

# INTERNATIONAL JOURNAL OF RESEARCH IN COMPUTER APPLICATION & MANAGEMENT

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# ONLINE COMMUNITY IDENTIFICATION AND CITIZENSHIP BEHAVIORS: INVESTIGATING THE EFFECT OF PERCEIVED VALUE

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## **ABSTRACT**

*This study examines the perceived values (utilitarian, hedonic, social, epistemic, and conditional) of consumers participating in an online community and their influence on online community identification and citizenship behaviors. This study utilized Taiwan internet forums, which discuss mobile phones. Two hundred and forty-three valid responses were collected and structural equation modeling was applied to test the hypothesized relationships. Results show that all utilitarian, hedonic, and social values had a positive effect on online community identification. Social value had the strongest influence on community identification, followed by hedonic and utilitarian value. In addition, consumers experiencing high levels of epistemic value gained better utilitarian, hedonic, and social values rather than conditional value. As expected, a higher degree of online community identification, which benefits the community, was linked to stronger in-role and extra-role participants' responses.*

# THE IMPACT OF GLOBAL FINANCIAL CRISIS ON AUDITING PRACTICES IN THE COMMERCIAL BANKS OF JORDANIAN

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**PRINCESS NORAH UNIVERSITY**  
**KINGDOM OF SAUDI ARABIA**

## ABSTRACT

*This study makes a review of the "The Impact of Global Financial Crisis On Auditing Practices in The Commercial Banks of Jordanian" It aims at identifying the auditing practices as prevalent in the banking sector of Jordan, assessing their efficacy and efficiency; examining their conformance to the international standards; evaluating their contribution to instill confidence in the stakeholders and foster trustful relationship between bank management, employees and customers. The study also purposes to ascertain whether the auditors have the realization of their responsibility and obligations in carrying out the banking business operations in keeping with the banks policies, banking rules and regulations, and in the best interest of the stakeholders. This study discusses the applications of Information Technology to the banking operations in Jordan. It is revealed that computerization of banking activities is fast permeating in Jordan. Software applications cover deposits and payments and maintenance of accounts data in software ledgers. E-banking offers some specific banking services like Electronic Fund Transfer, Electronic Payments, ATM Services, on line viewing of account balances, trade stock and mutual funds, track real time stock quotes, etc.*



# **FINANCIAL DIAGNOSIS: A CASE STUDY OF LANKA ALUMINIUM INDUSTRIES PLC IN SRI LANKA**

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## **ABSTRACT**

*An attempt was to enquire into the entire gamut of the Lanka Aluminium Industries Plc (LALU) affairs by diagnosing the financial health, particularly, aspects of liquidity, assets management, debt-financing and profitability, applying the techniques of ratio analysis on accounting information for a period five years (i.e., 2006-2010). The result reveals that the LALU shows inefficient financial performance during the period of the study and needs immediate action and care of concerned authorities for its mere existence event.*

# **DETERMINANTS OF BASIC SCHOOL TEACHERS' LEVEL OF COMPUTER LITERACY IN GHANA**

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**DEPARTMENT OF MATHEMATICS & COMPUTER STUDIES**  
**CAPE COAST POLYTECHNIC**  
**CAPE COAST**

## **ABSTRACT**

*Computer literacy is very important in every aspect of life and its role in education is increasingly becoming more crucial. The purpose of this study was to investigate the effect of gender, subject specialization, teaching experience, and school status on basic school teachers' level of computer literacy in Ghana. The sample of the study covered 30 basic schools (20 public schools and 10 private schools) in Jomoro District in the western region of Ghana. In all 105 teachers participated in the study. An instrument structured on a 4 point likert scale and which yielded reliability coefficients of 0.944 was used to collect data. The study showed that statistically significant differences exist between males and females in their familiarity with some types of Information Communication Technology. More male teachers than female teachers were familiar with Hard disk, RAM, CD-ROM, Monitor, Sound Card, and Joystick. The study also showed that teacher's major subject area and the teaching experience had no effect on their familiarity with Information Communication Technology. Finally, the study also revealed that Public and Private school teachers did not differ significantly in their familiarity with Information Communication Technology. It is recommended that more attention should be paid to Information Communication Technology in the initial teacher training programme in Ghana. The colleges of education must be well equipped with Information Communication Technology facilities so that they can train teachers with good knowledge in Information Communication Technology for our basic schools.*

