

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 5555 Cities in 190 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.	COMPREHENDING AND IMPLEMENTING BEST PRACTICES OF QUALITY MANAGEMENT ACROSS INDUSTRIES <i>BALAJI GOPALAN & DR. REVATHI IYER</i>	1
2.	INVENTIVE USE OF INFORMATION AND COMMUNICATION TECHNOLOGY IN THE OPEN AND DISTANCE LEARNING SYSTEM: AN EMPIRICAL STUDY <i>B. RUPINI</i>	6
3.	A STUDY ON PROBLEM FACED BY VEGETABLE PRODUCING FARMERS IN NILIGIRI - DISTRICT <i>DR. S. NAMASIVAYAM & K. ARTHI</i>	12
4.	STUDY ON CONSUMER BEHAVIOUR TOWARDS FROZEN FOOD IN JAMMU CITY OF J & K STATE <i>TAVLEEN KAUR, JYOTI KACHROO & NAVEED HAMID</i>	16
5.	OPINION DIFFERENCE OF TEACHERS ON EXISTING PERFORMANCE APPRAISAL PRACTICES IN PRIVATE ENGINEERING INSTITUTIONS <i>CHANDRA MOHAN SINGH, DR. ASHOK CHANDRA & DR. SANJAY SHARMA</i>	22
6.	COOPERATIVE INDUSTRIAL ESTATES: THE GOLDEN PLATFORM FOR SMALL SCALE INDUSTRIES <i>DR. ARVIND CHAUDHARI</i>	35
7.	ECONOMIC GROWTH, EDUCATION EXPENDITURE AND INCOME INEQUALITY IN INDIA <i>ANIRUDDHA KAYET & DEBASISH MONDAL</i>	38
8.	LEADER MEMBER EXCHANGE QUALITY INFLUENCING COMMITMENT AND TRUST AMONG EMPLOYEES <i>OWAIS AHMED & DR. MUSHTAQ AHMED SIDDIQI</i>	44
9.	EFFECTIVENESS OF TECHNOLOGY ENABLED LEARNING (TEL) IN LEARNING SCIENCE AT D.T.Ed. LEVEL <i>P. JAYANTHI NIRMALA & DR. K. S. PREMILA</i>	47
10.	ROLE OF FIXED ASSETS MANAGEMENT <i>RAMESH VANKADOTH</i>	50
11.	A REVIEW OF LITERATURE ON THE INTER-LINKAGES OF STOCK MARKET DEVELOPMENT WITH ECONOMIC GROWTH <i>TANUJ NANDAN & NIVEDITA SRIVASTAVA</i>	52
12.	A STUDY ON EMPLOYEE ATTRITION AND RETENTION IN BPO SECTOR <i>DR. SHAMSHER SINGH & RAVEENA RANA</i>	60
13.	A STUDY ON THE INFLUENCE OF ATTITUDINAL AND ENVIRONMENTAL FACTORS ON ENTREPRENEURIAL INTENTION <i>DR. JOHNEY JOHNSON & DR. SONIA KATHERIN MATHEW</i>	64
14.	E-GOVERNANCE: A BOON OR BLISS TO SOCIETY: A RESEARCH <i>DR. SHALINI SRIVASTAV, DR. SUMIT AGARWAL & DR. GARIMA BHARDWAJ</i>	68
