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- 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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SOCIO-ECONOMIC INFLUENCE OF SHARI'AH ON CONSUMERS' MOTIVES AND PERCEPTION IN ZAMFARA STATE, NIGERIA

DR. HALIRU BALA
CHIEF LECTURER
DEPARTMENT OF BUSINESS ADMINISTRATION
FEDERAL POLYTECHNIC
BIRNIN KEBBI
KEBBI STATE

ABSTRACT

This study examines socio-economic influence of Shari'a on Muslim consumers' motives and perception in Zamfara State, Nigeria. Primary and secondary data were utilized for the study. The primary data were collected through questionnaires administered on three hundred and eighty seven respondents comprising two hundred and eighty two (282) males and one hundred and five (105) females drawn from three local government areas of Zamfara state: Tsafe (129), Bungudu (129) and Gusau (129). The multistage sampling technique involving statistical random selected process was used in selecting three villages from each local government area. Three wards were randomly selected from each LGA. Forty-three (43) households were randomly selected from the three wards in each of the three LGAs. Descriptive and inferential statistical tools were employed in the data analysis. The result of the analysis showed that positive correlation exists between socio-economic rules and regulations of Shari'a and perception ability of the consumer, and consumer motives. Shari'a as a way of life has significant relationship with consumer behaviour.

EFFECTIVENESS OF COMPUTER ASSISTED INSTRUCTION IN RELATION TO THE LEARNING OUTCOMES OF THE ENGINEERING MANAGEMENT STUDENTS OF UNIVERSITY X

MA. TEODORA E. GUTIERREZ
ASST. PROFESSOR
INDUSTRIAL ENGINEERING DEPARTMENT
TECHNOLOGICAL INSTITUTE OF THE PHILIPPINES – MANILA
PHILIPPINES

ABSTRACT

The study aims to determine the difference between the learning outcomes in traditional classroom environment compared to computer –assisted instruction environment. The research design is a quasi- experiment since two groups were evaluated, the control group and the treatment group. The participants for both groups are the different engineering students taking up engineering management subject. Both groups have the same reference book, reference materials, course content, course management and the same professor. The control group used traditional classroom environment and the treatment group used computer assisted instruction. The experimental study was done for the whole semester or 5 months. Output of this study is the learning outcomes of both groups as reflected in their quizzes, major exams, case study and final grade. SPSS was used to test the significant difference of the two groups.

IDENTIFYING TECHNOLOGICAL PARAMETERS EFFECTIVE ON COMPETITIVENESS OF SMALL AND MEDIUM-SIZED RESIN COMPANIES ACCORDING TO UNIDO MODEL: CASE STUDY OF IRAN KEATON POLYESTER MANUFACTURING COMPANY

EHSAN GHASEMI
MA IN ENTREPRENEURSHIP MANAGEMENT STUDENT
FACULTY OF ENTREPRENEURSHIP
UNIVERSITY OF TEHRAN
TEHRAN

SEYED REZA HEJAZI
ASST. PROFESSOR
FACULTY OF ENTREPRENEURSHIP
UNIVERSITY OF TEHRAN
TEHRAN

ABOLGHASEM ARABIOUN
ASST. PROFESSOR
FACULTY OF ENTREPRENEURSHIP
UNIVERSITY OF TEHRAN
TEHRAN

REZA ALIBAKHSHI
MA IN BUSINESS ADMINISTRATION
SHAHED UNIVERSITY
TEHRAN

ABSTRACT

Survival in the global competitive markets is among the most challenging aspects of business in the today's world. Changing customer needs makes them to consider competition parameters such as price, quality, delivery time, etc., to outrun their rival companies. One of these parameters, one with priority in resin industry, is quality of the products. In addition, technological advances can boost competitive advantages due to its impact on the quality of the products. There are some constraints acting upon the advancement in technology, which includes time and space for small businesses. Thus, there will be a need to a strategy for companies to identify the key technological advances that they want to improve. One of the important tools in building technological strategy is CAPTECH model, introduced by United Nations Industrial Development Organization (UNIDO), which is crucial in detecting the technological needs and gaps effective on competitive factors. From a CAPTECH point of view, technological parameters include operational infrastructures, product technology, process technology, skill and knowledge platforms, procedures and systems, informational support, and optimization and logistics. Technology parameters are indicative of that level of technology with fundamental role in developing a competitive advantage for companies. To assess the technology, we are to assess its parameters. These parameters, for their direct impact on factors of competition, are important. Therefore, the problem to which the present paper seeks an answer is that 'what are the technological parameters having impact on the competitiveness of Iran Keaton Polyester Manufacturing Company?'

