# INTERNATIONAL JOURNAL OF RESEARCH IN COMMERCE, IT & MANAGEMENT



A Monthly Double-Blind Peer Reviewed Refereed 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 as well as in Open J-Gage, India [link of the same is duly available at Inflibnet of University Grants Commission (U.G.C.)]

Registered & Listed at: Index Copernicus Publishers Panel, Poland

Circulated all over the world & Google has verified that scholars of more than 1500 Cities in 141 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

# **CONTENTS**

ROF           2.         BAN ATM           3.         THE DR.           4.         CAP DR.           5.         IMP EMM           6.         THE ADC MAR           7.         ICT, NDC           8.         MO BEU           9.         FAC DR.           10.         ASI SAL DR.           11.         A SI SAL DR.           13.         NET DR.           14.         ASI DR.           15.         GLC DR.           16.         AN ROU GAU           17.         COM AMM	INALYSIS OF IPOS UNDERPRICING: EVIDENCE FROM BOMBAY STOCK EXCHANGE OHIT BANSAL & DR. ASHU KHANNA ANKRUPTCY PREDICTION OF FIRMS USING THE DATA MINING METHOD TYPE ASLANK KTULL & MANSOUR GARKAZ HE EFFECT OF BASEL III REQUIREMENTS ON IMPROVING RISK-MANAGEMENT CAPABILITIES IN JORDANIAN BANKS R. MOHAMMED FAWZI ABU EL HALIA ANTAL STRUCTURE DETERMINANTS: CRITICAL REVIEW FOR SELECTED INDIAN COMPANIES R. AVANISH KUMAR SHUKLA WPACT OF INFLATION ON BANK LENDING RATE IN BANGLADESH MON KALYAN CHOWDHURY HE PERCEPTION OF BANK EMPLOYEES TOWARDS COST OF ADOPTION, RISK OF INNOVATION, AND STAFF TRAINING'S INFLUENCE ON THE IDOPTION OF INFORMATION AND COMMUNICATION TECHNOLOGY (ICT) IN THE RWANDAN COMMERCIAL BANKS ACHORD MORONGE ABILD & LYWET OKIKO TY, ELECTION AND DEVELOPMENT IN AFRICA IDUONOFIT, LARRY-LOVE EFFIONG & ONWUKWE, VIVIAN CHIZOMA ADOERATING ROLE OF EMOTIONAL INTELLIGENCE TOWARDS STRESS AND EMPLOYEE PERFORMANCE IN THE INDIAN BANKING SECTOR IEULAH VII CHRISTIANA.M & DR. V. MAHALAKSHMI ACTORS INFLUENCING CUSTOMER LOVALTY IN MOBILE PHONE SERVICE - A STUDY WITH REFERENCE TO COIMBATORE CITY R. V.T.R. VIJAYAKUMAR & B.SUBHA ISTUDY ON OCCUPATIONAL STRESS AMONG GRADE I POLICE CONSTABLES ALSHUMMGA SUDARAM & DR. M. JAYA KUMARAN STUDY ON THE IMPACT OF SPIRITUALITY ON ORGANISATIONAL PERFORMANCE WITH SPECIAL REFERENCE TO ORGANIISATIONS IN ALEM CITY R. M. G.SARAVANA RAJ & R. FLORENCE BHARATHI I. COMPARATIVE STUDY OF SELF- EFFICACY AND SUBJECTIVE WELL- BEING AMONG EMPLOYED WOMEN AND UNEMPLOYED WOMEN R. K. JAYASHANKAR REDDY IETWORK SECURITY THREATS AND SOLUTIONS IN A VIRTUAL MARKETPLACE R. PANKAJ KUMAR GUPTA & DR. MAJ KUMAR TIWARI I. STUDY OF SUPPLIERS CERTIFICATION AT DIFFERENT LAYERS AND ITS IMPACT ON QUALITY IN AUTO COMPONENT INDUSTRY R. PANKAJ KUMAR GUPTA & DR. MAJ KUMAR TIWARI I. STUDY OF SUPPLIERS CERTIFICATION AT DIFFERENT LAYERS AND ITS IMPACT ON QUALITY IN AUTO COMPONENT INDUSTRY R. PANKAJ KUMAR GUPTA KUMAR TIWARI I. SUDAYO F SUPPLIERS CERTIFICATION AT DIFFERENT LAYERS AND ITS IMPACT ON QUALITY IN A	1 8 12 18 23 27 32 35 39 44 49 49 54 58 61 58 61 69
2.         BAN ATM           3.         THE DR.           4.         CAP DR.           5.         IMP EMM           6.         THE ADC MAR           7.         ICT, NDC           8.         MO BEU           9.         FAC DR.           10.         ASI SAL DR.           11.         A SI SAL DR.           13.         NET DR.           14.         A SI DR.           15.         GLC DR.           16.         AN ROU GAU           17.         COM AMM	ANKRUPTCY PREDICTION OF FIRMS USING THE DATA MINING METHOD TITYE ASJANI KTULI & MANSOUR GARKAZ HE EFFECT OF BASEL III REQUIREMENTS ON IMPROVING RISK-MANAGEMENT CAPABILITIES IN JORDANIAN BANKS IR. MOHAMMED FAWZI ABU EL HAIJA APITAL STRUCTURE DETERMINANTS: CRITICAL REVIEW FOR SELECTED INDIAN COMPANIES R. AVANISH KUMAR SHUKLA WPACT OF INFLATION ON BANK LENDING RATE IN BANGLADESH MON KALYAN CHOWDHURY HE PERCEPTION OF BANK EMPLOYEES TOWARDS COST OF ADOPTION, RISK OF INNOVATION, AND STAFF TRAINING'S INFLUENCE ON THE LOPOTION OF INFORMATION AND COMMUNICATION TECHNOLOGY (ICT) IN THE RWANDAN COMMERCIAL BANKS MACHOGU MORONGE ABIUD & LYNET OKIKO T, ELECTION AND DEVELOPMENT IN AFRICA MODERATING ROLE OF EMOTIONAL INTELLIGENCE TOWARDS STRESS AND EMPLOYEE PERFORMANCE IN THE INDIAN BANKING SECTOR EULAH VIII CHRISTIANA.M & DR. V. MAHALAKSHMI ACTORS INFLUENCING CUSTOMER LOYALTY IN MOBILE PHONE SERVICE - A STUDY WITH REFERENCE TO COIMBATORE CITY IR. V. T. R. VIJAYAKUMAR & B.SUBHA A.SHUNMUGA SUNDARAM & DR. M. JAYA KUMARAN STUDY ON OCCUPATIONAL STRESS AMONG GRADE I POLICE CONSTABLES A.SHUNMUGA SUNDARAM & DR. M. JAYA KUMARAN STUDY ON THE IMPACT OF SPIRITUALITY ON ORGANISATIONAL PERFORMANCE WITH SPECIAL REFERENCE TO ORGANIISATIONS IN ALEM CITY IR. M. G.SARAVANA RAJ & R. FLORENCE BHARATHI COMPARATIVE STUDY OF SELF- EFFICACY AND SUBJECTIVE WELL- BEING AMONG EMPLOYED WOMEN AND UNEMPLOYED WOMEN IFTWORK SECURITY THREATS AND SOLUTIONS IN A VIRTUAL MARKETPLACE IR. JAYASHANKAR REDDY IETWORK SECURITY THREATS AND SOLUTIONS IN A VIRTUAL MARKETPLACE IR. JAYASHANKAR REDDY IETWORK SECURITY THREATS AND SOLUTIONS IN A VIRTUAL MARKETPLACE IR. JAYASHANKAR REDDY IETWORK SECURITY THREATS AND SOLUTIONS IN A VIRTUAL MARKETPLACE IR. PANKAL KUMAR GUPTA E DATAY KUMAR TIWARI ISTUDY OF SUPPLIERS CERTIFICATION AT DIFFERENT LAYERS AND ITS IMPACT ON QUALITY IN AUTO COMPONENT INDUSTRY IR. JOALL SYAMALA RAO	12 18 23 27 32 35 39 44 49 54 58 58 61
ATIN           3.         THE DR.           4.         CAP DR.           5.         IMP EMM           6.         THE ADC MAN           7.         ICT, NDC           8.         MO BEU           9.         FAC DR.           10.         ASI MS           11.         ASI DR.           12.         ACC DR.           13.         NET DR.           14.         ASI DR.           15.         GLC DR.           16.         AN ROU GAU           17.         