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BUDGETARY TRADE-OFFS BETWEEN MILITARY AND EDUCATION/HEALTH EXPENDITURES IN DEVELOPING COUNTRIES: A PANEL DATA ANALYSIS

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ABSTRACT

Though controversy remains among the defense economists about the nature of trade-off between military expenditure and other government expenditures, it is commonly believed, particularly in developing countries, that defense expenditures have an opportunity cost in terms of foregone other government expenditures. This paper examines empirically the existence of a budgetary trade-off among military, education and health expenditures in 14 developing countries for the time period 1999-2005 applying panel data analysis. The main findings of the article suggest that there is a positive association between military and education expenditure, and negative trade-off between military expenditure and health expenditure. Positive association between military and education expenditure indicates that government allocates the funds for defense and education sector independent of the government expenditures. Negative relationship between military expenditure and external debt growth indicates that defense sector's budget is fully funded by internal resources.

AN ANALYSIS ON CRITICAL SUCCESS FACTORS FOR NEW PRODUCT DEVELOPMENT IN SMES OF IRAN'S FOOD AND BEVERAGE INDUSTRIES

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ABSTRACT

The purpose of this paper is analyzing on critical success factors (CSFs) for new product development (NPD) in Small - Medium Enterprises (SMEs) of Iran's food and Beverage industries, by the use of managers and experts who are involved. This study is a quantitative research that the questionnaire for collection data was developed by an extensive review of the related literature and also performing structural interviews. We have used the viewpoints of more than 50 managers and experts, related to NPD, from SMEs of food and beverage industries of Iran. The finding of the study revealed CSFs for NPD in SMEs and then specifies its critical success dimensions (CSDs) for NPD in SMEs that include technological, commercialization, marketing, organizational, internal, and supporting dimensions. The study also shows that there is a significant gap between current situation and ideal situation and then with identifying factors that cause such a problem, have presented a set of managerial solutions.

COMPARATIVE STUDY AND NUMERICAL MODELING OF A CUPOLA FURNACE WITH HOT WIND

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ABSTRACT

The cupola furnace is a vertical furnace used in iron and steel industry for the fusion of ferrous metals in order to obtain liquid cast iron, from a prototype set up by the Higher Teacher training school of Technical Teaching, (cupola furnace with hot wind), in this study, we evaluated the parameters characteristic of the system in order to determine the melting point of the cupola furnace. The made proposals related to:

- 1- Determination of the convection coefficient by the exchange of temperature in the cupola furnace (simulation with software MATLAB) and the proposal for some technological modifications.*
- 2- the choice of a refractory material: the materials proposed presents a strong thermal inertia and locally has the advantage of being available.*
- 3- The process of fusion: it is about the injection of oxygen and carbon on the level of the conduits during combustion; one thus improves heat exchange in the cupola furnace and one decreases the quantity of fuel used; much more the cast iron obtained is of better quality.*

This furnace also presents an environmental stake because it can be average of valorization of the local biomass; the study is completed on the use potential of certain local fuels in the place of metallurgical coke. (fossil fuel is very pollutant) in this cupola furnace.

AN ANALYSIS ON THE IMPACT OF QUALITY SERVICE PROVISION ON CUSTOMERS' SATISFACTION IN MICRO- FINANCE INSTITUTIONS IN RWANDA FROM THE CUSTOMER'S PERSPECTIVE - USING THE SERVQUAL MODEL

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ABSTRACT

Service quality is a concept that has aroused considerable interest and debate in the research literature because of the difficulties in both defining and measuring it with no overall consensus emerging on either. Customer satisfaction and service quality are often treated together as functions of customer's perceptions and expectations and research has shown that high service quality contributes significantly to profitability. Service quality is required to be the first measure in order to improve the quality of service in an organization. The aim of this study was to find the underpinning variables of quality service that contribute to customer satisfaction in the micro-finance institutions in Rwanda from the customers' perspective. The measurements used were based on the widely accepted SERVQUAL model which is the most common method for measuring service quality. Descriptive and co relational statistical analysis was used to evaluate the impact of service quality and its effect on customer satisfaction among the customers in the microfinance institutions in Rwanda. Data was collected through a self-constructed and statistically validated questionnaire, thus five commercial banks were used for the research. A sample size of 250 customers were used for the study. Convenience sampling technique was used to administer the questionnaires to the respondents. A total of 353 customers were approached to fill the questionnaires, out of which 250 were willing to give usable data for statistical analysis. The results of the study indicated that all of the service quality factors and all the customer satisfaction factors were important. The statistical results indicate that there was a significant relationship between quality service provision and customers satisfaction.