IMPACT OF ISLAMIC BUSINESS ETHICS ON FAMILY CONSUMPTION DECISION MAKING IN ZAMFARA STATE, NIGERIA

DR. HALIRU BALA
CHIEF LECTURER
DEPARTMENT OF BUSINESS ADMINISTRATION
FEDERAL POLYTECHNIC
BIRNIN KEBBI
NIGERIA

ABSTRACT

The study examines the relationship between Islamic business ethics and family consumption decision making in Zamfara State. The primary data were collected through questionnaires administered on three hundred and eighty seven respondents comprising two hundred and eighty two (282) male and one hundred and five (105) female drawn from three local government areas of Zamfara State; Tsafe (129), Bungudu (129) and Gusau (129). The multi-stage sampling technique involving statistical random selection process was used in selecting three villages from each local government areas. Three wards were randomly selected from each local government areas. Forty-three (43) households were randomly selected from the three wards in each of the three local government areas. Descriptive and inferential statistical tools were employed in the data analysis. The result of the analysis shows that Islamic business ethics and family consumption decision making has a prominent relationship.

**ETHICAL ISSUES AND CONSUMER PERCEPTION ABOUT BRANDED AND UNBRANDED MILK PRODUCTS:
THE EMERGING SCENARIO**

DR. ASHOK AIMA
RECTOR
KATHUA CAMPUS
UNIVERSITY OF JAMMU
JAMMU

NARESH SHARMA
ASST. PROFESSOR
THE MANAGEMENT SCHOOL
KATHUA CAMPUS
UNIVERSITY OF JAMMU
JAMMU

ABSTRACT

The fast changing trends in lifestyles, food and eating habits of consumers has resulted in an exponential growth of branded milk products in India. This sector is still predominantly dominated by the traditional low cost loose or unbranded milk in the most rural and semi-urban agglomerations in our country. With rising incomes and health consciousness, demand for branded and quality milk has witnessed phenomenal a sharp rise which in turn has started posing a major challenge to the unbranded milk market. In the changing scenario, the importance of hygiene and ethical considerations in the marketing of milk has acquired paramount importance. This poses a challenge to the sellers of unbranded milk for broadening customer base and retention of their loyalty thus unleashing a fierce competition. The study therefore examines the perception of customers about ethical practices followed in the marketing of branded and unbranded milk. This study is based upon research data collected from capital city of Jammu in J&K State. The findings from the study reveal that host of factors impact customer's sensitivity to ethical practices followed by marketers besides quality and price emerging as significant factors followed by commitment and trust for making purchase decision.

SOFTWARE PROJECT MANAGEMENT - BEST PRACTICES

DR. K. A. PARTHASARATHY
PROFESSOR & HEAD
DEPARTMENT OF INFORMATION TECHNOLOGY
APOLLO ENGINEERING COLLEGE
CHENNAI

ABSTRACT

Successful development of projects is of primary business interest to any organizations. Failed or 'runaway' projects cost the organizations huge. It is essential for project managers to acquire the knowledge of risks and minimizing risks of project management to manage projects successfully. Risk management aims to identify the risks and then take actions to minimize their effect on the project. In this paper recognizes the increasing role of risk management in present software projects and aims at providing more support in this area. First we overview the objectives and processes of risk management with the particular stress on the need for effective and continuous communication. Risk management is a structured approach to managing uncertainty related to a threat, a sequence of human activities including: risk assessment, strategies development to manage it, and mitigation of risk using managerial resources. Risk management is the total process of identifying, measuring, and minimizing uncertain events affecting resources. This paper was written to help in the objective analysis of the risk management process.

RECALLING ANCIENT WISDOM FOR A SUSTAINABLE DEVELOPMENT

DR. PADMA SHANKAR
PRINCIPAL
SHRI S. S. SHASUN JAIN COLLEGE FOR WOMEN
CHENNAI

ABSTRACT

Human kind is threatened by a catastrophic situation of social, economic and environment degradation. The contents of this paper are paraphrased to include the meaning of sustainable development, and wisdom from select ancient thought such as --- rên philosophy, kyosei philosophy, and Jain philosophy. The researcher has done considerable search in the books, journals, newspaper, reports, and web resources to consolidate these ancient thoughts for sustainable development. Contemporary management thinker's states decision are based too much on specific measurable data. But beyond data something more is important which is ignored in the quest for profit. Cumulative effect of Confucian Harmonious order is not merely personal, but collectively social and even cosmic. It is established by Kyosei principles that harmonious relationship with its customers, its supplies, its competition, the Government with which it deals and the natural environment is sustainability. The Jain philosophy believes all souls are equal irrespective of differences in physical forms and mental capability, ranging from the highest human being to the loveliest living microorganism. Therefore drawing knowledge from the above mentioned ancient wisdoms has suggested the a few principles to be considered for application in the organization and in corporate. Today the global landscape has grey shadows of poverty, misery, unscrupulous activities, greed driven by intense materialistic goals, devoid of universal brotherhood. Centuries back these teachings of values and ethics have been written with immense foresight and remain true for application even today