COM AMM <td>TIYE ASLANI KTULI &amp; MANSOUR GARKAZ HE EFFECT OF BASEL III REQUIREMENTS ON IMPROVING RISK-MANAGEMENT CAPABILITIES IN JORDANIAN BANKS R. MOHAMMED FAW2I ABU EL HAIJA APTTAL STRUCTURE DETERMINANTS: CRITICAL REVIEW FOR SELECTED INDIAN COMPANIES R. AVANISH KUMAR SHUKLA WPACT OF INFLATION ON BANK LENDING RATE IN BANGLADESH MOON KALYAN CHOWDHURY HE PERCEPTION OF BANK EMPLOYEES TOWARDS COST OF ADOPTION, RISK OF INNOVATION, AND STAFF TRAINING'S INFLUENCE ON THE LOPTION OF INFORMATION AND COMMUNICATION TECHNOLOGY (ICT) IN THE RWANDAN COMMERCIAL BANKS MACHOGU MORONGE ABIUD &amp; LYNET OKIKO T, ELECTION AND DEVELOPMENT IN AFRICA IDUONOFIT, LARRY-LOVE EFFIONG &amp; ONWUKWE, VIVIAN CHIZOMA ADDERATING ROLE OF EMOTIONAL INTELLIGENCE TOWARDS STRESS AND EMPLOYEE PERFORMANCE IN THE INDIAN BANKING SECTOR EULIAH VUI CHRISTIANAN &amp; D.R. V. MAHALAKSHMI ACTORS INFLUENCING CUSTOMER LOVALTY IN MOBILE PHONE SERVICE - A STUDY WITH REFERENCE TO COIMBATORE CITY R. V.T. VJUAYAKUMAR &amp; B.SUBHA STUDY ON THE IMPACT OF SPIRITUALITY ON ORGANISATIONAL PERFORMANCE WITH SPECIAL REFERENCE TO ORGANIISATIONS IN ALEM CITY R. M. G.SARAVANA RAJ &amp; R. FLORENCE BHARATHI COMPARATIVE STUDY OF SELF- EFFICACY AND SUBJECTIVE WELL- BEING AMONG EMPLOYED WOMEN AND UNEMPLOYED WOMEN R. M. G.SARAVANA RAJ &amp; R. FLORENCE BHARATHI COMPARATIVE STUDY OF SELF- EFFICACY AND SUBJECTIVE WELL- BEING AMONG EMPLOYED WOMEN AND UNEMPLOYED WOMEN R. M. G.SARAVANA RAJ &amp; R. FLORENCE BHARATHI COMPARATIVE STUDY OF SELF- EFFICACY AND SUBJECTIVE WELL- BEING AMONG EMPLOYED WOMEN AND UNEMPLOYED WOMEN R. P. ANKAJ KUMAR REDDY IETWORK SECURITY THREATS AND DSOLUTIONS IN A VIRTUAL MARKETPLACE R. P. ANKAJ KUMAR REDDY IETWORK SECURITY THREATS AND DSOLUTIONS IN A VIRTUAL MARKETPLACE R. P. ANKAJ KUMAR REDDY IETWORK SECURITY THREATS AND DSOLUTIONS IN A VIRTUAL MARKETPLACE R. P. ANKAJ KUMAR REDDY IETWORK SECURITY THREATS AND DISLIFICATION AT DIFFERENT LAYERS AND ITS IMPACT ON QUALITY IN AUTO COMPONENT INDUSTRY R. DATATRY RAMCHANDANA MINE ISTUDY OF SUPPLIERS CERTIFICATION AT DIFFERENT LAYERS AND ITS IMPACT ON QUALIT</td> <td>12 18 23 27 32 35 39 44 49 54 58 58 61</td>	TIYE ASLANI KTULI & MANSOUR GARKAZ HE EFFECT OF BASEL III REQUIREMENTS ON IMPROVING RISK-MANAGEMENT CAPABILITIES IN JORDANIAN BANKS R. MOHAMMED FAW2I ABU EL HAIJA APTTAL STRUCTURE DETERMINANTS: CRITICAL REVIEW FOR SELECTED INDIAN COMPANIES R. AVANISH KUMAR SHUKLA WPACT OF INFLATION ON BANK LENDING RATE IN BANGLADESH MOON KALYAN CHOWDHURY HE PERCEPTION OF BANK EMPLOYEES TOWARDS COST OF ADOPTION, RISK OF INNOVATION, AND STAFF TRAINING'S INFLUENCE ON THE LOPTION OF INFORMATION AND COMMUNICATION TECHNOLOGY (ICT) IN THE RWANDAN COMMERCIAL BANKS MACHOGU MORONGE ABIUD & LYNET OKIKO T, ELECTION AND DEVELOPMENT IN AFRICA IDUONOFIT, LARRY-LOVE EFFIONG & ONWUKWE, VIVIAN CHIZOMA ADDERATING ROLE OF EMOTIONAL INTELLIGENCE TOWARDS STRESS AND EMPLOYEE PERFORMANCE IN THE INDIAN BANKING SECTOR EULIAH VUI CHRISTIANAN & D.R. V. MAHALAKSHMI ACTORS INFLUENCING CUSTOMER LOVALTY IN MOBILE PHONE SERVICE - A STUDY WITH REFERENCE TO COIMBATORE CITY R. V.T. VJUAYAKUMAR & B.SUBHA STUDY ON THE IMPACT OF SPIRITUALITY ON ORGANISATIONAL PERFORMANCE WITH SPECIAL REFERENCE TO ORGANIISATIONS IN ALEM CITY R. M. G.SARAVANA RAJ & R. FLORENCE BHARATHI COMPARATIVE STUDY OF SELF- EFFICACY AND SUBJECTIVE WELL- BEING AMONG EMPLOYED WOMEN AND UNEMPLOYED WOMEN R. M. G.SARAVANA RAJ & R. FLORENCE BHARATHI COMPARATIVE STUDY OF SELF- EFFICACY AND SUBJECTIVE WELL- BEING AMONG EMPLOYED WOMEN AND UNEMPLOYED WOMEN R. M. G.SARAVANA RAJ & R. FLORENCE BHARATHI COMPARATIVE STUDY OF SELF- EFFICACY AND SUBJECTIVE WELL- BEING AMONG EMPLOYED WOMEN AND UNEMPLOYED WOMEN R. P. ANKAJ KUMAR REDDY IETWORK SECURITY THREATS AND DSOLUTIONS IN A VIRTUAL MARKETPLACE R. P. ANKAJ KUMAR REDDY IETWORK SECURITY THREATS AND DSOLUTIONS IN A VIRTUAL MARKETPLACE R. P. ANKAJ KUMAR REDDY IETWORK SECURITY THREATS AND DSOLUTIONS IN A VIRTUAL MARKETPLACE R. P. ANKAJ KUMAR REDDY IETWORK SECURITY THREATS AND DISLIFICATION AT DIFFERENT LAYERS AND ITS IMPACT ON QUALITY IN AUTO COMPONENT INDUSTRY R. DATATRY RAMCHANDANA MINE ISTUDY OF SUPPLIERS CERTIFICATION AT DIFFERENT LAYERS AND ITS IMPACT ON QUALIT	12 18 23 27 32 35 39 44 49 54 58 58 61
DR.           4.         CAP DR.           5.         IMP EMU           6.         THE ADC MAI           7.         ICT, NDC           8.         MO BEU           9.         FAC DR.           10.         ASI M.S           11.         ASI DR.           12.         A CO DR.           13.         NET DR.           14.         A SI DR.           15.         GLC DR.           16.         AN ROU GAU           17.         COM AMI	R. MOHAMMED FAWZI ABU EL HAIJA APITAL STRUCTURE DETERMINANTS: CRITICAL REVIEW FOR SELECTED INDIAN COMPANIES R. AVANISH KUMAR SHUKLA WPACT OF INFLATION ON BANK LENDING RATE IN BANGLADESH MON KALYAN CHOWDHURY HE PERCEPTION OF BANK EMPLOYEES TOWARDS COST OF ADOPTION, RISK OF INNOVATION, AND STAFF TRAINING'S INFLUENCE ON THE DOPTION OF INFORMATION AND COMMUNICATION TECHNOLOGY (ICT) IN THE RWANDAN COMMERCIAL BANKS MACHOGU MORONGE ABIUD & LYNET OKIKO CT, ELECTION AND DEVELOPMENT IN AFRICA IDUONOFIT, LARRY-LOVE EFFIONG & ONWUKWE, VIVIAN CHIZOMA MODERATING ROLE OF EMOTIONAL INTELLIGENCE TOWARDS STRESS AND EMPLOYEE PERFORMANCE IN THE INDIAN BANKING SECTOR IEULAH VIJI CHRISTIANA.M & DR. V. MAHALAKSHMI ACTORS INFLUENCING CUSTOMER LOYALTY IN MOBILE PHONE SERVICE - A STUDY WITH REFERENCE TO COIMBATORE CITY R. V.T.R. VIJAYAKUMAR & D.S.UBHA STUDY ON THE IMPACT OF SPIRITUALITY ON ORGANISATIONAL PERFORMANCE WITH SPECIAL REFERENCE TO ORGANIISATIONS IN ALEM CITY R. M. G.SARAVANA RAJ & R. FLORENCE BHARATHI COMPARATIVE STUDY OF SELF- EFFICACY AND SUBJECTIVE WELL- BEING AMONG EMPLOYED WOMEN AND UNEMPLOYED WOMEN R.R. M. G.SARAVANA RAJ & R. FLORENCE BHARATHI COMPARATIVE STUDY OF SELF- EFFICACY AND SUBJECTIVE WELL- BEING AMONG EMPLOYED WOMEN AND UNEMPLOYED WOMEN R.R. M. G.SARAVANA RAJ & R. FLORENCE BHARATHI COMPARATIVE STUDY OF SELF- EFFICACY AND SUBJECTIVE WELL- BEING AMONG EMPLOYED WOMEN AND UNEMPLOYED WOMEN R.R. M. G.SARAVANA RAJ & R. PLORENCE BHARATHI COMPARATIVE STUDY OF SELF- EFFICACY AND SUBJECTIVE WELL- BEING AMONG EMPLOYED WOMEN AND UNEMPLOYED WOMEN R.R. M. G.SARAVANA RAJ & R. PLORENCE BHARATHI COMPARATIVE STUDY OF SELF- EFFICACY AND SUBJECTIVE WELL- BEING AMONG EMPLOYED WOMEN AND UNEMPLOYED WOMEN R.R. M. G.SARAVANA RAJ & R. PLORENCE BHARATHI COMPARATIVE STUDY OF SUPPLIERS CERTIFICATION ATD DIFFERENT LAYERS AND ITS IMPACT ON QUALITY IN AUTO COMPONENT INDUSTRY R.R. ALKA KUMAR GUPTA & DR. AJAY KUMAR TIWARI STUDY OF SUPPLIERS CERTIFICATION ATD DIFFERENT LAYERS AND ITS IMPACT ON QUALITY IN AUTO COMPONE	18 23 27 32 35 39 44 49 54 58 58 61
4.         CAP DR.           5.         IMP EMU           6.         THE ADC MAI           7.         ICT, NDC           8.         MO BEU           9.         FAC DR.           10.         ASI M.S           11.         ASI DR.           12.         ACD DR.           13.         NET DR.           14.         ASI DR.           15.         GLC DR.           16.         AN ROU GAU           17.         COM AMU	APITAL STRUCTURE DETERMINANTS: CRITICAL REVIEW FOR SELECTED INDIAN COMPANIES	23 27 32 35 39 44 49 54 58 61
