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**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.

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- 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.

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## EXTENT OF ABSOLUTE POVERTY IN RURAL SECTOR OF HIMACHAL PRADESH: A MEASURE OF UNEMPLOYMENT

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### ABSTRACT

Poverty, unemployment and inequality are related phenomenon. Success in solving or reducing one of these can be assumed to have a favorable effect on the others. Conceived in this broad sense, the alleviation of poverty in one form or the other has always occupied an important place in the list of stated objectives of all the five year plans of the country. The concern for a direct attack on the poverty problem emerged distinctly from the Fourth Plan from which various poverty elimination and employment generation programmes have been started. Yet, achievement has been far from satisfactory. The available data from different sources indicates that the condition of the poor continues to be as appealing as it was at the beginning of planning. This paper discusses the likely scenarios regarding the magnitude of poverty and unemployment in Himachal Pradesh. The extent of poverty/ unemployment has been worked out highest on the smaller size of holding and shows inverse relationship with an increase in the size of holdings. Policy interventions such as provision of non-farm permanent and seasonal employment, commercialization of agriculture, development of horticulture, animal husbandry, dairy development, forestry, cottage industry, art & craft industries, education & social services and public works etc. can benefit the chronically poor people.

# THE ENTREPRENEURSHIP CORE COMPETENCES FOR DISTRIBUTION SERVICE INDUSTRY

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## ABSTRACT

*Entrepreneurship has emerged as the most potent economic force. The focus of economic development has shifted more heavily toward entrepreneurship. The distribution service industry is very important in Taiwan, so to explore the entrepreneurship core competency for distribution service industry is became an important issue. This study aims to understand the entrepreneurship core competencies for distribution service industry. This study used the in-depth interview techniques to interview with 6 successful entrepreneurs who established their own stores over 3 years. Then, this study conducted group discussion to confirm the domains, items and criteria of entrepreneurship core competences for distribution service industry. Base on the interview and group discussing results, this study summarized the 11 entrepreneurship core competencies including the cognitive of entrepreneurial processes, entrepreneurial traits/behaviors, business foundation skills, communication skills, digital skills, professional innovation, financial management, human resource management, marketing management, operations management and risk management, within three domains as entrepreneurial skills, ready skills, and business functions skills.*



# THE RELATIONSHIP BETWEEN MACROECONOMIC VARIABLES AND CEMENT INDUSTRY RETURNS: EMPIRICAL EVIDENCE FROM PAKISTANI CEMENT INDUSTRY

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## ABSTRACT

*This particular study has been conducted in order to find the empirical relationship between macroeconomic variables and cement industry returns for the period of 01/1999 to 01/2008. The variables include Interest rate, Inflation, Exchange rate and Stock Index. The data have been examined using multivariate cointegration analysis, Granger causality analysis, and Impulse response and variance decomposition. After confirmation of the stationarity of the data, the researcher applied multivariate Co integration Analysis showed that the null hypothesis of co integration between the cement industry returns and macroeconomic variables can not be rejected. Therefore, the results provide evidence of a long-term relationship between macroeconomic variables and cement industry returns. The result shows that the relationship between Cement Industry Returns and macroeconomic variable is not strong. It is found that return of T-Bills & Exchange rate does Granger Causes the return of cement industry; these results are consistent with Hassan & Javeed (2009) results. Returns of T-Bills to returns of cement, returns of exchange rate to returns of Index, and returns of Inflation to T-Bill have unidirectional relationship. While return of T-bill to Index, and Index to T-Bill have a Bi-directional relationship. Variance Decomposition Analysis shows that the prices of cement fluctuate itself by 96% while T-Bill is main sources of volatility followed by Inflation rate. Thus the finding of the study is appearing that there is long term relationship between the macroeconomic variables and cement industry returns. The impact of the behavior of these variables helps the investors to take a wise decision about the trading of cement stocks.*

## **OUTLOOK OF MANAGEMENT STUDENTS TOWARDS EFFICIENCY OF ONLINE LEARNING-A CASE STUDY OF SHIVAMOGGA CITY, KARNATAKA STATE**

