INTERNATIONAL JOURNAL OF RESEARCH IN COMMERCE, IT & MANAGEMENT



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

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 2501 Cities in 159 countries/territories are visiting our journal on regular basis.

CONTENTS

Sr. No.	TITLE & NAME OF THE AUTHOR (S)	Page No.	
1.	ISSUES AND SUGGESTIONS FOR THE IMPLEMENTATION OF THE INDIA'S RIGHT TO INFORMATION ACT 2005 IN LIGHT OF THE LATIN AMERICAN COUNTRIES' EXPERIENCE	1	
2.	DR. PRATIBHA J.MISHRA AN EMPIRICAL STUDY ON JOB STRESS IN PRIVATE SECTOR BANKS OF UTTARAKHAND REGION MEERA SHARMA & LT. COL. DR. R. L. RAINA		
3.	FOREIGN DIRECT INVESTMENT IN INDIA: AN OVERVIEW DR. MOHAMMAD SAIF AHMAD		
4.	REFLECTIONS ON VILLAGE PEOPLE'S SOCIO - ECONOMIC CONDITIONS BEFORE AND AFTER NREGS: A DETAILED STUDY OF ARIYALUR DISTRICT, TAMIL NADU DR. P. ILANGO & G. SUNDHARAMOORTHI		
5.	THE CAUSAL EFFECTS OF EDUCATION ON TECHNOLOGY IMPLEMENTATION – EVIDENCE FROM INDIAN IT INDUSTRY S.M.LALITHA & DR. A. SATYA NANDINI		
6.	A STUDY ON ONLINE SHOPPING BEHAVIOUR OF TEACHERS WORKING IN SELF-FINANCING COLLEGES IN NAMAKKAL DISTRICT WITH SPECIAL REFERENCE TO K.S.R COLLEGE OF ARTS AND SCIENCE, TIRUCHENGODE, NAMAKKAL DISTRICT SARAVANAN. R., YOGANANDAN. G. & RUBY. N	31	
7.	AN OVERVIEW OF RESEARCH IN COMMERCE AND MANAGEMENT IN SHIVAJI UNIVERSITY DR. GURUNATH J. FAGARE & DR. PRAVEEN CHOUGALE	38	
8.	VARIABLE SELECTION IN REGRESSION MODELS M.SUDARSANA RAO, M.SUNITHA & M.VENKATARAMANAIH	46	
9.	CUSTOMER ATTITUDE TOWARDS SERVICES AND AMENITIES PROVIDED BY STAR HOTELS: A STUDY WITH REFERENCE TO MADURAI CITY DR. JACQUELINE GIGI VIJAYAKUMAR	50	
	QUALITY AND SUSTAINABILITY OF JOINT LIABILITY GROUPS AND MICROFINANCE INSTITUTIONS: A CASE STUDY OF CASHPOR MICROCREDIT SERVICES DR. MANESH CHOUBEY	56	
11.	INDIAN MUTUAL FUND MARKET: AN OVERVIEW JITENDRA KUMAR & DR. ANINDITA ADHIKARY	63	
12.	SMART APPROACHES FOR PROVIDING THE SPD'S (SECURITY, PRIVACY & DATA INTEGRITY) SERVICE IN CLOUD COMPUTING M.SRINIVASAN & J.SUJATHA	67	
13.	A COMPARATIVE STUDY ON ETHICAL DECISION-MAKING OF PURCHASING PROFESSIONALS IN TAIWAN AND CHINA YI-HUI HO	70	
14.	THE INTERNAL AUDIT FUNCTION EFFECTIVENESS IN THE JORDANIAN INDUSTRIAL SECTOR DR. YUSUF ALI KHALAF AL-HROOT	75	
15.	STUDY ON ROLE OF EFFECTIVE LEADERSHIP ON SELLING VARIOUS INSURANCE POLICIES OF ICICI PRUDENTIAL: A CASE STUDY OF SUBHASH MARG BRANCH, DARYAGANJ SUBHRANSU SEKHAR JENA		
16.	AN EMPIRICAL STUDY ON WEAK-FORM OF MARKET EFFICIENCY OF NATIONAL STOCK EXCHANGE DR. VIJAY GONDALIYA	89	
17.	THE GOLDEN ROUTE TO LIQUIDITY: A PERFORMANCE ANALYSIS OF GOLD LOAN COMPANIES DR. NIBEDITA ROY		
18.	STUDY ON THE MANAGEMENT OF CURRENT LIABILITIES OF NEPA LIMITED DR. ADARSH ARORA		
19.	QUALITY OF MEDICAL SERVICES: A COMPARATIVE STUDY OF PRIVATE AND GOVERNMENT HOSPITALS IN SANGLI DISTRICT SACHIN H.LAD		
20.	DIVIDEND POLICY AND BANK PERFORMANCE: THE CASE OF ETHIOPIAN PRIVATE COMMERCIAL BANKS NEBYU ADAMU ABEBE & TILAHUN AEMIRO TEHULU		
21.	CUSTOMER KNOWLEDGE: A TOOL FOR THE GROWTH OF E-LEARNING INDUSTRY DR. MERAJ NAEM, MOHD TARIQUE KHAN & ZEEBA KAMIL		
22.	THE EFFECTS OF ORGANIZED RETAIL SECTOR ON CONSUMER SATISFACTION: A CASE STUDY IN MYSORE CITY ASHWINI.K.J & DR. NAVITHA THIMMAIAH 12		
23.	PERCEIVED BENEFITS AND RISKS OF ELECTRONIC DIVIDEND AS A PAYMENT MEDIUM IN THE NIGERIA COMMERCIAL BANKS 1: OLADEJO, MORUF. O & FASINA, H T		
24.	INDO - CANADIAN TRADE RELATION IN THE MATH OF POST REFORM PERIOD ANITHA C.V & DR. NAVITHA THIMMAIAH	133	
25.	IMPACT OF BOARD STRUCTURE ON CORPORATE FINANCIAL PERFORMANCE AKINYOMI OLADELE JOHN	140	
26.	WORK LIFE BALANCE: A SOURCE OF JOB SATISFACTION: A STUDY ON THE VIEW OF WOMEN EMPLOYEES IN INFORMATION TECHNOLOGY (IT) SECTOR NIRMALA.N		
27.	SCHOOL LEADERSHIP DEVELOPMENT PRACTICES: FOCUS ON SECONDARY SCHOOL PRINCIPALS IN EAST SHOWA, ETHIOPIA FEKADU CHERINET ABIE	148	
28.	EMOTIONAL INTELLIGENCE OF THE MANAGERS IN THE BANKING SECTOR IN SRI LANKA U.W.M.R. SAMPATH KAPPAGODA	153	
29.	IMPACT OF CORPORATE SOCIAL RESPONSIBILITY PRACTICES ON MEDIUM SCALE ENTERPRISES RAJESH MEENA	157	
30.	IMPACT OF CASHLITE POLICY ON ECONOMIC ACTIVITIES IN NIGERIAN ECONOMY: AN EMPIRICAL ANALYSIS DR. A. P. OLANNYE & A.O ODITA	162	
	REQUEST FOR FEEDBACK	168	