DR.           5.         IMP EMG           6.         THE ADG MAI           7.         ICT, NDU           8.         MO BEU           9.         FAC DR.           10.         AST M.S           11.         AST DR.           12.         ACD DR.           13.         NET DR.           14.         AST DR.           15.         GLC DR.           16.         AN ROU GAU           17.         COM AMI	DR. AVANISH KUMAR SHUKLA WPACT OF INFLATION ON BANK LENDING RATE IN BANGLADESH MON KALYAN CHOWDHURY HE PERCEPTION OF BANK EMPLOYEES TOWARDS COST OF ADOPTION, RISK OF INNOVATION, AND STAFF TRAINING'S INFLUENCE ON THE DOPTION OF INFORMATION AND COMMUNICATION TECHNOLOGY (ICT) IN THE RWANDAN COMMERCIAL BANKS MACHOGU MORONGE ABIUD & LYNET OKIKO CT, ELECTION AND DEVELOPMENT IN AFRICA IDUONOFIT, LARRY-LOVE EFFIONG & ONWUKWE, VIVIAN CHIZOMA MODERATING ROLE OF EMOTIONAL INTELLIGENCE TOWARDS STRESS AND EMPLOYEE PERFORMANCE IN THE INDIAN BANKING SECTOR IEULAH VII CHRISTIANA.M & DR. V. MAHALAKSHMI ACTORS INFLUENCING CUSTOMER LOYALTY IN MOBILE PHONE SERVICE - A STUDY WITH REFERENCE TO COIMBATORE CITY R. V.T.R. VIJAYAKUMAR & B.SUBHA STUDY ON OCCUPATIONAL STRESS AMONG GRADE I POLICE CONSTABLES A.SHUMMUGA SUNDARAM & DR. M. JAYA KUMARAN STUDY ON THE IMPACT OF SPIRITUALITY ON ORGANISATIONAL PERFORMANCE WITH SPECIAL REFERENCE TO ORGANIISATIONS IN ALEM CITY R. M. G. SARAVANA RAJ & R. FLORENCE BHARATHI COMPARATIVE STUDY OF SELF- EFFICACY AND SUBJECTIVE WELL- BEING AMONG EMPLOYED WOMEN AND UNEMPLOYED WOMEN R. K. JAYSHANKAR REDDY IETWORK SECURITY THREATS AND SOLUTIONS IN A VIRTUAL MARKETPLACE R. PANKAJ KUMAR GUPTA & DR. JAYA KUMAR I WARI STUDY OF SUPPLIERS CERTIFICATION AT DIFFERENT LAYERS AND ITS IMPACT ON QUALITY IN AUTO COMPONENT INDUSTRY R. DATTATRY RAMCHANDRA MANE ISTUDY OF SUPPLIERS CERTIFICATION AT DIFFERENT LAYERS AND ITS IMPACT ON QUALITY IN AUTO COMPONENT INDUSTRY R. DATTATRY RAMCHANDRA MANE ISTUDAL SYAMALA RAO	23 27 32 35 39 44 49 54 58 61
EMM           6.         THE           ADC         MAN           7.         ICT, NDC           8.         MO           9.         FAC           0.         ASI           M.S         MI           10.         ASI           M.S         M.S           11.         ASI           DR.         DR.           12.         ACC           DR.         I.           13.         NET           DR.         I.           15.         GLC           DR.         AN           ROU         GAL           17.         CON           AM         N	MON KALYAN CHOWDHURY  HE PERCEPTION OF BANK EMPLOYEES TOWARDS COST OF ADOPTION, RISK OF INNOVATION, AND STAFF TRAINING'S INFLUENCE ON THE DOPTION OF INFORMATION AND COMMUNICATION TECHNOLOGY (ICT) IN THE RWANDAN COMMERCIAL BANKS MACHOGU MORONGE ABIUD & LYNET OKIKO CT, ELECTION AND DEVELOPMENT IN AFRICA DIDUONOFT, LARRY-LOVE EFFIONG & ONWUKWE, VIVIAN CHIZOMA MODERATING ROLE OF EMOTIONAL INTELLIGENCE TOWARDS STRESS AND EMPLOYEE PERFORMANCE IN THE INDIAN BANKING SECTOR EULAH VIJI CHRISTIANA.M & DR. V. MAHALAKSHMI ACTORS INFLUENCING CUSTOMER LOYALTY IN MOBILE PHONE SERVICE - A STUDY WITH REFERENCE TO COIMBATORE CITY R. V.T.R. VIJAYAKUMAR & D.S. U. MAHALAKSHMI STUDY ON OCCUPATIONAL STRESS AMONG GRADE I POLICE CONSTABLES A.SHUNMUGA SUNDARAM & DR. M. JAYA KUMARAN STUDY ON THE IMPACT OF SPIRITUALITY ON ORGANISATIONAL PERFORMANCE WITH SPECIAL REFERENCE TO ORGANIISATIONS IN ALEM CITY R. M. G.SARAVANA RAJ & R. FLORENCE BHARATHI COMPARATIVE STUDY OF SELF- EFFICACY AND SUBJECTIVE WELL- BEING AMONG EMPLOYED WOMEN AND UNEMPLOYED WOMEN DR. K. JAYASHANKAR REDDY IETWORK SECURITY THREATS AND SOLUTIONS IN A VIRTUAL MARKETPLACE R. PANKAJ KUMAR GUPTA & DR. JAYA KUMAR TIWARI STUDY OF SUPPLIERS CERTIFICATION AND DEVSITY R. DATTATRY RAMCHANDRA MANE	27 32 35 39 44 49 54 58 61
6. THE ADC MAN 7. ICT, NDU 8. MO BEU 9. FAC DR. 10. AST M.S 11. AS SAL DR. 12. ACC DR. 13. NET DR. 14. AST DR. 15. GLC DR. 14. AN ROU GAL	HE PERCEPTION OF BANK EMPLOYEES TOWARDS COST OF ADOPTION, RISK OF INNOVATION, AND STAFF TRAINING'S INFLUENCE ON THE IDOPTION OF INFORMATION AND COMMUNICATION TECHNOLOGY (ICT) IN THE RWANDAN COMMERCIAL BANKS MACHOGU MORONGE ABIUD & LYNET OKIKO CT, ELECTION AND DEVELOPMENT IN AFRICA IDUONOFIT, LARRY-LOVE EFFIONG & ONWUKWE, VIVIAN CHIZOMA MODERATING ROLE OF EMOTIONAL INTELLIGENCE TOWARDS STRESS AND EMPLOYEE PERFORMANCE IN THE INDIAN BANKING SECTOR IEULAH VIJI CHRISTIANA.M & DR. V. MAHALAKSHMI ACTORS INFLUENCING CUSTOMER LOYALTY IN MOBILE PHONE SERVICE - A STUDY WITH REFERENCE TO COIMBATORE CITY R. V.T.R. VIJAYAKUMAR & B.SUBHA STUDY ON OCCUPATIONAL STRESS AMONG GRADE I POLICE CONSTABLES A.SHUNMUGA SUNDARAM & DR. M. JAYA KUMARAN A STUDY ON THE IMPACT OF SPIRITUALITY ON ORGANISATIONAL PERFORMANCE WITH SPECIAL REFERENCE TO ORGANIISATIONS IN ALEM CITY R. M. G.SARAVANA RAJ & R. FLORENCE BHARATHI COMPARATIVE STUDY OF SELF- EFFICACY AND SUBJECTIVE WELL- BEING AMONG EMPLOYED WOMEN AND UNEMPLOYED WOMEN R. K. JAYASHANKAR REDDY IETWORK SECURITY THREATS AND SOLUTIONS IN A VIRTUAL MARKETPLACE DR. PANKAJ KUMAR GUPTA & DR. AJAY KUMAR TIWARI A STUDY OF SUPPLIERS CERTIFICATION AT DIFFERENT LAYERS AND ITS IMPACT ON QUALITY IN AUTO COMPONENT INDUSTRY R.DATTATRY RAMCHANDRA MANE STUDY OF SUPPLIERS CERTIFICATION AND DENSITY R. GUDALA SYAMALA RAO	32 35 39 44 49 54 58 61
ADC MAM MAM MAM MAM MAM MAM MAM MA	ACHOPTION OF INFORMATION AND COMMUNICATION TECHNOLOGY (ICT) IN THE RWANDAN COMMERCIAL BANKS AACHOGU MORONGE ABIUD & LYNET OKIKO CT, ELECTION AND DEVELOPMENT IN AFRICA IDUONOFIT, LARRY-LOVE EFFIONG & ONWUKWE, VIVIAN CHIZOMA MODERATING ROLE OF EMOTIONAL INTELLIGENCE TOWARDS STRESS AND EMPLOYEE PERFORMANCE IN THE INDIAN BANKING SECTOR IDULAH VIJI CHRISTIANA.M & DR. V. MAHALAKSHMI ACTORS INFLUENCING CUSTOMER LOYALTY IN MOBILE PHONE SERVICE - A STUDY WITH REFERENCE TO COIMBATORE CITY IR. V.T.R. VIJAYAKUMAR & B.SUBHA STUDY ON OCCUPATIONAL STRESS AMONG GRADE I POLICE CONSTABLES A.SHUMMUGA SUNDARAM & DR. M. JAYA KUMARAN STUDY ON OCCUPATIONAL STRESS AMONG GRADE I POLICE CONSTABLES A.SHUMMUGA SUNDARAM & DR. M. JAYA KUMARAN STUDY ON OCCUPATIONAL STRESS AMONG GRADE I POLICE CONSTABLES A.SHUMMUGA SUNDARAM & DR. M. JAYA KUMARAN STUDY ON OCCUPATIONAL STRESS AMONG GRADE I POLICE CONSTABLES A.SHUMMUGA SUNDARAM & DR. M. JAYA KUMARAN STUDY ON OCCUPATIONAL STRESS AMONG GRADE I POLICE CONSTABLES A.SHUMMUGA SUNDARAM & DR. M. JAYA KUMARAN STUDY ON OF SUPLESS STUDY OF SELF- EFFICACY AND SUBJECTIVE WELL- BEING AMONG EMPLOYED WOMEN AND UNEMPLOYED WOMEN R. K. JAYASHANKAR REDDY IETWORK SECURITY THREATS AND SOLUTIONS IN A VIRTUAL MARKETPLACE DR. PANKAJ KUMAR GUPTA & DR. AJAY KUMAR TIWARI STUDY OF SUPPLIERS CERTIFICATION AT DIFFERENT LAYERS AND ITS IMPACT ON QUALITY IN AUTO COMPONENT INDUSTRY R.DATTATRY RAMCHANDRA MANE SIDDAL LIFE INSURANCE PENETRATION AND DENSITY R. GUDALA SYAMALA RAO	32 35 39 44 49 54 58 61