FOREIGN AID AND DEVELOPMENT IN AFRICA: IMPLICATION FOR THE MILLENNIUM DEVELOPMENT GOALS (MDG'S)

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ABSTRACT

For the past five decades, Africa has been a beneficiary or recipient of foreign aid, bilateral; multilateral or even private. The essence of this aid is to provoke even development in the poor Nations of the World especially Africa. More than \$650 billion has massively been injected into the continent of Africa, yet there is no absolute or clear cut demarcation between Africa and poverty. Many African countries today, rather than progress from poverty to feasible wealth have become Highly Indebted Poor Countries (HIPC's). Debt, and debt crisis is however where most African countries have found themselves. The paper is an examination of the role of foreign aid in developing the African continent, and the implication of such aid for the MDG's. The submission in this paper is that foreign aid has not only fostered underdevelopment in Africa, but has plunged the continent into a debt burden. The paper frowns at the West for continuous aid, being fully aware that a vast majority of the aid money (ies) ends up in the corrupt politicians and government bureaucrats' offshore accounts. The work is anchored on the Dependent theoretical framework.

THE IMPACT OF HRM PRACTICES HAVING A MEDIATING EFFECT OF ORGANIZATIONAL COMMITMENT ON ORGANIZATIONAL PERFORMANCE

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ABSTRACT

The purpose of conducting this study is to observe the relationship of HRM practices having commitment as mediator with organizational performance in hotel industry of Pakistan. Having sample of eighty respondents of three five star hotels of Rawalpindi & Islamabad the hypothesized model is developed predicting the positive relationship between Human Resource Management and organizational performance through organizational commitment, which is proved true. At the same time the effect of organizational commitment is found less affective compared to HRM practices on organizational performance directly. The results indicate the need of improvement in HRM polices so that personal commitment can be enhanced for better organizational performance. The need of strategic HRM is felt in this industry in Pakistan because with out consulting each other the HR polices alone can not bring the desired results.

ENTREPRENEURSHIP DEVELOPMENT THROUGH HUMAN RESOURCE MANAGEMENT PRACTICES

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ABSTRACT

India's human capital is fast emerging as the key source of its economic growth. Much has been said recently about India's demographic dividend: that its working-age (15-59 years) population, as of now, largely consists of youth (15-34 years), and as a result its economy has the potential to grow more quickly than that of many other countries, including China. This paper attempts to focus on the dire need to garner this demographic gift through Human Resource Management (HRM) Practices, before it turns out to be a liability.. A detailed and in depth descriptive analysis of the secondary data have been done. The recommendations to foster entrepreneurship development towards the economic growth of our nation are: Strategic HRM practices are crucial for innovation and entrepreneurship, to shape the surplus workforce as job providers, rather than as job seekers; Corporate entrepreneurship or Intrapreneurship, is advocated as a means for organizational innovation and many other advantages at organizational as well as individual level; Kanter's Change management theory is crucial for increasing the employees' efficiency; The conducive Indian entrepreneurial climate - existence of iconic role models, functioning of entrepreneurship-oriented bodies with opening of numerous business opportunities should be the potent facilitating factor for entrepreneurship development.

