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INTERNATIONAL STUDENT COLLABORATION AND EXPERIENTIAL EXERCISE PROJECTS AS A PROFESSIONAL, INTER-PERSONAL AND INTER-INSTITUTIONAL NETWORKING PLATFORM

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ABSTRACT

This paper has the aim to analyze and to reflect on the experiential exercise from the point of views of instructor and students attending University Center of Economic and Managerial Sciences at University of Guadalajara and participating in the "X-Culture International Student Collaboration Project" as a professional, inter-personal and inter-institutional networking platform.



AN EMPIRICAL STUDY ON MARKETING OF GADWAL SARIS IN INDIA

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ABSTRACT

Handloom forms a precious part of Indian culture and economy. It is the 2nd largest employment provider next to agriculture. With the changes in tastes and preferences of customers, handloom products have to be marketed in such a way so that their survival and existence is ensured. Past literature has highlighted the grim status of weavers in handloom industry and their socio-economic conditions. Mass marketing is one of the reasons for it. Hence the profit is very low and sometimes it does not even cover the basic expenses involved, thus resulting in frustration, depression and suicides of weavers. The reasons might be that they are not able to anticipate, cope and adapt to the changes present in internal and external environment. Nevertheless, they cannot afford to be ignorant about customers' tastes and preferences as competition from domestic and international market is quite high. It is right time to change the way the product is being made and marketed. In order to understand and find out the reasons for the gap between the final product and customers' expectations, a primary research has been conducted in Mahabubnagar, Andhra Pradesh to know customer's perception and satisfaction level for gadwal saris for 50 respondents selected through purposive sampling method. The study reveals that existing customers are very much satisfied with the product (sari). This indicates that market can be expanded only by increasing the size of the market by attracting new customers. In this regard, present study devised and proposed a marketing mix for gadwal product to combat marketing related issues.

WORLD

IDENTIFYING THE FACTORS EFFECTIVE ON ORGANIZATIONAL INNOVATION IN SERVICES

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ABSTRACT

In market economy, development and introducing new services are essential for an organization's survival. Today, the service organizations find themselves facing various competitive pressures. Currently, the development and efficiency of such organizations rely on new services development. Due to extensive competitions, the organizations are forced to rapidly expand the new services. Usually, this increases the uncertainty and risks related to the new services. Therefore, it is necessary for the managers to have sufficient information on success and failure of new service projects. The combination of required organizational factors effective on performance of the new services is also essential. The main objective of this paper is to identify the factors effective on services innovations in ministry of labor. In fact, this paper intends to investigate how to promote the service innovation and what are the effective organizational factors on it. The research is considerable from this perspective that by identifying the effective organizational factors on service innovation, proper policies could be made in order to guide the improvement in the service innovation. Therefore, it is attempted, by obtaining models from previous researches, to create a proper basic framework to perform this research. In this research, in order to study the effective organizational factors on service innovation, the previous literatures were used. Then, based on information obtained from the case study and interviews, the research's framework was extracted. The questionnaires were created based on this framework. Finally, the analysis of the acquired data signified that the aspects of the effective organizational factors are categorized into technical development, new products development, organizational structure, organizational competence development, and technical chain combination. 8 factors in technical development aspect, 6 factors in development of new products aspect, 7 factors in organizational structure aspect, 3 factors in development of organizational competence, and 6 factors in technical chain combination factor were extracted from the interviews and the previous researches. In the research's quantitative stage, a statistical population consisted of managers and employees of the case study were considered and the simple random sampling method was used for sampling. Also, in this stage, the questionnaires were used as the data collection tool and the research's validity was measured by the experts in the qualitative stage, and the questionnaire's reliability was approved through Cronbach's alpha of 0.82. The factor analysis was applied in this stage for the data analysis.