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

CO-ORDINATOR

AMITA

Faculty, Government M. S., Mohali

ADVISORS

DR. PRIYA RANJAN TRIVEDI

Chancellor, The Global Open University, Nagaland

PROF. M. S. SENAM RAJU

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

PROF. M. N. SHARMA

Chairman, M.B.A., Haryana College of Technology & Management, Kaithal

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

CO-EDITOR

DR. BHAVET

Faculty, Shree Ram Institute of Business & Management, Urjani

EDITORIAL ADVISORY BOARD

DR. RAJESH MODI

Faculty, Yanbu Industrial College, Kingdom of Saudi Arabia

PROF. SANJIV MITTAL

University School of Management Studies, Guru Gobind Singh I. P. University, Delhi

PROF. ANIL K. SAINI

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

DR. SAMBHAVNA

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

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

ASSOCIATE EDITORS

PROF. NAWAB ALI KHAN

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

PROF. ABHAY BANSAL

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

PROF. A. SURYANARAYANA

Department of Business Management, Osmania University, Hyderabad

DR. SAMBHAV GARG

Faculty, Shree Ram Institute of Business & Management, Urjani

PROF. V. SELVAM

SSL, VIT University, Vellore

DR. PARDEEP AHLAWAT

Associate Professor, Institute of Management Studies & Research, Maharshi Dayanand University, Rohtak

DR. S. TABASSUM SULTANA

Associate Professor, Department of Business Management, Matrusri Institute of P.G. Studies, Hyderabad

SURJEET SINGH

Asst. Professor, Department of Computer Science, G. M. N. (P.G.) College, Ambala Cantt.