15.	BREXIT-AN END IN ITSELF OR THE BEGINNING OF A NEW ERA <i>DEEPA SHARMA</i>	71
16.	ROLE OF BUYER CHARACTERISTICS IN ONLINE SHOPPING <i>DR. ADIL RASOOL</i>	79
17.	FOREIGN INSTITUTIONAL INVESTORS (FIIs) FLOWS AND VOLATILITY IN STOCK MARKETS OF INDIA DURING SUB-PRIME CRISIS AND POST FPI ACT <i>RAJNISH KLER</i>	87
18.	ASSESSMENT OF KNOWLEDGE LEVEL, NEED AND IMPACT OF ICTS AMONG FARMERS IN DIFFERENT ASPECTS OF AGRICULTURE AT TALERA BLOCK OF BUNDI DISTRICT IN RAJASTHAN <i>DR. SUSMIT JAIN & NEERAJ KUMAR PRAJAPATI</i>	92
19.	ESSENTIAL FACTORS FOR TRAINING TRANSFER: A STUDY OF PHARMACEUTICAL REPRESENTATIVES IN LUCKNOW AREA <i>ANA RIZVI & DR. SURENDRA KUMAR</i>	104
20.	EXPLORING PSYCHOLOGICAL CAPITAL IN INDIAN CONTEXT AMONG MSME ENTREPRENEURS <i>MARIA TRESITA PAUL V. & DR. N. UMA DEVI</i>	108
21.	FRUIT PROCESSING INDUSTRY IN MURSHIDABAD DISTRICT OF WEST BENGAL - PRESENT STATUS AND FUTURE PROSPECTS <i>MADHAB KUMAR BISWAS & DR. SUDIPTA SARKAR</i>	113
22.	A COMPARATIVE STUDY ON REPORTING OF MERGERS AND ACQUISITIONS ACTIVITIES UNDER IGAAP AND IND AS <i>NARAYAN KAFLE</i>	117
23.	CULTURAL INTELLIGENCE: AN INTEGRAL PART OF CROSS CULTURAL ORGANISATIONS <i>JASLEEN KAUR ANEJA, VAISHALI JOSHI & PRIYANKA MARWA</i>	120
24.	BILATERAL RELATION BETWEEN INDIA AND THAILAND <i>DR. SHEETAL ARUN KHANDRE</i>	122
25.	AN EVALUATION OF THE STATUS OF HIGHER EDUCATION IN INDIA <i>DR. YOGESH H S & DR. KIRAN S P</i>	127
26.	STOCK PERFORMANCE OF AMERICA'S LARGEST BANKS AFTER MERGERS & ACQUISITIONS <i>SAL VILLEGAS</i>	131
27.	CORPORATE SOCIAL RESPONSIBILITY (CSR) AND CUSTOMER'S PERSPECTIVE OF INDIAN BANKS <i>PUNEET KAUR</i>	139
28.	WIRELESS ROUTING PROTOCOLS AND ITS SECURITY ISSUES IN AD HOC NETWORK <i>NEHA CHUGH</i>	147
29.	POLICY SUPPORT TO AUGMENT THE AGRIBUSINESS POTENTIAL OF KARNATAKA <i>NAGARAJA K.</i>	150
30.	WORK-LIFE BALANCE: ITS CORRELATION WITH JOB SATISFACTION, LIFE SATISFACTION AND STRESS LEVEL AMONGST EXECUTIVES OF PUBLIC SECTOR BANKS IN PUNJAB <i>JASPREET KAUR</i>	154
	REQUEST FOR FEEDBACK & DISCLAIMER	160

