

# INTERNATIONAL JOURNAL OF RESEARCH IN COMMERCE, IT & 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.

Open J-Gate, India [link of the same is duly available at Inlibnet 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 4255 Cities in 176 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.	<b>MARKETING STRATEGIES FOR THE VIETNAMESE GEOSYNTHETICS MARKET: A CASE STUDY OF L.COMPANY PROSPECTS</b> <i>KEMO BADIANE &amp; CHARLES S. CHIEN</i>	1
2.	<b>MILLENNIUM DEVELOPMENT GOALS IN AFRICA, POLICIES AND ACHIEVEMENT STRATEGIES: AN APPRAISAL AND WAYS FORWARD</b> <i>DR. CHUKS P. MADUABUM &amp; DR. ONYEMAECHI J. ONWE</i>	9
3.	<b>EMOTIONAL INTELLIGENCE AMONG COLLEGE TEACHERS: AN EMPIRICAL ANALYSIS</b> <i>M. SURYA KUMAR</i>	18
4.	<b>IMPACT OF ADVERTISEMENTS ON CONSUMPTION PATTERN OF SOFT DRINKS: A STUDY OF SELECT RESPONDENTS</b> <i>DR. S. V. RAMANA</i>	21
5.	<b>BUYING BEHAVIOUR OF REFRIGERATOR BUYERS: A STUDY WITH SPECIAL REFERENCE TO CHITTOOR DISTRICT IN ANDHRA PRADESH</b> <i>G.NIRMALA &amp; K.RAMAKRISHNAIAH</i>	25
6.	<b>ANALYSIS OF ALCOHOL CONSUMPTION IN RAIPUR DISTRICT (CHHATTISGARH)</b> <i>TANU ARORA &amp; DR. G.D.S. BAGGA</i>	29
7.	<b>A GAP ANALYSIS OF THE ACTUAL LEVEL OF PERFORMANCES AND THE STANDARD LEVEL OF PERFORMANCES OF NEW GENERATION BANKS WITH SPECIAL REFERENCE TO HDFC BANK, AXIS BANK AND INDUSIND BANK</b> <i>DR. JEEMON JOSEPH</i>	32
8.	<b>WHERE HAS ALL THE GOOD MARKETING GONE: ETHICS</b> <i>DR. ANITA SUKHWAL</i>	36
9.	<b>PARADIGM SHIFT IN CUSTOMER'S PREFERENCE REGARDING e-SHOPPING</b> <i>TARANJIT SINGH VIJ &amp; DR. AMRINDER SINGH</i>	39
10.	<b>AN INTENSIVE RESEARCH ON CUSTOMER BEHAVIOUR IN HEALTH DRINKS MARKET IN TIRUPPUR CITY</b> <i>THIYAGARAJ.V &amp; DR. REVATHI MURALI</i>	42
11.	<b>MONOGRAPH ON MATHEMATICAL MODELLING OF C-RAN</b> <i>SARIKA SAINI</i>	45
12.	<b>REGULATION AND DE-REGULATION OF COOPERATIVES IN CONTEXT OF LEGAL FRAMEWORK</b> <i>DR. AMLANBRATA CHAKRABORTY</i>	51
13.	<b>A STUDY ON ORGANIZED RETAILING AND ITS CHALLENGES</b> <i>BEENA KUMARI</i>	53
14.	<b>WORK LIFE BALANCE OF WOMEN IN UNORGANIZED SECTOR OF VAIKOM MUNICIPALITY</b> <i>JITHIN JOY</i>	56
15.	<b>IS CULTURAL SENSITIVITY REQUIRED BY POTENTIAL LEADERS: EMPIRICAL INVESTIGATION FOR SALES FUNCTION IN IT SECTOR</b> <i>ANJU CHAWLA</i>	58
16.	<b>CAREER MOTIVATION OF HIGH SCHOOL TEACHERS</b> <i>VIDHYA THAKKAR</i>	63
17.	<b>BEHAVIOURAL FINANCE: ITS BUILDING BLOCKS</b> <i>DEEPIKA C</i>	66
18.	<b>ANALYSIS OF INVESTMENT OPTIONS</b> <i>DR. RAMA NAIK.M</i>	68
19.	<b>IMPACT OF CULTURAL DIFFERENCES ON INTERNATIONAL BUSINESS: A REVIEW OF LITERATURE</b> <i>RICHA GOEL</i>	78
20.	<b>PAYMENTS BANKS: A NEW LANDSCAPE FOR INDIAN BANKING SECTOR</b> <i>ANUSHA GOEL</i>	82
	<b>REQUEST FOR FEEDBACK &amp; DISCLAIMER</b>	85

**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**

**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***

**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 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](mailto: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/Marketing/HRM/General Management/Economics/Psychology/Law/Computer/IT/Education/Engineering/Mathematics/other, please specify)

**DEAR SIR/MADAM**

Please find my submission of manuscript entitled ' \_\_\_\_\_ ' for possible publication in your journals.