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### **ABSTRACT**

*The main objective of the study was to find out the perception, opinion, problems and prospects of the online education among the management students and to examine the relationship between gender and perception of online education. For the data collection to reach above objectives structured questionnaire was prepared. Hypothesis test was carried out by using Chi-square test to align the relationship between gender and their perception towards online education. The result was surprising that the perception towards online education changes due to gender difference and male students have better perception when compared to female students. Majority of the respondents realizing a growing demand of online education in the study area.*

**TRAFFIC RELATED MORTALITY AND ECONOMIC DEVELOPMENT**

**MURAT DARÇIN**  
**DIRECTOR**  
**MINISTRY OF INTERIOR AFFAIRS**  
**ANKARA**

**ABSTRACT**

*An increasing number of traffic-related mortality not only means a considerable loss of human lives but also important economic costs to societies. The aim of this paper is to analyse relationship between economic development and traffic-related mortality. Canonical Correlation Analysis method is used in this study to examine the relationship between traffic-related mortality and economic development. Data were collected from 36 countries by using World Bank, International Road Federation, United Nations, International Monetary Fund and World Health Organization statistics. GINI Index (measure of inequality of a distribution of income), Human Development Index (HDI) and Motor vehicles per 1000 population (V/P) have a heavier influence on the traffic-related mortality. The relationship between GINI Index and traffic-related mortality is positive and very strong. HDI and V/P is highly negatively correlated to traffic-related mortality variables. There is a negative and significant relationship between economic development and traffic-related mortality.*

## **SUBSCRIBER'S PERCEPTION TOWARDS CUSTOMER CARE SERVICE IN MOBILE TELECOMMUNICATION WITH SPECIAL REFERENCE TO TUTICORIN CITY**

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**TIRUCHENDUR**

### **ABSTRACT**

*Customer care service is an important service, especially in the mobile telecommunication sector. Because most of the time people want to know about their balance, call tariff, rate cutter, new offers, activation and deactivation, billing details and so on. Therefore customer care service is considered as a significant one. Sometimes, due poor customer care service, some customer may switch over from their service provider to other new service provider. Here, the research is going to analyse whether the service representatives are giving percept service to the society or not and also whether the subscribers are satisfied with their mobile telecommunication operator with special reference to Tuticorin city.*

**A STUDY OF WAVELET BASED IMAGE COMPRESSION ALGORITHMS**

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**ABSTRACT**

Day by day the use of different digital devices is increases. All printed documents such as images are converted into digital form. It is necessary to compress images to make efficient transfer and storage of data. Visual data is stored in form of bits which represents pixels. An image often contains redundant and/or irrelevant data. Wavelet is the image compression algorithm. It is also known as Discrete Wavelet Transforms (DWT). It treats the image as a signal or wave. Wavelets are analyzed with respect to the scale. Wavelet algorithms can process data at different scales or resolutions. The different types of wavelets are used for image compression are Haar, Daubechies, Biorthogonal, Symlets and Coiflet. The image wavelet compression process consists of different steps such as : Wavelet Transformation, Quantization and Entropy Coding.

# **A STUDY OF CONSUMER'S IMPULSE BUYING BEHAVIOUR WITH REFERENCE TO EFFECT OF PROMOTIONAL TOOL IN THE OUTLETS OF CHHATTISGARH**

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## **ABSTRACT**

*The study aims to analyse sales promotion tools on impulse buying behaviour of consumers in organised Retail. Sales promotion is designed by retailers to gain attention of consumers who get influenced to visit a store which increases the chances of unplanned buying. Primary data is collected from 122 randomly selected shoppers in Bhilai city. For this a questionnaire was developed to collect the views and opinions of consumers. Descriptive data analysis along with ANOVA was applied to analyse the data. The results of this study indicate that price form of promotion have a significant impact on impulse buying. Moreover Non price form of promotion like premium, sweepstakes also influences consumer impulse buying decision which varies according to gender. The sample size for the current research is very small and is geographically limited to Bhilai. A larger sample with data collection from other cities may produce different results. Present study will contribute the retailer to form some strategies to increase the sales by using the most effective sales promotion tool on consumer.*