CHIEF PATRON**Prof. (Dr.) 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

ADVISOR**Prof. S. L. MAHANDRU**

Principal (Retd.), Maharaja Agrasen College, Jagadhri

EDITOR**Dr. R. K. SHARMA**

Professor & Dean, 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. S. P. TIWARI**

Head, Department of Economics & Rural Development, Dr. Ram Manohar Lohia Avadh University, Faizabad

Dr. CHRISTIAN EHIOBUCHÉ

Professor of Global Business/Management, Larry L Luing School of Business, Berkeley College, USA

Dr. SIKANDER KUMAR

Chairman, Department of Economics, Himachal Pradesh University, Shimla, Himachal Pradesh

Dr. JOSÉ G. VARGAS-HERNÁNDEZ

Research Professor, University Center for Economic & Managerial Sciences, University of Guadalajara, Guadalajara, Mexico

Dr. M. N. SHARMA

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

Dr. TEGUH WIDODO

Dean, Faculty of Applied Science, Telkom University, Bandung Technoplex, Jl. Telekomunikasi, Indonesia

Dr. M. S. SENAM RAJU

Professor, School of Management Studies, I.G.N.O.U., New Delhi

Dr. CLIFFORD OBIYO OFURUM

Professor of Accounting & Finance, Faculty of Management Sciences, University of Port Harcourt, Nigeria

Dr. KAUP MOHAMED

Dean & Managing Director, London American City College/ICBEST, United Arab Emirates

SUNIL KUMAR KARWASRA

Principal, Aakash College of Education, ChanderKalan, Tohana, Fatehabad

Dr. MIKE AMUHAYA IRAVO

Principal, Jomo Kenyatta University of Agriculture & Tech., Westlands Campus, Nairobi-Kenya

Dr. SYED TABASSUM SULTANA

Principal, Matrusri Institute of Post Graduate Studies, Hyderabad

Dr. NEPOMUCENO TIU

Chief Librarian & Professor, Lyceum of the Philippines University, Laguna, Philippines

Dr. SANJIV MITTAL

Professor & Dean, University School of Management Studies, GGS Indraprastha University, Delhi

Dr. ANA ŠTAMBUK

Head of Department of Statistics, Faculty of Economics, University of Rijeka, Rijeka, Croatia

Dr. RAJENDER GUPTA

Convener, Board of Studies in Economics, University of Jammu, Jammu

Dr. SHIB SHANKAR ROY

Professor, Department of Marketing, University of Rajshahi, Rajshahi, Bangladesh

Dr. ANIL K. SAINI

Professor, Guru Gobind Singh Indraprastha University, Delhi

Dr. SRINIVAS MADISHETTI

Professor, School of Business, Mzumbe University, Tanzania

Dr. NAWAB ALI KHAN

Professor & Dean, Faculty of Commerce, Aligarh Muslim University, Aligarh, U.P.

MUDENDA COLLINS

Head, Operations & Supply Chain, School of Business, The Copperbelt University, Zambia

Dr. EGWAKHE A. JOHNSON

Professor & Director, Babcock Centre for Executive Development, Babcock University, Nigeria

Dr. A. SURYANARAYANA

Professor, Department of Business Management, Osmania University, Hyderabad

Dr. MURAT DARÇIN

Associate Dean, Gendarmerie and Coast Guard Academy, Ankara, Turkey

Dr. ABHAY BANSAL

Head, Department of Information Technology, Amity School of Engg. & Tech., Amity University, Noida

Dr. YOUNOS VAKIL ALROAIA

Head of International Center, DOS in Management, Semnan Branch, Islamic Azad University, Semnan, Iran

WILLIAM NKOMO

Asst. Head of the Department, Faculty of Computing, Botho University, Francistown, Botswana

Dr. JAYASHREE SHANTARAM PATIL (DAKE)

Faculty in Economics, KPB Hinduja College of Commerce, Mumbai

SHASHI KHURANA

Associate Professor, S. M. S. Khalsa Lubana Girls College, Barara, Ambala

Dr. SEOW TA WEEA

Associate Professor, Universiti Tun Hussein Onn Malaysia, Parit Raja, Malaysia

Dr. OKAN VELI ŞAFAKLI

Associate Professor, European University of Lefke, Lefke, Cyprus

Dr. MOHENDER KUMAR GUPTA

Associate Professor, Government College, Hodal

Dr. BORIS MILOVIC

Associate Professor, Faculty of Sport, Union Nikola Tesla University, Belgrade, Serbia

Dr. MOHAMMAD TALHA

Associate Professor, Department of Accounting & MIS, College of Industrial Management, King Fahd University of Petroleum & Minerals, Dhahran, Saudi Arabia

Dr. V. SELVAM

Associate Professor, SSL, VIT University, Vellore

Dr. IQBAL THONSE HAWALDAR

Associate Professor, College of Business Administration, Kingdom University, Bahrain

Dr. PARDEEP AHLAWAT

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

Dr. ALEXANDER MOSESOV

Associate Professor, Kazakh-British Technical University (KBTU), Almaty, Kazakhstan