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

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

Also, if my/our manuscript is accepted, I/We agree to comply with the formalities as given on the website of the journal & you are free to publish our contribution in any of your journals.

#### **NAME OF CORRESPONDING AUTHOR**

Designation :  
Institution/College/University with full address & Pin Code :  
Residential address with Pin Code :  
Mobile Number (s) with country ISD code :  
WhatsApp or Viber is active on your above noted Mobile Number (Yes/No) :  
Landline Number (s) with country ISD code :  
E-mail Address :  
Alternate E-mail Address :  
Nationality :

#### **NOTES:**

- a) 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)
- c) 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.
- d) 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.
- f) 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.
- g) The author (s) name or details should not appear anywhere on the body of the manuscript, except the covering letter and cover page of the manuscript, in the manner as mentioned in the guidelines.

2. **MANUSCRIPT TITLE:** The title of the paper should be in a 12 point Calibri Font. It should be bold typed, centered and fully capitalised.

3. **AUTHOR NAME (S) & AFFILIATIONS:** The author (s) **full name, designation, affiliation (s), address, mobile/landline numbers**, and **email/alternate email address** should be in italic & 11-point Calibri Font. It must be centered underneath the title.

4. **ACKNOWLEDGMENTS:** Acknowledgements can be given to reviewers, funding institutions, etc., if any.

5. **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.
6. **JEL CODE:** Provide the appropriate Journal of Economic Literature Classification System code (s). JEL codes are available at [www.aeaweb.org/econlit/jelCodes.php](http://www.aeaweb.org/econlit/jelCodes.php)
7. **KEYWORDS:** JEL Code 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.
8. **MANUSCRIPT:** Manuscript must be in **BRITISH ENGLISH** prepared on a standard A4 size **PORTRAIT SETTING PAPER**. 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.**
9. **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.
10. **SUB-HEADINGS:** All the sub-headings should be in a 8 point Calibri Font. These 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**
  - HYPOTHESES**
  - RESEARCH METHODOLOGY**
  - RESULTS & DISCUSSION**
  - FINDINGS**
  - RECOMMENDATIONS/SUGGESTIONS**
  - CONCLUSIONS**
  - LIMITATIONS**
  - SCOPE FOR FURTHER RESEARCH**
  - REFERENCES**
  - APPENDIX/ANNEXURE**

**It should be in a 8 point Calibri Font, single spaced and justified. The manuscript should preferably not exceed 5000 WORDS.**
12. **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.
13. **EQUATIONS/FORMULAE:** These should be consecutively numbered in parentheses, horizontally centered with equation/formulae number placed at the right. The equation editor provided with standard versions of Microsoft Word should be utilized. If any other equation editor is utilized, author must confirm that these equations may be viewed and edited in versions of Microsoft Office that do 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 first use in each section: 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 are supposed to follow **Harvard Style of Referencing**. Also check to make sure that everything that you are including in the reference section is 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 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.
  - Headers, footers, endnotes and footnotes may not be used in the document, but in short succinct notes making a specific point, may be placed in number orders following 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 Natural Gas Policy, Political Weekly, Viewed on January 01, 2012 <http://epw.in/user/viewabstract.jsp>

## MONOGRAPH ON MATHEMATICAL MODELLING OF C-RAN

**SARIKA SAINI**  
**ASST. PROFESSOR**  
**DAV CENTENARY COLLEGE**  
**FARIDABAD**

**ABSTRACT**

In this paper, a multidimensional Markov model has been proposed for Cloud Radio access network (C-RAN) to overcome the efficiency and flexibility issues with the traditional RAN architecture. Traditional model lacks the sophisticated mathematical model to analyse the stochastic multiplexing gain from the pooling of Virtual base stations (VBSs). To determine the pooling gain, a product-form solution for the stationary distribution has been derived and a recursive method has been presented to calculate the blocking probabilities.

**KEYWORDS**

cloud radio access, cloud computing, markov model.