**STUDY OF CONSUMER BEHAVIOR IN CELL PHONE INDUSTRY**

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**ABSTRACT**

*The number of cellphone users has increased in large in past few years from few hundreds to now in millions. Earlier phone was considered as a mode of communication for people in distant locations and that too in case of any emergencies. But now the things are entirely different. Cell phones have become utmost necessity of every one of all age people. The study attempts to investigate the basic reason and mindset of consumer while purchasing a cell phone handset and its service. The researcher has surveyed 145 cell phone consumers from Pune and Pimpri-Chinchwad area. The result indicates that the price, appearance and user friendliness were considered as the prime factor while purchasing a handset, and cost, quality of service and network connectivity were considered as the most influential factor in terms of service provider selection. This paper concludes by proposing a model for understanding the consumer behavior in cell phone industry to enhance the consumer satisfaction.*

## **ANOTHER APPROACH OF SOLVING UNBALANCED TRANSPORTATION PROBLEM USING VOGEL'S APPROXIMATION METHOD**

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### **ABSTRACT**

*Solution of any Transportation Problem (TP) necessitates Initial Basic Feasible Solution (IBFS) to get optimal schedule of shipment of goods. The better the initial solution is, less computational efforts and less time is required to generate optimal solution. One of the most powerful methods to determine IBFS is Vogel's Approximation Method (VAM) among many other methods available in the vast literature of TP. Very few literature are available on handling unbalanced TP using VAM. Initial solution of unbalanced TP is very much based on how VAM process 'ZERO' in the dummy cells. For this purpose we have presented another approach of getting IBFS of unbalanced TP using VAM and to test efficiency of proposed heuristic with the existing methods for the same VAM and VAM-Total Opportunity Cost (TOC).*

## **PROBLEM OF NON-PERFORMING ASSETS OF STATE BANK OF INDIA: A CASE STUDY OF NAGPUR DISTRICT**

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### **ABSTRACT**

*The banking sector is the back bone of the financial system of the country. The State Bank of India being the biggest Public Sector Bank having largest national and international presence with highest consumer base and heading on its way to implement BASEL-II recommendations of the best international banking practices, Reserve Bank of India has release guidelines for meeting deadline for implementing BASEL-II norms. Now, the growing size of NPA is a matter of grave concern especially when State Bank of India is the largest Gross NPA holder in which huge amount of funds are blocked, crunching fund availability for credit creation and channelization of funds from excess to the needy sector of society, thereby hindering the growth prospects of the bank in particular and economy as a whole. However, the bank is undergoing transition period from conventional banking to International best practices, according to which the percentage of gross NPA should come down 9% to 3% another important necessary of reducing burgeoning NPAs is, when commercial banks are already under heavy pressure to maintain high statutory reserves under Cash Reserve Ratio, Statutory Liquidity Ratios in addition to 9% of Credit to Risk Weighted Assets Ratio of total lending, consequent upon this a substantial part of active fund kept under aforesaid reserves leaving the banks with short of funds for credit creation, in such situation huge bulk of burgeoning Gross NPA cant be afforded especially when a lot of instruments for reducing NPA is available in the market such as Special Purpose Vehicles, Corporate Debt Restructuring and SARFESI Act by Govt. of India. The importance of study of subject with reference to the State Bank of India in the Nagpur district i.e in Vidarbha Region arises when the State Bank of India's NPA is touching its all time high due to severe crop failure in whole of the Vidarbha Region. The subject is of great relevance and importance not only for banking industry in the region but also for which operating all over India. RBI in one of its report on the subject has stated that the reduction of NPAs to be treated as "National Priority"*

**INVESTMENT STRATEGY OF LIC OF INDIA AND ITS IMPACT ON PROFITABILITY****T. NARAYANA GOWD****RESEARCH SCHOLAR****SREE KRISHNADEVARAYA INSTITUTE OF MANAGEMENT****SK.UNIVERSITY****ANANTAPUR****DR. C. BHANU KIRAN****ASSOCIATE PROFESSOR & PLACEMENT OFFICER****ANANTHA LAKSHMI INSTITUTE OF TECHNOLOGY & SCIENCES****ANANTAPUR****DR. CH. RAMAPRASADA RAO****PROFESSOR****SREE KRISHNA DEVARAYA INSTITUTE OF MANAGEMENT****SK.UNIVERSITY****ANANTAPUR****ABSTRACT**