RADIO FREQUENCY IDENTIFICATION (RFID)

TANAJI D. DABADE
ASSOCIATE PROFESSOR
SINHGAD INSTITUTE OF MANAGEMENT
PUNE

DR. SHIVAJI U. GAWADE
HEAD-RESEARCH
SINHGAD INSTITUTE OF MANAGEMENT
PUNE

ALEKHA CHANDRA PANDA
ASST. PROFESSOR
SINHGAD INSTITUTE OF MANAGEMENT
PUNE

ABSTRACT

Radio Frequency Identification (RFID), has been around since the late 60's. It appeared in tracking and access applications during the 1980s. RFID is an automatic data capture (ADC) technology, which comprises of a small data carrying token called tag and a fixed or mobile scanner called reader, which allows non-contact reading. It is an advanced wireless technology, which is effective in manufacturing, asset awareness and other hostile environments where barcode labels cannot survive. The technological advances have both brought down the cost and allowed its use for far more applications.

SERVICE QUALITY MODELS IN HEALTHCARE - A REVIEW (1990-2010)**K. VIDHYA****RESEARCH SCHOLAR****BHARATHIAR SCHOOL OF MANAGEMENT & ENTREPRENEUR DEVELOPMENT****BHARATHIAR UNIVERSITY****COIMBATORE****DR. C. SAMUDHRA RAJKUMAR****PROFESSOR****DEPARTMENT OF MANAGEMENT STUDIES****ANNAMALAI UNIVERSITY****CHIDAMBARAM****DR. K. TAMIZHJYOTHI****ASSOCIATE PROFESSOR****DEPARTMENT OF MANAGEMENT STUDIES****ANNAMALAI UNIVERSITY****CHIDAMBARAM****ABSTRACT**

It is estimated that “doing things wrong” typically accounts for between 30 and 40 per cent of a service organization’s operating costs. There is significant misunderstanding of the various aspects of service quality. While the literature concerning service quality dimensions in the healthcare industry is replete with studies from the developed world, researchers from developing countries have been exploring the applicability of the related models and frameworks in their specific context (Padma et.al, 2009). The primary aim of this study is to enhance understanding of “service quality in healthcare” and to identify (HCSQM) Health Care Service Quality Models that managers in the service industry can employ to improve quality. The researcher identified the gap and presented suggestions to future research.

A I R E P: A NOVEL SCALED MULTIDIMENSIONAL QUANTITATIVE RULES GENERATION APPROACH

SAPNA JAIN
RESEARCH SCHOLAR
JAMIA HAMDARD UNIVERSITY
DEPARTMENT OF COMPUTER SCIENCE
NEW DELHI

DR. M. AFSHAR ALAM
PROFESSOR
JAMIA HAMDARD UNIVERSITY
DEPARTMENT OF COMPUTER SCIENCE
NEW DELHI

DR. RANJT BISWAS
PROFESSOR
JAMIA HAMDARD UNIVERSITY
DEPARTMENT OF COMPUTER SCIENCE
NEW DELHI

ABSTRACT

This paper is aimed to propose an AIREP algorithm which uses association rule mining (ARM) discovery technique which is widely used in various data mining applications. The task of discovering scalable rules from the multidimensional database with reduced support is an area for exploration for research. In this paper we have proposed an algorithm AIREP to generate scaled rules using the pruning technique. The algorithm also prunes the database at each step in order to reduce the search space and to reduce the unnecessary frequent subset generation at each step. IREP induces a set of rules in disjunctive form growing and pruning phases and help in generating the scaled and efficient association rule. Experimental on real world datasets show that the proposed approach improves performance over existing approaches by minimizing the explosion of number of rules involving frequent items and without missing the frequent itemsets involving rare items.

