

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., Google Scholar,

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 5000 Cities in 187 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.	OPTIMIZING CAPITAL STRUCTURE THROUGH DEBT TO EQUITY BALANCING: A STUDY OF SELECTED ZIMBABWE STOCK EXCHANGE LISTED COMPANIES <i>DR. B. NGWENYA</i>	1
2.	MAIZE CULTIVATION IN KARNATAKA & GROWERS' AWARENESS ON PRICE RISK MANAGEMENT TOOLS. <i>V. CHANDRA SEKHAR RAO & DR. G V KESAVA RAO</i>	5
3.	A STUDY OF LEAD LAGS RELATIONSHIP BETWEEN NSE EQUITY MARKET AND SINGLE STOCK FUTURES <i>DR. SANDHYA SRIDEVI MARIPINI & SATYANARAYANA KOILADA</i>	11
4.	MOBILE PHONE MESSAGING INTERVENTIONS MAY PROVIDE BENEFIT IN SUPPORTING THE SELF-MANAGEMENT OF LONG-TERM ILLNESSES: AN ANALYSIS <i>SURENDRA NATH SHUKLA & DR. J K SHARMA</i>	18
5.	LECTURERS' PERCEPTION ON STUDENTS' APPRAISAL OF COURSES AND TEACHING: A CASE OF UNIVERSITY OF CAPE COAST, GHANA <i>EMMANUEL KOFI GYIMAH, ALBERT JUSTICE KWARTENG, ERIC ANANE & IVY KESEWAA NKRUMAH</i>	21
6.	EDUCATION AS A MEANS OF WOMEN'S EMPOWERMENT: A STUDY ON THE PARENTS' ATTITUDES <i>DEEPAJ CHAKRABARTY, DEBOSMITA NATH & DR. D. GHOSE</i>	27
7.	A STUDY ON OVERALL IMPACT OF TRAINING AND DEVELOPMENT ON JOB PERFORMANCE, MORALE OF EMPLOYEES AND TO REDUCE THE EMPLOYEE RESISTANCE TO NEW TECHNOLOGY <i>DR. MAHESHA KEMPEGOWDA & PURUSHOTHAM.C.J</i>	30
8.	MILLING STUDIES OF PULSES USING DIFFERENT PRE-MILLING TREATMENT OF PIGEON PEA (<i>CAJANUS CAJAN</i>) <i>MEDHA VYAS & PRIYANKA BHADOURIYA</i>	35
9.	A STUDY ON FINANCIAL DERIVATIVE OPTIONS WITH REFERENCE TO SELECTED SECTORS <i>BHAGYA LAKSHMI.K & DR. N. BABITHA THIMMAIAH</i>	41
10.	AN ARTICLE ON PERFORMANCE APPRAISAL: A STUDY WITH REFERENCE TO KIRLOSKAR ELECTRIC CO. LTD., MYSORE <i>SOWMYA.H.L</i>	48
11.	TECHNOLOGICAL INNOVATIONS IN INDIAN BANKING SECTOR: AN INSTRUMENT FOR ECONOMIC GROWTH <i>DR. PRAGYA PRASHANT GUPTA</i>	50
12.	LITERACY AND LITERARY PROGRAMMES AND THEIR IMPLEMENTATION IN INDIA <i>HARISH R.</i>	56
13.	THE DEVELOPMENT OF MANAGERIAL WOMEN OF BELOW POVERTY LINE SELF HELP GROUP IN DISTRICT GONIDA IN MAHARASHTRA <i>KU.MRUNALI S. LILHARE</i>	60
14.	PROBLEMS AND PROSPECTS OF KUDUMBASREE LINKED MICRO ENTERPRISES <i>VARGHESE JOY</i>	62
15.	PROBLEMS AND PROSPECTS OF LEATHER INDUSTRY IN VELLORE DISTRICT <i>DR. AJAY KUMAR SHARMA</i>	66
16.	CHANGING E-TAIL TRENDS IN INDIA <i>AMIT KISHORE SINHA & DR. GYANENDRA B. S. JOHRI</i>	73
17.	A STUDY ON TWO WHEELER PURCHASING PATTERN OF COLLEGE STUDENTS IN KOTTARAKARA TALUK <i>ANCY SAM</i>	79
18.	HUMAN INTERACTION WITH SMART MOBILE PHONE <i>DR. C. NIRMALA</i>	84
19.	POLITICIZATION OF STUDENTS' UNIONS: A STUDY IN BHUBANESWAR, ODISHA <i>PRASANTA MOHAPATRA</i>	87
20.	RELEVANCE OF UNORGANISED RETAILERS AND THEIR PROBLEMS WITH SPECIAL EMPHASIS TO CALICUT CITY <i>SHAHIBA.EC</i>	93
	REQUEST FOR FEEDBACK & DISCLAIMER	95

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

FORMER CO-ORDINATOR

DR. S. GARG

Faculty, Shree Ram Institute of Business & Management, Urjani

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 Engineering & Technology, 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 I.T., Amity School of Engineering & Technology, Amity University, Noida

PROF. A. SURYANARAYANA

Department of Business Management, Osmania University, Hyderabad

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.