*In this research paper attempt has been made to study the overall performance of LIC of India and to study the investment strategy of LIC of India and its impact on profitability during the period 1998 to 2010-11. Exploratory Research design is used and required data is collected from annual reports of LIC and IRDA. The analyzed data reveals that the performance of LIC has improved as excess of income over outgo is in increasing trend. Private sector performance in terms of total premium earned, number of policies issued and market share is in increasing trend where as market share of LIC is in declining trend and net profit has been fluctuating during the study and except in total premium earned, total policies issued and claim settlement ratio. The investment of LIC is increased from 77.5 % in 1998 to 95.81 % in 2010-11 due to effective regulation of SEBI and increasing transparency and performance of Indian corporate securities. The multiple Regression analysis revealed that investment strategy of LIC has positive impact on its Profitability as R multiple Correlation Coefficients in case of sector wise investment (0.99) and instrument wise investment (0.98) is high. The Correlation between investment strategy of LIC and its profitability is significantly positive and also the impact of investment strategy of LIC has significantly positive on its profit earned. The Regression model is valid and best fit to the data as adjusted  $R^2$  value being close to  $R^2$  value.*

WORLDWIDE

## **PREDICTION OF DHAKA TEMPERATURE BASED ON SOFT COMPUTING APPROACHES**

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### **ABSTRACT**

*Soft computing forecasting tools play an important role to forecast many complicated systems. In this paper, an effort has been made to use soft computing approaches to predict Dhaka daily temperatures for the period of 28 February 1945 to 27 August 2006. We have selected the fuzzy neuro model, the neuro genetic algorithm model as soft computing techniques. To compare results, a popular time series statistical technique, namely autoregressive integrated moving average model is selected and based on error analysis, a suitable model to predict temperature for the Dhaka city is proposed. The performance comparisons of different models due to root mean square error, correlation coefficient and coefficient of determination between observed and predicted temperatures indicate that the neuro genetic algorithm model predicts temperatures with maximum accuracy, followed by the fuzzy neuro model. Our believe findings of this paper will be useful for those who are interested about Bangladeshi important atmospheric parameter, namely temperature.*

## SET THEORETIC APPROACH TO FUNDS FLOW STATEMENTS – A STUDY WITH REFERENCE TO STATE BANK OF INDIA

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### ABSTRACT

Two most popular as well as basic financial statements are INCOME STATEMENTS and BALANCE SHEET. These two statements serve a very important purpose. They enlighten us about the economic goals of a business entity through the figure of net income and the presentation of the financial position of the enterprise as represented by its assets and liabilities. Nevertheless, these two statements fail to enlighten us about the other important financial aspects of a business entity. They do not give us any information regarding the financing of business operations. i.e. the manner in which the funds have been generated by the enterprise and the pattern of their utilization in such operations. This missing link in these financial statements is provided by the preparation of a additional statement called 'Statement Of Changes In Financial Position'. The statement is also known as 'Fund Flow Statement' or 'Statement of Sources and Applications of Fund'. A statement of sources and application of funds, is a technical advice designed to highlight the changes in financial position of business enterprise between two dates. It is a statement showing flow or movement of funds during a given accounting period. It is basically an inflow-outflow of funds statement. This statement has two parts : resources provided(sources of funds) and resources applied (uses of funds). The difference between the totals of the two sections indicates the net change in funds during the period. Under the above backdrop, let me present before you an interesting discourse for your cerebral exercise. It will spot on some key-issues on how funds-flow analysis can be formulated in terms of set theory. The approach presented here provides an introduction to some basic set-theory concepts in the context of a familiar accounting problem; accordingly, definitions and explanations of these concepts are included.



**STRATEGIES FOR THE SUCCESS OF BRAND EXTENDED PRODUCT : AN ANALYTICAL STUDY  
OF DEHRADUN DISTRICT WITH SPECIAL REFERENCE TO FMCG**