Dr. ASHOK KUMAR CHAUHAN

Reader, Department of Economics, Kurukshetra University, Kurukshetra

YU-BING WANG

Faculty, department of Marketing, Feng Chia University, Taichung, Taiwan

SURJEET SINGH

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

Dr. MELAKE TEWOLDE TECLEGHIOGIS

Faculty, College of Business & Economics, Department of Economics, Asmara, Eritrea

Dr. RAJESH MODI

Faculty, Yanbu Industrial College, Kingdom of Saudi Arabia

Dr. SAMBHAVNA

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

Dr. THAMPOE MANAGALESWARAN

Faculty, Vavuniya Campus, University of Jaffna, Sri Lanka

Dr. SHIVAKUMAR DEENE

Faculty, Dept. of Commerce, School of Business Studies, Central University of Karnataka, Gulbarga

SURAJ GAUDEL

BBA Program Coordinator, LA GRANDEE International College, Simalchaur - 8, Pokhara, Nepal

FORMER TECHNICAL ADVISOR**AMITA****FINANCIAL ADVISORS****DICKEN 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>

EFFECTIVENESS OF TECHNOLOGY ENABLED LEARNING (TEL) IN LEARNING SCIENCE AT D.T.Ed. LEVEL

P. JAYANTHI NIRMALA
PH. D. RESEARCH SCHOLAR
DRAVIDIAN UNIVERSITY
KUPPAM

DR. K. S. PREMILA
HEAD
SCHOOL OF EDUCATION
TAMIL NADU OPEN UNIVERSITY
CHENNAI

ABSTRACT

The main objective of the study is to find out the effectiveness of technology enabled learning (TEL) in learning science at D.T.Ed level. The sample consists of 60 students of second year Teacher Training Programme (D.T.Ed.) in and around Chennai. The tool namely "Attitude of students towards technology in education" has been developed by the investigator used for collecting data. The major finding is that there is a significant difference between the students of control and experimental group - exposed to Technology based learning.

KEYWORDS

D.T.Ed. Level, technology enabled learning (TEL).

INTRODUCTION

Education and technology are two key elements having an important role in human's life. The aim of education is to help the people know and find themselves (Basaran, 1994) technology helps individuals to take advantages of its knowledge and skills more effectively and efficiently. Technology is the discipline which consists of gathering machine, process, method, system, management, control system and bridges between science and applications. (Alkan, 1998). Education systems are changing at a great speed and the technology is changing rapidly. Older technology is replaced by new technological phenomena and the new ones are being adopted and these are affecting the education systems. Technology can refer to material objects of use to humanity, such as machines or hardware, but it can also encompass broader themes, including systems, methods of organizations, and techniques. Some modern tools include but are not limited to overhead projectors, laptop, computers.

Technology based learning are being widely adopted and have become an integral part of teaching and learning in teacher education system to realign quality education. Technology is growing rapidly and gaining more supports within the educational community. The richness, flexibility, offers valuable support to the approach of teaching-learning. Technology as powerful as the way it is used. The techniques of technology are adopted in various formats to enhance the process of teaching-learning. Correct usage of resources enables the elements of success to be planted within the students teachers of today and beyond. The education should believe empowered to change the world all the way through our student's teachers that is through our teaching roles in the classroom. These days, the teaching should really be facilitating and the classroom could very well be both the physical and virtual classrooms. The student teachers prefer their instructors to move away from traditional ways to more inventive, active and technology based learning approaches.

NEED FOR THE STUDY

Today, many countries around the world use some form of technologies in education. Most of the technological devices and programmes, are structured around the need of the teacher and are employed as teaching aids in the classroom. Hence, it is needed to study the effectiveness of some selected technological input in learning science at teacher training programme.

Educational technology is the result of the impact of scientific and technological development during the present century. Thus use of such technology in the instructions will motivate the teaching student teachers community and create better learning conditions. The outcome of this study will throw more light on the use of technology based instruction at teacher training programme level in teaching science.