FORMER 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 the 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 titled ' _____ ' for likely publication in one of your journals.

I hereby affirm that the contents of this manuscript are original. Furthermore, it has neither been published anywhere in any language fully or partly, nor it is 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 inclusion of their 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/Post* :

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 :

* i.e. Alumnus (Male Alumni), Alumna (Female Alumni), Student, Research Scholar (M. Phil), Research Scholar (Ph. D.), JRF, Research Assistant, Assistant Lecturer, Lecturer, Senior Lecturer, Junior Assistant Professor, Assistant Professor, Senior Assistant Professor, Co-ordinator, Reader, Associate Professor, Professor, Head, Vice-Principal, Dy. Director, Principal, Director, Dean, President, Vice Chancellor, Industry Designation etc. **The qualification of author is not acceptable for the purpose.**

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 the 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) Only the **Abstract 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 the manuscript, within two days of its 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 on 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 typed in **bold letters, 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 italic printing**, ranging between **150 to 300 words**. The abstract must be informative and elucidating 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 etc.
 7. **JEL CODE:** Provide the appropriate Journal of Economic Literature Classification System code (s). JEL codes are available at www.aea-web.org/econlit/jelCodes.php. However, mentioning of 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 be in 2000 to 5000 WORDS, But the limits can vary depending on the nature of the manuscript.**

12. **FIGURES & TABLES:** These should be simple, crystal **CLEAR, centered, separately numbered** & self-explained, and the **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, left aligned with equation/formulae number placed at the right. The equation editor provided with standard versions of Microsoft Word may 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 e.g. 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 may follow Harvard Style of Referencing. **Also check to ensure 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 italic printing. 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 before 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>

HUMAN INTERACTION WITH SMART MOBILE PHONE**DR. C. NIRMALA****LECTURER****DEPARTMENT OF BUSINESS****HIGHER COLLEGE OF TECHNOLOGY****MUSCAT****ABSTRACT**

The intersection of computer science and behavioral sciences, this field involves the study, planning, and design of the interaction between people (users) and smart mobile phones. Attention to human-machine interaction is important, because poorly designed human-machine interfaces can lead to many unexpected problems. Now days the new generation are tech – savvy and they are born in the digital age. The study here aims at to find out the improved user interfaces or interaction techniques. There are several problems associated with the using of smart mobile phones. Those problems are mainly associated the various demographic factors. Most of the people doesn't have any awareness in using the mobile phones. These problems can be overcome through user-friendly apps and proper advertisement. Well-formed questionnaire about the new ideas for uses interfaces invite observation and measurement of human interaction with technology of interest. Few information has been collected through perception also.

KEYWORDS

smart mobile phone, human-machine interfaces.

INTRODUCTION

The new smart mobile phones were not only powerful; they were useable by anyone. Mobile phones moved from their earlier secure confines on to people's desks in workplaces and more important into people's homes. One reason human interaction with smart mobile phone is so exciting that the field's emergence and progress are aligned with and in good measure responsible for this dramatic shift in computing practices.

The most center is the field of human factors or ergonomics. Human factors are both a scientific and a field of engineering. It is concerned with human capabilities, limitations and performance and with the design of systems they are efficient, safe, convenient and even enjoyable for the human who use them. The needs and behavior characteristics of the users will talk about the user interface or the human factors of computing.

Smart mobile phones have many implications for the design of the user interface. These devices share a common problem; attempting to give users access to powerful computing services and resources through small interfaces, which typically have tiny visual displays, poor audio interaction facilities and limited input techniques. They also introduce new challenges such as designing for intermittent and expensive network access, and design for position awareness and context sensitivity.

In addition to mobility and size requirements, mobile devices will also typically be used by a larger population spread than traditional PCs and without any training or support networks.