7.         ICT, NDU           8.         MO BEU           9.         FAC DR.           10.         A ST M.S           11.         A ST M.S           12.         A CO DR.           13.         NET DR.           14.         A ST DR.           15.         GLC DR.           16.         AN ROU GAL           17.         COM AM.	CT, ELECTION AND DEVELOPMENT IN AFRICA IDUONOFIT, LARRY-LOVE EFFIONG & ONWUKWE, VIVIAN CHIZOMA MODERATING ROLE OF EMOTIONAL INTELLIGENCE TOWARDS STRESS AND EMPLOYEE PERFORMANCE IN THE INDIAN BANKING SECTOR IEULAH VIJI CHRISTIANA.M & DR. V. MAHALAKSHMI ACTORS INFLUENCING CUSTOMER LOVALTY IN MOBILE PHONE SERVICE - A STUDY WITH REFERENCE TO COIMBATORE CITY DR. V.T.R. VIJAYAKUMAR & B.SUBHA ISTUDY ON OCCUPATIONAL STRESS AMONG GRADE I POLICE CONSTABLES A.SHUNMUGA SUNDARAM & DR. M. JAYA KUMARAN ISTUDY ON THE IMPACT OF SPIRITUALITY ON ORGANISATIONAL PERFORMANCE WITH SPECIAL REFERENCE TO ORGANIISATIONS IN ALEM CITY DR. M. G.SARAVANA RAJ & R. FLORENCE BHARATHI COMPARATIVE STUDY OF SELF- EFFICACY AND SUBJECTIVE WELL- BEING AMONG EMPLOYED WOMEN AND UNEMPLOYED WOMEN DR. K. JAYASHANKAR REDDY IETWORK SECURITY THREATS AND SOLUTIONS IN A VIRTUAL MARKETPLACE DR. PANKAJ KUMAR GUPTA & DR. AJAY KUMAR TIWARI ISTUDY OF SUPPLERS CERTIFICATION AT DIFFERENT LAYERS AND ITS IMPACT ON QUALITY IN AUTO COMPONENT INDUSTRY DR. DATTATRY RAMCHANDRA MANE SIDUDAL SYMMALA RAO	35 39 44 49 54 58 61
NDU           8.         MO BEU           9.         FAC DR.           10.         A ST M.S           11.         A ST M.S           12.         A CO DR.           13.         NET DR.           14.         A ST DR.           15.         GLC DR.           16.         AN ROU GAL           17.         COM AM.	IDUONOFIT, LARRY-LOVE EFFIONG & ONWUKWE, VIVIAN CHIZOMA MODERATING ROLE OF EMOTIONAL INTELLIGENCE TOWARDS STRESS AND EMPLOYEE PERFORMANCE IN THE INDIAN BANKING SECTOR IEULAH VIJI CHRISTIANA.M & DR. V. MAHALAKSHMI ACTORS INFLUENCING CUSTOMER LOYALTY IN MOBILE PHONE SERVICE - A STUDY WITH REFERENCE TO COIMBATORE CITY IR. V.T.R. VIJAYAKUMAR & B.SUBHA STUDY ON OCCUPATIONAL STRESS AMONG GRADE I POLICE CONSTABLES A.SHUNMUGA SUNDARAM & DR. M. JAYA KUMARAN STUDY ON THE IMPACT OF SPIRITUALITY ON ORGANISATIONAL PERFORMANCE WITH SPECIAL REFERENCE TO ORGANIISATIONS IN ALEM CITY IR. M. G.SARAVANA RAJ & R. FLORENCE BHARATHI COMPARATIVE STUDY OF SELF- EFFICACY AND SUBJECTIVE WELL- BEING AMONG EMPLOYED WOMEN AND UNEMPLOYED WOMEN R. K. JAYASHANKAR REDDY IETWORK SECURITY THREATS AND SOLUTIONS IN A VIRTUAL MARKETPLACE IR. PANKAJ KUMAR GUPTA & DR. AJAY KUMAR TIWARI STUDY OF SUPPLIERS CERTIFICATION AT DIFFERENT LAYERS AND ITS IMPACT ON QUALITY IN AUTO COMPONENT INDUSTRY DR.DATTATRY RAMCHANDRA MANE STUDY ALMENDICAL STUDY OF SELFERTIFICATION AND DENSITY DR. DALLA SYAMALA RAO	35 39 44 49 54 58 61
8. MO BEU 9. FAC DR. 10. A ST M.S 11. A S SAL DR. 12. A CC DR. 13. NET DR. 14. A ST DR. 15. GLC DR. 16. AN ROU GAL 17. COM	ADDERATING ROLE OF EMOTIONAL INTELLIGENCE TOWARDS STRESS AND EMPLOYEE PERFORMANCE IN THE INDIAN BANKING SECTOR IEULAH VIJI CHRISTIANA.M & DR. V. MAHALAKSHMI ACTORS INFLUENCING CUSTOMER LOYALTY IN MOBILE PHONE SERVICE - A STUDY WITH REFERENCE TO COIMBATORE CITY IR. V.T.R. VIJAYAKUMAR & B.SUBHA STUDY ON OCCUPATIONAL STRESS AMONG GRADE I POLICE CONSTABLES A.SHUNMUGA SUNDARAM & DR. M. JAYA KUMARAN STUDY ON THE IMPACT OF SPIRITUALITY ON ORGANISATIONAL PERFORMANCE WITH SPECIAL REFERENCE TO ORGANIISATIONS IN ALEM CITY IR. M. G.SARAVANA RAJ & R. FLORENCE BHARATHI COMPARATIVE STUDY OF SELF- EFFICACY AND SUBJECTIVE WELL- BEING AMONG EMPLOYED WOMEN AND UNEMPLOYED WOMEN R. K. JAYASHANKAR REDDY IETWORK SECURITY THREATS AND SOLUTIONS IN A VIRTUAL MARKETPLACE IR. PANKAJ KUMAR GUPTA & DR. AJAY KUMAR TIWARI STUDY OF SUPPLIERS CERTIFICATION AT DIFFERENT LAYERS AND ITS IMPACT ON QUALITY IN AUTO COMPONENT INDUSTRY DR.DATTATRY RAMCHANDRA MANE SIDBAL LIFE INSURANCE PENETRATION AND DENSITY DR. GUDALA SYAMALA RAO	39 44 49 54 58 61
9.         FAC DR.           10.         A ST M.S           11.         A S SAL DR.           12.         A CO DR.           13.         NET DR.           14.         A ST DR.           15.         GLC DR.           16.         AN ROU GAL           17.         COM AM.	ACTORS INFLUENCING CUSTOMER LOYALTY IN MOBILE PHONE SERVICE - A STUDY WITH REFERENCE TO COIMBATORE CITY DR. V.T.R. VIJAYAKUMAR & B.SUBHA STUDY ON OCCUPATIONAL STRESS AMONG GRADE I POLICE CONSTABLES A.SHUNMUGA SUNDARAM & DR. M. JAYA KUMARAN STUDY ON THE IMPACT OF SPIRITUALITY ON ORGANISATIONAL PERFORMANCE WITH SPECIAL REFERENCE TO ORGANIISATIONS IN ALEM CITY DR. M. G.SARAVANA RAJ & R. FLORENCE BHARATHI COMPARATIVE STUDY OF SELF- EFFICACY AND SUBJECTIVE WELL- BEING AMONG EMPLOYED WOMEN AND UNEMPLOYED WOMEN DR. K. JAYASHANKAR REDDY IETWORK SECURITY THREATS AND SOLUTIONS IN A VIRTUAL MARKETPLACE DR. PANKAJ KUMAR GUPTA & DR. AJAY KUMAR TIWARI STUDY OF SUPPLIERS CERTIFICATION AT DIFFERENT LAYERS AND ITS IMPACT ON QUALITY IN AUTO COMPONENT INDUSTRY DR. GUDALA SYAMALA RAO	44 49 54 58 61
DR.           10.         A ST M.S           11.         A S SAL DR.           12.         A CO DR.           13.         NET DR.           14.         A ST DR.           15.         GLC DR.           16.         AN ROU GAL           17.         COM AM.	DR. V.T.R. VIJAYAKUMAR & B.SUBHA STUDY ON OCCUPATIONAL STRESS AMONG GRADE I POLICE CONSTABLES A.SHUNMUGA SUNDARAM & DR. M. JAYA KUMARAN STUDY ON THE IMPACT OF SPIRITUALITY ON ORGANISATIONAL PERFORMANCE WITH SPECIAL REFERENCE TO ORGANIISATIONS IN ALEM CITY DR. M. G.SARAVANA RAJ & R. FLORENCE BHARATHI COMPARATIVE STUDY OF SELF- EFFICACY AND SUBJECTIVE WELL- BEING AMONG EMPLOYED WOMEN AND UNEMPLOYED WOMEN DR. K. JAYASHANKAR REDDY IETWORK SECURITY THREATS AND SOLUTIONS IN A VIRTUAL MARKETPLACE DR. PANKAJ KUMAR GUPTA & DR. AJAY KUMAR TIWARI STUDY OF SUPPLIERS CERTIFICATION AT DIFFERENT LAYERS AND ITS IMPACT ON QUALITY IN AUTO COMPONENT INDUSTRY DR. GUDALA SYAMALA RAO	44 49 54 58 61