OBJECTIVES

The following are the major objectives of the study:

1. To find out the effectiveness of technology enabled learning (TEL) in learning science at D.T.Ed Level.
2. To find out the student – teacher's attitude towards using the TEL at D.T.Ed. Level.

RESEARCH DESIGN

Research design determines what statistic techniques should be employed. The present study involves the application of an experimental factor (Technology Enabled Learning) to a group of individuals in such a way that certain changes in the outcome can be determined.

This design was tested with the following experimental procedure,

$$\frac{R_1 A \times_b c}{R_2 A \times_a c}$$

Where,

R_1 and R_2	=	The sample chosen of the experimental and control groups.
A	=	Pre-test measure of the performance in Science.
C	=	Post-test measure of the performance in Science.
X_a	=	Technology enabled learning is used to teach the basic principles of science
X_b	=	Text based self study is used to teach the basic principles of science

DELIMITATIONS OF THE STUDY

1. This study intends to find out only the effectiveness of some selected technological inputs in learning science in teacher training programmes. All technological inputs are not considered.

2. In the process of establishing the effectiveness of the technology based instruction; the technology based instruction was compared only with the traditional method of teaching.
3. The present study was confined to the Teacher Trainees of student teachers studying in 2nd year at the Teacher Training Institutions in and around Chennai. The sample was taken from Government and self-finance institution.

TOOL USED

The investigator used the tool on “Attitude of students towards Technology in Education”. The tool prepared by investigator, were used to find out the level of the impact of technology based learning. It was designed on the five point scale. And also, this part deals with the construction of a test to assess pre-test and post-test achievement in science. Content validity, face validity was also established for the tool. Reliability of the technology based learning was established by using the split-half method. Statistical techniques like mean, SD, t-test were used properly.

ANALYSIS AND REPORT

HYPOTHESIS 1

There will be significant difference between control group and experimental group in the pre-test performance in Achievement in Science

TABLE 1.1: PERFORMANCE ON THE PRE-TEST BETWEEN CONTROL GROUP AND EXPERIMENTAL GROUP

Group	N	Mean	SD	“t” value	Significance
Control	30	27.35	4.38	0.72	NS
Experimental	30	26.58	3.90		

df = 98 t (0.05) = 1.96 t (0.01) = 2.58

Report: There is no significant difference between control group and experimental group in the pre-test performance in Achievement in Science

HYPOTHESIS 2

There exists no significant difference in the mean scores on the attitude towards using new technology among the students in terms of gender.

TABLE 1.2

Gender	N	Mean	SD	“t” value	Significance
Male	70	189.92	10.07	2.92	S
Female	70	184.64	11.37		

df = 98 t (0.05) = 1.96 t (0.01) = 2.58

Report: There exists significant difference in the mean scores on the attitude towards using new technology among the students in terms of gender.

HYPOTHESIS 3

There exists no significant difference in the mean scores on the attitude towards using new technology among the students in terms of locality of the institution.

TABLE 1.3

Locality	N	Mean	SD	“t” value	Significance
Urban	62	191.61	11.68	1.66	NS
Rural	78	188.15	12.87		

df = 98 t (0.05) = 1.96 t (0.01) = 2.58

Report: There exists no significant difference in the mean scores on the attitude towards using new technology among the students in terms of locality of the institution.

HYPOTHESIS 4

There will be no significant difference between pre-test and post test performance of control group on the achievement in Science.

TABLE 1.4: PRE - TEST & POST – TEST PERFORMANCE OF CONTROL GROUP

Type of Test	N	Mean	SD	“t” value	Significance
Pre – test	30	27.35	4.38	1.41	NS
Post - test	30	29.06	5.00		

df = 98 t (0.05) = 1.96 t (0.01) = 2.58

Report: There is no significant difference between pre-test and post test performance of control group on the achievement in Science.