THE EFFECT OF INDIVIDUALITY AND POWER DISTANCE ON INCOME SMOOTHING

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ABSTRACT

In this study, the effect of cultural components on income smoothing possibility is investigated. The cultural components are selected according to the Hofstede model which includes individuality and power distance. Furthermore, the income smoothing is measured using IKAL model and income-to-sales coefficient of variations for net income and gross profit levels. The statistical population of this research consists of the companies registered in Tehran Stock Exchange (TSE) and another sample including 72 companies which were selected via systematic random sampling. The statistical methods used in this investigation are linear regression and F-test. Confidence level was considered as 90% and the research period is from 2006 - 2010. The study findings confirm the significant relationship of individuality and power distance components with income smoothing in net and gross income levels. This relationship is direct and positive and also the relationship intensity of cultural components with income-to-sales coefficient of variations for net income level is slightly higher than gross income level. Moreover, in larger companies, the income smoothing was higher, and also the employees' concerns in such companies were the possibility of participation in company's management and social responsibility.

MANAGEMENT OF ELECTRICITY POWER SUPPLY IN DELTA AND EDO STATES OF NIGERIA: PROBLEMS AND PROSPECTS**ANTHONY A. IJEWERE****SR. LECTURER****DEPARTMENT OF BUSINESS ADMINISTRATION UNIVERSITY OF BENIN****BENIN CITY****ABSTRACT**

The objective of this paper is to examine the problems and prospects of electricity power supply in Delta and Edo States. To achieve this goal, a sample of 120 respondents was interviewed by the researcher and field data collectors. The data presentation tools were tables, simple bar charts, histogram, pie - chart and percentages. It was found out that poor funding, lack of maintenance culture, use of obsolete equipments, lack of spare parts and inadequate trained manpower constitutes the problems of the organization and no serious adequate plans have been put in place to address these problems. Based on the aforementioned, it was therefore recommended that PHCN's equipments should be upgraded, government should adequately fund the organization, and management should develop a vibrant maintenance culture and employ adequate and well trained staff.

EMOTIONAL INTELLIGENCE AND ITS IMPACT ON TASK PERFORMANCE AND CONTEXTUAL PERFORMANCE

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ABSTRACT

The purpose of this study was to investigate the impact of Emotional Intelligence of managers on Task Performance and Contextual Performance of non - managerial employees of the banking sector in Sri Lanka. The sample consisted of 100 managers and 400 non - managerial employees randomly selected from Systemically Important Banks. Two set of questionnaires were administered among managers and non - managerial employees. The collected data were analyzed using regression analysis and correlation coefficient. The results of the study indicated that Emotional Intelligence had significant positive relationship with Task Performance and Contextual Performance. The utility of Emotional Intelligence in improving Task Performance and Contextual Performance was discussed. It was recommended that Emotional Intelligence of the managers should be enhanced to improve the Task Performance and Contextual Performance of the non - managerial employees.

THE RELATIONS BETWEEN CASH MANAGEMENT POLICIES AND PROFITABILITY OF SMEs IN KANO

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ABSTRACT

Cash flow management is not a passive outcome of Small and Medium Enterprises (SMEs); rather cash needs to be actively tracked, chased and captured; it requires access to reliable data. The ability to manage cash cycles emerged among the top issues affecting the SMEs. The importance of cash flow planning and management and the criteria and approaches to be adopted for the same in a SME is echoed in recent times. Most SMEs do not growth to their maturity stage due to inappropriate cash management policies. These unsuitable cash management policies are expected to have negative correlation with the profit margins of SMEs and invariably their profitability. This paper investigates into the relationship between cash management practices and profitability of SMEs in Kano. A survey of the managers and or owners of SMEs was made to generate data and the Somers' d analytical technique was used to measure the relation between the two variables. The result shows that there is negative insignificant relation between cash management practices and the profitability of Kano SMEs. This is as a result of the higher number of days in the cash conversion cycle of the SMEs. A well made cash flow management plan, if used by the SME as a tool for cash flow monitoring, squeezing days in receivables and stretching days in payables may relate positively and increase the profit margins and controls in the SME through enhanced productivity.

