometric) and qualitative research analysis on this issue, there appears to be little agreement on the validity of the resource-civil war correlation. Through this paper I wish to shed some light on; the mechanism of relationship between the natural resource and civil war, reasons for disagreement between various research's and what we can do in future to prevent or subside these unrests. First section of this paper deals with possible linkages through with natural resources of a country could inflict a civil war. Second section discusses results of various researches on this topic and why are there contradicting results. Third section shows though case by case analysis, why a generalised model to explain this relationship would fail. The last section deals with policies that could prevent or control the effects of the civil war.*

## EMERGENCE OF HEDGE FUNDS: IMPLICATIONS ON THE INDIAN CAPITAL MARKET

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**RESEARCH SCHOLAR**  
**FACULTY OF COMMERCE**  
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**VARANASI**

### ABSTRACT

*Hedge fund is an aggressively managed portfolio of investments that uses advanced investment strategies such as leverage, long, short and derivative positions in both domestic and international markets with the goal of generating high returns. The present study gives the working process of hedge funds and the concerning fees structure in hedge funds and Investment strategy for hedging and the risk management.*



**TRAINING AND DEVELOPMENT PROGRAMMES IN TAMILNADU STATE  
TRANSPORT CORPORATION LIMITED, KUMBAKONAM**

**D. PAUL DHINAKARAN  
RESEARCH SCHOLAR  
DEPARTMENT OF COMMERCE  
ANNAMALI UNIVERSITY  
ANNAMALI NAGAR**

**ABSTRACT**

*Training and development programmes in Tamilnadu state transport corporation, training as 'basic' or 'advanced' and interest in training was examined for technical and nontechnical content areas. Age, and frame for technical training and a two-way interaction between performance orientation, self-efficacy, and frame for nontechnical training. Implications for future research as well as framing training to enhance training interest are discussed.*

**INDIGENIZATION OF MILITARY HARDWARE: A NECESSITY FOR INDIA?**

**SIDDHARTH RATHORE**  
**ALUMNI**  
**DEPARTMENT OF ECONOMICS**  
**DELHI SCHOOL OF ECONOMICS**  
**UNIVERSITY OF DELHI**  
**NEW DELHI**

**ABSTRACT**

*This paper analyses why and how of indigenization Defence technology and Military hardware has become a necessity for India in the 21<sup>st</sup> century, if it wishes to see itself as major global power of the century. Currently as a nation we are heavily dependent on our strategic partners for military hardware which compromises our national security and entails a huge economic burden. This limitation has been duly identified by our policy makers and there has been a marked shift in our defence procurement policy which now puts major thrust on indigenization. Finally, the paper highlights how the new manufacturing policy, the private sector, and foreign direct investment in defence sector can help to evolve a self-reliant and robust defence sector.*

## A STUDY ON THE STATUS OF FACULTY DEVELOPMENT ACTIVITIES IN ENGINEERING INSTITUTIONS

**S. MURALI**

**RESEARCH SCHOLAR**

**NATIONAL INSTITUTE OF TECHNICAL TEACHER TRAINING AND RESEARCH  
CHENNAI**

### **ABSTRACT**

*Growth and prosperity of a country greatly depends on the higher education system which prepare the young minds to face the global challenges. An ever increasing complexity of the higher education, together with advancement in new approaches to teaching/learning and growing educational demands of 21<sup>st</sup> century learners require teaching faculty to acquire broad range of skills in addition to subject knowledge. Hence the quality attributes of faculty gains significance in the light of developments in technology and innovations in educational practices. An effort is made through this study to understand the issues in professional development of faculty members in private engineering institutions Tamilnadu, India. The study explores the adequacy of professional development opportunities available to the teaching faculty, the extent to which faculty make use of the activities available for professional development in engineering institutions, role of faculty administrators in helping faculty development activities across the institutions. The results of the study show that teaching faculty has begun to realize the importance of faculty development activities as a vehicle to move up in their career ladder and to equip the millennial students. The study recommends that that faculty administrators need to play a key role in designing, promoting faculty development activities in a continuous manner.*

## WIRELESS MONITORING AND RECORDING OF ENVIRONMENTAL PARAMETERS BASED ON XBEE AND PIC

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**STUDENT**  
**COLLEGE OF ENGINEERING**  
**CHENGANNUR**

### ABSTRACT

*To create a wireless environmental parameters recording system that can benefit from the continuous advancements being made in embedded microcontroller and communications technologies. Architecture for continuous wireless environmental monitoring has been designed, fabricated, and tested. The system consists of commercial-off-the-shelf (COTS) wireless-enabled module and components for communicating the temperature, humidity, light and gas parameters and a back-end database server and client application for logging and browsing the sensed parameters. In addition to browsing acquired sensed data, the client application enables the user to perform real time oscilloscope monitoring.*

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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.

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