10.         A ST M.S           11.         A S SAL DR.           12.         A CO DR.           13.         NET DR.           14.         A ST DR.           15.         GLC DR.           16.         AN ROU GAL           17.         COM AM.	A STUDY ON OCCUPATIONAL STRESS AMONG GRADE I POLICE CONSTABLES  A.SHUNMUGA SUNDARAM & DR. M. JAYA KUMARAN  A STUDY ON THE IMPACT OF SPIRITUALITY ON ORGANISATIONAL PERFORMANCE WITH SPECIAL REFERENCE TO ORGANIISATIONS IN ALEM CITY DR. M. G.SARAVANA RAJ & R. FLORENCE BHARATHI COMPARATIVE STUDY OF SELF- EFFICACY AND SUBJECTIVE WELL- BEING AMONG EMPLOYED WOMEN AND UNEMPLOYED WOMEN DR. K. JAYASHANKAR REDDY IETWORK SECURITY THREATS AND SOLUTIONS IN A VIRTUAL MARKETPLACE DR. PANKAJ KUMAR GUPTA & DR. AJAY KUMAR TIWARI A STUDY OF SUPPLIERS CERTIFICATION AT DIFFERENT LAYERS AND ITS IMPACT ON QUALITY IN AUTO COMPONENT INDUSTRY DR. GUDALA SYAMALA RAO	49 54 58 61
M.S           11.         A S           SAL         DR.           12.         A CO           13.         NET           DR.         DR.           14.         A ST           DR.         DR.           15.         GLC           DR.         AN           ROU         GAL           17.         COM	A.SHUNMUGA SUNDARAM & DR. M. JAYA KUMARAN A STUDY ON THE IMPACT OF SPIRITUALITY ON ORGANISATIONAL PERFORMANCE WITH SPECIAL REFERENCE TO ORGANIISATIONS IN ALEM CITY DR. M. G.SARAVANA RAJ & R. FLORENCE BHARATHI COMPARATIVE STUDY OF SELF- EFFICACY AND SUBJECTIVE WELL- BEING AMONG EMPLOYED WOMEN AND UNEMPLOYED WOMEN DR. K. JAYASHANKAR REDDY IETWORK SECURITY THREATS AND SOLUTIONS IN A VIRTUAL MARKETPLACE DR. PANKAJ KUMAR GUPTA & DR. AJAY KUMAR TIWARI A STUDY OF SUPPLIERS CERTIFICATION AT DIFFERENT LAYERS AND ITS IMPACT ON QUALITY IN AUTO COMPONENT INDUSTRY DR. GUDALA SYAMALA RAO	49 54 58 61
SAL DR.           12.         A CO DR.           13.         NET DR.           14.         A ST DR.           15.         GLC DR.           16.         AN ROU GAL           17.         COM AMM	ALEM CITY DR. M. G.SARAVANA RAJ & R. FLORENCE BHARATHI COMPARATIVE STUDY OF SELF- EFFICACY AND SUBJECTIVE WELL- BEING AMONG EMPLOYED WOMEN AND UNEMPLOYED WOMEN DR. K. JAYASHANKAR REDDY IETWORK SECURITY THREATS AND SOLUTIONS IN A VIRTUAL MARKETPLACE DR. PANKAJ KUMAR GUPTA & DR. AJAY KUMAR TIWARI A STUDY OF SUPPLIERS CERTIFICATION AT DIFFERENT LAYERS AND ITS IMPACT ON QUALITY IN AUTO COMPONENT INDUSTRY DR. DATTATRY RAMCHANDRA MANE GLOBAL LIFE INSURANCE PENETRATION AND DENSITY DR. GUDALA SYAMALA RAO	54 58 61
DR.           12.         A CO DR.           13.         NET DR.           14.         A SI DR.           15.         GLC DR.           16.         AN ROU GAU           17.         COM AMM	DR. M. G.SARAVANA RAJ & R. FLORENCE BHARATHI COMPARATIVE STUDY OF SELF- EFFICACY AND SUBJECTIVE WELL- BEING AMONG EMPLOYED WOMEN AND UNEMPLOYED WOMEN DR. K. JAYASHANKAR REDDY IETWORK SECURITY THREATS AND SOLUTIONS IN A VIRTUAL MARKETPLACE DR. PANKAJ KUMAR GUPTA & DR. AJAY KUMAR TIWARI STUDY OF SUPPLIERS CERTIFICATION AT DIFFERENT LAYERS AND ITS IMPACT ON QUALITY IN AUTO COMPONENT INDUSTRY DR. DATTATRY RAMCHANDRA MANE SIDBAL LIFE INSURANCE PENETRATION AND DENSITY DR. GUDALA SYAMALA RAO	58 61
12.         A CC DR.           13.         NET DR.           14.         A ST DR.           15.         GLC DR.           16.         AN ROU GAL           17.         COM AM	COMPARATIVE STUDY OF SELF- EFFICACY AND SUBJECTIVE WELL- BEING AMONG EMPLOYED WOMEN AND UNEMPLOYED WOMEN DR. K. JAYASHANKAR REDDY IETWORK SECURITY THREATS AND SOLUTIONS IN A VIRTUAL MARKETPLACE DR. PANKAJ KUMAR GUPTA & DR. AJAY KUMAR TIWARI ISTUDY OF SUPPLIERS CERTIFICATION AT DIFFERENT LAYERS AND ITS IMPACT ON QUALITY IN AUTO COMPONENT INDUSTRY DR. DATTATRY RAMCHANDRA MANE SIDBAL LIFE INSURANCE PENETRATION AND DENSITY DR. GUDALA SYAMALA RAO	58 61
13.         NET DR.           14.         A ST DR.           15.         GLC DR.           16.         AN ROU GAU           17.         COM AM	IETWORK SECURITY THREATS AND SOLUTIONS IN A VIRTUAL MARKETPLACE R. PANKAJ KUMAR GUPTA & DR. AJAY KUMAR TIWARI IN STUDY OF SUPPLIERS CERTIFICATION AT DIFFERENT LAYERS AND ITS IMPACT ON QUALITY IN AUTO COMPONENT INDUSTRY DR.DATTATRY RAMCHANDRA MANE SLOBAL LIFE INSURANCE PENETRATION AND DENSITY R. GUDALA SYAMALA RAO	61
DR.           14.         A ST           DR.         DR.           15.         GLC           DR.         AN           ROL         GAL           17.         COM           AM         AM	DR. PANKAJ KUMAR GUPTA & DR. AJAY KUMAR TIWARI         STUDY OF SUPPLIERS CERTIFICATION AT DIFFERENT LAYERS AND ITS IMPACT ON QUALITY IN AUTO COMPONENT INDUSTRY         DR. DATTATRY RAMCHANDRA MANE         GLOBAL LIFE INSURANCE PENETRATION AND DENSITY         R. GUDALA SYAMALA RAO	61
14.         A ST DR.I           15.         GLC DR.           16.         AN ROU GAL           17.         COM AMIL	STUDY OF SUPPLIERS CERTIFICATION AT DIFFERENT LAYERS AND ITS IMPACT ON QUALITY IN AUTO COMPONENT INDUSTRY OR. DATTATRY RAMCHANDRA MANE SIDDBAL LIFE INSURANCE PENETRATION AND DENSITY OR. GUDALA SYAMALA RAO	-
15.         GLC           DR.         DR.           16.         AN           ROL         GAL           17.         CON           AM	SLOBAL LIFE INSURANCE PENETRATION AND DENSITY OR. GUDALA SYAMALA RAO	69
DR. 16. AN ROU GAU 17. CON AM	R. GUDALA SYAMALA RAO	69
16. AN ROL <i>GAL</i> 17. CON <i>AM</i>		
17. CON AM	IN ENHANCE SECURITY OF PLAYFAIR CIPHER SUBSTITUTION USING A SIMPLE COLUMNAR TRANSPOSITION TECHNIQUE WITH MULTIPLE OUNDS (SCTTMR)	75
AM	AURAV SHRIVASTAVA, MANOJ DHAWAN & MANOJ CHOUHAN ONSUMERS PERCEPTIONS OF CORPORATE SOCIAL RESPONSIBILITY: EMPIRICAL EVIDENCE	79
	MIT B. PATEL, DR. VIMAL K. BHATT & JATIN K. MODI	75
	STUDY ON FINANCIAL HEALTH OF KINGFISHER AIRLINES LTD: (Z- SCORE APPROACH)	84
	IGNESH. B. TOGADIYA & UTKARSH. H. TRIVEDI TRATEGIES OF CUSTOMER RELATION MANAGEMENT IN MODERN MARKETING	88
<b></b> .	DR. T. PALANISAMY & K. AMUTHA	00
	ORPORATE GOVERNANCE IN OIL & GAS SECTOR: AN EMPIRICAL INVESTIGATION	92
	ASHESH PATEL & SWATI PATEL INOWLEDGE MANAGEMENT & MOBILIZING KNOWLEDGE IN EDUCATION BY FOLLOWING CASE STUDY OF YU;GI-OH WORLD	101
	MITA.S.JAPE	101
	TUDY OF CRM THROUGH SOCIAL NETWORKING SITE: A FACEBOOK PERSPECTIVE	107
	EENA BAGGA & APARAJITA BANERJEE DRDINARY LEAST SQUARES METHOD AND ITS VARIANTS	114
_0.	2. SINGH	114
	T INFRASTRUCTURE IN CREATING POTENTIAL MARKETING OPPORTUNITIES IN INDUSTRIES: AN EMPIRICAL STUDY OF SELECT INDUSTRIES	120
	N KARNATAKA MANJUNATH K R & RAJENDRA M	
	HE IMPACT OF KNOWLEDGE MANAGEMENT ON BUSINESS ORGANIZATION	126
-	UNITA S. PADMANNAVAR & SMITA B. HANJE	
	OCUS OF CONTROL AMONG HIGH SCHOOL TEACHERS DEEPA MARINA RASQUINHA	129
	NOWLEDGE MANAGEMENT: A CONCEPTUAL UNDERSTANDING	135
AIN	INARY ARUN KUMAR	
	STUDY ON EFFECTIVENESS OF ORGANIZATIONAL HEALTH IN SMALL SCALE INDUSTRIES	142
	VR. J. S. V. GOPALA SARMA OB SATISFACTION DURING RECESSION PERIOD: A CASE STUDY OF PUBLIC & PRIVATE INSURANCE IN PUNJAB	149
		145
	IARDEEP KAUR	
DR.	IARDEEP KAUR ANKING SECTOR REFORMS IN INDIA DR. SANDEEP KAUR	156