HYPOTHESIS 5

There will be no significant difference between pre-test and post test performance of experimental group on the achievement in Science

TABLE 1.5: PRE - TEST & POST – TEST PERFORMANCE OF EXPERIMENTAL GROUP

Type of Test	N	Mean	SD	“t” value	Significance
Pre – test	30	26.58	3.90	11.59	S
Post - test	30	39.67	4.83		

df = 98 t (0.05) = 1.96 t (0.01) = 2.58

Report: There is significant difference between pre-test and post test performance of experimental group on the achievement in Science.

Hypothesis 6

There will be no significant difference between control group and experimental group in the post-test performance on the Achievement in Science

TABLE 1.6: POST - TEST PERFORMANCE BETWEEN CONTROL GROUP AND EXPERIMENTAL GROUP

Group	N	Mean	SD	“t” value	Significance
Control	30	29.06	5.00	8.32	S
Experimental	30	39.57	4.83		

df = 98 t (0.05) = 1.96 t (0.01) = 2.58

Report: There is significant difference between control group and experimental group in the post-test performance on the Achievement in Science

HYPOTHESIS 7

There will be no significant difference between the post - test and retention test on the achievement in science by the Experimental group.

TABLE 1.7: POST - TEST AND RETENTION TEST - EXPERIMENTAL GROUP

Test	N	Mean	SD	"t" value	Significance
Post-test	30	39.57	4.83	1.78	NS
Retention test	30	37.23	5.34		

df = 98

 $t_{(0.05)} = 1.96$ $t_{(0.01)} = 2.58$

Report: There is no significant difference between the post - test and retention test on the achievement in science by the Experimental group.

MAJOR FINDINGS

A. ATTITUDE TOWARDS USING NEW TECHNOLOGY

1. There exists significant difference in the mean scores on the attitude towards using new technology among the D.T.Ed students in terms of gender.
2. There exists no significant difference in the mean scores on the attitude towards using new technology among the students in terms of locality of the institution.

B. IMPACT OF USING NEW TECHNOLOGY IN LEARNING SCIENCE AMONG D.T.ED STUDENTS

1. There is no significant difference between control group and experimental group in the pre-test performance in Achievement in Science.
2. There is no significant difference between pre-test and post test performance of control group on the achievement in Science.
3. There is significant difference between pre-test and post test performance of experimental group on the achievement in Science.
4. There is significant difference between control group and experimental group in the post-test performance on the Achievement in Science
5. There is no significant difference between the post - test and retention test on the achievement in science by the Experimental group.

IMPLICATIONS OF THE STUDY

The result of the study has indicated that introduction on the use of new technology was beneficial in enhancing the achievement in the science subject. The use of new technology shall be very much helpful in accelerating the learning rate of slow learners, if the D.T.Ed trainees get themselves acquainted in technology, it would bring about a overall change in the class room teaching situation.

CONCLUSION

Technology based learning skills are important for teaching professions, it's crucial for teachers. Technology provides a new mythology for teaching and learning. The smart classroom puts more responsibility of students' and gives them greater inputs in the process of learning, which allows more creative and independent learning. The development of technology is placing new demands on expertise and also it is leading to the increasing use of technology in teaching and learning. Mass media, electronic media, CD, PowerPoint etc. promotes cognitive as well as the affective development on the students they, transmit knowledge very economically and interestingly. Therefore, we can use telecommunication and networking technologies in education to enhance teaching and learning across the nation and the world. Hence this technique should be incorporated among the teacher training students.

REFERENCES

1. Dale Edgar (1979), Audio visual methods in training, Hott, Rinehart and Winston Newyork.
2. Dr.S. Arulsamy, Dr. P.Sivakumar (2009) Application of ICT in Education Educational publishers, Hyderabad.
3. Rao. U.K., Reddy R.S. (2002) Resources oif Effective Teaching common wealth publishers, New Delhi <http://www.informaworld.com/smpp/content-db=all-content>
4. Rowand C. (2000) 'Teacher use of computers and the internet in public schools' (online Document)
5. Sharma, A. (2008) Information and communication Technology in Teaching R.Lall Book Depot, Meerut.
6. UNESCO world Education Report (1998), Teachers and Teaching in a changing world

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