**DATA MINING IMPACTS ON HIGHER EDUCATION**

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**I.T. DEPARTMENT**  
**BURAIMI UNIVERSITY COLLEGE**  
**AL BURAIMI**

**ABSTRACT**

*Data Warehouse can serve as a storage medium for keeping the business memory, or at least involving certain types of data. It helps gaining new knowledge by delivering well integrated data to analysis tools and thus becomes an important part of Decision Support Systems or Executive Information Systems. Sharing and reuse of relevant knowledge during project could prove significant benefits. In this way a Data Warehouse; storing, managing and sharing data; results in growth of knowledge and may lead to enhance the enterprise's quality and success. Data mining can be considered a way to discover knowledge in large databases. New knowledge may be further managed by the applications of knowledge sharing and reuse. As a new technology, data mining has emerged with the development of database technologies, which allow the user to access or process a large amount of information. The present work relates Data Warehousing and Data Mining to Knowledge Discovery and Knowledge Management (including knowledge sharing and knowledge reuse). Apply this to the higher education sectors and compare their results to diagnose pros and cons.*

# CHALLENGES OF INTERNAL AUDIT FUNCTION IN PUBLIC SECTOR GOVERNANCE: EMPIRICAL EVIDENCE FROM ETHIOPIA

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**DEPARTMENT OF ACCOUNTING AND FINANCE**  
**COLLEGE OF BUSINESS AND ECONOMICS**  
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**DILLA**

## ABSTRACT

*A healthy constructed internal audit function can play a vital role in the governance and accountability process of public sector institutions through their assessments on the effectiveness of key organizational controls, governance and risk management processes. The purpose of this study is to examine the role of internal audit function in public sector governance and challenges that have an effect on this function empirical evidence from Amhara National Regional State public sector, Ethiopia. Structured questionnaire survey of all internal audit directors and staff from 35 public sector bureau of Amhara National Regional State, a total of 61 internal auditors was used. To analyzed the data, OLS multiple regression statistical method was employed. OLS regression analysis results show that risk management role of internal audit function is positively related to compliance with professional audit standards, unrestricted access, formal mandate, top management support, and competent leadership, and negatively related to organizational independence, competent staff and sufficient funding. The finding reveals that competent staff, compliance with professional audit standards, and sufficient funding is positively related with the control function of internal audit. The regression results also suggest that governance process role of internal audit function is positively related to competent staff and compliance with professional audit standards, and negatively related to top management support, formal mandate, and unrestricted access. The study concludes that policy makers and regulators and all other parties related to internal audit function in the public sector that needs the services of internal audit to be effective and efficient should give emphasis on the value adding role of its function in the public sector through risk management, control and governance processes.*

## **AN EXAMINATION OF LEADERSHIP STYLES OF SENIOR AND MIDDLE LEVEL MANAGERS IN SELECTED ORGANISATIONS IN MUSCAT, SULTANATE OF OMAN**

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### **ABSTRACT**

*The objective of the study was to examine the leadership styles of senior and middle level managers employed in construction and engineering companies in Muscat, Sultanate of Oman. Data was collected using the Leadership Styles Questionnaire. The findings of the study suggest that senior level managers Delegate, Facilitate, Direct and Coach whereas middle level managers Delegate, Direct, Facilitate and Coach.*