INTERNATIONAL JOURNAL OF RESEARCH IN COMMERCE, IT & MANAGEMENT

## <u>CHIEF PATRON</u>

PROF. K. K. AGGARWAL Chancellor, Lingaya's University, Delhi Founder Vice-Chancellor, Guru Gobind Singh Indraprastha University, Delhi Ex. Pro Vice-Chancellor, Guru Jambheshwar University, Hisar

## <u>PATRON</u>

SH. RAM BHAJAN AGGARWAL Ex. State Minister for Home & Tourism, Government of Haryana Vice-President, Dadri Education Society, Charkhi Dadri President, Chinar Syntex Ltd. (Textile Mills), Bhiwani

## CO-ORDINATOR

**AMITA** Faculty, Government M. S., Mohali

## <u>ADVISORS</u>

DR. PRIYA RANJAN TRIVEDI Chancellor, The Global Open University, Nagaland PROF. M. S. SENAM RAJU Director A. C. D., School of Management Studies, I.G.N.O.U., New Delhi PROF. M. N. SHARMA Chairman, M.B.A., Haryana College of Technology & Management, Kaithal PROF. S. L. MAHANDRU Principal (Retd.), Maharaja Agrasen College, Jagadhri

## EDITOR

PROF. R. K. SHARMA Professor, Bharti Vidyapeeth University Institute of Management & Research, New Delhi

## CO-EDITOR

DR. BHAVET Faculty, M. M. Institute of Management, Maharishi Markandeshwar University, Mullana, Ambala, Haryana

## 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, Delh 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

INTERNATIONAL JOURNAL OF RESEARCH IN COMMERCE, IT & MANAGEMENT iii

A Monthly Double-Blind Peer Reviewed Refereed Open Access International e-Journal - Included in the International Serial Directories WWW.ijrcm.org.in **DR. SHIVAKUMAR DEENE** 

Asst. Professor, Dept. of Commerce, School of Business Studies, Central University of Karnataka, Gulbarga MOHITA

Faculty, Yamuna Institute of Engineering & Technology, Village Gadholi, P. O. Gadhola, Yamunanagar

## ASSOCIATE EDITORS

**PROF. NAWAB ALI KHAN** Department of Commerce, Aligarh Muslim University, Aligarh, U.P.

**PROF. ABHAY BANSAL** 

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

## **PROF. A. SURYANARAYANA**

Department of Business Management, Osmania University, Hyderabad

**DR. SAMBHAV GARG** 

Faculty, M. M. Institute of Management, Maharishi Markandeshwar University, Mullana, Ambala, Haryana

**PROF. V. SELVAM** 

SSL, VIT University, Vellore

**DR. PARDEEP AHLAWAT** 

Associate Professor, Institute of Management Studies & Research, Maharshi Dayanand University, Rohtak DR. S. TABASSUM SULTANA

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

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

## TECHNICAL ADVISOR

AMITA Faculty, Government H. S., Mohali MOHITA

Faculty, Yamuna Institute of Engineering & Technology, Village Gadholi, P. O. Gadhola, Yamunanagar

## 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



<u>SUPERINTENDENT</u>

SURENDER KUMAR POONIA

DATED:

' for possible publication in your journals.

## CALL FOR MANUSCRIPTS

We invite unpublished novel, original, empirical and high quality research work pertaining to recent developments & practices in the area of Computer, Business, Finance, Marketing, Human Resource Management, General Management, Banking, Insurance, Corporate Governance and emerging paradigms in allied subjects like Accounting Education; 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; Monetary Policy; Portfolio & Security Analysis; Public Policy Economics; Real Estate; Regional Economics; Tax Accounting; Advertising & Promotion Management; Business Education; Management Information Systems (MIS); Business Law, Public Responsibility & Ethics; Communication; Direct Marketing; E-Commerce; Global Business; Health Care Administration; Labor 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; Public Administration; Purchasing/Materials Management; Retailing; Sales/Selling; Services; Small Business Entrepreneurship; Strategic Management Policy; Technology/Innovation; Tourism, Hospitality & Leisure; Transportation/Physical Distribution; Algorithms; Artificial Intelligence; Compilers & Translation; Computer Aided Design (CAD); Computer Aided Manufacturing; Computer Graphics; Computer Organization & Architecture; Database Structures & Systems; Digital Logic; Discrete Structures; Internet; Management Information Systems; Modeling & Simulation; Multimedia; Neural Systems/Neural Networks; Numerical Analysis/Scientific Computing; Object Oriented Programming; Operating Systems; Programming Languages; Robotics; Symbolic & Formal Logic and Web Design. The above mentioned tracks are only indicative, and not exhaustive.

Anybody can submit the soft copy of his/her manuscript **anytime** in M.S. Word format after preparing the same as per our submission guidelines duly available on our website under the heading guidelines for submission, at the email address: <u>infoijrcm@gmail.com</u>.

## **GUIDELINES FOR SUBMISSION OF MANUSCRIPT**

#### 1. COVERING LETTER FOR SUBMISSION:

**THE EDITOR** IJRCM

JICIVI

### Subject: SUBMISSION OF MANUSCRIPT IN THE AREA OF

(e.g. Finance/Marketing/HRM/General Management/Economics/Psychology/Law/Computer/IT/Engineering/Mathematics/other, please specify)

#### DEAR SIR/MADAM

Please find my submission of manuscript entitled '

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 author (s) have seen and agreed to the submitted version of the manuscript and their inclusion of name (s) as co-author (s).

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

#### NAME OF CORRESPONDING AUTHOR:

Designation: Affiliation with full address, contact numbers & Pin Code: Residential address with Pin Code: Mobile Number (s): Landline Number (s): E-mail Address: Alternate E-mail Address:

### NOTES:

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

INTERNATIONAL JOURNAL OF RESEARCH IN COMMERCE, IT & MANAGEMENT

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

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

INTRODUCTION

**REVIEW OF LITERATURE** 

NEED/IMPORTANCE OF THE STUD

STATEMENT OF THE PROBLEM

OBJECTIVES

**HYPOTHESES** 

RESEARCH METHODOLOGY

**RESULTS & DISCUSSION** 

**RECOMMENDATIONS/SUGGESTIONS** 

SCOPE FOR FURTHER RESEARCH

REFERENCES

#### APPENDIX/ANNEXURE

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

- 10. FIGURES & TABLES: These should be simple, crystal clear, centered, separately numbered & self explained, and titles must be above the table/figure. Sources of data should be mentioned below the table/figure. It should be ensured that the tables/figures are referred to from the main text.
- EQUATIONS: These should be consecutively numbered in parentheses, horizontally centered with equation number placed at the right. 11
- 12. REFERENCES: The list of all references should be alphabetically arranged. The author (s) should mention only the actually utilised references in the preparation of manuscript and they are supposed to follow Harvard Style of Referencing. The author (s) are supposed to follow the references as per the following:
- All works cited in the text (including sources for tables and figures) should be listed alphabetically.
- Use (ed.) for one editor, and (ed.s) for multiple editors.
- When listing two or more works by one author, use --- (20xx), such as after Kohl (1997), use --- (2001), etc, in chronologically ascending order.
- Indicate (opening and closing) page numbers for articles in journals and for chapters in books.
- The title of books and journals should be in italics. Double quotation marks are used for titles of journal articles, book chapters, dissertations, reports, working papers, unpublished material, etc.
- For titles in a language other than English, provide an English translation in parentheses.
- The location of endnotes within the text should be indicated by superscript numbers.