**ACCELERATED LEARNING SOLUTIONS (ALS) – A MODEL FOR LEARNING ON THE JOB & PRODUCTIVITY
ENHANCEMENT OF FRESH ENGINEERING GRADUATES THROUGH TITP (TELECOM INDUSTRY TRAINING
AND PLACEMENT)**

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ABSTRACT

Two decades of economic liberalization has helped in creating a large number of employment opportunities in the Indian industry. The number of engineers graduating each year in India is almost twice that of the US and a little less than twice the number of individuals graduating as engineers across Europe. It is heartening to note that India has one of the world's largest and most qualified pools of technical manpower. The proliferation of professional colleges is the catalyst for this trend. This has resulted in a quantum jump in the number of engineers being churned out of our academic institutions. However the lack of 'Job ready' skills in the university curriculum coupled with the assessment system of majority of the colleges, with high weightages on theoretical competencies, instead of practical know-how is definitely causing a major concern for the industry. The gap between eligibility and employability is almost 75% in the long run the gap will create a major bottleneck in India's economic growth. The Network Learning Center of a leading telecom player has bridged this knowledge gap and accelerated the learning curve of fresh engineering graduates by deploying a blended learning solution. The Telecom Industry Training & Placement program for fresh engineering graduate spread over 12 months guides, moulds and prepares them for challenging opportunities in the telecom services domain. This paper presents the Accelerated Learning Solutions (ALS) framework developed by NLC and empirically validates the model through primary research data garnered over a period of three years.

WORLD

RURAL E-BANKING: A TECHNICAL FRAMEWORK USING MOBILE TERMINALS

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ABSTRACT

For betterment of rural India, there is a need of secure and contented financial services. Current bank branch network is not able to reach these areas and even if they try to do so, it will cost more for both bank (for setting up a branch) and customer (for accessing services; e.g. travel and queuing time). Branchless banking has potential to achieve this target in limited budget but current structure of branchless banking also needs some improvement to enhance security and avoid fraudulence activities. To attain this objective a framework is offered where branch less banking is provided through Wi-Fi enabled mobile terminal, local villager/Agent and bank. Together they will act as a virtual branch which further connects over internet with customer database of main stream banking system such as SBI, PNB, and BOI etc. In this scenario agent authentication is done through VPN token and for villager smart card is used. At the end of every transaction printed slips with all necessary details are taken for legality of transaction and saved in database for records keeping audit trail as well. It is a simple and secure that uses m-banking, i-banking and can be easily understood by unsophisticated and non technical villagers.

BIOMETRIC SECURITY IN MOBILE BANKING**S. T. BHOSALE****ASST. PROFESSOR****V. P. INSTITUTE OF MANAGEMENT STUDIES & RESEARCH
SANGLI****DR. B. S. SAWANT****DIRECTOR****KARMAVEER BHAURAO PATIL INSTITUTE OF MANAGEMENT STUDIES & RESEARCH
SATARA****ABSTRACT**

Mobile technology is growing very speedily, each person have mobile in its pocket. Banking sector started mobile banking service but insecurity is also growing with the same speed. To overcome this insecurity we are moving for biometrics as secure path to communicate and authentication purpose. Present study deals with new innovative model for Mobile using biometric technology for operating secure mobile banking. Proposed model provides high security in authentication which protects service user from unauthorized access. In this proposed model user required to authenticate himself with biometric identification, middle fingerprint and Personal Identification Number (PIN).

SPIRITUAL INTELLIGENCE – A CHANGE MANAGEMENT STUDY

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ABSTRACT

A lot is expected today from young MBA graduates. In the current business environment organizations are expecting the younger generation to work in very challenging situations and handle them with lot of maturity. With the success of sports psychologists and spiritual gurus in coaching our cricket teams, youngsters are looking at their icons, to emulate their mental attitude towards success. Many Organizations are expecting these young candidates to adopt to this dynamically changing business environment. This paper looks into the need for spiritual intelligence in our younger generation. Specific examples towards development of a stable and well grounded mental attitude are studied from Indian scriptures and its relevance to management students towards adoption is considered. A study was conducted with MBA students and results of the correlation to spiritual intelligence and their employability are discussed.