AN ANALYSIS OF ONLINE IDENTITY MANAGEMENT TECHNIQUES

APARAJITA PANDEY
ASST. PROFESSOR
DEPARTMENT OF EEE
BIT (MESRA)
JAIPUR CAMPUS
JAIPUR

DR. JATINDERKUMAR R. SAINI
I/C DIRECTOR
NARMADA COLLEGE OF COMPUTER APPLICATION
BHARUCH

ABSTRACT

Internet was originally designed to be used within a close community where the identity of users was well known and pre-established. Hence the need for managing the identity of individuals was not there. The modernisation and advancement of technology in the internet environment has resulted in the digitisation of personal information which has changed the ways of identifying persons and managing relations with them. In the present times identity on the internet has become virtual and is represented merely by a user account on a website or an email address or a mobile phone number etc. As the number of users on the internet grows so are the possibilities of misusing these identities by others. The existing identity management mechanisms need to be reworked in the light of the current scenario. This paper presents the different forms of Identity Management techniques which are being used in the online environment to prevent the loss of trust and to provide a sense of safety, security & certainty to Netizens about the identity of their communicating partners in the cyber space.

PAPR REDUCTION OF OFDM BASED ON ADAPTIVE ACTIVE CONSTELLATION EXTENSION**NEELAM DEWANGAN****M.TECH SCHOLAR****DEPARTMENT OF ELECTRONICS AND TELECOMMUNICATION ENGINEERING****CHHATRAPATI SHIVAJI INSTITUTE OF TECHNOLOGY****DURG****MANGAL SINGH****HEAD****DEPARTMENT OF ELECTRONICS AND TELECOMMUNICATION ENGINEERING****CHHATRAPATI SHIVAJI INSTITUTE OF TECHNOLOGY****DURG****ABSTRACT**

One of the main disadvantages of Orthogonal Frequency Division Multiplexing (OFDM) is its high peak-to-average power ratio (PAPR). As the simplest approach to reducing the PAPR, Clipping based Active Constellation Extension (CB-ACE) exhibits good practicability, and the repeated clipping-and-filtering (RCF) algorithm proposed by Jean Armstrong provides a good performance in PAPR reduction and out-of-band power's filtering. However, its way of filtering in frequency-domain requires RCF operations to control the peak regrowth, which degrades the bit error rate (BER) performance and greatly increases the computational complexity. Therefore, this paper put forward a new method of utilizing Adaptive Active Constellation extension to reduce PAPR by controlling both clipping level and the convergence factor at each step and thereby minimize the peak power signal. The simulation results show that, this method can still limit the out-of-band power to meet the requirement of transmit spectrum mask specified in the IEEE802.11a standard. Moreover, it dramatically reduces the PAPR as well as provides lower BER and computational complexity.

ANALYZING THE OUTPERFORMING SECTOR IN THE VOLATILE MARKET

DR. SANDEEP MALU
ASSOCIATE PROFESSOR
SHRI VAISHNAV INSTITUTE OF MANAGEMENT
INDORE

DR. UTTAM RAO JAGTAP
ASSOCIATE PROFESSOR
SHRI VAISHNAV INSTITUTE OF MANAGEMENT
INDORE

RAHUL DEO
ASSOCIATE PROFESSOR
SHRI VAISHNAV INSTITUTE OF MANAGEMENT
INDORE

ABSTRACT

The world of business, economics and finance is rapidly changing. Trends in the economy affect businesses and the financial markets which in turn affect the economy. These days the global economy is highly integrated with economic and financial events in one country being quickly transmitted to other economies. The world economy is in recession. More or less every country is facing the problem of inflation and decrease in the rate of GDP resulting in the increased rate of unemployment and other related problems. The various investment avenues are Real state, White metal, Yellow metal, Shares, Mutual funds and Securities. The Indian economy is divided in to various sectors like FMCG, Automobile, Pharmaceutical, Banks etc. In the present context, it is very difficult for a lay investor to make the profits from the investment. The paper mainly focuses on finding out the outperforming sector. For this purpose we will collect data of BSE Sensex and its various sectors from 1st Jan 2011 to 30th Nov 2011.

AN ANALYTICAL STUDY OF JOB STRESS AMONG SOFTWARE PROFESSIONALS IN INDIA

DR. SURENDRA KUMAR
ASSOCIATE PROFESSOR
BABU BANARASI DAS NATIONAL INSTITUTE OF TECHNOLOGY & MANAGEMENT
BBD UNIVERSITY
LUCKNOW

ABSTRACT

Job stress is a common workplace problem experienced by all professionals irrespective of their nature of work; however, this phenomenon is more common in situations that are deadline driven. Software house is one such sector, which is affected profoundly by this challenge, and professionals serving these organizations are often observed under huge stress. Software professionals' nature of job is highly time-bound, client-oriented and technology intensive. The trends in turn, coupled with many factors, contribute towards stress. These factors are extremely diverse, including change of technology, client interaction, fear of obsolescence, family support, long working hours, and work overload etc. This study explores the nature of stress amongst software developers and professionals, and endeavours to identify the key factors responsible for producing stress amongst professionals, which limit their job functionality and overall productivity. The study was carried out through survey instrument, which was developed around ten stress factors. An analysis of about 200 professionals serving different software houses in the local context was carried out. The gathered data was analyzed using descriptive and correlation analyses which revealed interesting trends related with stress and age group, gender, marital status and qualification. The insights developed through this study are useful to many stakeholders in the local context, including software professionals, project managers, and the Electronics and Computer Software Export Promotion Council (ESC).