GROWTH OF HCI AND GRAPHICAL USER INTERFACES (GUIs)

GUIs entered the mainstream and consequently a much broader community of users and researchers were exposed to this new genre of interaction. Microsoft was a latecomer in GUIs. Microsoft windows was considered a serious alternative to the Macintosh operating system. Microsoft operating systems for desktop computers have a market share of about 84 percent compared to 15 percent of Apple. (www.statowl.com)

HUMAN FACTORS

Smart mobile phones are designed and built and they function in rather strict terms according to their capabilities. There is no parallel with humans. A system might work well for a subset of people, but venture to the edges along any dimension and the system might work poorly or not at all.

HUMAN PERFORMANCE

Human use their sensors, brain and respondents to do things. Before performance is typically associated with faster or more accurate behavior and this leads to a fundamental property of human performance. Human position themselves on a speedy – accuracy trade off in a manner that is both comfortable and consistent with their goals. With human performance, we begin to see complexities and challenges in human interaction with technology that are absent in traditional sciences such as physics and chemistry. Human bring diversity and variability and these characteristics bring imprecision and uncertainty.

STATEMENT OF THE PROBLEM

There are several problems associated with the using of smart mobile phones. Those problems are mainly associated the various demographic factors. Most of the people doesn't have any awareness in using the mobile phones. These problems can be overcome through user-friendly apps and proper advertisement.

OBJECTIVES

1. To study the knowledge of using smart mobile phones by various users.
2. To analyze the various factors influencing the usage of smart mobile phones.
3. To offer suggestions as how to make user friendly.

SCOPE OF THE STUDY

The significance of the study is to analyze about the usage of smart mobile phones, and this study helps to find out the factors influencing the usage of smart mobile phones and the outcomes through the factors influencing the usage of smart mobile phones. The current problem is that most of the users not aware about the new app and the usage. The result of the study will help the public and the company to have good user friendly smart mobile phones.

RESEARCH DESIGN

The research design used for this study is descriptive type. Descriptive research studies are those studies which are concerned with describing the characteristics of a particular individual or a group.

SAMPLE SIZE

A sample size of 200 was used for this study. The information was obtained through a well-designed questionnaire which was collected through online and enumerators.

ANALYSIS AND INTERPRETATION

TABLE NO. 1: SMART MOBILE PHONE USAGE BY MALE AND FEMALE

Male		Female	
Mean	60	Mean	40
Standard Error	45	Standard Error	10
Median	60	Median	40

Source: Primary data

Interpretation

It has been inferred that most of the male are using the smart mobile phones when compared to the females and the age groups are in between 20 to 29.

TABLE NO. 2: EMAIL MESSAGE RECEIVED EACH DAY

SUMMARY OUTPUT								
<i>Regression Statistics</i>								
Multiple R	0.515403242							
R Square	0.265640501							
Adjusted R Square	0.020854002							
Standard Error	15.07189011							
Observations	5							
<i>ANOVA</i>								
	<i>df</i>	<i>SS</i>	<i>MS</i>	<i>F</i>	<i>Significance F</i>			
Regression	1	246.5143854	246.5143854	1.085192615	0.374106123			
Residual	3	681.4856146	227.1618715					
Total	4	928						
	<i>Coefficients</i>	<i>Standard Error</i>	<i>t Stat</i>	<i>P-value</i>	<i>Lower 95%</i>	<i>Upper 95%</i>	<i>Lower 95.0%</i>	<i>Upper 95.0%</i>
Intercept	8.132519616	10.12276657	0.80338903	0.480509222	-24.08264146	40.3476807	-24.0826415	40.34768069
Male	0.327811683	0.314681356	1.041725787	0.374106123	-0.673644835	1.3292682	-0.67364483	1.3292682

Source: Primary data

It is observed that the emails received during a day maximum is 6-25 messages per day and most of the males are checking it often when compared to females. And also it is observed that zero messages and the messages greater than 100 are very few.

It is also observed that there is a positive relationship between the male and female in receiving the emails.

TABLE NO. 3: IS IT SAFE TO READ A TEXT MESSAGE WHILE DRIVING?

S. No	PARTICULARS	NUMBER OF RESPONDENTS	Cumulative frequency	PERCENTAGE OF THE RESPONDENTS
1	Strongly agree	2	2	1
2	Agree	6	8	3
3	Neither agree nor disagree	16	24	8
4	Disagree	118	142	59
5	Strongly disagree	58	200	29
Total		200		100

Source: Primary data

Most of the respondents said it is not safe to read text a message while driving, still few of them strongly agree to read the text message.