TECHNICAL ADVISOR

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 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; Econometrics; 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:	
	THE EDITOR URCM	DATED:
	Subject: SUBMISSION OF MANUSCRIPT IN THE AREA OF. (e.g. Finance/Marketing/HRM/General Management/Economics/Psychology/Law/Computer/IT/Engineer	ing/Mathematics/other, please specify)
	DEAR SIR/MADAM	
	Please find my submission of manuscript entitled '' for p	ossible publication in your journals.
	I hereby affirm that the contents of this manuscript are original. Furthermore, it has neither been published under review for publication elsewhere.	d elsewhere in any language fully or partly, nor is
	I affirm that all the author (s) have seen and agreed to the submitted version of the manuscript and their incl	usion of name (s) as co-author (s).
	Also, if my/our manuscript is accepted, I/We agree to comply with the formalities as given on the web contribution in any of your journals.	site of the journal & you are free to publish ou

NAME OF CORRESPONDING AUTHOR:

Affiliation with full address, contact numbers & Pin Code:

Residential address with Pin Code:

Mobile Number (s):

Landline Number (s):

E-mail Address:

Alternate E-mail Address:

- The whole manuscript is required to be in ONE MS WORD FILE only (pdf. version is liable to be rejected without any consideration), which will start from the covering letter, inside the manuscript.
- b) The sender is required to mention the following in the **SUBJECT COLUMN** of the mail:
 - New Manuscript for Review in the area of (Finance/Marketing/HRM/General Management/Economics/Psychology/Law/Computer/IT/ Engineering/Mathematics/other, please specify)
- There is no need to give any text in the body of mail, except the cases where the author wishes to give any specific message w.r.t. to the manuscript.
- The total size of the file containing the manuscript is required to be below 500 KB.
- e) Abstract alone will not be considered for review, and the author is required to submit the complete manuscript in the first instance.
- The journal gives acknowledgement w.r.t. the receipt of every email and in case of non-receipt of acknowledgment from the journal, w.r.t. the submission of manuscript, within two days of submission, the corresponding author is required to demand for the same by sending separate mail to the journal.
- NUSCRIPT TITLE: The title of the paper should be in a 12 point Calibri Font. It should be bold typed, centered and fully capitalised.
- OR NAME (S) & AFFILIATIONS: The author (s) full name, designation, affiliation (s), address, mobile/landline numbers, and email/alternate email 3. address should be in italic & 11-point Calibri Font. It must be centered underneath the title.
- ABSTRACT: Abstract should be in fully italicized text, not exceeding 250 words. The abstract must be informative and explain the background, aims, methods, results & conclusion in a single para. Abbreviations must be mentioned in full.

- 5. **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 stops at the end.
- 6. MANUSCRIPT: Manuscript must be in <u>BRITISH ENGLISH</u> prepared on a standard A4 size <u>PORTRAIT SETTING PAPER</u>. It must be prepared on a single space and single column with 1" margin set for top, bottom, left and right. It should be typed in 8 point Calibri Font with page numbers at the bottom and centre of every page. It should be free from grammatical, spelling and punctuation errors and must be thoroughly edited.
- 7. **HEADINGS**: All the headings should be in a 10 point Calibri Font. These must be bold-faced, aligned left and fully capitalised. Leave a blank line before each heading.
- 8. **SUB-HEADINGS**: All the sub-headings should be in a 8 point Calibri Font. These must be bold-faced, aligned left and fully capitalised.
- 9. MAIN TEXT: The main text should follow the following sequence:

INTRODUCTION

REVIEW OF LITERATURE

NEED/IMPORTANCE OF THE STUDY

STATEMENT OF THE PROBLEM

OBJECTIVES

HYPOTHESES

RESEARCH METHODOLOGY

RESULTS & DISCUSSION

FINDINGS

RECOMMENDATIONS/SUGGESTIONS

CONCLUSIONS

SCOPE FOR FURTHER RESEARCH

ACKNOWLEDGMENTS

REFERENCES

APPENDIX/ANNEXURE

It should be in a 8 point Calibri Font, single spaced and justified. The manuscript should preferably not exceed 5000 WORDS.