SELF-MEDICATION IN YOUTH: A SURVEY IN JAIPUR

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ABSTRACT

To obtain baseline data on self-medication with over the counter drugs in Jaipur and moreover to gain information on variables that influence self-medication. The data was collected via face to face structured interview of respondents in pharmacies of Jaipur using structured questionnaire from February 2012 to March 2012. A sample of 273 patients was collected from the selected pharmacies. The individuals who came to the pharmacy to buy drugs were selected but those who came to buy medicines on behalf of others were excluded from the study. The results were based on the data captured from 273 respondents. Weakness and tiresome was the most common ailment suffered by 84.98% for which they usually take multivitamins. Headache was the second ailment for which 77.65 % respondents self-medicate followed by fever, cough and cold and others. The ailment for which respondents don't prefer much medicine was constipation. The study revealed that time constraint is the most influencing variable for self-medication and common family practice is the variable which influenced least for self-medication.

CUSTOMERS' PERCEPTION TOWARDS SERVICE QUALITY OF INTERNET BANKING SERVICES IN COIMBATORE DISTRICT, TAMIL NADU, INDIA

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ABSTRACT

Internet banking is a result of explored possibility to use internet application in one of the various domains of commerce. It is difficult to infer whether the internet tool has been applied for convenience of bankers or for the customers' convenience. But ultimately it contributes in increasing the efficiency of the banking operation as well providing more convenience to customers. For analyzing customer's perception towards Internet Banking (IB) service quality in Coimbatore district one hundred and twenty consumers using internet banking were selected randomly and they were personally interviewed. The gaps analysis results shows there are no gaps existed with respect to the attributes such as information content and text easy to understand, queries taken seriously, quick complaint resolving, appearance of the website, clarity of website, customer can rely on bank for not misusing their information and language of the website. However, Customer's were not satisfied with respect to the attributes such as Links are problem free, accurate and pages download quickly, accurate information about product and prompt services, bank provides updated technology regularly for I- banking, web page do not freeze after putting all the information, easy to approach and contact bank, easy to find policy and notice statement on the bank site, easy to use, bank provides financial security and confidentiality. So there is need to formulate strategy to solve these problems.

ECONOMIC PERSPECTIVE OF CHILD LABOR - IT'S IMPLICATIONS AND PREVENTIVE MEASURES: A STUDY ON UNORGANIZED SECTOR IN VISAKHAPATNAM, A.P., INDIA

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ABSTRACT

There are about six core child laborers in India. Irrespective of the presence of various Govt. policies, laws for the protection of children from labor, abuse, still children are working everywhere in the unorganized sector. Hence, there is a need to focus on child labor issue. Visakhapatnam is a port and steel city attributed as very fast growing in south Asia. The population of the city has been increasing immensely in the recent times due to migration of poor families from other parts of the region. They are mainly daily labor or rather employees in unorganized sector and forcing their children to work due to economic compulsions of their families. Therefore a study has been initiated on child labor with main focus on unorganized sector with a sample of 60 child laborers. A pre structured questionnaire (divided into three parts and meant for child laborers, their parents and owners as well) has been used with specific objectives of understanding the problem of child labor in India and abroad as well; to study the Govt. policies, laws and measures to eradicate the problem of child labor and to give suggestion at the end of the paper. The data collected for the study has been tabulated and analyzed with the help of SPSS 13 version and used to test the hypothesis that there is no significant difference in the dimensions "To earn money and study", Problem with Present Work, "Physical Problem and Abuse at present Work among different demographic factors of child labor and significant impact of Family Income on the dimensions of child labor. The study infers that there is significant impact of income on the above dimensions and there is significant difference in the dimension "To earn money and study" among different demographic factors of child labor.

WORLDWIDE

HAZARDOUS WASTES: INDUSTRIAL CONCENTRATION AND POLLUTION INTENSITY IN ANDHRA PRADESH

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ABSTRACT

Disposal of hazardous wastes emitting from industries is causing severe environmental pollution across the world. In this paper, we examine the profile of hazardous wastes generation in Andhra Pradesh, India, in terms of total generation of hazardous wastes, the number of hazardous wastes generating industrial units, composition of hazardous wastes, and pollution intensity of such wastes. We also estimate the Pollution Concentration Intensity, to ascertain the districts in which there is high concentration of polluting industries, and the District Pollution Intensity, and Vulnerability Index, to depict the pollution exposure rate of population of different districts of Andhra Pradesh. Our findings show that the maximum Pollution Concentration Index is for Vishakhapatnam district, followed by Srikakulam. Shares of Recycled and Disposable wastes are similarly highest in Vishakhapatnam district, followed by Ranga Reddy district. When estimating the Vulnerability Index, we find that Hyderabad district, which has the highest population density in Andhra Pradesh, was the most vulnerable to pollution from hazardous wastes, while Nizamabad district was the least vulnerable. Finally we look at economic and ecologically efficient ways of disposal of hazardous wastes, which will earn both profits, and reduce environmental pollution.