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**ABSTRACT**

The most distinctive skill of professional marketers is their ability to create, maintain, protect and enhance brands. Branding is the art and cornerstone of marketing which is essential for product and planning. Brand plays an important role in brand extension. The ever-changing market characteristics have huge impact on the corporate decisions. The global environment also poses several complexities to the marketer in understanding the market. The companies constantly innovate newer marketing strategies to stay ahead in the market and reap more benefits for its stakeholders. More number of companies is relying on launching new products in the market to meet the changing consumer needs and preferences. The development and market introduction of new products and brands is an important activity for firms seeking to maintain their competitive advantage in the market. Accelerated product life cycles, increased competition, and increasing diversity in customer needs have further enhanced the role of new product introduction. In recent times the increased rate of new product introduction has led to a marketplace characterized by an average of 2000 new production introductions per year in some industries. The costs of such ventures are typically high, often ranging between \$50 and \$100 million. Given the high cost of new product failure, marketing academics and practitioners have focused efforts on developing methods and product introducing strategies that will happenchance the likelihood of new product success. An increasingly popular approach in order to achieve this end is the use of a brand extension strategy. Brand extension energy involves the use of a brand name initially established in one product category to enter a product market in a new category. For example, the Honda brand name, historically associated with motorcycles and automobiles, has been extended to new products categories such as lawnmowers and snowmobiles. The Sony brand name has been extended to Sony Corp's new product introductions in diverse product categories. It has been estimated that almost 70% of new products are introduced under existing brand names. This research paper seeks to provide answers as to which brands are more likely to succeed as brand extensions into new categories within the Indian packaged consumer goods environment. The research is an in-depth descriptive study aimed at finding out the various facts regarding the brand extension. The study is based on both Primary and Secondary data. The secondary data consists of information collected from journals, magazines, books and internet. The primary data has been collected through a questionnaire. Two separate questionnaires have been prepared for two different classes: Retailers and Consumers. The sample size for retailers was 30 and for consumers was 300. The area of study was Dehradun District. Equal weight age has been given to different regions, groups and segments. Segmentation has been based on (subject to way): Income, Age, Consumption habits, Geographical factors. The data has been analyzed with the help of desired analytical tools.

# VALUE ADDED TAX AND ECONOMIC GROWTH: THE NIGERIA EXPERIENCE (1994-2010)

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## **ABSTRACT**

*The study empirically examines the effect of value added tax (VAT) on Nigeria economy, in line with the objectives of this study, secondary data were obtained from central bank of Nigeria statistical bulletin covering the period of 1994 to 2010. In concluding the analysis, multiple regressions were employed to analyze data on such variables Gross Domestic Product (GDP), value added tax, inflation, interest rate, exchange rate and export were all found to have significant effects on the Economics Growth with the Adjusted  $R^2$  of 96.7%. Following the outcome of this study, it is therefore concluded that the income effect on the aggregate consumption is clearly negative because the rise in the VAT rate decreases people's dispensable income. In addition to income effects, a change in the VAT rate has a substitution effect, which means even if the government reduces the income tax rate in order to offset the decrease in people's income due to the rise of the VAT rate, aggregate consumption will change. To uphold VAT's revenue role in the government's finance, it is recommended that the government should supervise the collection of VAT to ensure orderly, fair and equitable dealings in collecting VAT revenue and to forestall illegal deals by privilege insiders in order to raise the revenue generated by this tax as effectively and efficiently as possible.*

## **CORPORATE SOCIAL RESPONSIBILITY INITIATIVES BY POWER GRID CORPORATION OF INDIA LIMITED: A STUDY**

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### **ABSTRACT**

*Power Grid Corporation of India Limited (PGCIL) is one of the companies in which CSR is one of the important extension activities. The company has been conducting different community activities in its neighbourhood such as providing Education, Health Care, Infrastructure Development, Ecology and Environment Conservation, Development Program in Tribal and disaster affected areas, etc with the budget allocation of one per cent of its profit after tax of preceding year. But how far these facilities are useful to the beneficiaries and maintained properly is a billion dollar question? Hence, this attempt is made to analyse the CSR activities with the objectives of usefulness and maintenance of these facilities provided by the PGCIL in Kadapa sub-station.*

## **METADATA MANAGEMENT IN DATA WAREHOUSING AND BUSINESS INTELLIGENCE**

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### **ABSTRACT**

*Business intelligence (BI) is a widespread, complete category of applications and technologies for gathering, storing, analyzing, and providing access to data to help enterprise users make better business decisions. A metadata is nucleus for data warehouses and business intelligence. Metadata has been identified as a key success factor in data warehouse projects and business intelligence. It captures all kinds of information necessary to extract, transform and load data from source systems into the data warehouse, and afterwards to use and interpret the data warehouse contents. Metadata provides a large range of benefits. It is used to build productivity, enhancing data quality, and cost saving on business activities and reduces the redundancies. This paper gives an overview of types of metadata, benefits and reasons for metadata management in business intelligence.*