PROCESS FRAMEWORK FOR BUSINESS VALUE ENHANCEMENT BY IMPROVING OPERATIONAL EFFICIENCY

RAMAKRISHNAN. N
ASSOCIATE PROFESSOR
CHRIST UNIVERSITY INSTITUTE OF MANAGEMENT
BANGALORE

ABSTRACT

There has been a continuous evolution of business processes with a focus on value enhancement from multiple dimensions. High-performing global organizations also face challenges in the effective coordination and control of operations. The need to manage diverse business requirements in the midst of competing priorities makes it important for an organization to focus on Business process improvement. This necessitates monitoring of key business parameters such as optimal utilization of resources and performance effectiveness, while meeting or exceeding customer needs and expectations. The enhancement of value in a business also needs an understanding of the key “business drivers” and identification of “Value differentiators” and “Value enhancement opportunities”. A Value Enhancement Framework is presented here encompassing Activity analysis, Value analysis of activities, and Action Planning analysis. The enhancement of value related to the design process in a business environment is provided as an illustration. A Collaborative working model and a Shared Value approach for Business Value enhancement are also discussed. It is important for an organization to focus on process improvement for enhancing operational efficiency. This, in turn, would positively influence customer delight, profitability, and overall business value.

AN OVERVIEW OF SUPPLY CHAIN MANAGEMENT PRACTICES IN INDIAN AUTOMOBILE SECTOR

R.VENKATESHWAR RAO
ASSOCIATE PROFESSOR
DEPARTMENT OF BUSINESS MANAGEMENT
SREE CHAITANYA P.G COLLEGE
KARIMNAGAR

ABSTRACT

The Indian Automobile Industry is manufacturing over 11 million vehicles and exporting about 1.5 million every year. The supply chain of this industry in India is very similar to the supply chain of the automotive industry in Europe and America. The Indian automobile industry has undergone significant structural and other changes in the last decade. In view of the present globalisation, implementation of lean production and the development of modularization have changed the relationships between automobile assemblers (OEMs) and their suppliers, especially those in the first tier. The present paper examines the role of various players in automobile supply chain and also discusses the challenges faced by automobile supply chain and the need for integration of supply chain through information technology



AN EMPIRICAL STUDY OF BRAND PREFERENCE OF MOBILE PHONES AMONG COLLEGE AND UNIVERSITY STUDENTS

DR. DINESH KUMAR
ASSOCIATE PROFESSOR
HPUBS
HIMACHAL PRADESH UNIVERSITY
SHIMLA

ABSTRACT

With the revolution in telecom sector in India, the mobile phone market is becoming more and more competitive. various companies have launched different handsets of mobile phones in the market. These mobile phones are available at various price range and offer variety of services to the customers. Therefore in the light on increasing competition, it is necessary to study the brand preferences of the potential customers regarding various brands available in the market. In this study the preference of customers about the brands of mobile phones and association between various attributes have been studied. For the analysis of data simple percentage and chi-square test has been used. From the analysis it is found that Nokia is the leader in the market as far as brand of the mobile phone is concerned. the study also reveals that there is close relationship between income of family of respondents and spending on mobile phones and there is no relationship between gender and time period of using mobile phones and gender and frequency of changing the mobile phones.

ICT IN BANKING SECTOR: DISASTER AND RECOVERY OF INFORMATION**GAGAN DEEP****ASST. PROFESSOR****DESH BHAGAT INSTITUTE OF MANAGEMENT & COMPUTER SCIENCES****MANDI GOBINDGARH****SANJEEV KUMAR****ASST. PROFESSOR****DESH BHAGAT INSTITUTE OF MANAGEMENT & COMPUTER SCIENCES****MANDI GOBINDGARH****ROHIT KUMAR****ASSOCIATE PROFESSOR****RIMT - INSTITUTE OF MANAGEMENT & COMPUTER TECHNOLOGY****MANDI GOBINDGARH****ABSTRACT**

ICT is playing big role in the banking industry. Information technology has graduated from being a business enabler to a business driver. Banks store enormous amount of information. It is a big task for the banks to protect the information. Banks needs to invest heavily in the protection of information and most of the banks are working for this. ICT industry is finding solutions for the avoidance of disaster and giving solution for the recovery of information in case of loss of information. There are various factors responsible for the disaster of data. It include environmental, technical disaster, human mistake etc. Banks can take extra steps to avoid and recover from disaster.