INTEGRATED RELIABILITY MODEL AND FAILURE MODES EFFECTS & CRITICALITY ANALYSIS FOR OPTIMUM RELIABILITY

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ABSTRACT

The present research work is on Integrated Reliability Models for Redundant Systems. All most all the models that are reported primarily considered Cost as the basic constraint. In this scenario, the Authors proposed a class of Integrated Reliability Models for Redundant Systems with multiple constraints as a novel beginning in the mentioned area of research and initiated the optimizing the System Reliability for the said model under two different approaches and the results reported in the work is highly useful for the Reliability / Design Engineers for successful implementation which helps to produce highly Reliable and quality goods and the models are established for the Series – Parallel Reliable Configuration Systems. These model can also be further investigated for different mathematical functions of interest and also can be applied for Parallel – Series Configuration Systems, where the application of these models for such systems will be feasible only when the cost of the system is very low. The Authors is of the opinion that the stated problem can be investigated under the scope of study. The Lagrangean Approach has given the Reliability of three stage system is 0.8512 where the number of components are real, which has been increased to 0.937 (10%) by just rounding off the number of components to the nearest integer, since the number of components cannot be real numbers. The system reliability has gone to 0.9113 when calculated scientifically by using Dynamic Programming which has taken care of Cost, Weight, Volume and the number of components is integers.

FACTOR ANALYSIS OF DEFECTS IN SOFTWARE ENGINEERING

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ABSTRACT

Factor analysis has realistic and profound significance to improve the quality⁶ and reliability of software. There is little research on the methods applied to software engineering to analyse defects. Two analyses are carried out in this paper. First analysis is by considering prior defect potential for ten versions of same software projects. Second analysis is for delivered defects taking ⁷five different activities.

CONCERNS FOR SECURITY IN MIGRATING TO CLOUD COMPUTING

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ABSTRACT

Cloud Computing is slowly and steadily becoming the foundation of many corporate dealings. Organisations are trending towards migrating its data and applications onto cloud technology because of the perks being offered by using this remotely-hosted service. Though, cloud computing has been around since mid-2000, it has only become popular now with two internet giants establishing themselves in the field of remote-computing – Google and Amazon. “With great power, comes great responsibility” fits appropriately to this situation, as cloud computing along with being a popular service is also a major concern for the security of the enterprise’s data. Thus, it is necessary to delve deep into the various security issues put up regarding the cloud platform and find a way to tackle them. This paper focuses on the security breaches to sensitive data in the Cloud Computing Environment. It highlights the concerns of the major giants rapidly reaping the benefits of this technology.

PREDOMINANCE OF TRADITIONAL SECTOR IN UNORGANISED MANUFACTURING OF INDIA

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ABSTRACT

Unorganised sector provides employment to about 90 per cent of the population but its contribution towards NDP is only 60 per cent. The main reason behind it is that unorganised manufacturing sector is more concentrated in agricultural states or economically backward states. In these states mostly traditional activities are carried out and the unskilled workers find employment in the unorganised manufacturing sector. The research work is aimed at analysing the dominance of Traditional Sector in unorganised manufacturing of India after economic reforms. The period under study i.e. 1994-1995 to 2005-2006 is a period of rapid reforms. This reform period has largely favoured the non-traditional units and many of the traditional occupation are dying away. The early reform period has been most favourable to the non-traditional organised manufacturing but since 1994-1995 the unorganised manufacturing sector has surged forward in terms of employment as well as enterprises. So, here it will be important to see if the period since 1994-1995 has observed any type of structural changes in unorganised manufacturing sector of India.

THE INSIGHT VIEW OF QUALITY OF WORK LIFE: A STUDY ON THE EMPLOYEES OF PUBLIC SECTOR AND PRIVATE SECTOR BANKS IN TIRUNELVELI DISTRICT**A. MADHU****LECTURER****DEPARTMENT OF MANAGEMENT STUDIES
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PANNAPAKAM (VIA) THAMPARAM****ABSTRACT**