- 10. **FIGURES &TABLES**: These should be simple, crystal clear, centered, separately numbered & self explained, and **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.
- 11. **EQUATIONS**: These should be consecutively numbered in parentheses, horizontally centered with equation number placed at the right.
- 12. **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 are supposed to follow **Harvard Style of Referencing**. 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 italics. 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 parentheses.
- The location of endnotes within the text should be indicated by superscript numbers.

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, 19–22 June.

UNPUBLISHED DISSERTATIONS AND THESES

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

SMART APPROACHES FOR PROVIDING THE SPD'S (SECURITY, PRIVACY & DATA INTEGRITY) SERVICE IN CLOUD COMPUTING

M.SRINIVASAN
ASST. PROFESSOR & HEAD
DEPARTMENT OF IT
PRIYADARSHINI ENGINEERING COLLEGE
VANIYAMBADI

J.SUJATHA

ASST. PROFESSOR

DEPARTMENT OF IT

PRIYADARSHINI ENGINEERING COLLEGE

VANIYAMBADI

ABSTRACT

Cloud computing is the use of computing resources which are available in a remote location and accessible over a network (Internet). Data Storage is an emerging technology and facing an important issue that is (SPD's) Security, Privacy & Data Integrity services. Our paper discusses the model based on MAS (Multi Agent Systems) architecture of cloud and data encoding mechanism to enhance the integrity of Data Storage. Multi-agent systems can be used to solve problems that are difficult or impossible for an individual agent or a monolithic system to solve. Cloud computing with its acceptance also has some growing needs which affect the complete working of cloud, and one of those needs is the need for "security". Cloud at present is lacking in its security needs in terms of data integrity, authorization and confidentiality. In this paper describe both data storage and providing the (SPD's) Security, Privacy & Data Integrity services in cloud computing.

KEYWORDS

Cloud Computing, Data Storage, Security, Privacy, Data Integrity.

1. INTRODUCTION

1.1 CLOUD DATA STORAGE

ata Storage as the name suggests are the "house for data" purpose for Data Storage, management, analysis and dissemination. Data Storage may exist in physical environment or virtually and can be organized as a public data center for large scale usage or a private data center specific to an organization. Data Storage today are one of the main needs for the increasing information technology services and have an important role in cloud computing. The end-users provide their data to cloud to access it whenever required on the rental basis, therefore, the data provided is stored at Data Storage of cloud known as cloud Data Storage.

Data Storage are present at different locations and store the complete data present on cloud. Data Storage is also one of the rising trends in IT field and suffers from the issue of security within it. Even though there are many security issues related to Data Storage but one of the most important issue is integrity of the data. The best examples of cloud storages are Amazon S3, Google Cloud Storage, iCloud by Apple, Google App Engine Blobstore, Windows Azure Storage, and Files Anywhere.

FIG 1. THE CHARACTERISTICS OF CLOUD COMPUTING

On-demand self service

Rapid Flasticity

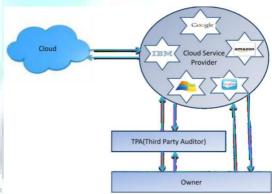
Characteristics of cloud computing

Broad Network Access

Measured services

Resource Pooling

FIG 2. ARCHITECTURE OF CLOUD DATA STORAGE



Cloud Storage does not have any specific or exact definition but it can be said as the mechanism of storing the end-user or client data in the remotely located cloud servers. Though Databases, Data warehouses and other traditional storage mechanisms provide high quality Data Storage but still cloud Data Storage are preferred over them as:

- 1. The hosting providers or the companies don't need to install the storage devices physically in their datacenters.
- Storage management is the complete responsibility of the service provider and the hosting provider's company's focuses completely in their core business.Companies only need to pay for the storages they use and not the complete setup is to be established avoiding the complexities of Data Storages.
- 3. The end-user doesn't need to keep back up but only store their data at service provider who looks after it completely.