CREDIT CARDS AND ITS IMPACT ON BUYING BEHAVIOUR: A STUDY WITH REFERENCE TO RURAL MARKET

P.MANIVANNAN
HEAD
DEPARTMENT OF CORPORATE SECRETARYSHIP
RKM VIVEKANANDA COLLEGE
MYLAPORE

ABSTRACT

The launching of credit card is indeed one step future in meeting the social objectives expected of today's banking. It is treated as a status symbol and as a vehicle of consumerism, India banks spurned this business till recently as did not go along very well with the spirit of authority and saving which they were expected to promote. But with increasing economic and financial liberalization and growing prosperity of the urban middle class, banks feel it desirable to enter this line of business. As of now, so many banks are in the field besides the non-banking institutions. In India almost major banks are issuing the credit card. Initially, the credit card was created to help the customers for their local small purchases to the merchants. Late on, credit card has become predominant, the means for consumer to obtain goods and services. In this background this article is designed to test the impact of credit card on buying behavior in general and customers from rural market in particular.

EMERGING APPLICATIONS AND SECURITY FOR VoIP: A STUDY

HEMA JANDSALAR
RESEARCH SCHOLAR
NIMS UNIVERSITY
JAIPUR

DR. B. S. JANGRA
ASSOCIATE PROFESSOR
HARYANA INSTITUTE OF TECHNOLOGY
BAHADURGARH

ABSTRACT

In this paper we mentioned about voice over internet protocol and their emerging technologies for their applications security. Service providers and enterprises expect voice over Internet Protocol (VoIP) to enable third-party secure application development, which allowing them to network mix-and-match best-of-breed VoIP secures application from multiple vendors who providing such types of emerging technologies for secured network. By taking advantage of applicable techniques employed for Web-based services, service broker functionality deployed in the network will provide a framework for specifying VoIP application interaction rules. However, each unique VoIP deployment will require development of a complex, customized, domain-specific set of interaction rules for the service brokers. The complexity of VoIP application interaction rule development in a multi-vendor environment will provide Lucent with an opportunity to sell application integration services to enterprises and service providers.

SUCCESSION PLANNING IN INDIAN BANKING SYSTEM: A STUDY CONDUCTED AMONG BANK OFFICERS OF COIMBATORE

DR. RUPA GUNASEELAN
ASSOCIATE PROFESSOR
BHARATHIAR SCHOOL OF MANAGEMENT & ENTREPRENEUR DEVELOPMENT
BHARATHIAR UNIVERSITY
COIMBATORE

S.DHANA BAGIYAM
RESEARCH SCHOLAR
BHARATHIAR SCHOOL OF MANAGEMENT & ENTREPRENEUR DEVELOPMENT
BHARATHIAR UNIVERSITY
COIMBATORE

ABSTRACT

Succession planning system is used to track high potential employees in an organization for career planning. The researcher has taken an effort to understand and develop an insight on succession planning system in banking system of India. The research intentions include the assessment of promotion facilities and career advancement prevailing in the organisation. It also caters to the future developments in succession planning by analyzing the pitfalls of the present succession planning from the respondents so as to give the succession planning system a global visibility for the aspiring young talented employees of the organisation that have been chosen for the study. A survey research has been done among the bank employees in the Coimbatore District and the implications of the research have brought out employees' expectations for their career progress and subsequently that would help the organizations to give some specific opportunities to the aspiring employees to determine their succession choices.

A CONCEPTUAL STRUCTURE FOR KNOWLEDGE MANAGEMENT MODEL IN HIERARCHICAL DISTRIBUTED ENVIRONMENT: CASE STUDY OF KNOWLEDGE SHARING AMONG DIFFERENT GOVERNMENT ORGANIZATION WORKING FOR PLANNING AND FACILITATING WATER RESOURCES IN UTTARAKHAND STATE

JATIN PANDEY
M.B.A. STUDENT
SJCE
MYSORE

DARSHANA PATHAK JOSHI
ASSOCIATE PROFESSOR
DEPARTMENT OF COMPUTER SCIENCE
DOON UNIVERSITY
DEHRADUN

ABSTRACT

Knowledge management is the process of transforming information and intellectual assets into enduring value and Knowledge sharing is a social action involving the collective behavior of a group of people. However, prior research on knowledge predominately focused on individual behavior. Furthermore, previous studies did not capture the multiple facets of this group behavior. In this paper we proposed a conceptual structure for knowledge sharing model in distributed environment. Furthermore there is a brief discussion on how a mature process of knowledge sharing in ad-hoc system of government departments can improve efficiency of planning and policy making with case study of water departments in Uttarakhand. Attention is drawn to the need of an integrated model of knowledge sharing among different government departments as well as other organization dealing with water sources.