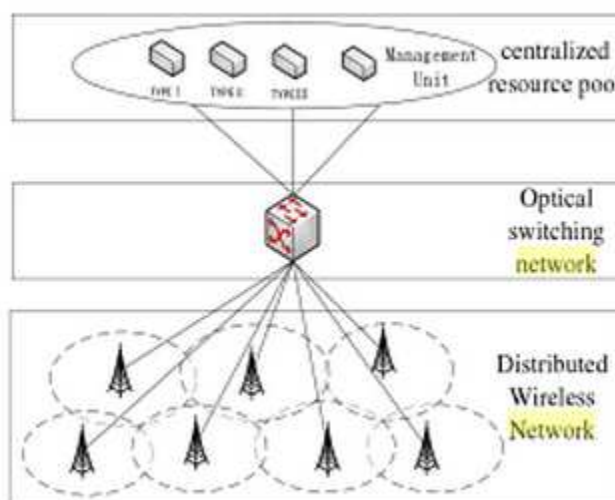
**INTRODUCTION**

Centralized Radio Access Network is a real time cloud infrastructure and open platform access network. The architecture requires a centralized resource pool which dynamically handles the cell load. The key is to how to have fewer resources handle a cell load keeping the performance optimized.

As the number of mobile subscriber growth and huge demand of data services, the traditional RAN is difficult to meet up the demand, and therefore, the architecture of RAN is to be altered to adapt to the new environment. Some scholars have proposed an architecture based on centralized RAN, an open-platform for real-time cloud radio access network for better resource utilization, extended life of the equipments and more importantly, better service provided to the customers.

**ARCHITECTURE OF C-RAN**

C-RAN is a new evolution of wireless access network. It uses optical switching transmission network to link the Remote Radio Units (RRUs) and the nodes of centralized resource pool such as Baseband Units (BBUs) in order to achieve large-scale regional coverage of the base stations. One BBU can handle some loads of RRUs. The distributed RRUs constitute cell cluster according to geographical proximity.

**FIGURE 1: ARCHITECTURE OF C-RAN****BASICS OF CLOUD TECHNOLOGY**

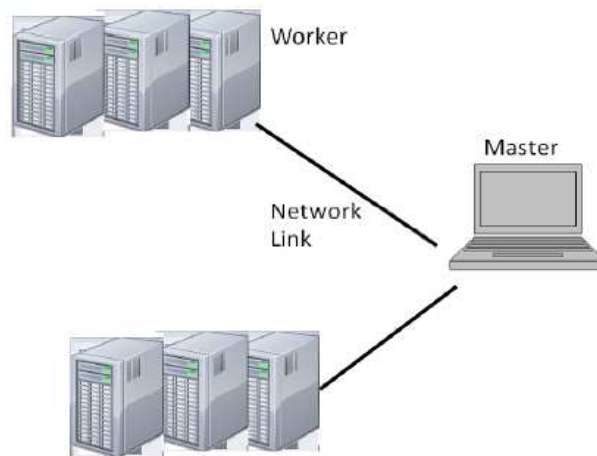
Cloud Computing is a relatively new technology to provide users with services, which are accessible through networks including local area network (LAN), wide area network (WAN) or even Internet. More precisely, a Cloud computing platform is based on two types of software: end users' applications and system software. The end users' applications are delivered as services to users, known by softwares as a service (SaaS) and the system software is a middleware in support of those services with a quality of service according to a Service Level Agreement. Complicated applications often require a huge amount of available computing processing and network capacity, provided as an infrastructure as a service (IaaS), in support of large-scale experiments. In this work, focus is on divisible load applications, where we impinge the concept of modularity. The application load is grouped into a number of tasks that can be processed in parallel but independently. Divisible Load Theory is centered on the master-slave model. The master is a processor which divides an application load into tasks and assigns each task to a separate slave/worker.

**SYSTEM MODELING (STAR-TOPOLOGY)**

Cloud generally comprises of multiple Computing Workers and a single Master Worker, where these computing workers are independently connected to the master worker in a star topology. It's to be noted that the data speed of the link connecting these computing workers and the master worker dictates the speed of communication processing when a data is transmitted. Upon receiving of an application or service request from an user in the network, the master divides the whole application into small segments of tasks in a sequential pattern. Certain amount of overhead is associated with each task for transmission and for purpose of computing. To minimize the overheads, the master worker includes a scheduler which must take into account of the capacity of the selected computing workers in terms of the capacity of the communication link between the master and the computing slave/worker. In this paper, the pivotal point is on the statistics of computing process at the workers under various conditions, and to determine utilization of a computing worker and the corresponding total blocking probability.