CHANGING WORK SCENARIO- A CAUSE FOR STRESS AMONGST BANK EMPLOYEES

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ABSTRACT

The banking sector in Indian economy has undergone tremendous change with increasing levels of deregulation, increased competition which have facilitated globalization of the Indian banking system and has placed pressure on the employees of banks. Performing in this demanding environment has exposed banks to various challenges. The competition paved the way for the banks to introduce new instruments and find out new opportunities to have an edge over its competitors. In this context the researcher has undertaken a study to find out the impact of stress on the performance of bank employees in Dakshina Kannada district. Statistical tool such as annova is used.

A STUDY ON CONSUMER BEHAVIOUR OF MINI PUMPS IN DOMESTIC SECTOR

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ABSTRACT

In marketing, understanding the behavior of the consumers is a starting point, knowing the consumer personality and their needs which lead to prompt sales. This study is primarily focused to understand the consumer behavior on mini pumps in Coimbatore City. There are numbers of organized and unorganized sector, who manufactures variety of pumps in Coimbatore. And there is huge demand for mini pumps, especially for domestic usage. This article attempts to understand the consumer behavior on the usage of mini pumps. The Study conducted with 250 customers to know their buying behavior, and it has found that the consumers are influenced by the plumbers, mechanics and electricians.

SHOPPING MOTIVES OF CONSUMERS TOWARDS ORGANIZED RETAIL SECTOR IN ODISHA

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ABSTRACT

The study was undertaken with the main objectives to find out factors affecting category loyalty in organized retail chain. Data were collected through a well prepared questionnaire from the respondent and from the staff of retail outlet. Component factor analysis method was used to identify shopping motives of consumers towards organized retail outlets. Major finding revealed that most of the consumer preferred organized retail due to hedonic, economic and recreational motives. In order to carry out sizable business by retailer they have to cater to the needs of consumers. The kiran shops owners have to provide better amenity to the customers and develop more consumer friendly retailing to stay in the business.

CURRENT STATUS AND CHALLENGES IN IMPLEMENTING INFORMATION AND COMMUNICATION TECHNOLOGY INITIATIVES IN EDUCATION IN INDIA

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ABSTRACT

India is well known for its large pool of technical manpower, a fair proportion of which finds employment in developed countries, especially in the West. As a happy sequel to the story, India has in the last decade witnessed a big boom in the knowledge led service sector. In order to sustain this trend, and to ensure that India does not throw away this key advantage, it is imperative that we continue to produce a critical mass of highly skilled manpower at an accelerated pace. At any given time, education has been a key factor for its ability to change and to induce change and progress in the society. One of the striking features of the development of higher education in India over the last few decades has been the extent to which private institutions have entered the scene and attempted to respond to the massive demand for education at the post-secondary level. This is particularly true in the fields of engineering, medicine, and management, and much less at the broader level of university education. The strong emergence of the private sector is reflected in the funding pattern: the government's share in overall education expenditure has declined and private expenditure on education has increased. A large number of Initiatives using ICT at all levels of education are ongoing in India, some at a pilot stage while others are operating full scale in a large geography. This paper reviews the progress of Education, its administration, and the progress of different ICT initiatives and the challenges of implementation.

USING WEB SERVICES IN ENTERPRISE COMPUTING AND INTERNET APPLICATION DEVELOPMENT

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ABSTRACT

Web services extend the World Wide Web infrastructure to provide the means for software application to connect to other software applications. Applications access web services via a set of web protocols and data formats such as HTTP, XML, and SOAP, with no need to worry about how each Web service is implemented. Web services combine the best aspects of component-based development and the Web. This paper discusses the use of web services in enterprise computing and internet application development. Web Services promise to make it simpler and cheaper than ever before for different software applications to work together. Simple and ever-present standards are in place, and with the backing of major hardware and software players, Web Services may become the new foundation for enterprise computing and the most dynamic technology since the original web. Web Services promise to change the way companies do their business, and people use the Internet and are poised to be an important block for business integration.