A DNA-BASED ALGORITHM FOR MINIMUM SPANNING TREE PROBLEM USING TEMPERATURE GRADIENT TECHNIQUE

B.S.E.ZORAIDA
ASST. PROFESSOR
DEPARTMENT OF COMPUTER SCIENCE
BHARATHIDASAN UNIVERSITY
TIRUCHIRAPPALLI

ABSTRACT

The biological deoxyribonucleic acid (DNA) strand is found to be a promising computing unit. In this paper, the thermodynamic properties of DNA have been utilized along with other biochemical operations to obtain the minimum spanning tree (MST). Actual distance values are represented using the thermodynamic properties of DNA. All possible Euler cycles of the different spanning trees of the problem are first generated. From this generated Euler cycle, the MST is obtained. Moreover, the proposed approach can be adopted to solve many real-life applications like broadcasting and scheduling problems, with necessary modifications.



MARKET BASKET ANALYSIS: A DATA MINING TOOL FOR MAXIMIZING SALES & CUSTOMER SUPPORT**KALPANA BABASO SALUNKHE****ASST. PROFESSOR****SINHGAD INSTITUTE OF BUSINESS ADMINISTRATION & COMPUTER APPLICATION
LONAVALA****MURLIDHAR S. DHANAWADE****ASSOCIATE PROFESSOR****SINHGAD INSTITUTE OF BUSINESS ADMINISTRATION & COMPUTER APPLICATION
LONAVALA****SACHIN PATIL****ASST. PROFESSOR****DR. D.Y.PATIL INSTITUTE OF MANAGEMENT & RESEARCH
PIMPRI****ABSTRACT**

Data mining is becoming increasingly common in both the private and public sectors. Industries such as banking, insurance, medicine, and retailing commonly use data mining to reduce costs, enhance research and increase sales. Market Basket Analysis (MBA,-Association Analysis) is a mathematical modeling technique based upon the theory that if you buy a certain group of items, you are likely to buy another group of items. It is used to analyze the customer's purchasing behavior and helps in increasing the sales and maintain inventory by focusing on the point of sale transaction data. Market Basket Analysis is the discovery of relations or correlations among a set of items which are actually transactions made by customer's purchases. MBA also known as affinity analysis has emerged as the next step in the evolution of the retail merchandising and promotion. MBA allows leading retailers to quickly & easily look at the size, contents, & value of their customer's market basket to understand how products are purchased together It helps the retailers to drill down into customer buying patterns over time to precisely target & understand specific, combination of products departments, brands, categories, & even time of day. Association rule which is the output of the MBA helps to specify the combination of the products; those should be sold in combination. The aim of the analysis is to determine the strength of all the association rules among a set of items. The strength of the association is measured by the support and confidence of the rule.

FAULT DETECTION IN NETWORKS BASED ON DYNAMIC INTERVAL BASED ACTIVE PROBING

BANUMATHI R
ASST. PROFESSOR
DEPARTMENT OF CSE
PR ENGINEERING COLLEGE
THANJAVUR

ABSTRACT

Increase in the network usage for more and more performance critical applications has caused a demand for systems that can monitor network health with minimum management overhead. Active probing is widely used to provide effective tools for end-to-end monitoring and fault diagnosis over a network. Adaptive probing based algorithms use probing messages to diagnose the state of the nodes in the network. The fault nodes are identified and reported. But the tricky part of probing is to localize faults in the network by sending less probes so that the network load does not get severely increased. In this paper we present a dynamic probing interval selection that keeps the amount of probing under control. Using the reliability and failure rate metric of the nodes as the based, we calculate the probing frequency that will be varying and according to the network's vulnerability to node failures. Our assessment of the proposed method gives satisfactory result and we are realized that this approach provides better performance than approaches, which probe for fixed frequencies.

ISSUES AND CHALLENGES IN ELECTRONIC WASTE

DR. KUNTAL PATEL
ASST. PROFESSOR
MCA PROGRAMME
INSTITUTE OF TECHNOLOGY
NIRMA UNIVERSITY
AHMEDABAD

NIRBHAY MEHTA
MCA STUDENT
INSTITUTE OF TECHNOLOGY
NIRMA UNIVERSITY
AHMEDABAD

ABSTRACT

In our daily life we are frequently using electronic items like computer, mobile phone, PDAs, television, pager, digital photo frame etc. But due to tremendous competition in the market and technological advancement, various vendors are developing newer and newer products with more functionality. Hence people are now a day frequently change or purchase a new electronic product, which indirectly makes earlier purchased product useless or less useful. Such useless or older products later on become Electronic Waste. So far electronic waste has not created big problem in developed and developing countries, but as penetration of electronic items to the general people increasing rapidly, in coming decade electronic waste may become a big problem for developing countries. In this paper we had highlighted important issues which are related to the electronic waste generations, waste management and suggestions are made such that electronic waste can be minimized.