The following figure demonstrates A Star-Topology Computing Platform Model.

FIGURE 2



A Cloud is considered to have R heterogeneous computing workers. A computing worker  $r, r \in \{1, \dots, R\}$ , in the Cloud is modeled by a tandem processing system which comprises of three components. The first component implies the task receiving processing capacity of  $\mu_{1,r}$  tasks per second,  $r$  being index of computing worker. The second component denotes the capacity of  $\mu_{2,r}$  tasks per second, and the third one indicates the task transmission capacity of  $\mu_{3,r}$ . It is assumed that all the computing workers can run in parallel, but our model does not impose this and computing workers may run at different stages during application execution.

An application can be either dynamically submitted to the Cloud to run or sometimes it may happen that the application is in static in cloud server but the server can receive dynamic requests from the end users.. Applications' or execution requests' arrival is assumed to be a Poisson process with a mean rate  $\lambda$ . When an application arrives at the Cloud, the master worker segments the application into R tasks to be assigned for each individual computing worker. The task assigned to a computing worker  $r$  is  $\alpha_r \lambda$ , which is also a Poisson process. Note that  $\alpha_r$  is the weight of a task load assigned to a computing worker  $r$  and the whole application load is given as below:

$$\alpha_r = \sum_{r=1}^{r=R} \alpha_r = 1$$

**MODELING OF A DIVISIBLE LOAD THEORY IN A STAR NETWORK CLOUD USING MARKOV PROCESS**

Each computing worker consists of three process components, including task receiving process denoted as S1 (stands for station 1), a process denoted as S2 (stands for Station 2) and a transmission process delineated as S3 (stands for Station 3). The S1 makes a note of the time delay needed for receiving a task from the master worker before starting the computing process. The S2 checks the time needed to execute the received task. The Station 3 defines the time needed to transfer the result obtained at the Station 2 back to the master worker.

These three stations, associated with a computing worker  $r \in \{1, 2, \dots, R\}$ , are connected in a tandem model without any queuing spaces. Probability distribution of

receiving tasks at the S1 is a Poisson process and the entire process of receiving tasks from master to the worker is  $\mu$ -distribution with a mean value of  $\mu_{1,r}$  tasks per second since each task is accumulated by a bulk of data packets in sequence order with Poisson distribution. Likewise, the processing at the S2 is

another  $\mu$ -distribution with a mean value of  $\mu_{2,r}$  tasks per second. The transmission of the results back to master worker at the Station 3 is performed in a manner that the results are packetized into data packets with exponential distribution, so that the transmission time of each packet is also exponentially

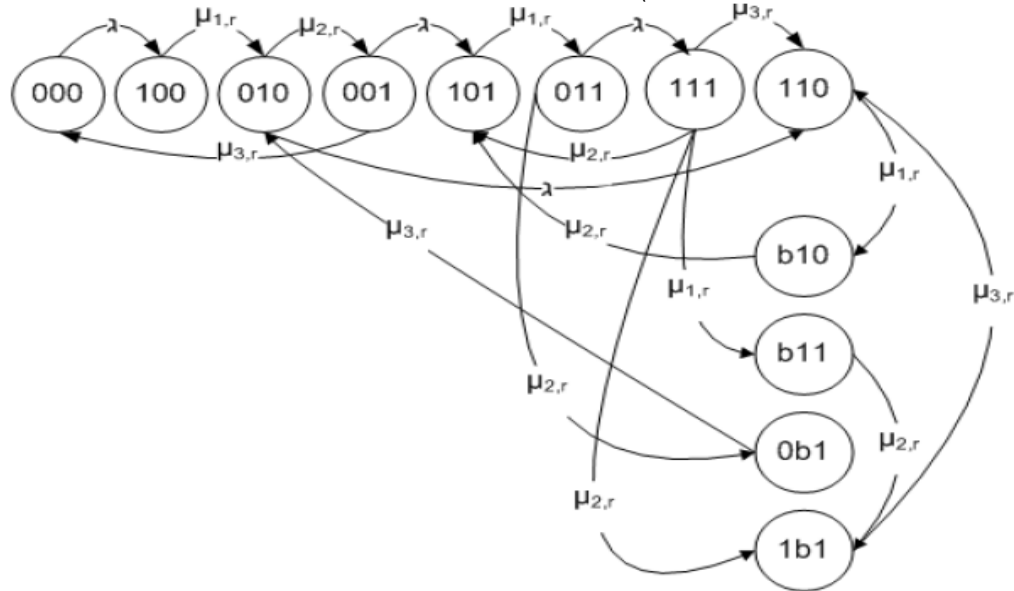
distributed. Hence, the transmission of tasks at the Station 3 is exponentially distributed with a mean value of  $\mu_{3,r}$  tasks per second. A computing worker  $r$  is a process chain which is connected sequentially. The master does not assign any new task to the slave/worker if the application is in process in S1 even if S2 and S3 are free.