**KNOWLEDGE AUDIT AS A SUCCESS FACTOR FOR KM IMPLEMENTATION**

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**ABSTRACT**

*In today's knowledge-driven economy, organizations are increasingly dealing with intangible assets and intellectual properties like human capital, customer capital, patents and brands. Accounting these issues has become a daunting task for organizations and must be properly included in the corporate financial accounts. Accordingly, these intangible, knowledge assets are dominating the corporate balance sheets and revealing their value of knowledge by demonstrating how it is, or how it can be converted into purchasable goods and services. Against this backdrop, knowledge is recognized as the most important strategic asset in any organization across the globe. These developments offer a strong base for Knowledge Audit or K-Audit. With the help of knowledge audit, organizational knowledge can be quantified, measured and assessed. Therefore, knowledge audit is so vital, because it gives an organization a comprehensive picture of its strengths and weakness, allowing it to focus its efforts in the right direction. Certainly, a proper business needs assessment and cultural assessment also needs to be performed as part of the knowledge audit. The choice of approach depends on business needs and objectives. There is no doubt that K-Audit is unquestionably the first step in any kind of KM initiative and has been considerably recognized as a must for any kind of organizational efforts towards effective knowledge management. To achieve successful KM, a knowledge audit is vital to investigate an organization's knowledge 'health'. The knowledge audit provides an evidence based assessment of where the organization needs to focus its KM effort.*

# MEASURING THE LEVEL OF CUSTOMER SATISFACTION AND CUSTOMER LOYALTY IN BANKING AND INSURANCE SECTOR IN INDIA: A COMPARATIVE STUDY

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## ABSTRACT

*Customer Relationship Management (CRM) is emerging as a core marketing activity for business operating in fiercely competitive environment. India is being considered as the country having one of the largest customer data base. It is one of the fastest developing countries, given this fact organizations are focusing on developing an effective strategy to retain and enhance their customer base i.e. by developing a sound Customer Satisfaction strategy and generating more Customer Loyalty. Banking and Insurance sector are now understanding the importance of Customer Satisfaction and Loyalty, they are functioning with a more customer centric approach. The aim of this study is to analyze and compare the level of Customer Satisfaction and Customer Loyalty in selected banks and insurance companies of India, identify the benefits, the problems, as well as the success and failure factors and develop a better understanding of CRM. For conducting the study a self designed standard questionnaire was used from over 500 customers from both the sectors. Further mean, was calculated to measure the level of significance of Customer Satisfaction and Customer Loyalty in both sectors. Also, T test was applied on the data collected to measure the difference in the level of Customer satisfaction and Customer Loyalty in Banking and Insurance Sectors, which resulted that, there is a significant difference in the level of Customer Satisfaction and Customer Loyalty between Banking and Insurance Sectors. There is a paradigm shift in customer's behaviour pattern; hence organizations should focus on developing long lasting relationships by catering customers' needs.*

## **A STUDY ON RETAIL SERVICE QUALITY SCALE (RSQS MODEL) APPLICATION WITH REFERENCE TO RELIANCE FRESH IN CITY OF BHAVNAGAR**

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### **ABSTRACT**

*Organized retailing as we all know is increase day by day in India. There are number of stores with different formats introduce in Indian retail industry. For each and every store or formats has to think over the service aspect during their operation to face completion prevailing in the retail industry. If they are fail to deliver quality service than they are fail to stand in the completion So in the competitive environment is necessary to provide extraordinary service quality. The study examines the Retail Service Quality Scale (RSQS) developed in the US for applicability in case of convenience store and special focus with reliance fresh. . So here in this research paper we present study on applicability of RSQS model basically for reliance fresh. here we try to find out that whether various dimensions of retail service quality like physical aspect, reliability, problem solving, personal interaction and policy with their sub dimensions apply for reliance fresh for basically Bhavnagar city with a sample of 200 customers as respondents with the help of survey tried to find out that they are there in case of reliance fresh or not. In case of RSQS model during research tried to get opinion regarding various sub dimensions of RSQS Model by taking opinion of customers and in this way find whether all these dimensions like physical aspects ,reliability ,personal interaction, problem solving and policy are present there or not.here in this study only problem solving dimensions is fully applicable while other dimensions are not fully applicable like physical aspect, policy, reliability, personal interaction because there are many respondents who are neutral in their view*