The quality of work life is a wide term covering an immense variety of programmes, techniques, theories and management styles through which organizations and jobs are designed so as to grant employees autonomy, responsibility and authority. As every employer wants a good employee every employee wants a good employer. The main yardstick is the Quality of work life which every company offers to its employees. Quality of work life is all about the conducive and congenial environment created at the work place as it is one of the main reasons for better performance and productivity. To keep the organization sustainable, employees need to be motivated to care about the work they do, to acquire knowledge-related skills and to perform the work to the best of their abilities. This paper aims to study the various factors influencing quality of work life of Bank employees. A happy and healthy employee will give better turnover and make good decisions and positively contribute to organizational goal. A questionnaire survey was carried out with the employees belonging to various cadres in Private and Public sector Banks in Tirunelveli District. Data were analyzed using descriptive statistics, factor analysis and Correlative analysis. However, it is observed Quality of work life of Bank employees are influenced by various significant factors.

WORLD

DATA MINING FOR MOVING OBJECT DATA

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ABSTRACT

It is easy to observe that the number of moving objects in moving objects databases like those used in transportation systems, or air traffic control centers may be very large. To achieve an acceptable level of performance with such large volumes of continuously changing data, in answering moving object queries, it is not desirable to examine the location of each moving object in the database. Indexing the location attribute is hence necessary. The widely used mechanisms for indexing spatial data, like R Trees, MVB Trees, and Quad Trees etc would not the serve the purpose well since the data in spatio-temporal applications have to be continuously updated. Movement of a point object represents the trajectory of the moving point object. Data is typically treated as a set of line segments that collectively describe the trajectory of a moving object in the database. One simplifying approach suggested in [1] is to consider indexing structures to be append-only with respect to time. This means, data grows mainly in the temporal dimension.

ECONOMIC TOURISM MANAGEMENT: AN APPLIED S.H.G. MODELING THROUGH CASE ANALYSIS OF ELLORA CAVES & DAULATABAD FORT – AN INDIAN APPROACH

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ABSTRACT

Tourism market can be managed by radical organizations who understand the new functions of tourism management. It is nothing but plantation of a concept for acceptability, which transacts a business between the buyer and seller. It is about the services, products and experience of the tourist at a price tag in a given context. What is important is for developing the content, context and infrastructure in a given location that can enamor the recreating spirit of visitors; who aspire to travel for change. Change is all about breaking the monotony and insipid living conditions, about a breath of fresh air. Pilgrimage tourism, city tourism, eco-tourism, hospital tourism, heritage tourism, cultural tourism, fashion tourism, aesthetic tourism, urban tourism and village tourism are the major concepts of current epoch. Saps of the ancient times does exist but with a modern taste and flavor of contemporaneous luxuriant living. The natural ambience of life is drifting with advanced lifestyles. Eco-tourism market should develop human resources to be manned in organizations. Therefore, in order to equip the raw manpower available in locales across the category; facilitators have to be trained. The USP (Unique Selling Proposition) of tourism market module in tourism sector lays stress on the tourism related market modules, within a single category applicable in the unique environment. Emphasis is on innovative traits of uncategorized tourism modules, which is not category specific. This module tourism takes a holistic facet of category and attempts to optimize the inputs through the pedagogy and demagogy. In India, a poverty stricken country known for elephants, snake charmers, plethora of religions, Taj Mahal, mystic religious gurus, temples, rich flora & fauna, culture, estuaries, coral island and bounties of natural abundance are befitting aspects for tourism destination to be created. Currently tourism and infrastructure for tourism and culture industry is in an infant stage of development but having a mammoth scope and potential. Consequently a rapid growth is inevitable and is foreseen through the currency exchange rates; INR vis- a-vis USD or any other currency. The emerging waves of liberalization and globalization process in the near future are bound to seamlessly access in to the grassroots of life and living conditions. Eco-tourism shall look in to rural tourism, village tourism and pastoral tourism for absenting oneself in to attainment of solitude and peace in oblivion; away from pompous luxury badging. Developing economies like India which is in the strategic need of employment for its masses. SHG (Self Help Group), a new dimension of Cooperative Management is modeled for this research to conceptualize, enhance and practice as low cost tourism. As the USP's are studied, and market demand is examined, the model of SHG in enhancing and applying a Rural Tourism to Cater the domestic tourists of Ellora Caves & Daulatabad Fort. The adjacent Berul Village of Ellora Caves is the primary survey case taken in to applied-economics modeling for the purpose. Both the monument sites are within the close proximity of 8 K.M. SHG is an experimental economic model for micro application of tourism strategy and marketing. This research paper displays a strategic intent for a category and frame of thought for the implementation in tourism management category. This module shall remain as a guideline for India and global entrepreneurs and business developers everywhere in any walk of life, it can utilize by dint of a marketing concept a product to gain revenue and economy and ultimate customer satisfaction.