Some of the important characteristics that a Cloud Data Storage must possess are:

- i) Manageability: Cloud Data Storage basically focuses on the maintenance of the large data which can't be stored on the end-user or clients system. This data stored in cloud storages are to be maintained and managed and for this reason cloud storages need to be self-managing to a large extent, so that reducing the maintenance trouble of data by the client.
- ii) Availability: Since the data being stored in cloud storage is very frequently accessed, therefore, there must be the proper availability of data always and no data corruption must occur as it is the back up of the complete information and data of client.

iii) Performance: Since Cloud storages are used for cloud which are being used with internet because internet uses TCP for controlling the flow of data packets but TCP works for small size of data and is not suitable if the data size becomes larger, in such conditions cloud storages are used which provide large Data Storage and flow of data easily.

1.2 DATA INTEGRITY AND INTEGRITY OF CLOUD DATA STORAGES

"Data Integrity" as the word in itself explains the completeness or wholeness of the data which is the basic requirement of the information technology. As Data Integrity is an essential in databases similarly integrity of Data Storage is an essential in the cloud, it is a major factor that affects on the performance of the cloud. The data integrity provides the validity of the data, assuring the consistency or regularity of the data. It is the complete mechanism of writing of the data in a reliable manner to the persistent Data Storage which can be retrieved in the same format without any changes later. As described above, in cloud, the complete storage of data provided by the end-user is done at the Data Storage and the security and integrity of the data lies on the vendor storing data in the Data Storage but not the cloud hosts. Cloud Storage is gaining popularity for the outsourcing of day-to-day management of data.

Therefore integrity monitoring of data in cloud storages is as essential for any data center, to avoid any data corruption or data crash. Data corruption or data failure can occur at any storage level. One of the most famous data failure occurred in Amazon in leading loss of complete client data stored in it. Therefore just storing data at cloud Data Storage does not ensure the integrity of data, but some mechanisms are to be implemented at each storage level to ensure the data integrity. Data Integrity is most important of all the security issues in cloud Data Storage because it not only ensures completeness of data but also ensures that the data is correct, accessible, consistent and of high quality.

2. PROPOSED METHODOLOGY (MAS ARCHITECTURE "CLOUD ZONE" AND ENCODED MAS ARCHIE)

As discussed above the integrity within cloud storage can be of two things, that is, integrity of data being transmitted from date storage and integrity of data storage.

FIG 3. MAS ARCHITECTURE "CLOUD ZONE"

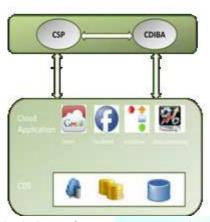
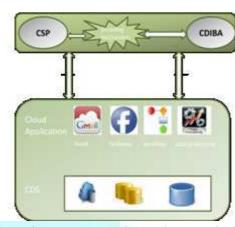


FIG 4. ENCODED MAS ARCHITECTURE



The mechanism for providing both type of integrity are present, and mechanism for providing integration together are also present but here we are discussing the most two commonly used methodology for integration assurance and then will introduce our model combining these two mechanisms to provide both kind of integrity together at the same time. Multi Agent System (MAS) Architecture for data storage Integrity: MAS architecture is a mechanism being developed from the concept of Multi Agent system (MAS) in artificial intelligence defined as "loosely-coupled network of entities that work together to find solutions for the problems which are beyond the knowledge of single entity".

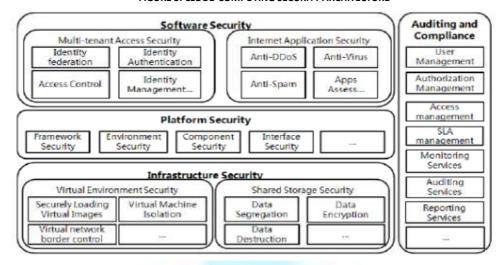
It is implemented on basic cloud architecture and consists of two main layers as cloud resource layer (cloud server side) and MAS architecture layer (cloud client-side). At cloud resource layer as the name suggest consists of all the resources of cloud like storage servers and application servers which provide a platform or power to data storage. MAS Architecture layer known as cloud zone consists of 5 agents but most widely used agents for integrity are Cloud Service Provider Agent (CSPA) and Cloud Data Integrity Backup Agent. To provide integrity of data storage the MAS architecture implies some of the security policies using CSPA agent whose main responsibility is to backup data from the Cloud Zone and send regular security alerts or alarms whenever there is a human error when data for cloud is entered, a software bugs or viruses occur, some hardware fault like system crash, or error during the transmission of cloud data from one computer to another.