A 3-digit symbol is used to represent the operation status of a computing worker, where digit "0" represents the processor in an "idle" status and "1" represents the processor in a "busy" status. For example, symbol "101" represents that the process of receiving a task from the master worker is on-going, the computing processor is "free" and that the transmitting processor is "busy" on sending the results back to master worker. Furthermore, the status "b" represents an application task that is blocked due to one application task's arrival into a processor in "busy" status. For example, symbol "b11" represents that when a completely received application task is sent to a computing processor, this application task is blocked due to the computing processor being in a "busy" status, meanwhile, the transmitting processor is also in a "busy" on sending results back to master worker. The description of the individual states has been depicted below:

- 000 System is empty.
- 100 Application task is in process at Station 1 only.
- 110 Application tasks are in process at Station 1 and 2 only.
- 111 Application tasks are in process at Station 1, 2 and 3.
- 101 Application tasks are in process at Station 1 and 3 only.
- 001 Application task is in process at Station 3 only.
- 011 Application tasks are in process at Station 2 and 3 only.
- 010 Application task is in process at Station 2 only.
- b10 Application task is blocked at the output of Station 1 because Station 2 is occupied.
- b11 Application task is blocked at the output of Station 1 because both Station 2 and 3 are occupied.
- 0b1 Application task is blocked at the output of Station 2 because Station 3 is occupied.
- 1b1 Application task is blocked at the output of Station 2 because both Station 1 and 3 are occupied.



FIGURE 3: MARKOV MODEL FOR THE OPERATING PROCESS IN THE COMPUTING WORKER (Possible admissible states and transitions between them)



Considering the state “000”, which is directly related to the two states “100” and “001”. When the computing worker in state “000” is starting to receive a new task from the master, it moves to state “100” at the rate of λ which is an outbound flow from the state “000”. On the other hand, when the computing worker is in state “001” completes the process of transmitting data back to the master.

worker, it transits to state “000” at the rate of μ<sub>3,r</sub>; which is an inbound flow into the state “000”. When the operation is stable, the outbound flows from the state “000” is equal to the inbound flows to the state “000”. Consequently, we obtain Equation (1) as:

$$\alpha_r \lambda p_{000} = \mu_{3,r} p_{001} \tag{1}$$

The left side and the right side denote outbound flow the inbound flow respectively.

Similarly, applying the same strategy to the rest of the states, we can obtain the following equations (2)–(12) for all the corresponding states. The steady-state equations for this multidimensional Markov chain are then as follows:

$$\mu_{1,r} p_{100} = \alpha_r \lambda p_{000} + \mu_{3,r} p_{101} \tag{2}$$

$$(\alpha_r \lambda + \mu_{2,r}) p_{010} = \mu_{1,r} p_{100} + \mu_{3,r} (p_{011} + p_{0b1}) \tag{3}$$

$$(\alpha_r \lambda + \mu_{3,r}) p_{001} = \mu_{2,r} p_{010} \tag{4}$$

$$(\mu_{1,r} + \mu_{3,r}) p_{101} = \alpha_r \lambda p_{001} + \mu_{2,r} (p_{110} + p_{b10}) \tag{5}$$

$$(\alpha_r \lambda + \mu_{2,r} + \mu_{3,r}) p_{011} = \mu_{1,r} p_{101} \tag{6}$$

$$(\mu_{1,r} + \mu_{2,r} + \mu_{3,r}) p_{111} = \alpha_r \lambda (p_{011} + p_{0b1}) \tag{7}$$

$$(\mu_{1,r} + \mu_{2,r}) p_{110} = \alpha_r \lambda p_{010} + \mu_{3,r} (p_{111} + p_{b11} + p_{1b1}) \tag{8}$$

$$(\alpha_r \lambda + \mu_{3,r}) p_{0b1} = \mu_{2,r} p_{011} \tag{9}$$

$$(\mu_{1,r} + \mu_{3,r}) p_{1b1} = \mu_{2,r} (p_{111} + p_{b11}) \tag{10}$$

$$(\mu_{1,r} + \mu_{3,r}) p_{1b1} = \mu_{2,r} (p_{111} + p_{b11}) \tag{11}$$

$$\mu_{2,r} p_{b10} = \mu_{1,r} p_{111} \tag{12}$$

We can solve the mentioned steady-state probabilities in terms of a single variable i.e. p<sub>000</sub> and using boundary equation  $\sum \sum p_{n1,n2,n3} = 1$  to find p<sub>000</sub> as follows:

Based on Equation (1), we obtain:

$$p_{001} = \frac{\alpha_r \lambda}{\mu_{3,r}} p_{000} \tag{13}$$

From Equations (4) and (13), we obtain the following formula:

$$p_{010} = \frac{\alpha_r \lambda (\alpha_r \lambda + \mu_{3,r})}{\mu_{3,r} \mu_{2,r}} p_{000} \tag{14}$$

From Equations (2), (3), (6), and (9) we obtain by substitutions the following equation:

$$p_{101} = \frac{\alpha_r \lambda \mu_{3,r} (\alpha_r \lambda + \mu_{2,r}) p_{010} - \alpha_r^2 \lambda^2 \mu_{3,r} p_{000}}{\alpha_r \lambda \mu_{3,r}^2 + \mu_{1,r} \mu_{3,r}} \tag{15}$$

Consequently,  $p_{011}$  is obtained from Equation (6) as follows:

$$p_{011} = \frac{\mu_{1,r}}{\alpha_r \lambda + \mu_{2,r} \mu_{3,r}} p_{101} \tag{16}$$

$p_{0b1}$  is obtained based on Equations (9), and (16):

$$p_{0b1} = \frac{\mu_{2,r}}{\alpha_r \lambda + \mu_{3,r}} p_{011} \tag{17}$$

Based on Equation (7),  $p_{111}$  is obtained as follows, and then can be computed from Equations (16) and (17):

$$p_{111} = \frac{\alpha_r \lambda}{\mu_{1,r} + \mu_{2,r} + \mu_{3,r}} (p_{011} + p_{0b1}) \tag{18}$$

From Equation (12), we obtain:

$$p_{b10} = \frac{\mu_{1,r}}{\mu_{2,r}} p_{111} \tag{19}$$

Based on Equation (5), we obtain:

$$p_{110} = \frac{1}{\mu_{2,r}} [(\mu_{1,r} + \mu_{3,r}) p_{101} - \alpha_r \lambda p_{001} - \mu_{2,r} p_{b10}] \tag{20}$$

Based on Equations (10) and (11),  $p_{b11}$  is obtained using the following formula:

$$p_{b11} = \frac{\mu_{1,r}^2 + \mu_{1,r} \mu_{3,r} + \mu_{1,r} \mu_{2,r}}{\mu_{1,r} \mu_{3,r} + \mu_{2,r} \mu_{3,r} + \mu_{3,r}^2} p_{111} \tag{21}$$

From Equation (10), we obtain:

$$p_{1b1} = \frac{\mu_{2,r}}{\mu_{1,r} + \mu_{3,r}} (p_{111} + p_{b11}) \tag{22}$$

The total task blocking probability in computing worker  $r$  is given by the following formula, which denotes as well the computing worker efficiency:

$$P_b = p_{b11} + p_{1b1} + p_{b10} + p_{0b1} \tag{23}$$

**EXTENSION OF MULTIDIMENSIONAL MARKOV PROCESS INTO C-RAN**

The proposed model is being introduced and with proof for its reversibility. The essence of the model is a Virtual Base Station cluster with  $M$  number of Virtual Base Stations. Let us assume that these VBSs share  $N$  number of servers. Each VBS is connected to a remote radio unit (RRU) and endowed with  $K$  numbers of radio resources.

User sessions arrive independently in the coverage area of these VBSs following identical independent Poisson processes with arrival rate  $\lambda$ , and are served independently with exponential service time with mean  $\mu^{-1}$ . We assume exponential service time basing on the assumption that the length of users' data queue

is distributed as per Poisson's distribution. Defining the number of sessions in the  $m$ -th VBS to be  $k_m$ , then the number of sessions in all the pooled VBSs can

be described with an  $M$ -dimensional vector as follows:  $\mathbf{k} = (k_1, \dots, k_m, \dots, k_M)^T$ .