PLEASE USE THE FOLLOWING FOR STYLE AND PUNCTUATION IN REFERENCES:

## BOOKS

- Bowersox, Donald J., Closs, David J., (1996), "Logistical Management." Tata McGraw, Hill, New Delhi.
- Hunker, H.L. and A.J. Wright (1963), "Factors of Industrial Location in Ohio" Ohio State University, Nigeria.

### CONTRIBUTIONS TO BOOK

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.

## RNAL AND OTHER ARTICLES

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

### **CONFERENCE PAPERS**

Garg, Sambhav (2011): "Business Ethics" Paper presented at the Annual International Conference for the All India Management Association, New Delhi, India, 19-22 June.

#### UNPUBLISHED DISSERTATIONS AND THESES

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

## **ONLINE RESOURCES**

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

## WEBSITES

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

## INTERNATIONAL JOURNAL OF RESEARCH IN COMMERCE, IT & MANAGEMENT vi

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

## AN ENHANCE SECURITY OF PLAYFAIR CIPHER SUBSTITUTION USING A SIMPLE COLUMNAR TRANSPOSITION TECHNIQUE WITH MULTIPLE ROUNDS (SCTTMR)

## GAURAV SHRIVASTAVA ASST. PROFESSOR DEPARTMENT OF INFORMATION TECHNOLOGY SHRI VAISHNAV INSTITUTE OF TECHNOLOGY & SCIENCE INDORE

## MANOJ DHAWAN ASST. PROFESSOR DEPARTMENT OF INFORMATION TECHNOLOGY SHRI VAISHNAV INSTITUTE OF TECHNOLOGY & SCIENCE INDORE

## MANOJ CHOUHAN ASST. PROFESSOR DEPARTMENT OF INFORMATION TECHNOLOGY SHRI VAISHNAV INSTITUTE OF TECHNOLOGY & SCIENCE INDORE

## ABSTRACT

In this paper, we have made use of a traditional Playfair cipher technique with Simple Columnar Transposition Technique with Multiple Rounds (SCTTMR). After applying SCTTMR we got the actual cipher. Our main focus is on the Playfair Cipher, its advantages and disadvantages. Finally, we have proposed methods to enhance the Playfair cipher for more secure and efficient cryptography which provide difficulty in identifying individual diagram.

### **KEYWORDS**

Playfair Cipher, Simple Columnar Transposition Technique, SCTTMR, Substitution Cipher.

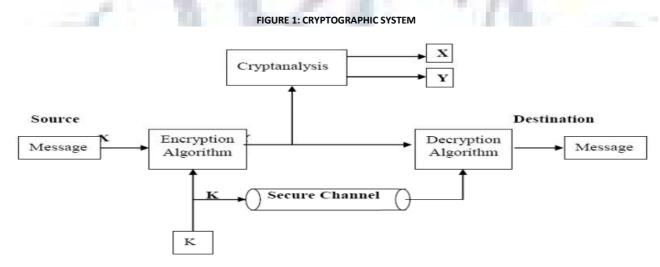
### INTRODUCTION

Torm the beginning of human society, people have been very much concerned with the privacy of their communications. In contemporary societies, the growing use of computer has made the security of digital files of outmost concern against those users with malevolent intentions, especially on the internet. To protect the digital files either in the computer or in the transmission [2],

Cryptography is the science which deals with all the means and methods for converting an intelligible message into an unintelligible or secret form and for reconverting the secret form into the intelligible message by a direct reversal of the steps used in the original process [1]. Even though encryption is very powerful among these two, the cryptanalysts are very intelligent and they were working day and night to break the ciphers. To make a stronger cipher it is recommended that to use: More stronger and complicated encryption algorithms with more number of rounds, Keys with more number of bits (Longer keys), secure transmission of keys [3].

## **CRYPTOGRAPHY SCIENCE**

The word is derived from the Greek crypto's, meaning hidden. Cryptography is a science of devising methods that allow information to be send in a secure from in such a way that the only person to able retrieve this information is the intended recipient. Encryption is based on algorithms that scramble information (Plaintext or Clear Text) into unreadable (Cipher Text) form. Decryption is the process of restoring the scrambled information to its original form. Cryptography includes techniques such as microdots, merging words with images, and other ways to hide information in storage or transit. Cryptographic systems are used to provide privacy and authentication in computer and communication systems. Modern cryptography intersects the disciplines of mathematics, computer science, and electrical engineering. Applications of cryptography include ATM cards, computer passwords, and electronic commerce. [9]



INTERNATIONAL JOURNAL OF RESEARCH IN COMMERCE, IT & MANAGEMENT 75

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

### VOLUME NO. 2 (2012), ISSUE NO. 8 (AUGUST)

All Cryptographic algorithms are based on two general principles: substitution, in which each element in the plaintext (bit, letter, and group of bits or letters) is mapped into another element and in transposition, the elements of the plaintext have simply been re-arranged in different order; their position with relation to each other have been changed. [4]

### **CLASSIC CRYPTOGRAPHY**

The earliest forms of secret writing required little more than local pen and paper analogs, as most people could not read. More literacy, or literate opponents, required actual cryptography. The main classical cipher types are transposition ciphers, which rearrange the order of letters in a message (e.g., 'hello world' becomes 'ehlol owrdl' in a trivially simple rearrangement scheme), and substitution ciphers, which systematically replace letters or groups of letters with other letters or groups of letters (e.g., 'fly at once' becomes 'gmz bu podf' by replacing each letter with the one following it in the Latin alphabet). [9]

#### Substitution Technique

In cryptography, a substitution cipher is a method of encryption by which units of plaintext are replaced with cipher text according to a regular system; the "units" may be single letters (the most common), pairs of letters, triplets of letters, mixtures of the above, and so forth. The receiver deciphers the text by performing an inverse substitution.

There are a number of different types of substitution cipher available like Caesar Cipher, Mono-alphabetic Cipher, Homophonic Substitution Cipher, Polygram Substitution Cipher, Polyalphabetic Substitution Cipher, Playfair Cipher and Hill Cipher. [9]

#### Transposition Technique

In cryptography, a transposition cipher is a method of encryption by which the positions held by units of plaintext (which are commonly characters or groups of characters) are shifted according to a regular system, so that the cipher text constitutes a permutation of the plaintext. That is, the order of the units is changed. Mathematically a bijective function is used on the characters' positions to encrypt and an inverse function to decrypt.

There are a number of different types of Transposition cipher available like Rail Fence Cipher, Simple Columnar Transposition, Vernam Cipher, Double transposition, Myszkowski Transposition, Disrupted Transposition. [9]

### PLAYFAIR CIPHER

The Playfair cipher or Playfair square is a manual symmetric encryption technique and was the first literal digraph substitution cipher. The scheme was invented in 1854 by Charles Wheatstone, but bears the name of Lord Playfair who promoted the use of the cipher. The technique encrypts pairs of letters (digraphs), instead of single letters as in the simple substitution cipher and rather more complex Vigenère cipher systems then in use. The Playfair is thus significantly harder to break since the frequency analysis used for simple substitution ciphers does not work with it. Frequency analysis can still be undertaken, but on the 600 possible digraphs rather than the 26 possible monographs. The frequency analysis of digraphs is possible, but considerably more difficult – and it generally requires a much larger cipher text in order to be useful. [8]

The Playfair cipher uses a 5 by 5 table containing a key word or phrase. Memorization of the keyword and 4 simple rules was all that was required to create the 5 by 5 table and use the cipher.

To generate the key table, one would first fill in the spaces in the table with the letters of the keyword (dropping any duplicate letters), then fill the remaining spaces with the rest of the letters of the alphabet in order (usually omitting "Q" to reduce the alphabet to fit; other versions put both "I" and "J" in the same space). The key can be written in the top rows of the table, from left to right, or in some other pattern, such as a spiral beginning in the upper-left-hand corner and ending in the center. The keyword together with the conventions for filling in the 5 by 5 table constitute the cipher key.[8]

To encrypt a message, one would break the message into digraphs (groups of 2 letters) such that, for example, "Hello World" becomes "HE LL OW OR LD", and map them out on the key table. If needed, append a "Z" to complete the final digraph. The two letters of the digraph are considered as the opposite corners of a rectangle in the key table. Note the relative position of the corners of this rectangle. Then apply the following 4 rules, in order, to each pair of letters in the plaintext:

- 1. If both letters are the same, add an "X" after the first letter. Encrypt the new pair and continue. Some variants of Playfair use "Q" instead of "X", but any uncommon monograph will do.
- 2. If the letters appear on the same row of your table, replace them with the letters to their immediate right respectively.
- 3. If the letters appear on the same column of your table, replace them with the letters immediately below respectively.
- 4. If the letters are not on the same row or column, replace them with the letters on the same row respectively but at the other pair of corners of the rectangle defined by the original pair. The order is important the first letter of the encrypted pair is the one that lies on the same row as the first letter of the plaintext pair. [8]

To decrypt, use the INVERSE (opposite) of the last 3 rules, and the 1st as-is (dropping any extra "X"s (or "Q"s) that don't make sense in the final message when finished).