# ONLINE BUYING BEHAVIOUR OF CUSTOMERS: A CASE STUDY OF NORTHERN INDIA

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## ABSTRACT

*It has increasingly come to be known that the Internet facilitates different stakeholders across the globe to get connected inexpensively and also reliably. As a technical infrastructure, it is a global interconnection of networks which are connected into for sharing information using a common set of protocols. Thus being a vast network, the Internet becomes an enabler for facilitating e-commerce as it allows businesses to showcase and sell their products and services online and by giving potential customers, prospects and business partners' access to information about these businesses as well as their products and services. Business organizations are under competitive pressures to create and deliver higher value to their customers. Technology needs to play a critical role in this context, wherein new business models are emerging for taking products and services right into customer's homes and empower them in a way so that products and services can be demanded as per the customer's own needs and comfort. The present paper seeks to investigate the parameters that determine the Purchase Intent of the customers for online buying in Northern India. The analysis suggests that the most important factor which influenced the purchase intention of the respondents' is "Reliability". The reliability is the most relevant factor for buyers in Northern India followed by transaction security and perceived price. However, the minimum values have been scored by convenience and perceived ease of use. Whereas transaction security is the most relevant factor for non-buyers in Northern India followed by reliability and perceived price. However, the minimum values have been scored by convenience and perceived ease of use. The main findings of the study are there is no significant difference in the Purchase Intent among online buyers in Northern India and there is significant difference in the perceptions of the online buyers and non-buyers in Northern India. Study also found that demographic characteristics of the customer influence his/her web and internet usage.*

# DEALERS AND CONSUMER DURABLES (A STUDY BASED ON DEALERS PERCEPTIONS AS REGARDS SAMSUNG COLOUR TELEVISION)

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## ABSTRACT

Consumer durables are household assets that satisfy consumer wants, and which do not generate any further income on it. Consumer durables consist of items like radio, television, washing machines, refrigerator, sewing machines, electric fans and furniture. Many multi-national companies like Samsung, LG, Philips, Sony and Onida have entered into the consumer durable market with many product features and different models. The Government of India had opened doors for entry of Multinational Companies into India and consequently world leaders like Sony, Samsung and LG had launched their consumer products like Television and Audio Systems in the Indian consumer market. A marketing strategy creates awareness and desire. This psychological desire gets converted into demand and the act of buying takes place. The dealers play an important role at this stage. Primary data required for the study was collected by distributing questionnaires to 50 dealers. A dealer normally deals with all types of consumer durables. In ranking of consumer durables sold by the dealers, television was ranked 1<sup>st</sup>. Dealers deal with various brands of colour television like Samsung, LG, Onida and Sony and finally Samsung brand bagged the 1<sup>st</sup> rank. Factor analysis had been applied to investigate the underlying structure of the variables that influence the dealer's perception as regards marketing strategy of Samsung India Electronics Private Limited for Samsung color television. The variables have been reduced to three factors, "Brand image factor", "Service factor" and "Promotional" factor. Samsung India Electronics Private Limited should provide timely and adequate stocks, liberal credit terms, give awards etc., to encourage and motivate the dealers. It is necessary to build long term loyal relationships as the new economy is becoming more competitive.

# **A STUDY ON THE INDIAN SMALL CAR MARKET AND FACTORS INFLUENCING CUSTOMERS' DECISIONS TOWARDS PURCHASE OF SMALL CARS'**

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## **ABSTRACT**

*The small car market in India is growing at a very fast pace. India has become the third largest manufacturer and the second largest market for small cars overtaking Brazil. As per the Society of Indian Automobile Manufacturers (SIAM) small cars contribute for 80% of the domestic market and the exports are rising at a greater speed. This study has been carried out to understand the changing preferences and requirements of customer's of small cars. The changing lifestyle, increase in disposable income, and standard of living in the middle class families make them to aspire a car at an early age. The findings of the study would help car manufacturers to get an insight into product development, design and distribution and to develop specific promotional tools to reach various segments of the society to influence the decision making towards purchase of small cars. The study would also provide meaningful insight to students and research scholars to pursue similar studies in future.*

# LEAN MANUFACTURING SYSTEM: AN EFFECTIVE TOOL FOR ORGANIZATIONAL MANAGEMENT

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## ABSTRACT

Every organization is striving hard on getting more work done in less time and with greater ease. The fundamental aim of any organization has been to continuously minimize waste and maximize flow which would ultimately lead to customer satisfaction by providing right product at the right time in the right quantity and the right quality at a reasonable price. This can be achieved greatly by adopting lean manufacturing system which is more than a cost reduction program. It aims at eliminating wastes which could be in the form of excess production and inventory, redundant movement of material, waiting and delays, over processing, excess worker motion, rework and corrections. The purpose of this paper is to standardize the process of empty bin collection at the logistics department of the firm. The bins are collected by the transporter from various operational points. The study reveals that turnaround time of external milk run vehicles was more, which in turns minimizes the delivery frequency. The primary objective was to reduce the transporters' waiting time by increasing the availability of bins. According to the value chain analysis, different improvement ideas were proposed to eliminate non-value added activities. After implementing these ideas for process improvements, the distance traveled reduced by 54% and process time reduced by 61%.