Each active user session simultaneously occupies a radio server and a cloud server, and releases both type of servers after being served. When a user session arrives, the pool scheduler monitors the number of radio servers and cloud servers to decide whether the session would be accepted or not. The condition of the session to be accepted is when the number of radio servers in the serving VBS is less than  $K$  and the number of cloud servers in the pool is less than  $N$ . Otherwise the session is rejected by the scheduler. This blocking policy reflects the constraint by both radio and computational resources.

Taking the blocking policy into consideration, the set of possible states can be defined as follows:

$$\mathbb{K} = \{ \mathbf{k} \mid 0 \leq k_1, \dots, k_M \leq K, \quad 0 \leq \sum_{m=1}^M k_m \leq N \} \tag{1}$$

**TRANSITION RATES**

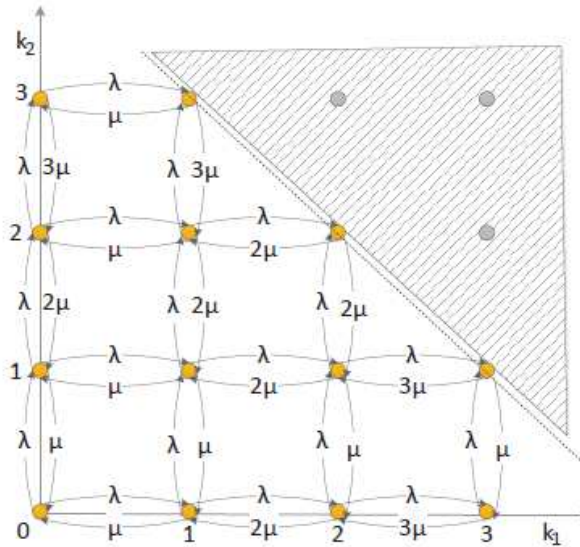
The state of  $\mathbf{k}$  changes as user sessions arrive and depart. We can assume that there can only be a single session arrival or departure at any point of time. Thus, only a single value of  $\mathbf{k}$  can change at any epoch, and the change is either  $+1$  or  $-1$ . In other words,  $\mathbf{k}$  is a  $M$ -dimensional Markovian chain process and the rate of transition from state  $\mathbf{k}^{(i)}$  to state  $\mathbf{k}^{(j)}$  as:

$$q_{k^{(i)}k^{(j)}} = \begin{cases} \lambda, & \text{if } k^{(j)} - k^{(i)} = e_m \\ k_m^i \mu, & \text{if } k^{(j)} - k^{(i)} = -e_m \\ 0, & \text{otherwise} \end{cases} \quad \text{-----(2)}$$

where states  $k^{(i)}, k^{(j)} \in \mathbb{K}$ ,  $k_m^{(i)}$  is the  $m$ -th entry of  $k^{(i)}$ , and  $e_m^T = (0, \dots, 0, \underbrace{1}_{m\text{-th}}, 0, \dots, 0)$ .

For the ease of understanding, following figure illustrates the state transition graph of a simple example with  $N = 4, M = 2$  and  $K = 3$ .

FIGURE 4



Transition graph of a pool with 2 VBSs.  $K = 3, N = 4$ .

**PROPOSED STATIONARY DISTRIBUTION**

Since  $k$  is reversible, the local balance equation:

$$P(k^{(i)}) \cdot q_{k^{(i)}k^{(j)}} = P(k^{(j)}) \cdot q_{k^{(j)}k^{(i)}} \quad \text{-----(3)}$$

holds for the statistical equilibrium of  $k$ . Without loss of generality, let

$$k^{(i)} = (k_1, \dots, k_m, \dots, k_M)^T$$

$$k^{(j)} = (k_1, \dots, k_m + 1, \dots, k_M)^T,$$

and substitute (2) into (3), we can get

$$P(k_1, \dots, k_m, \dots, k_M) \cdot \lambda$$

$$= P(k_1, \dots, k_m + 1, \dots, k_M) \cdot (k_m + 1) \mu \quad \text{-----(4)}$$

After a simple manipulation on (4), we have

$$\frac{P(k_1, \dots, k_m + 1, \dots, k_M)}{P(k_1, \dots, k_m, \dots, k_M)} = \frac{a}{(k_m + 1)} \quad \text{-----(5)}$$

where  $a = \lambda/\mu$ . Clearly, this is a recursive equation for computing the stationary distribution. Continuing the recursion down to 0 for the  $m$ -th iterative value of  $k$ ,

$$= P(k_1, \dots, 0, \dots, k_M) \cdot \frac{a^{k_m}}{k_m!} \quad \text{-----(6)}$$