TEXT CATEGORIZATION USING FPI METHODOLOGY

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ABSTRACT

Text clustering methods can be used to group large set of data. In this paper we present a naïve based approach for clustering frequent item sets. Such frequent term set can be discovered using First principles of instruction technique. We categorize the text using FIP methodology and the algorithm involves the text tokenization, text categorization and text analysis.

APPLYING AND EVALUATING DATA MINING TECHNIQUES TO PREDICT CUSTOMER ATTRITION: A SURVEY

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ABSTRACT

Churn prediction is the concept of identifying those customers who are intending to move their custom to a competing service provider. This phenomenon has been magnified by electronic commerce. The internet channel returns control and power to customers who are no longer confined to the decision of single company. The outcomes are increase in customer power (Minguel, 2005) and competition exacerbation. Customer empowerment is likely to persist and amplify customer attrition issue. This paper focuses on introducing the phenomenon of customer attrition, reason for customer attrition and various data mining techniques which the author has encountered in literature. These techniques have been successfully applied to predict customer churn in different domains. Most common tools and measures used for evaluating the accuracy of different data mining techniques is another important issue which has been addressed in this paper.

IMAGE EDGE DETECTION USING MORPHOLOGICAL OPERATION

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ABSTRACT

Edges define the boundaries between regions in an image, which helps with segmentation and object recognition. The usual existing edge detection methods like LoG, Canny, Sobel, Prewitt etc. They make use of maximal gradient value or zero-crossing point of second-order derivatives operator or appropriate threshold value obtain image edge. They all belong to high pass filter and unsuitable to detect the noise corruption of the medical image, because noise and edge are located in high frequency domain. Morphological edge detectors involve simple addition/subtraction operations and max/min operations. Since different edge detectors work better under different conditions, it would be ideal to have an algorithm that makes use of multiple edge detectors, applying each one when the scene conditions are most ideal for its method of detection. In order to create this system, it is first required to know which edge detectors perform better under which conditions. Clear edges can show where shadows fall in an image or any other distinct change in the intensity of an image. The process of extraction of these feature points is called edge detection.

PERFORMANCE AND EVALUATION OF CONSUMER FORUMS – A CASE STUDY OF WARANGAL DISTRICT

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ABSTRACT

The consumer is the forgotten man of the modern Indian economy. He is the least organized and the most centrifugal element in the circle of investment, production, sale and consumption, and is generally taken for granted as one who has anyhow to buy in order to live. The consumer forums which are established by the government in order to protect the interest and providing justice to the consumers are functioning in each of district, state and central level. To analyse the legal provisions of the consumer forum and give suggestions against deceptive and unfair trade practices. The present paper investigates the performance of the consumer forums with a special focus on consumer forums at Warangal District. The present paper is the output of an empirical study. The paper will also provide through analysis on the consumers' awareness and opinions on consumer councils.

PROSPECTS OF TRADITIONAL THERAPY: CONSUMER'S PERCEPTION - AN EMPIRICAL STUDY OF RURAL MARKET WITH SPECIAL REFERENCE TO INDORE DISTRICT

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ABSTRACT

Ayurveda is maintenance and promotion of positive health and cure of diseases through medicine, dietary restrictions and regulated life style. Ayurveda is the name for a comprehensive health care system that began in ancient India. Ayurveda proposes for an omnipresence of basic building blocks of life in the universe suggesting that beginning of synthesis is subject to the availability of optimal conditions. The study was undertaken in the rural market in and around Indore. Questionnaire was administered on 200 adult respondents (119 Males and 81 females), of which 193 valid responses were obtained (107 Males and 86 Females). Research finding about the consumers' perception regarding the ayurvedic products in rural areas in and around Indore indicated that 68% people use Ayurvedic products and 32% of the people use Homoeopathic and Allopathic products. Findings further showed that the percentage of people using ayurvedic medicine is very less and restricted to only 25% of the whole population. Analysis revealed that there is no significant difference between Male and Female consumers on their experience in using Ayurvedic product. The same data when analyzed with respect to the income showed that the experience in the use of ayurvedic product is independent of income effect. Preference for type of therapy showed no effect of Gender or Incomes.

