INTERNATIONAL JOURNAL OF RESEARCH IN COMMERCE, IT & MANAGEMENT

IJRCM

CONTENTS

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We invite unpublished novel, original, empirical and high quality research work pertaining to recent developments & practices in the areas of Computer Science & Applications;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 or online by clicking the link **online submission** as given on our website (*FOR ONLINE SUBMISSION, CLICK HERE*).

GUIDELINES FOR SUBMISSION OF MANUSCRIPT

1. **COVERING LETTER FOR SUBMISSION**:

DATED: _____

THE EDITOR

IJRCM

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

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

DEAR SIR/MADAM

Please find my submission of manuscript entitled '_____' for possible publication in one of 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 co-authors of this manuscript have seen the submitted version of the manuscript and have agreed to their inclusion of names as co-authors.

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

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

NOTES:

a) The whole manuscript has to be in *ONE MS WORD FILE* only, which will start from the covering letter, inside the manuscript. *pdf. version is liable to be rejected without any consideration*.

b) The sender is required to mention the following in the **SUBJECT COLUMN of the mail**:

   New Manuscript for Review in the area of (e.g. Finance/Marketing/HRM/General Mgt./Engineering/Economics/Computer/IT/ Education/Psychology/Law/Math/other, please specify)

c) There is no need to give any text in the body of mail, except the cases where the author wishes to give any **specific message** w.r.t. to the manuscript.

d) The total size of the file containing the manuscript is expected to be below **1000 KB**.

e) **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 within twenty four hours* 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 a 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 the cover page of the manuscript, in the manner as mentioned in the guidelines.

2. **MANUSCRIPT TITLE**: The title of the paper should be **bold typed**, **centered** and **fully capitalised**.

3. **AUTHOR NAME (S) & AFFILIATIONS**: Author (s) **name**, **designation**, **affiliation** (s), **address**, **mobile/landline number** (s), and **email/alternate email address** should be given underneath the title.

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

5. **ABSTRACT**: Abstract should be in **fully italicized text**, ranging between **150** to **300 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. **KEYWORDS**: Abstract must be followed by a list of keywords, subject to the maximum of **five**. These should be arranged in alphabetic order separated by commas and full stop at the end. All words of the keywords, including the first one should be in small letters, except special words e.g. name of the Countries, abbreviations.

7. **JEL CODE**: Provide the appropriate Journal of Economic Literature Classification System code (s). JEL codes are available at www.aeaweb.org/econlit/jelCodes.php, however, mentioning JEL Code is not mandatory.

8. **MANUSCRIPT**: Manuscript must be in *BRITISH ENGLISH* prepared on a standard A4 size *PORTRAIT SETTING PAPER*. *It should be free from any errors i.e. grammatical, spelling or punctuation. It must be thoroughly edited at your end*.

9. **HEADINGS**: All the headings must be bold-faced, aligned left and fully capitalised. Leave a blank line before each heading.

10. **SUB-HEADINGS**: All the sub-headings must be bold-faced, aligned left and fully capitalised.

11. **MAIN TEXT**:

THE MAIN TEXT SHOULD FOLLOW THE FOLLOWING SEQUENCE:

INTRODUCTION

REVIEW OF LITERATURE

NEED/IMPORTANCE OF THE STUDY

STATEMENT OF THE PROBLEM

OBJECTIVES

HYPOTHESIS (ES)

RESEARCH METHODOLOGY

RESULTS & DISCUSSION

FINDINGS

RECOMMENDATIONS/SUGGESTIONS

CONCLUSIONS

LIMITATIONS

SCOPE FOR FURTHER RESEARCH

REFERENCES

APPENDIX/ANNEXURE

The manuscript should preferably range from *2000 to 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 parenthesis, horizontally centered with equation/formulae number placed at the right. The equation editor provided with standard versions of Microsoft Word should be utilised. If any other equation editor is utilised, author must confirm that these equations may be viewed and edited in versions of Microsoft Office that does not have the editor.

14. **ACRONYMS:** These should not be used in the abstract. The use of acronyms is elsewhere is acceptable. Acronyms should be defined on its first use in each section: 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 duly cited in the paper**. The author (s) are supposed to follow the references as per the following:

- All works cited in the text (including sources for tables and figures) should be listed alphabetically.

- Use (**ed.**) for one editor, and (**ed.s**) for multiple editors.

- When listing two or more works by one author, use --- (20xx), such as after Kohl (1997), use --- (2001), etc, in chronologically ascending order.

- Indicate (opening and closing) page numbers for articles in journals and for chapters in books.

- The title of books and journals should be in 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 parenthesis.

- *Headers, footers, endnotes and footnotes should not be used in the document.* However, **you can mention short notes to elucidate some specific point**, which may be placed in number orders after the references.

PLEASE USE THE FOLLOWING FOR STYLE AND PUNCTUATION IN REFERENCES:

BOOKS

- Bowersox, Donald J., Closs, David J., (1996), "Logistical Management." Tata McGraw, Hill, New Delhi.