3. CLOUD COMPUTING SECURITY ISSUSES

A. CLOUD COMPUTING SECURITY

Cloud Computing Security as "Cloud computing security (sometimes referred to simply as "cloud security") is an evolving sub-domain of computer security, network security, and, more broadly, information security. It refers to a broad set of policies, technologies, and controls deployed to protect data, applications, and the associated infrastructure of cloud computing." Note that cloud computing security referred to here is not cloud-based security software products such as cloud-based anti-virus, anti-spam, anti-DDoS, and so on.

FIGURE 5. CLOUD COMPUTING SECURITY ARCHITECTURE



4. DATA SECURITY AND PRIVACY PROTECTION ISSUES

The content of data security and privacy protection in cloud is similar to that of traditional data security and privacy protection. It is also involved in every stage of the data life cycle. But because of openness and multi-tenant characteristic of the cloud, the content of data security and privacy protection in cloud has its particularities. The concept of privacy is very different in different countries, cultures or jurisdictions. The definition adopted by Organization for Economic Cooperation and Development is "any information relating to an identified or identifiable individual."

Another popular definition provided by the American Institute of Certified Public Accountants and the Canadian Institute of Chartered Accountants in the Generally Accepted Privacy Principles standard is "The rights and obligations of individuals and organizations with respect to the collection, use, retention, and disclosure of personal information." Generally speaking, privacy is associated with the collection, use, disclosure, storage, and destruction of personal data. Identification of private information depends on the specific application scenario and the law, and is the primary task of privacy protection.

5. CONCLUSION

In this paper we discussed about cloud computing and the role of cloud storages (Data Storage) in cloud computing, and describing the most important security threat of data storage which is data integrity and data privacy, the proposed mechanisms for integrity assurance and the problems being faced in these mechanism

Later we discussed about MAS architecture and data encoding using hash values for the purpose of integrating data transmission as well data integrity of data storage by encrypting and hashing the data in data storage using data storage agent of Cloud Zone. Security is an issue which always has some work to do because with rising security, the breaking points in security also occur. The mechanism we proposed can be implemented using much better encoding mechanism so that the security rises more and data integrity enhances more and more.

REFERENCES

- 1. Cloud computing security, http://en.wikipedia.org/wiki/Cloud_computing_security
- 2. Cloud Security Alliance, Security Guidance for Critical Areas of Focus in Cloud Computing, V2.1, http://www.cloudsecurityalliance.org/
- 3. Cloud Security Alliance. http://www.cloudsecurityalliance.org.
- 4. Cong Wang, Qian Wang, Kui Ren, and Wenjing Lou, "Ensuring Data Storage Security in Cloud Computing," in Proceedings of the 17th International Workshop on Quality of Service.2009:1-9.
- 5. Jia Xu and Ee-Chien Chang, "Towards efficient proofs of retrievibility in cloud storage".
- 6. K. D. Bowers, A. Juels, and A. Oprea, "HAIL: A High-Availability and Integrity Layer for Cloud Storage," Cryptology ePrint Archive, Report 2008/489, 2008.
- Mohamed Al Morsy, John Grundy, Ingo Müller, "An Analysis of The Cloud Computing Security Problem," in Proceedings of APSEC 2010 Cloud Workshop, Sydney, Australia, 30th Nov 2010.
- 8. S. Subashini, V.Kavitha. A survey on security issues in service deliverymodels of cloud computing. Journal of Network and Computer Applications 34(2011)

REQUEST FOR FEEDBACK

Dear Readers

At the very outset, International Journal of Research in Commerce, IT and 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 i.e. 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 an appropriate consideration.

With sincere regards

Thanking you profoundly

Academically yours

Sd/-

Co-ordinator

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 cooperation of like-minded scholars, we shall be able to serve the society with our humble efforts.

Our Other Fournals