IMAGE RETRIEVAL USING CONTENT OF IMAGE**PREETI MISHRA****RESEARCH SCHOLAR****DEPARTMENT OF COMPUTER SCIENCE & ENGINEERING****RAIPUR INSTITUTE OF TECHNOLOGY****RAIPUR****AVINASH DHOLE****ASSOCIATE PROFESSOR****DEPARTMENT OF COMPUTER SCIENCE & ENGINEERING****RAIPUR INSTITUTE OF TECHNOLOGY****RAIPUR****ABSTRACT**

In this paper, we provide a new image retrieval model which integrates the spatial distributing information of colors, shape and the texture features. We suggest CBIR (Content Based Image Retrieval) method using color, shape and texture information. Using just one feature information may cause inaccuracy compared with using more than two feature information. We use three feature, HSV color model as color information, Fourier descriptor and moment invariant as shape representation, and GLCM(gray-level co-occurrence matrix) and spectral measure as texture representation. Feature vector of all the candidate images are calculated before and stored as a metadata. Here Euclidean Distance is used as proposed methodology for retrieving similar images.

FACTORS INFLUENCING COMPANY VALUATION: AN EMPIRICAL ASSESSMENT OF THE INDIAN CORPORATE SECTOR

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ABSTRACT

Improvement of company value is one of the most challenging aspects of modern finance. In today's competitive world every company is trying hard to improve its value in order to accomplish its wealth maximization objective. In this backdrop, the present paper made a modest effort to assess the influence of three important variables, namely Total assets & total income, Profit after tax and Total reserves on company valuation. The sample size of the study consists of thirty four companies which have been selected by taking the top most companies on the basis of companies' total assets and total income. This selection has been made considering "The BW real 500, the definitive ranking of India's biggest companies" published by Business world, New Delhi, October, 2011. The issue analyzed in this study has been tackled using relevant statistical tools and techniques.

CHRONOLOGICAL STUDY ON POSITIONING WITH EMPHASIS ON MALLS**SURESH SANNAPU****ASST. PROFESSOR****JAYPEE BUSINESS SCHOOL****A CONSTITUENT OF JAYPEE INSTITUTE OF INFORMATION TECHNOLOGY****NOIDA****NRIPENDRA SINGH****ASST. PROFESSOR****JAYPEE BUSINESS SCHOOL****A CONSTITUENT OF JAYPEE INSTITUTE OF INFORMATION TECHNOLOGY****NOIDA****ABSTRACT**

Growth of malls in India has been phenomenal, initially in the metros and now in tier II and tier III cities. However as per the reports of reputed property consultants, the vacancy levels in various malls have been steadily increasing and the new malls are also struggling to get sustainable occupancy levels. Given this scenario, the authors believe that there is a need for a sound positioning strategy in the development of malls. The successful positioning strategies are those of Sahara mal, Gurgaon as a mall for middle income segment, Select city walk, Delhi for high networth individuals and Palladium in Mumbai as a mall for the creamy layer of the population. This paper, based on the analysis of reports of various consultants, expert opinions and available literature, highlights the importance of positioning of malls in India. A chronological order has been made from the earlier researches about the various ways in which positioning and image were understood and defined. The distinction between image and positioning and how their understanding and usage by marketer's influences consumer decision making process has been presented.

CYBER ATTACK MODELING AND REPLICATION FOR NETWORK SECURITY

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ABSTRACT

Cyber security methods are continually being developed. To test these methods many organizations utilize both virtual and physical networks which can be costly and time consuming. As an alternative, in this paper, present a simulation modeling approach to represent computer net-works and intrusion detection systems (IDS) to efficiently simulate cyber attack scenarios. The outcome of the simulation model is a set of IDS alerts that can be used to test and evaluate cyber security systems. In particular, the simulation methodology is designed to test information fusion systems for cyber security that are under development.