STATE FINANCIAL CORPORATIONS AND INDUSTRIAL DEVELOPMENT: A STUDY WITH SPECIAL REFERENCE TO RAJASTHAN FINANCIAL CORPORATION

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ABSTRACT

Financing and industrial development are closely linked, as without adequate finance organizations are not in position to take a single decision. Finance is needs for every activity of the organizations and in every step. In India, national and in state level there are many financial institutions to provide financial assistances to the Industries. State Financial Corporations (SFCs) are state level financial institution established under State Financial Corporation Act, 1951 and their activities are confined within the territory of the state. SFCs mainly established to provides the financial and other assistances to those organizations, which are beyond the normal banking services. Main goals of SFCs are to provide assistances to micro, small and medium enterprises (MSMEs) and not to large scale. At present 18 State Financial Corporations (SFCs) are in India and they are plying very active role for the state industrial development. SFCs offer various types of financial schemes so that every organization can access their financial assistance as per their needs and requirement. SFC provides loan to sole trading concern, partnership firm, private limited companies and public limited companies.

A STUDY OF CUSTOMER LOYALTY WITH REFERENCE TO PRIVATE AND PUBLIC SECTOR BANKS IN WESTERN MAHARASHTRA

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ABSTRACT

Every time a customer approaches your business, they arrive with the set of expectations; it may be related to services offered or new product developments. They have an expectation that accompanies their interest in your business. A good experience may increase their loyalty and tendency to purchase again and poor experience may transfer their business to competitor. The ability to recognize this process forms the basis for studying customer loyalty which is the main objective of the present research work. Loyal repeat customers can form a significant competitive advantage. This helps to form a strong market share base. Thus cost to sale for existing customers is far less than the cost of acquiring new customers. Today Bankers can no longer view the customers in snapshot. But it's time to adopt a comprehensive view of the lifecycle of the relationship.

ANALYSIS OF EARNINGS QUALITY OF SELECTED PUBLIC, PRIVATE AND FOREIGN BANKS IN INDIA

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ABSTRACT

In the present study, an attempt is made to analyze the earnings quality of selected public, private and foreign banks in India, which is divided into three sections. First section includes a brief review of some of the earlier studies. Second section covers the scope, objectives, hypotheses and research methodology of the study. In third section, an attempt is made to analyze the earnings quality of nine banks selecting three banks from each category i.e. SBI, PNB and BOB from public sector banks; ICICI, HDFC and AXIS from private sector; and Citibank, Standard Chartered and HSBC from foreign banks in India for a period of 12 years, i.e. 2000 to 2011. To achieve the objectives of the study, the use is made of secondary data collected mainly from Report on Trends and Progress of Banking in India, Performance Highlights of Public, Private and Foreign Banks in India, various journals such RBI Bulletin, IBA Bulletin, etc. To test the statistical significance of the results, one-way ANOVA technique has been used. It is found that the quality of earnings is an important criterion that determines the sustainability and growth in earnings in the future. Therefore, from the investors' point of view, PNB, HDFC and Standard Chartered are in a better position as their earnings quality is better in their respective groups which is evident from the ratio of operating profits to average working funds.