- Hunker, H.L. and A.J. Wright (1963), "Factors of Industrial Location in Ohio" Ohio State University, Nigeria.

CONTRIBUTIONS TO BOOKS

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

JOURNAL AND OTHER ARTICLES

- Schemenner, R.W., Huber, J.C. and Cook, R.L. (1987), "Geographic Differences and the Location of New Manufacturing Facilities," Journal of Urban Economics, Vol. 21, No. 1, pp. 83-104.

CONFERENCE PAPERS

- Garg, Sambhav (2011): "Business Ethics" Paper presented at the Annual International Conference for the All India Management Association, New Delhi, India, 19–23

UNPUBLISHED DISSERTATIONS

- Kumar S. (2011): "Customer Value: A Comparative Study of Rural and Urban Customers," Thesis, Kurukshetra University, Kurukshetra.

ONLINE RESOURCES

- Always indicate the date that the source was accessed, as online resources are frequently updated or removed.

WEBSITES

- Garg, Bhavet (2011): Towards a New Gas Policy, Political Weekly, Viewed on January 01, 2012 http://epw.in/user/viewabstract.jsp

SYSTEMATIC AND SCIENTIFIC APPROACH OF WEB DESIGNING

NILESH RAYGONDA PATIL
ASST. PROFESSOR
V. P. INSTITUTE OF MANAGEMENT STUDIES & RESEARCH
SANGLI

ABSTRACT

The web-technology is going through major changes years to years and day by day, with respect to types of systems based on web-technology and systematic scientific approach. The challenge of developing more usable Web applications has motivated the appearance of a number of techniques, methods and tools to address Web usability issues. A polarity found in most work is the balance between organizations and most systematic, artistic and logic-driven. This paper reports on a systematic scientific way of the usability of evaluation methods, characterize web-application development and discuss some major challenges to cope with and to find proper support for in the future in Web development.

KEYWORDS

design Science, organizational usability, systematic approach, web designing.

INTRODUCTION

Today the challenge of developing applied & usable Web applications has promoted theappearance of a variety of techniques, methods and tools to address Web usability concerns[Insfran and Fernandez, 2008]. Applicability& usability in simple manner is a crucial factor in Web application development. The ease or difficultythat users experience with systems of this kind will determine their success or failure.As Web applications supports have become the backbone of any business and informationexchange, the need for usability interface evaluation methods systematically crafted for the Web and technologies that support the usability design process – has become critical [Neuwirth and Regil, 2002]. The web designing framework is need for more ever systematization and more scientific way to mold in scientific way it also defined as "Generic design of possible Web application architectures, including conceptual, navigational and interface aspects, in a given domain". Web design frameworks must be environment and languageindependent [Schwabe, et al., 2001].

The tools involves in we development need of expertise. We found that web-development is characterized by involvement of many expertise groups with little training and experience in information systems design, that some of the existing modeling and communication tools introduce severe problems, and that the pace of the introduction of new tools and features causes development and management problems

The web designing is also base organization of the development work, required approaches and competencies, etc. We must rethink the organization of the development work. This requires a deeper and coherent understanding of the nature of web-development. Although there are many proposals for supporting the development of usable Web applications, many developers are not aware of them and many organizations do not properly apply them.Web dynamics were examined more than a decade ago, but the combination of (i) the exponential growth in the amount of Web content, (ii) the change in the number, power, and diversity of Web servers and applications, and (iii) the increasing number of diverse users from everywhere in the world makes a similar analysis impossible today without creating and validating new models of the Web's dynamics.

Scientific knowledge for professional work is necessary to perform specific targeted task and selection of specific techniques that apply to different tasks. Tasks should well define and categorized scientifically (Schön 1983, p. 21-26). The starting point for any task is a set of given objectives. The participants choose the optimal means to realize the objectives. Software development activities are more often carried out in heterogeneous networks of large and small organizations, universities and other knowledge institutes (Huff 2000; Rip and Groen 2001). Therefore, co-operation between participants of the software project has become an increasingly important aspect of management and is playing a major role when ensuring the success of software development. Systematic reviews are useful forsummarizing all existing information about a phenomenon of interest in an unbiased manner [Kitchenham B.].

In this paper, we present a systematic scientific approach and assessing what usabilityevaluation methods for web designing.

METHODOLOGY

An effective website design plays a critical role in attracting and maintaining customers interest. Web application is a structured set of objects that may be navigated, and processed, in order to achieve one or more tasks in framework in systematic manner. Web environments are not fully object-oriented. In the WWW we will have to define HTML pages, scripts in some language (such as JavaScript or Perl), queries to a relational database, etc. Conceptual and Navigation objects may have to be mapped onto a relational store, and behaviors defined during design may have to be programmed by mixing a scripting language, stored procedures, and so on.