WORKING CAPITAL MANAGEMENT OF HUL – A CASE STUDY

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ABSTRACT

Management of working capital is a very common phenomenon of every business firm and is of great importance for its overall growth and decline. Working capital management decisions are related with current assets and current liabilities and also the short-term financing. Such decisions involve the relationship between firm's short-term assets and its short-term liabilities. The main objective of working capital management is to assure the liquidity position of the company by proper controlling of adequate cash flow for meeting the short-term obligation and future operational costs. Excessive and inadequate working capital is harmful to the business. Therefore, for achieving the objective of the business, working capital should be managed in such a way that it controls liquidity and at the same time increases the profitability of the business. The present study is made to make a detailed analysis of working capital management of Hindustan Unilever Limited.

A STRATEGIC FRAMEWORK TOWARDS INDIAN RURAL RETAIL INDUSTRY IN THIS COMPETITIVE ERA

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ABSTRACT

Retail is an emerging sector in India. The country's dynamic retail landscape presents a grand opportunity to investors from across the globe, to use India as a strategic business hub. Marketers are shifting their focus to rural retail as it offers huge potential which can be tapped effectively through innovative distribution channels with retailing being the most critical element. The concept of rural malls is becoming popular. Famished of modern forms of entertainment, the rural middle class have greeted these malls with great passion. Despite being visibly a huge green pasture this rural retail sector penetration offers several bottlenecks which include rural infrastructure, life styles and varied perceptions of rural consumers. Only those companies who understand that there is no short cut to seize rural markets and frame their strategies altogether different from metros are likely to tap this resource. The purpose of this paper is to study the present scenario of rural retailing, noteworthy rural initiatives of the marketers, problems and myths. Further, it also highlights the strategies the marketers need to lay focus on before entering this segment.

**EVALUATION OF THE PERFORMANCE OF TRAINING PROGRAM AT CARBORUNDUM UNIVESAL LIMITED,
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ABSTRACT

Human Resources management has the components of procurement, development, compensation, integration, maintenance and separations so as to create competing human resources to bench mark in any field of business. Hence the effectiveness of organization can be best assured. Training and Development implies learning, relearning unlearning, education, ASK (Attitudes, Skill and Knowledge) transition, technical and technological accreditation and other means of development. The study of effectiveness of training is therefore inevitable as training and development is only cause for creating right from awareness to experimenting the knowledge in the most potential and desirable forms to ensure effectiveness in any organization. The present study aims at exploring the facts about the efficacy of training program conducted by Carborundum Universal Limited, Ranipet. Both the researcher and the company would like to focus their attention on uncovering the factors instrumental for the effectiveness in the pre and post training situations. The study collects the primary data to ensure first –hand information to reach the effectiveness in training objectively with out any dilemma. The outcome of the study will much be useful to determine the policies and strategic decisions which will upgrade and update the content factors of training leading to the effectiveness of the concern under study, ultimately affect individual, group, organizational and societal issues.

QUALITY DATA REPRESENTATION IN WEB PORTAL – A CASE STUDY

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ABSTRACT

Web information systems are characterized by the presentation of a large amount of data to a wide audience, the quality of which can be very heterogeneous. Every organization and individual can create a web site and load every kind of information without any control on its quality, and sometimes with a malicious intent. The information systems on the web need to publish information in the shortest possible time after it is available from information sources. The information has to be checked with regard to its accuracy, currency, and trustworthiness of its sources using the data quality measure. The Quality of the Data presented by the web portals has to be analyzed. Intrinsic and representational categories of data quality are very important in the web portal to give the data in most effective manner. The main aim of this paper is to quantify the Data qualities through their dimensions. This paper has made a study about the attributes of quality representation of data and a case study about how effective, the data representation has been made with "Education" column of 'The Hindu' daily news paper web portal (online).