TABLE NO. 4: OPINION ON YOUR INTERACTION TECHNIQUES

S. No	PARTICULARS	NUMBER OF RESPONDENTS	Cumulative frequency	PERCENTAGE OF THE RESPONDENTS
1	Strongly agree	6	6	3
2	Agree	60	66	30
3	Neither agree nor disagree	68	134	34
4	Disagree	54	188	27
5	Strongly disagree	12	200	6
Total		200		100

Source: Primary data

Most of the respondents agree that they are interacting mostly by using the smart mobile phones, they find it easy to interact.

TABLE NO. 5: DISTRACTIONS WHILE DRIVING

S. No	Factors	No Distraction	Call answering	Text messages	Total
1	Male	80	38	2	120
2	Female	80	20	0	80
Total		130	58	2	200

Source: Primary data

It is observed that most of the males said there is no distraction while driving when compared to females and the males are mostly answering the calls and texting also but the females are less in answering the calls and they are not willing to text while driving.

TABLE NO. 6: USING GPS WHILE DRIVING

S. No	Factors	Yes	No	Total
1	Male	90	30	120
2	Female	20	60	80
	Total	110	90	200

Source: Primary data

It has been observed that most of the males are using their GPS while driving when compared to female.

TABLE NO. 7: GARATTE RANKING – FACTORS MOSTLY USED BY SMART PHONE USERS

SI NO	Factors	Grant mean score	Rank
1	Health information	49.1	III
2	Online banking	56	I
3	Cooking information	48	IV
4	Online Purchase and payments	51	II
5	Job information and other services	45.8	V

Source: Primary data

From the above table it is observed that most of the respondents are using online banking through their smart phones, followed by online purchase and health information and the least factors which they are using are cooking information and job related information.

SUGGESTIONS

The following are the few suggestions suggested by the respondents apart from the normal research study.

Most of the respondents felt the mobile phone should be user friendly.

It would be better if it is non-breakable; most of the respondents prefer it should be long lasting too.

Few mobile phones are over heated when it is used for a long time and the battery is also sometimes down at the crucial time, it would be better if you have one by overcoming this difficulty.

Signal catching is sometimes a biggest problem, very difficult especially in remote places.

Windows are not visible sometimes and hanging too during important times.

The app of calculator and the font sized used in that should be user friendly.

The choice of colour should be user friendly.

The pixel quality should be good.

The advertisement for these mobile phones are good but there are many problems like connectivity should be rectified.

RAM should be improved because when you download the speed will go.

CONCLUSIONS

From the study, it is clear that the respondents are expecting so many new apps and features and in this modern scenario this mobile phone plays a vital role. Country like India, as the population is more and it is always imperative that it should be with less price and good quality.

LIMITATIONS

- ❖ Very few researches have done research in this invested topic so the researcher could not get an elaborate review.
- ❖ This study has used a sample size of 200 for its analysis, since it is very small the result will not be a generalized one.
- ❖ The time available for the researcher for this study was limited so the researcher could not conduct an elaborate study.
- ❖ Busy schedule of the staff in the organization prevented the researcher from giving more details for the study.

SCOPE FOR FURTHER RESEARCH

1. To find the significant areas in implementing mobile app in a work environment.
2. To study the preferred human resource information system software for the HR professionals.
3. To study the need of psychology in managing the human computer interaction.
4. To study how effectively the mobile app plays a vital role in user friendly interaction.

REFERENCES

1. Scott Mackenzie. I, "Human computer interaction – An empirical Research Perspective", Morgan Kaufmann publishers, ISBN 978-0-12-405865-1, 2013.
2. Brooks F P, Jr Ouh-Young M Batter, "Project Grope- Haptic displays for scientific visualization, Computer graphics, 1990.
3. Hicnckley K Guimbretiere F Baudisch, "Interaction and modeling techniques for desktop tow handed input ", Proceedings of the ACM conference on Human factors in computing systems-CHI 2006, New York:
4. Kantowitz B.H & Sorkin R.D, "Human factors: Understanding people – system Relationship, New York": Wiley.
5. Lyons K Starner & Gane B, "Experimental evaluation of the Twiddler one handed chording mobile keyboard. Human computer interaction, (2006).
6. Mark Dulop & Stephen Brewster, "The challenge of mobile devices for human computer interaction" Department of computing and Information system, University of Strathclyde, Glasgow, UK

WEBSITES

7. www.citehr.com
8. www.hr-guide.com
9. www.managementparadise.com
10. www.statower.com

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 to 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