## **CUSTOMER SERVICE MANAGEMENT IN SELECT PUBLIC SECTOR BANKS IN RURAL VILLAGES IN SALEM DISTRICT, TAMIL NADU**

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### **ABSTRACT**

*A research study on Customer Service Management in Select Public Sector Banks in Rural villages in Salem District, Tamil Nadu, was undertaken. Analysis of satisfaction level of customers by mean scores has proved that none of the customers is extremely satisfied with any variable. There is only a moderate satisfaction in internal ambience, speed of deposits and withdrawal, service charges, bank' innovativeness etc. The factor analysis has revealed the fact that these factors have explained the variations only to the extent of 60.54 per cent. The rest 74.62 per cent remains unexplained. This confirms the poor service delivered by banks under study. A number of worthwhile suggestions like customer complaint management, knowledge updating of bank staff, professional management of grievance redressed system etc. have been given for enriching customer service spectrum of the branches.*

## REVISITED 'THE IRREGULARITY OF INDIAN STOCK MARKET: AN OCTOBER EFFECT ANALYSIS'

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### ABSTRACT

*In the today's emerging market it will be interested to deal and investigate the behavior of risk and return characteristics of stock prices in every month, especially in the month of October, as October has traditionally been a scary month for Stock Markets. The objective of the study is to assess the October effect in the Indian Stock Market i.e. BSE and NSE and to observe how the market behaved during the month of October for the last Six years i.e., 2003 to 2011. The present study hypothesized that there is no significant effect of the October month over the Indian stock market. When we keen observe the deviation with the help of statistical relevance by applying some of the statistical tools (Cardiovascular Signals Runs Test). At last we concluded that our statistics go against the theory.*

# ICT ENABLED DELIVERY SYSTEM AND CHALLENGES IN PUBLIC HEALTH SERVICES MANAGEMENT

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## ABSTRACT

*Information and Communication Technology (ICT) has become a major tool in delivery of health services and has had a revolutionary impact on how we live and perceive the world. ICT has given birth to the contemporary "Es" such as e-learning, e-commerce, e-governance, e-banking, e-shopping and e-health. In response to the challenges of globalization and local development, educational reforms are inevitably becoming one of the major trends in the Asia-Pacific Region or other parts of the world. In the health sector, ICT is a cornerstone of efficient and effective services. In many countries, use of ICT within the sector continues to grow and the Internet in particular is driving significant change. In this paper we've examined the current scenario of ICT based delivery system and the challenges, constraints and opportunities in health services in India.*

## **SOCIAL MEDIA MARKETING AND BOLLYWOOD: RECENT TRENDS AND OPPORTUNITIES**

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### **ABSTRACT**

*Indian Entertainment Industry is a billion dollar industry. A huge amount of money is spent every year on the promotion of movies and music by Bollywood. With the emergence of various social media outlets like Twitter, Orkut, Facebook, Youtube and Blogs, it has become easier for the celebrities to stay connected with their fans online and it helps them in promotion of films and music. Some celebrities have more than 2 million followers on the social networking sites like Twitter and Facebook. This research paper focuses on exploring the use of social networking sites by entertainment industry and how the use of social media marketing can provide opportunities to Bollywood for increased market penetration, reduced marketing cost and whether the viewers can be influenced by the use of social media marketing. We examine the use of social media by celebrities for promotion of their movies. The research paper provides a reference point to the media agencies and film makers for using social media as an effective marketing tool.*