Then repeat the same process for other values of  $k$ / other entries of  $k$ , we can define the distribution of  $k$ :

$$P(k) = P_0 \cdot \prod_{m=1}^M \frac{a^{k_m}}{k_m!} \quad \text{-----(7)}$$

In which

$$P_0 = P(0, \dots, 0, \dots, 0) = \left( \sum_{\mathbf{k} \in \mathbb{K}} \prod_{m=1}^M \frac{a^{k_m}}{k_m!} \right)^{-1} \tag{8}$$

Can be derived from the statistical fact that

$$\sum_{\mathbf{k} \in \mathbb{K}} P(k_1, \dots, k_m, \dots, k_M) = 1 \tag{9}$$

**BLOCKING PROBABILITY**

Let us decompose the blocking events into two sets. We define the blocking events that are solely due to insufficient radio servers i.e. **radio blocking** and can be mathematically defined as:

$$k_m^- = K, \sum_{i=1}^M k_i^- < N$$

And blocking due to insufficient cloud servers i.e **Cloud blocking** and can be defined as follows:

$$\sum_{i=1}^M k_i^- = N$$

the union set of radio and cloud locking events to be overall blocking. These two blocking probabilities are mutually exclusive.

With above definition, we have overall blocking probability

$$P_b = P_{br} + P_{bc} \tag{9}$$

with the probability of radio blocking

$$P_{br}(N, M) = \begin{cases} \sum_{m=1}^M \frac{1}{M} \sum_{\mathbf{k} \in \mathbb{K}_{<N}^{m,K}} P(\mathbf{k}), & N > K \\ 0, & N \leq K \end{cases}$$

$$= \begin{cases} \frac{P_0}{M} \sum_{m=1}^M \sum_{\mathbf{k} \in \mathbb{K}_{<N}^{m,K}} \prod_{m=1}^M \frac{a^{k_m}}{k_m!}, & N > K \\ 0, & N \leq K \end{cases} \tag{10}$$

And the probability of the cloud blocking:

$$P_{bc}(N, M) = \sum_{\mathbf{k} \in \mathbb{K}_{=N}} P(\mathbf{k})$$

$$= P_0 \cdot \sum_{\mathbf{k} \in \mathbb{K}_{=N}} \prod_{m=1}^M \frac{a^{k_m}}{k_m!} \tag{11}$$

Where

$$\mathbb{K}_{=N} = \{\mathbf{k} | k_1 + \dots, k_M = N\}$$

$$\mathbb{K}_{<N}^{m,K} = \{\mathbb{K}^{m,K} \cap \mathbb{K}_{<N}\}$$

$$\mathbb{K}_{<N} = \{\mathbf{k} | k_1 + \dots, k_M < N\}$$

$$\mathbb{K}^{m,K} = \{\mathbf{k} | k_m = K\}.$$

Since equation (7) is symmetric in any two of it's arguments,

$$P(\dots, k_i, \dots, k_j, \dots) = P(\dots, k_j, \dots, k_i, \dots), \tag{12}$$

then (10) can be simplified for N > K as:

$$P_{br}(N, M) = \frac{M}{M} \sum_{\mathbf{k} \in \mathbb{K}_{<N}^{1,K}} P(\mathbf{k})$$

$$= P_0 \cdot \sum_{\mathbf{k} \in \mathbb{K}_{<N}^{1,K}} \prod_{m=1}^M \frac{a^{k_m}}{k_m!}$$

$$= P_0 \cdot \frac{a^K}{K!} \cdot \sum_{\mathbf{k} \in \mathbb{K}_{<N}^{1,K}} \prod_{m=2}^M \frac{a^{k_m}}{k_m!} \tag{13}$$

**REFERENCES**

**BOOKS**

1. Adaptive Resource Management and Scheduling for Cloud Computing edited by Florin Pop, Maria Potop-Butucaru
2. An Introduction to Network Modeling and Simulation for the Practicing Engineers By Jack L. Burbank, William Kasch, Jon Ward
3. Information Communication Technology (ICT) Integration to Educational Curricula By Cosmas Uchenna Nwokefor
4. J. Kaufman, "Blocking in a shared resource environment," Communications, IEEE Transactions,1981. (for derivation of the proof of irreversibility of parameter k)

**CONFERENCE**

5. International Conference on Computational and Information Sciences (ICIS) 2014

## **REQUEST FOR FEEDBACK**

**Dear Readers**

At the very outset, International Journal of Research in Commerce, IT & 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](mailto: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](mailto: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**

## **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, nor 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 is 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*