**QUALITY OF WORK LIFE - A CRITICAL STUDY ON INDIAN HOSPITALS**

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**ABSTRACT**

Quality of work life (QWL) programs can improve employee morale and organizational effectiveness. But implementing a successful QWL effort in a healthcare setting is not easy because of the unique administrative structure and inherent complexities of modern hospitals. In India, 80% of all the healthcare expenditure is borne by the patients. Expenditure borne by the state is 12%. The expenditure covered by insurance claims is 3%. As a result the price sensitivity is quite high. India faces a huge need gap in terms of availability of number of hospital beds per 1000 population. With a world average of 3.96 hospital beds per 1000 population India stands just a little over 1.2 hospital beds per 1000 population. Moreover, India faces a shortage of doctors, nurses and paramedics that are needed to propel the growing healthcare industry. India is now looking at establishing academic medical centers (AMCs) for the delivery of higher quality care with leading examples of The Manipal Group & All India Institute of Medical Sciences (AIIMS) already in place. This article describes a joint union-management quality of work life program that was carried out in a large urban medical center. The study involves employees of all the departments in selected hospitals in order to understand their point of view with respect to Quality of Work Life. Primary data was collected by administered a structured questionnaire to 690 employees of selected hospitals in the vicinity of Hyderabad & Secunderabad on the factors that have impact of the quality of work life. The questionnaire was monitored to some selected employees in different departments of the hospitals in a random order. The secondary data available in the form of organization and industry literature like record books, manual annual reports and journals Despite employee enthusiasm for the program and a major commitment of financial and human resources over its three-and-a-half-year course, the program failed to achieve long-term changes in the hospital. The shortcomings of the QWL program are analyzed and recommendations for future practice are described. Considering all the above facts and the massive growth in the healthcare industry, huge investments would offer several opportunities for Indian companies to create 'win-win' situations and there would be emerging opportunities for professionals as well in the near future.

WORLDWIDE

## **BUSINESS ETHICS: WAY FOR SUSTAINABLE DEVELOPMENT OF ORGANISATION**

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### **ABSTRACT**

*Ethical consciousness is perhaps one of the most important non-economic factors shaping human attitudes and values. Ideas of business ethics influence the sustainable development of economic spirit and the ethos of an economic system. The dominant values of business ethics are both economically productive and conducive to moral capital accumulation and sustainable development. This paper analyses effectively the influence of ethical sentiments on economic behaviour and sustainable development. The objective of this study is to support individual, social and economic development through business ethics.*



## USE OF ICT TOOLS IN HIGHER EDUCATION

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### ABSTRACT

*Today with advancement in technology teachers have been conscious about the quality of their teaching. To enhance the teaching Information Communication Technology (ICT) tools are widely used in education system for better understanding of the subject. This paper aims to discuss the objective, benefit and role of Information Communication Technology (ICT) in learning and teaching process for both teachers and students in higher education. Various ICT tools such as blogs, social networking websites, Web 2.0, virtual learning technologies, Learning Management System (LMS) etc. are used to make the subject more interactive, interesting and productive.*

## CONSTRUCTING CONFIDENCE INTERVALS FOR DIFFERENT TEST PROCEDURES FROM RIGHT FAILURE CENSORED NORMAL DATA

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### ABSTRACT

We propose some small sample tests from a failure censored normal sample and compare the relative performances of the tests. The small sample tests analogous to one sample student t-test for testing the mean from a failure right censored normal sample. Since censoring greatly complicates the distribution theory, the exact sampling distributions of the tests are not tractable mathematically. Therefore, we simulate the sampling distribution the sampling distributions for each of the tests using some random samples with different sizes generated from normal. In order to compare the relative performance of the tests, the powers of the tests are compared by Monte Carlo simulation. Based on the conclusion of the simulated results, we testable the critical values for only recommended tests at the selected levels of significance or various sample sizes. The critical values can be used for testing the null hypothesis as well as for constructing  $(1-\alpha)$  confidence interval for the parameter  $\mu$  based on failed right censored normal sample. In this article, presenting hypothetical example on constructing of confidence intervals for some proposed tests.