STUDY ON CSR OF WIPRO, TATA & RIL**SHWETA PATEL****LECTURER****S. G. PATEL INSTITUTE OF MANAGEMENT STUDIES****DHARMAJ****ZARNA PATEL****LECTURER****S. G. PATEL INSTITUTE OF MANAGEMENT STUDIES****DHARMAJ****ABSTRACT**

This article highlights the CSR activities adopted by big companies. Today big companies are voluntarily taking further steps to improve the quality of life for employees and their families as well as for the local community and society at large. Engaging in corporate social Responsibility activity is considered by many as a necessity for any company. As part of CSR activities, the giant companies start to focus on Environmental Protection, Labour Security, Human Rights, community involvement, Business standard, Market place, Education & leadership Development, Human Disaster relief, Health Promotion, Anti-corruption . This obligation is seen to extend beyond the statutory obligation to comply with legislation and sees.



EMPOWERING RURAL WOMEN – ROLE OF MICROFINANCE

DR. NANU LUNAVATH
JACT- ACCOUNTS
NATIONAL INSTITUTE OF TECHNOLOGY
WARANGAL

ABSTRACT

Microfinance services lead to women's empowerment by positively influencing women's decision-making power and enhancing their overall socio-economic status. Microfinance Institution (MFI), a cooperative movement attempts to eradicate poverty and thereby confer financial and social empowerment of women. An attempt is to explore the reasons why MFIs concentrate on economically poor especially women. This paper reveals that this emerging movement has resulted in women's increased participation in decision making, gaining self-confidence, overcoming gender discriminations and increased political power and rights. Microfinance is now a proven strategy for reaching poor women. Microfinance both credit and saving has potential to improve the well-being of poor women in developing countries. Microfinance in India has been increasingly promoted to empower women. However, only a few studies examine the link between microfinance and women's empowerment. For the majority of women borrowers, microfinance helps in lifting women out of poverty and achieving economic and political empowerment with their homes. The purpose of this article is to examine the contribution of microfinance to empower the women.

ROLE OF E-LEARNING IN EDUCATION: A STUDY OF UNIVERSITY OF JAMMU

ANJU THAPA
PH.D. RESEARCH SCHOLAR
THE BUSINESS SCHOOL
UNIVERSITY OF JAMMU
JAMMU

ABSTRACT

The emergence of Information and communication technology has its impact on all the diversified fields and education is not an exception. Today the availability of e-resources and their use in libraries are very common. E-learning is a form of learning in which the educational process is supported by information and communication technology (ICT). Thus, e-learning has become a dominant delivery method at workplace learning setting across organizations of various sectors and of varying areas. Although many organizations are recognizing the potential of e-learning to bring closer the employees, there appears to be some issues to be addressed in delivering e-learning. The present paper is an attempt to examine the attitude of university students towards e-learning and its role in imparting education to them. The paper also highlights the difference in the attitude of perception towards e-learning based upon gender.

ADVERTISING: DO THEY HELP CONSUMERS IN MAKING SOUND PURCHASE DECISIONS?

PINKI
RESEARCH SCHOLAR
SINGHANIA UNIVERSITY
PACHERI BARI

ABSTRACT

A television commercial, wedge, ad or TV spot is a compact short-term visual used by advertising to convey their messages to an audience through the electronic medium known as television. This is a hugely popular advertising medium in India. A huge percentage of the Indian population religiously follows different kinds of TV programs, especially soap operas. Commercial breaks within the telecast periods of these TV shows are used for airing numerous TV advertisements which promote all kinds of products ranging from household stuffs to alcohol. Through TV, advertisers can reach out to a huge prospective consumer base that comprises of target customers belonging to a wide variety of group. In Indian advertising, the duration of a TV commercial is usually between 10 and 60 seconds (the most common formats are the 10, 20, 30 and 60 seconds slots). However, although uncommon, it is possible for a commercial to be of 5 or 6 seconds or even go up to 2 minutes. Currently there are promotional advertisements lasting longer than five minutes and whose structure resembles that of a segmented television program and cut blocks, which are called infomercials. These are complex constructions where programmatic drivers, experts, witnesses use products and even the public is present at the time of taping.

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Academically yours

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Co-ordinator

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