**EFFECT OF FACEBOOK ON PURCHASING BEHAVIOR OF YOUTH**

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**ABSTRACT**

Facebook is relatively an inexpensive platform for organization to implement marketing campaigns with the objectives ranging from creating awareness to customer purchase. Through Facebook sites, company can have interactions with consumers which can have impact on every stage of buying cycle. Due to expensive traditional media, more ways have evolved through which consumers can block themselves of communication. This creates a gap between consumer and company which hinders communication. Facebook can bridge this gap by establishing communication in informal way and can help consumer to make purchase. This study examines the impact of facebook on purchasing behavior of youth. The study tries to identify which mode of communication is more effective i.e. Facebook advertisement is more effective or reviews of friends and other for purchase behavior. Further, it tries to explore the preference of facebook among male and female for various product categories. Descriptive research design was used with the sample of 100 youngsters of Ahmedabad. Structured questionnaire was developed to study the effect of Facebook on purchasing behavior of youth.

**RESEARCH & DEVELOPMENT IN MANAGEMENT**

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**ABSTRACT**

*Internationalization of R&D has unleashed a considerable degree of tension within multinational corporations. This paper explores the nature of such a tension in the Japanese multinational firms. At first glance, the most obvious tension appeared to be on the autonomy and control issue between the headquarters and overseas laboratories. However, taking perception gaps as the primary manifestation of organizational tension within a firm, we learned that the tension appears to be more salient in information-sharing issues than in autonomy-control issues, and that the local side seems more dissatisfied with the current level of information sharing and granted autonomy than the parent side. Inter-industry and inter-laboratory differences regarding such findings were also examined. Qualitative data revealed that the nature of organizational tension actually evolves along the differing stages (i.e. dis-integration and re-integration) of R&D internationalization. Theoretical implications for network and information-processing perspectives were also discussed in the context of the dynamics of organizational tension.*

**TREND IN EXPORT OF LEATHER PRODUCTION IN INDIA**

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**ABSTRACT**

*Leather industry is a traditional industry. The leather and leather goods industry worldwide has emerged as an unexpected site where complex battles over the apparent trade-offs between trade liberalization, economic growth and the environmental consequences of this growth have played out in the past decade. As an industry with production technologies that generate some of the most polluting chemical effluents, the leather sector has emerged as a battleground for current environmental debates. The challenge has been to find ways in which firms and governments can internalize the negative externalities generated by environmentally damaging effluents that have long polluted the groundwater, streams and rivers in sites where leather-processing is concentrated — and to do so without impeding the industry's growth or eliminating the jobs that it generates. Two features of the global leather industry have influenced how this debate has played out on the ground. First, the policy structure and state of technology in the industry is increasingly bi-modal worldwide—with advanced industrial economies employing capital and chemically intensive tanning processes and technologies that require large minimum efficient scales to function effectively. By contrast, the defining feature of the industry in many developing countries (like India) is that it is dominated by small firms and has till recently been characterized by a range of labor-intensive technologies focused on the export of semi-finished leather, skins and hides.*

**CONCURRENCY CONTROL MECHANISM IN DBMS**

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**ABSTRACT**

*In computer science Concurrency is adopted in all fields like computer programming, operating systems, multiprocessors, and databases so that valuable resources may be utilized efficiently. But the activities which opt concurrency are full of challenges. Many problems like dirty read, lost update problem, security, deadlock, livelock are faced here. In this paper I have discussed the why concurrency is required in DBMS and how it can be controlled. Here, the locking technique is taken into account to control concurrency of DBMS. In multi user system ACID is very important. During concurrency it should be taken in to account. We can't say that locking is perfect technique. It depends upon situation to situation which will be the best. Pessimistic lockings are easy to implement and guarantees that your changes to the database are made consistently and safely. But the drawback is that this approach isn't scalable. Therefore this limits the practical number of simultaneous users that your system can support. Optimistic locking let the user decide what to do. The problem of deadlock may occur here. To avoid this time stamping may be used.*