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ABSTRACT

Fire disaster is one of the most dangerous professions in which people are employed. Automatic fire alarm system provides real-time surveillance, monitoring and automatic alarm. It sends early alarm when the fire occurs and helps to reduce the fire damage. In this paper, the use of wireless sensor networks may be one way of reducing the risk faced by the fire disasters and assist in the process of rapid extinguishment of the fire. The NS2 simulation environment is a flexible tool for network engineers to investigate how various protocols perform with different configuration and topologies and the ns-2 framework to include support for sensor networks. This paper presents the simulation results in order to choose the best routing protocol to give the highest performance when implement the routing protocols in the target mobile node application. The simulations comparing two ad hoc routing protocols named DSDV and AODV.

COMPARISON AND ANALYSIS OF WIRELESS NETWORKS FOR HEALTH CARE TELEMONITORING SYSTEM

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ABSTRACT

The inconvenience of transportation frequently causes delay in health care for home-dwelling patients with chronic diseases, resulting in inequality of medical care. This paper proposes a Telemonitoring System (WiMAX Telemonitoring Service) framework for monitoring and delivering health care service to home-dwelling chronic hypertension patients, with the idea of improving the accessibility of medical care by utilizing the benefits of Internet to construct a ubiquitous health care environment. The study compared and analyzed three wireless Networks: WiMAX, WiFi and HSDPA, and found that WiMAX has the best performance regarding to stability as a long-distance health care delivery platform. A questionnaire survey in the hospital also revealed that the medical staff is highly recognized with telemedicine, which supports and serves as a reference for the designing of the telemonitoring system.

ECO-FRIENDLY MARKETING AND CONSUMER BUYING BEHAVIOR: AN EMPIRICAL STUDY

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ABSTRACT

Eco-friendly marketing and consumer buying behavior are two very important interrelated concepts of new age marketing. With the growing economy the demand and consumption of goods and services are also increasing, this lead to higher and higher environmental pollution. Consumer's education and awareness gave birth to eco-friendly attitude of the customers across the globe. There appears a constantly growing niche market all over the world waiting to consume these products. Conceptually speaking eco-friendly marketing is concerned with designing, developing and delivering products that are eco-friendly creating least harm to the environment and its stakeholders. The main objectives of this paper is to categorize the respondents on the basis of their level of eco friendliness and then to Develop a Model explaining Impact of 'Sustainable development strategies' based on Consumer buying behavior finally to offer suggestions based on the findings. The study based mainly on the primary data captured. For the purpose of measuring attitude 24 items explaining 'Search for Information' (SI), 'Personal apathy and loss of benefit' (PA), Financial cost (FC), Lack of Knowledge (LK) and Post purchase behavior (PPB) were obtained in Likert's five point scales. Reliability, validity and accuracy and authenticity of questionnaire are ensured. Regression analysis is done to develop a relationship amongst the variables. Further test and ANOVA is also used for the analysis. The study findings indicate that few respondents are 'Non users' and 'indifferent' of eco friendly products. On the other hand majority of them are aspirants.

A PROPOSED FRAMEWORK FOR AUTO REGULATED MIGRATING PARALLEL CRAWLER

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ABSTRACT

A Web Crawler is a software program of a web search engine that fetches data from web servers [2,7]. It is a time taking process due to tremendous increase rate as well as the high change frequency of web documents, running a web crawler is becoming a challenge. Due to the deficiency in their refresh techniques [10, 11], current web crawlers add unnecessary traffic to the already overloaded Internet. Currently there is no any ways to verify whether a document has been modified or not [1, 3]. The aim of this paper is to develop a crawling technique that reduces load on the network caused by the search engine crawlers in this paper, an efficient approach is being proposed for building an effective migrating parallel crawler. It selectively migrate the crawler to the web server based on some calculation[11] and updates its database and/ or local collection of web pages, instead of periodically sending the crawler in round robin manner thereby improving the "freshness" of the collection significantly and reducing the required network bandwidth. It also detects web servers on which pages frequently undergo up-dation and dynamically calculates the migration rate [10, 11] of migrating parallel crawler for its next visit to the server. This approach will reduce the load and internet traffic on the remote site.

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