**RECOGNISING CUSTOMER COMPLAINT BEHAVIOUR IN RESTAURANT****MUHAMMAD RIZWAN****LECTURER****DEPARTMENT OF MANAGEMENT SCIENCES  
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BAHAWALPUR****ABSTRACT**

Customer complaining behavior (CCB) which deals with analysis of all the aspects involved in the customers reactions towards a product or a service failure. Customer satisfaction, dissatisfaction and complaint behavior are highly correlated and obvious subjects which are investigated by customer studies and marketing. Now a days, at the origin of these studies we can consider the real marketing problems. The purpose of this paper is to determine the effect of attitude, loyalty and politeness on customer complaining behavior in a restaurant. A questionnaire was designed by using scales to see the reactions of respondents. One hundred and fifty questionnaires were filled by adults and regression was used to scrutinize the relation between attitude, loyalty, politeness and their complaining behavior. The results show that complaint and complaining behavior has a positive correlation and customer loyalty is meaningfully allied with customer complaining behavior. Customer complaining behavior is directly affected by attitude. Moreover, the use of voice and third party action as complaining behavior decreases as the drift of politeness increases and the use of private action uncorrelated with the drift to be polite. According to the results managers should focus on customer's attitude and positive politeness through which complaining behavior can be decreased.

# **SOCIO-CULTURAL EFFECTS OF ALCOHOL CONSUMPTION BEHAVIOUR OF YOUNG COMMERCIAL DRIVERS IN SOUTH WEST NIGERIA**

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## **ABSTRACT**

*The negative consequences of the hazardous use of alcohol are well established. Thus the emphasis of this study is on the socio-cultural consequences of alcohol consumption, particularly, in the family related context such domestic violence, divorce, inhibiting sexual intercourse, pregnancy and others such as alcohol induced high-risk behaviours like unsafe sex. A survey design was adopted in this study. Questionnaire was used to collect data. 1884 commercial drivers responded to questionnaire but the responses of 1,432 participants were analysed. The survey covered six states in Nigeria. The participants were between 21 and 35 years with mean age of 24.6years. The majority of these participants or 84% reported to have engaged in the use of alcoholic beverages at least twice a day while 16% engaged in the use of alcoholic beverages once daily. All these participants are male. Their marital status distribution revealed that 76% of them were married and only 24% of them were single. The findings revealed significant relationship between rate of domestic violence, divorce rate, rate of extramarital affairs, unprotected sex behaviour and alcohol consumption among commercial drivers in Nigeria. There are indications that heavy alcohol use at a young age is predictive of a range of social and cultural problems. Protracted and continuous abuse of alcohol may be predictive of more severe health problems in general for young male individuals. It was recommended that government should enforce policy that will reduce alcohol consumption especially in both workplaces whether public or private.*

# MEAN-SHIFT FILTERING AND SEGMENTATION IN ULTRA SOUND THYROID IMAGES

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## ABSTRACT

*In medical imaging, image removal of noise has become a very necessary matter all through the diagnosis. In medical images there must be a compromise between noise reduction and the preservation of useful diagnostic information. The goals of an imaging modality is to provide the clinician with the necessary information needed for an accurate diagnosis. Speckle noise is an intrinsic artifact found in Ultrasound images. In this project, the Mean shift filter (MS) has been applied for speckle filtering and segmentation of medical images. The mean shift with uniform kernels was compared with the Lee filter in, proving that the mean shift can outperform the Lee filter in texture and edge preservation. To complete this study, Gaussian kernels have been used in this paper. As expected, the results are better, because it reduce the complexity of image and improve segmentation accuracy, with no significant increase in the average number of iterations, for a given lower bound of the magnitude of the Mean shift vector. A segmentation approach based mean shift has been applied, but some modifications have been introduced to adapt it to the characteristics of the considered medical images. As in the filtering case, the power of the Mean shift is related to the use of a combined spatial-range processing and the corresponding bandwidths. Both bandwidths combined with the clustering algorithm allow smoothing image areas, losing texture information, and maintaining edges.*