## **A STUDY ON OPERATIONAL CONSTRAINS INVOLVED IN STEVEDORING TECHNIQUES AT SEAPOL LOGISTICS PVT. LTD., TUTICORIN**

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### **ABSTRACT**

*The logistics market place is one of major opportunity of global business. In the globalization era, the use of internet has increased the need for a flexible logistics infrastructure to support a global supply chain, enabling the movement of goods from a growing number of source locations to meet market demand. Depending on industry sector, supply chain logistics costs account from 5percentage to 50 percentage of a product's delivered cost. India the fourth largest and the second fastest growing economy in the world, is on the fast track where infrastructure spending is concerned. Some of the infrastructure areas where huge government spending is taking place are, roads, ports major & minor, airports expansion and modernization of existing ones and building of new ones, inland waterways, coastal shipping and railway lines. There is also huge spending by the corporate sector both as public and private enterprises.*

## **IMPACT OF MERGER AND ACQUISITION ON THE FIANANCIAL PERFORMANCE OF SELECT PUBLIC SECTOR BANKS IN INDIA**

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### **ABSTRACT**

*The present paper examines the impact of mergers and acquisitions on the financial efficiency of the selected public sector banks in India. The post merger performance of acquirer banks were analyzed by using the ratio analysis. The changes in the efficiency of the sample banks during post and pre merger periods by using t test. We found significant changes in the financial performance of the acquirer banks. The result of the study indicate that forced merger deals in Indian banking does not give improved financial performance during post merger period except State Bank of India.*

**NEUROMARKETING: INNOVATIVE FOCUS ON THE FEMALE BUYING BRAIN**

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**ABSTRACT**

Marketing has been evolving in all its forms. In its present scope, it has metamorphosed from barter system, to production concept, to product concept & so on. New discoveries in neuroscience are revolutionizing twenty-first century life and marketing is no exception. Neuromarketing can be considered as another milestone, which is still evolving. Neuromarketing is a dynamic package of medical knowledge, technology & marketing. It can be a powerful tool in market research; where advertising is becoming more scientifically advanced. The human brain hasn't changed much in last 1, 00,000 years. But the role of women has changed dramatically. From the right to vote and own property to the right to govern your own reproduction, women have stepped into a new role. In today's situation there are more women than men at work place. In many cases women are the sole bread winners and the decision makers for the products they buy. Thus women worldwide have greater spending power. Covering everything from product development to packaging to point-of-sale marketing neuromarketing is the guide to access today's newest business frontier: human brain. The paper attempts to throw light on the growing perspective of Neuromarketing in & around. The paper will bring forward the messaging elements the female brain loves. It will try to highlight the difference between a female brain and mummy brain. It is interesting to know that all mummies have female brain but not all females have mummy brains. This is reflected in their spending power as well as pattern. It will also focus why and how maternity enhances certain brain functions. Through various applications of neuromarketing study the paper will attempt to show what specific consumer behavior and preferences mummy brains share.

# CONSUMER SATISFACTION IN INDIAN CELLULAR INDUSTRY USING SERVICE QUALITY MODEL- AN EMPIRICAL ASSESSMENT

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## ABSTRACT

*Satisfaction is a major outcome of marketing activity and serves to link processes culminating in purchase and consumption with post-purchase phenomenon such as attitudinal change, repeat purchase and brand loyalty. It is a feeling, which a consumer gets from a process of evaluating what was received against that expected, the purchase decision itself and the fulfillment of needs and want. The key to consumer satisfaction lies in meeting these expectations. Expectations are created in the consumer mind from a variety of causes and reasons like past-experience, promotional claims, word-of-mouth and third party information. Kotler<sup>2</sup> also noted that satisfaction is a function of perceived performance and expectations that identifies feelings of a person resulting from comparing a products perceived performance in relation to his/her expectations. Consumer satisfaction is a multi-dimensional in nature and lies with multiple experiences with the service provider. This paper presents the results of a service quality gap study designed to measure consumers' expectation and perception of service quality in Indian cellular industry. SERVQUAL model, developed by Parasuraman et al. (1985-88), is the most widely used model for measuring the satisfaction gap, which is objective and quantitative in nature.*



# SECURITY STANDARDS IN SERVICED APARTMENTS – WITH SPECIAL REFERENCE TO BANGALORE AND CHENNAI (SOUTH INDIA) - AN ANALYSIS