#### Example:-

Key is "Playfair example" the table becomes

TABLE 1												
	Р	Ц	Α	Y	F							
	I/J	R	Е	Х	Μ							
	В	С	D	G	Н							
	К	Ν	0	Q	S							
	Т	U	V	W	Ζ							

Message is "Hide the gold in the tree stump":

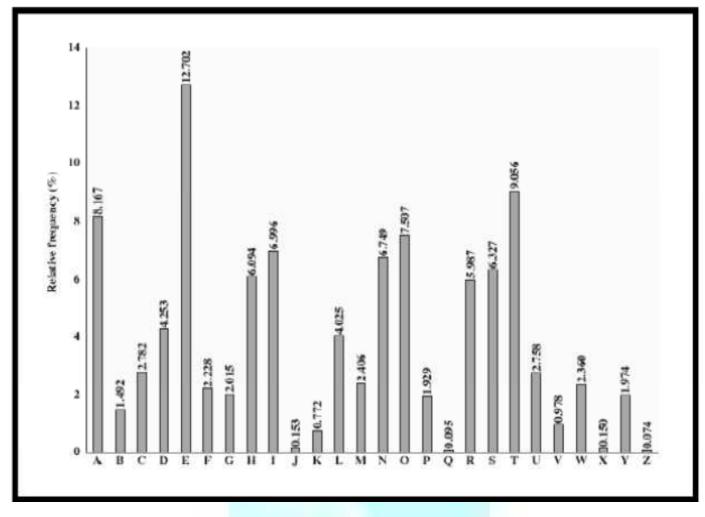
To encrypt a message, one would break the message into digraphs (groups of 2 letters) such that, becomes "HI DE TH EG OL DI NT HE TR EX ES TU MP" Thus the Message (Plain Text) "Hide the gold in the tree stump" becomes "BMNDZBXDKYBEJVDMUIXMMNUVIF".

### PRAPOSED PLAYFAIR CIPHER

From the Figure-2, we can notice that, the frequency of the letter I is 6.996 and J is 0.153. These are widely used letters in normal text and considered as a single letter in the Playfair Table-I. It may leads to the confusion at the receiving side whether to use I / J for decryption. [4]

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

FIGURE 2: RELATIVE FREQUENCY OF LETTERS IN ENGLISH TEXT



To reduce the ambiguity at the receiving end, it is better to combine the less frequency letters as a one letter in the Table-I rather than using I/J as single letter. So, that the less frequency letters appears very rare in the text and hence we can reduce the confusion level while decrypting at the receiving end. For this we recommend to combine Q (0.095) and Z (0.074) as a single letter in the Playfair Table 2.

For constructing the Table-2 we rearranged the 26 letters in 5X5 matrix by considering the frequency of letters from the Figure-2. Use the keyword and fill the keyword characters from left to right and top to bottom in the matrix, then fill the least frequency letters Q/Z count as one letter, after that fill the remainder of the matrix with the remaining letters in alphabetic order. [4]

TABLE 2										
В	С	D	Е							
G	Н	1	J							
L	Μ	Ν	0							
Q/Z	R	S	Т							
V	W	Х	Υ							
	B G L	B C G H L M	BCDGHILMN	BCDEGHIJLMNO						

In above metrics we apply a Simple Columnar Transposition Technique with Multiple Rounds.

## HOW TO APPLY MULTIPLE ROUNDS

- 1. Using the keyword we arrange the keyword character from left to right and fill the 5X5 matrices with remaining character.
- 2. We mark the first row of matrices with 1, 2,3,4,5 according the dictionary order.
- 3. Rearranged the first marked column in first row which makes the first round.
- 4. In next round we mark the second row according to step 2.
- 5. Then fallow the steps 2 to 4.
- 6. Follow the steps 2 to 5 for 5 round.

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

### VOLUME NO. 2 (2012), ISSUE NO. 8 (AUGUST)

### Example

Key is "Playfair example" the table becomes

G 5 X 0

Р	L	А	Y	F
Ι	R	Е	Х	Μ
В	С	D	G	Н
J	К	Ν	0	Q/Z
S	Т	С	V	W

2<sup>nd</sup> Round

#### 1<sup>st</sup> Round

4	3	1	5	2																	_	_				_
Р	L	А	Y	F	N.	Α	Е	D	Ν	U		Α	E	D	Ν	U					F	4	F	L	Р	Ľ
Т	R	Е	Х	М	st - I	F	М	Н	Q	W		1	3	2	4	5					C	)	Н	С	В	(
В	С	D	G	н	1 <sup>st</sup> Round	L	R	С	К	Т		F	Μ	Н	Q	W		2 <sup>nd</sup>	Rour	hd	1	L	3	4	2	
J	К	Ν	0	Q		Р	1	В	J	S		L	R	С	К	Т					E	-	Μ	R	1	
S	т	U	V	W		Y	Х	G	0	V		Р	1	В	J	S				W.	Γ	١	Q	К	J	(
3		0	v	vv		•	~		•	-		Y	Х	G	0	V					ι	J	W	Т	S	
2 <sup>rd</sup>	Rour	- d									4 <sup>th</sup> Round															
3	Roui	iu									4 Koulia															
•	F			V	I		-	-	T			А	D	E	Ν	U	1				0	)	В	Н	С	(
A D	н Н	C	P B	Y G	<b>N</b>	A	D	E	N	U		Р	В	Т	J	S					P	J	J	Q	К	(
1	3	4	<u>В</u>	5		Р	В	I	J	S		F	н	М	Q	W					F	1	Р	F	L	
Ē	M	R	1	X	3 <sup>rd</sup> Round	F	Н	Μ	Q	W		3	1	4	2	5		4 <sup>th</sup>	Rour	nd	E	-	1	М	R	
N	Q	K	-	0		L	С	R	К	Т		L	С	R	К	Т	l '	200100010001000					-			
U	W	Т	S	V	<i>T</i> 7	Y	G	х	0	v		Y	G	Х	0	V					ι	J	S	W	Т	,
									_																	
5 <sup>th</sup>	Rour	hd																								
5	noui																									
					I												-					1				
D	В	Н	С	G		В	J	Р	-	S						_	В	J	Р		S					
Ν	J	Q	Κ	0		С	К	L	R	Т							С	К	L	R	Т					
Α	Р	F	L	Y	5 <sup>th</sup> Round	D	N	A	E	U	Final	Outpu	ıt				D	Ν	А	E	U					
Е	1	Μ	R	Х		G	0	Y	X	V				1	- Color		G	0	Y	Х	V					
3	1	5	2	4	N <sup>e</sup>	U	-		~	-				- Contraction			н	Q	F	м	W					
U	S	W	Т	V		н	Q	F	Μ	W							11	Q	Г		vv					

Message is "Hide the gold in the tree stump":

In this Message (Plain Text) we apply all rules of existing Playfair cipher in section 4 of this paper.

"HI DE TH EG OL DI NT HE TR EX ES TU MP" becomes

"MBNUCWDXYKEBUKMDCTXMUIUVFI".

## RESULT

With our enhanced Playfair Cipher Technique with SCTTMR is observed that, it can be used for the plaintext with Multiple Rounds which makes the encryption complex and difficult to identify individual diagram. It is also noticed that, by combining less frequency character 'Q/Z' instead of 'I/J' the ambiguity at receiving end will be reduced.

## ADVANTAGE OF PRAPOSED PLAYFAIR TECHNIQUE

- Identification of individual diagrams is difficult.
- Frequency analysis difficult.

## CONCLUSION

In this paper we have combine two different approach Substitution and Transposition Technique including Simple Columnar Transposition Technique with Multiple Rounds (SCTTMR). To solve the de merits in Playfair we have proposed and explained methods with examples. For this, we provide multiple rounds which make the complex encryption. Finally we named it as: 'An Enhance Security of Playfair Cipher Substitution Using a Simple Columnar Transposition Technique with Multiple Rounds (SCTTMR)'. The present version of the play fair technique will consider only text in English for conversion; we can also extend it to numbers and symbols for wide range of use.

## REFRENCES

- 1. Beker. H and Piper. F, "Communications Survey: a survey of Cryptography", IEEE Proc. A, 357-376, 1982.
- 2. G. J. Simmons, "Symmetric and asymmetric encryption", ACM Compute Surveys, 305-330, 11, 1979
- 3. "Data Security", ACM Compute Surveys, 227-250, 11, 1979.
- 4. Ravindra Babu Kallam, "An Improved Playfair Cipher Cryptographic Substitution Algorithm", Volume 2, No. 1, Jan-Feb 2011 IJARCS, ISSN No. 0976-5697
- 5. Atul Kahate, Cryptography and Network Security, Second Edition, the McGraw-Hill Companies.
- 6. William Stallings, Cryptography and Network Security, Prentice Hall of India Private Limited, New Delhi.
- 7. http://reusablesec.blogspot.in/2009/05/character-frequency-analysis-info.html
- 8. http://en.wikipedia.org/wiki/Playfair\_cipher
- 9. http://en.wikipedia.org/wiki/Cryptography

## INTERNATIONAL JOURNAL OF RESEARCH IN COMMERCE, IT & MANAGEMENT 78

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

## ISSN 2231-5756

## REQUEST FOR FEEDBACK

## **Dear Readers**

At the very outset, International Journal of Research in Commerce, IT and Management (IJRCM) acknowledges & appreciates your efforts in showing interest in our present issue under your kind perusal.

I would like to request you to supply your critical comments and suggestions about the material published in this issue as well as on the journal as a whole, on our E-mail i.e. **infoijrcm@gmail.com** for further improvements in the interest of research.

If you have any queries please feel free to contact us on our E-mail infoijrcm@gmail.com.

I am sure that your feedback and deliberations would make future issues better – a result of our joint effort.

Looking forward an appropriate consideration.

With sincere regards

Thanking you profoundly

Academically yours

Sd/-

**Co-ordinator** 

## **ABOUT THE JOURNAL**

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

Our Other Fournals







## INTERNATIONAL JOURNAL OF RESEARCH IN COMMERCE, IT & MANAGEMENT

A Monthly Double-Blind Peer Reviewed Refereed Open Access International e-Journal - Included in the International Serial Directories WWW.ijrcm.org.in