## **E-TAILING, ONLINE RETAILING ITS FACTORS AND RELATIONS WITH CUSTOMER PERSPECTIVE**

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### **ABSTRACT**

*Online retailing is the new business sector which has its origins due to the development of IT services and the growth in Telecommunication (internet). As modern days business change to the ever changing and increasing needs of customers the Business of today have to be proactive in understanding the needs of the customer, Such a need is served by the E-tailing sector as many existing and new businesses realized that there is a demand for virtual shops, Hence the birth of E-tailing. "E-tailing is therefore a sector of business which deals with retailing using electronic media".In this study I have tried to highlight the essentials factors necessary for E-tailing Business on basis of customer perspective. The study tries to find the business model most suitable for the E-tailing using a sample survey, which highlights six most essential factors to be, included in any business model for E-tailing in contemporary markets.*

# THE KNOWLEDGE MANAGEMENT AND THE PARAMETERS OF THE TECHNOLOGICAL INNOVATION PROCESS: APPLICATION IN THE TUNISIAN CASE

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## **ABSTRACT**

*The theme of Knowledge Management is very clear in the information society. This shows the crucial role of knowledge and more specifically the interaction between tacit-explicit, systemic -autonomous and simple-complex knowledge in the emergence of organizational knowledge. The internal nature of innovations is more expensive to implement and more effective. We test the hypotheses using the knowledge management and innovation in the Tunisian companies operating in different sectors. The data on knowledge management, the cost of implementation, the effectiveness and the source of innovation were collected from a sample of 70 Tunisian companies. The method used in this research is the questionnaire. The results showed that knowledge management has a significant effect on the parameters of the innovation process.*



# THE RELATIONSHIP BETWEEN CORPORATE SOCIAL RESPONSIBILITY AND CORPORATE FINANCIAL PERFORMANCE: META-ANALYSIS

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## **ABSTRACT**

*The connection between corporate social responsibility and corporate financial performance has always been a topic of debate for the researchers and scholars. Massive studies have been conducted to explore the relationship between corporate social responsibility and corporate financial performance and to know the impact of social responsibilities on firms' performance. However, there have been variations in the consensus of many researchers regarding the relation between these variables either positive or negative. Also few studies have pointed out this relationship to be mixed or even neutral. Objective of this study is to explore the bidirectional relationship between corporate social responsibility and firms' financial performance and to know whether corporate social responsibility has an impact on corporate financial performance or not. Meta-analysis of secondary data i.e. previous studies conducted by different researchers and scholars has been done. As per the findings of content analysis, there exists a bidirectional relationship between corporate social responsibility and corporate financial performance. Varying impact of corporate social responsibility on corporate financial performance is found as some studies have indicated positive impact whereas some studies have pointed out this relationship and impact to be negative. The difference in the consensus about the impact of CSR on CFP is due to different CSR metrics, statistical and methodological artifacts used and the existence of mediator variables (R&D costs and companies' size). Moreover, CSR impact varies depending upon the economy and industry structure where these are implemented.*

## **AN EMPIRICAL STUDY ON STRESS SYMPTOMS OF ARTS, ENGINEERING AND MANAGEMENT STUDENTS IN TIRUCHIRAPALLI DISTRICT, TAMIL NADU**

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### **ABSTRACT**

*The purpose of this empirical study is to throw light on different types of stress factors, stress symptom and their impacts on the College students from three different major disciplines namely Arts, Engineering and Management from some of the reputed Colleges in Tiruchirapalli District, Tamil Nadu- India.*

**PURCHASE INTENTION TOWARDS COUNTERFEIT PRODUCT****MUHAMMAD RIZWAN****LECTURER****DEPARTMENT OF MANAGEMENT SCIENCES  
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THE ISLAMIA UNIVERSITY OF BAHAWALPUR  
BAHAWALPUR****ABSTRACT**

*Despite of several anti counterfeiting strategies, the product counterfeiting is increasing. The process of product counterfeiting damage the original brands so it is important to understand the factors influencing the consumer's attention towards counterfeit purchasing so that these factors may be forbidden. The purpose of this study is to understand the relationship between these factors so that the rights of original branded producers may be protected. To collect the data for understanding the situation, a sample of 150 respondents asked to participate in self-administrated questionnaires. The population for the current research is counterfeit users in Pakistan. Regression analysis technique was adopted to explore results. The results of the study revealed the past experience, product knowledge, previous experience and risk affects the purchase intention of counterfeit products. While price does not show any participating for the purchase intention of such items. Finally the study recommends to stop counterfeit purchasing, those polices should be consider important that increase consumer's self perception for original brands. So the real branded producers may attain safe corner for their investments and production.*

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