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**BANGALORE**

## ABSTRACT

*Serviced Apartment is a type of well-furnished apartments available for short term or long term stays providing amenities for daily use. Generally, serviced apartments are less expensive than hotel rooms. Since the beginning of cheap international travel, serviced apartments played a very important role in keeping costs low both for international and domestic travellers across the world. As the industry evolved, travellers realised the importance of serviced apartments. Its primary benefits are more space and privacy, convince when travelling with family and cost savings associated with cooking own meals in the apartments. The industry got the biggest boost with real estate prices moving up very fast for the hotel industry. More over recession forced companies to look for affordable serviced apartments across the world. In the late 1950s and early 1960s the concept of serviced apartments came into existence in United States of America. The full service hotel industry as well as the budget hotels absorbed existing demand, at the same time the serviced apartments created a new category for itself by attracting long stay travellers who had previously used residential or hotel accommodation. Safety is crucial for any accommodation. In this paper the Safety aspects of the Serviced Apartment in Metropolitan cities of south India, Bangalore and Chennai, is discussed.*

# TO DISCUSS THE EFFECT OF SUPPLIERS' INVOLVEMENT, OPERATIONAL CAPABILITIES & SOURCING PRACTICES ON SUPPLY CHAIN FLEXIBILITY

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## ABSTRACT

*The global marketplace has become increasingly competitive in recent times and organizations are faced with the challenge of effecting continuous improvement in services for sustained user satisfaction. Today's companies are forced into functioning in a challenging business world with extensive uncertainties. The role of supply chain flexibility (SCF) has become increasingly important for firms in highly competitive markets, and also in economic downturns. A well-synchronized supply chain process is difficult to replicate for competitors since it becomes more difficult to compete on product level. Globalization and liberalization in the market place are important drivers for the growing competition together with the changing demand of the consumer. A shift arose from a more technology-oriented view (in the past) towards a point in time where collaboration and trust become important along the partners in the supply chain. Effective management of relationships in supply chain management is a necessity in order to withstand competitive pressures and economic downturns. Hence, as the importance of Supply Chain Flexibility is increasing day by day in global business market place, it is more essential to understand and stimulate various parameters having an impact on the enhancement of level of flexibility in supply chain. Various factors like suppliers' involvement, sourcing practices and operational capabilities are demonstrated and there consequence on supply chain flexibility has been formulated.*

## INFORMATION AND COMMUNICATION TECHNOLOGY (ICT): NEW DEAL FOR INTERNATIONAL DEVELOPMENT SMEs SERVICES

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### **ABSTRACT**

*This article presents the results of research on the development international small and medium-sized enterprises (SMEs) in business services. The main issue for the strategic analysis of international SMEs and the new opportunities offered by the recent development of information and communication technologies (ICTs). Strategic models of international development that reference is based on cases of very large companies with difficulty and applies to small businesses: my research therefore seeks to identify strategic priorities of SMEs and to identify the differences and similarities between large firms and SME services. It is based on a survey that allowed us to build a database of 183 service SMEs located in the south of France and with international activities.*

# HUMAN RESOURCE MANAGEMENT: BROADENING THE CONCEPT OF HUMAN RESOURCES

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## ABSTRACT

*The relationship between HRM and firm performance has been a hotly debated topic over the last decade. Globalisation, information communication technology etc. led different scholars have different opinion on the topic. The scholars have their own theories on the issue. Through this paper, we tried to highlight some of these theories. As Human Resource Development Programmes concentrate on the varied categories of raw human resources to be processed into the work force, no one can deny and underestimate its valued role in reconstructing the economy. Moreover, it is an inescapable fact that in respect of total manpower dispersion in business organizations whether productive or service, the bulk of the personnel are skilled labour force working at operative level. This is the force which produces quality and which ultimately affects the organizational image and the economy of any country. It is highly needed to highlight the importance of the human resources, as India is one of those countries that are rich in human resources but still unable to utilize it to its fullest. It's a small effort on the part of the authors to play up the importance of the human resources management as any country would have a sound and healthy economy if it exploits and develops its natural and human resources that enables and boosts the economic development of the country. If this skills and knowledge managed properly, can and will change the shape of an economy's future.*

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