SYSTEMATIC FRAMEWORK

A systematic approach is a means of evaluation and interpretation all available research that is relevant to a particular research question, topic area, or phenomenon of interest [Kitchenham B]. It aims at presenting a fair evaluation of a research topic by using a trustworthy, rigorous, and auditable methodology. A systematic review involves several stages and activities. In the planning thereview stage, the need for the review is identified, the research questions arespecified, and the review protocol is defined [Insfran and Fernandez, 2008]. In the evaluation method conducting the primary studies selection, the quality assessment, the data extraction and monitoring, and the obtained data is synthesized.

The framework comprises two dimensions. In one dimension the framework is based on the concept of task uncertainty to distinguish between well-defined tasks that call for problem solving and on the other hand ill-defined tasks that call for problem definition (Schön 1983). In the other dimension the framework is based on the relational view (Dyer and Singh 1998; Lane and Lubatkin 1998) and on the theory of social capital (Larson 1992; Nahapiet and Ghoshal 1998). Social capital is used to distinguish between the coherent group of co-workers with a well established community-ofpractice where trust prevails and on the other hand the incoherent group and new relationship where formal control replaces trust and where network ties between co-workers are weak or absent.

FIGURE 1: ILLUSTRATES THE TWO DIMENSIONS [Jeenicke, et al., 2003**]**
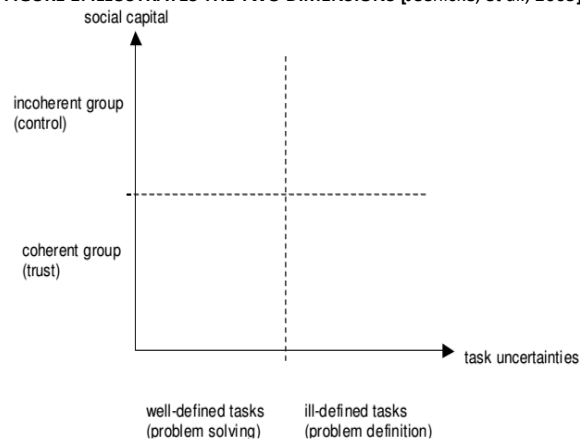
SYSTEMATIC DATA EVALUATION

Web design is scientific application of systematic and quantifiable approaches to cost-effective requirements analysis, design, implementation, testing, operation, and maintenance of high quality web applications.Systematic & scientific way to develop website is dependent on tasks involved like examine available methods, try out this methods scientific way and within scheduled duration. Participate to share ideas, views, collect data and to decide which method to use and find strategy to integrate and share it in web system.Challenge and solution have to define and conduct experimental undertaken the solutions required to asses it. Systematic data collection technique though observation, document analysis and interviews.The methodology still requires validation and testing for a wide spectrum of Web applications.The presented design steps are the part of a development process (Koch, 2000) based on the Unified Process (Jacobson et al., 1999) that covers the whole specific approach of Web applications.

CONCLUSION

This paper has presented our approach a systematic structure & scientific way to develop and usability for Web development. The advantage of this method is that we can reuse relevant, established method components of existing methods. It guides web designer in the design of his/her web application at different levels of abstraction in a systematic manner. We have focused, in describing how the approach guides during selection of the most appropriate components through fixed criteria. Also focused on Usability evaluation at each phase of the Web application development is critical for ensuring that the product will actually be used and be effective for its intended purpose(s).

REFERENCES

1.   Ceri, S., Fraternali, P., Bongio, A., Brambilla, M., Comai, S., & Matera, M. (2002). Designing Data-Intensive Web Applications. Morgan Kaufmann Publishers Inc
2.   Daniel Schwabe, Gustavo Rossi, LuiselenaEsmeraldo, Fernando Lyardet, 2001. Web Design Frameworks: An approach to improve reuse in Web applications. http://www-di.inf.puc-rio.br/schwabe//papers/WWW9WebEngineering.pdf.
3.   Emilio Insfran, Adrian Fernandez, 2008. A Systematic Review of Usability Evaluation in Web Development.
4.   Isakowitz T., Stohr E., &Balasubramanian P. (1995). A methodology for the design of structured hypermedia applications. Communications of the ACM, 8(38), 34-44.
5.   Jacobson I., Booch G., &Rumbaugh J. (1999). The Unified Software Development Process. Addison Wesley (1999).
6.   Kitchenham B. Guidelines for Performing Systematic Literature Reviews in Software Engineering. Version 2.3, EBSE Technical Report, Keele University, UK.
7.   Koch N. (2000). Hypermedia systems development based on the Unified Process. Technical Report 0003, LudwigMaximilians-University Munich.
8.   NaoufelKraiem, Semia Sonia Selmi and HendaHajjami Ben Ghezala, 2010. A Situational Approach for Web Applications Design, IJCSI International Journal of Computer Science Issues, Vol. 7, Issue 3, No 1.
9.   Neuwirth C. M., Regli S. H. IEEE Internet Computing Special Issue on Usability and the Web, Vol. 6, No. 2, March/April 2002.
10. Schön, D. (1983). *The Reflective Practitioner: How Professionals Think in Action*, Basic Books.

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** 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

DISCLAIMER

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

ABOUT THE JOURNAL

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

Our Other Journals