SOLUTION OF MULTICOLLINEARITY BY RIDGE REGRESSION

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ABSTRACT

Adequate attention is required to give on the presence of multicollinearity and its solution through some variants of ordinary least square (OLS). The traditional solution is to collect more observations or to drop one or more variables, which may often be impracticable in many situations. Hence, an attempt is made to squeeze out maximum information from whatever data one has at one's disposal. At first detect the presence of multicollinearity and remedial measures then can be applied to alleviate those. It is proposed that in face of multicollinearity one may use: Ridge Regression (RR), Principal Component Regression (PCR) or Generalized Inverse Regression (GIR). This paper axiomatically looks into ridge regression only to solve the problem of multicollinearity. Tychonoff (1943) proposed a regularization, which is known as 'Tikhonov Regularization' and used most commonly for ill-posed problems. In Statistics, this is known as RR. Hoerl and Kennard (H-K) proposed the technique of RR, which became popular tool with data analysis faced with a high degree of multicollinearity in the data. H-K (1970 a, b) have suggested adding a small positive quantity in the diagonal elements of the design matrix, $X'X$ before inverting it. It is intriguing to notice that this method was in frequent use since 1943. No wonder that Tychonoff published it in 1943 in Russian journal named 'Doklady Akademii Nauk SSSR'. However, it was the time when more and more qualities of RR came to light that the controversy arose about who should take the credit – Tychonoff who has been using it and published it in 1943 in Russian or H-K who published it in 1970 in English.

AN IMPACT OF CELEBRITY ENDORSEMENT ON THE BUYING BEHAVIOR OF YOUTH

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ABSTRACT

The crescendo of celebrities endorsing brands has been steadily increasing over the past 20 years or so. Marketers overtly acknowledge the power of celebrity in influencing buyer's purchase decision. They have firm believe that likeability or a favorable attitude towards a brand is created by the use of a celebrity. Celebrity endorsement can bestow unique features or special attributes upon a product that it may have lacked otherwise. Marketers had identifies this need and had come up with the concept of celebrity endorsements which is a very potential mean of alluring and enticing the youth towards their product or service offerings. Marketers are spending huge amount of money for celebrity endorsements so it is of utmost importance to understand the credibility of these advertisements. Because if young population is not influenced by the celebrity endorsers then the money spent is nothing but a waste. Objectives of this study behind this research paper which we are going to conduct on the Impact of Celebrity Endorsement on the Buying Behavior of Youth are: (1) To study the youth's attitudes and beliefs towards celebrity endorsement. (2) To study the impact of celebrity endorsement on instant brand awareness and recall. (3) To find out the relationship between the celebrity endorsement and youth buying behavior if any. In this study, the research design will be Descriptive Research Design.

A STUDY ON ANALYSIS OF SHARE PRICE MOVEMENTS OF THE SELECTED INDUSTRIES BASED ON NIFTY STOCKS

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ABSTRACT

The Indian capital market is one of the oldest and largest capital markets of the world. The Indian capital market has witnessed a tremendous growth. The rapid industrialization in the country since independence has given to the capital market. Investment play an important part of the economy of any nation in various investment options available to the people, the money acts as the drive for growth of the country. Indian financial scene too presents multiple avenues to the investors. Though not the best or deepest of markets in the world, it has ignited the growth rate in share market to provide reasonable options for on ordinary man to invest his savings. Securities are investment vehicles that help small investors to take a big ride through capital market, which is not possible individually with small amount of investment. It is include high risk and high profit. In this study the performance of the share price movements based on special reference to the nifty stocks has been analyzed using the various performance analysis tools namely moving average, beta analysis, correlation analysis has been used to analyze the performance and to measure the risk and return of the nifty stocks.

INCREASING NETWORK LIFETIME WITH ANGLED-LEACH PROTOCOL IN WSNs

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ABSTRACT

Increasing scalability, network lifetime and load balancing are important factors for wireless sensor networks. Clustering is a useful technique through which we can affect these factors. In this paper, we propose a new method of clustering (Angled-LEACH) which prolongs network lifetime. Links between nodes in sensor networks are vulnerable to breakage because of the dynamic nature of the networks. Angled-LEACH is based on the direction of the adjacent mobile nodes of the networks. Each pair of nodes that are taking part in the transmission should ideally be moving in the same or similar direction. This helps in reducing the traffic and delay in the network. It also helps in having less number of collisions between the nodes and hence helps in energy efficiency and increases network lifetime. Simulation results demonstrate that using the proposed method offers significant improvement in network lifetime in comparison with the LEACH and SEP methods.

THE IMPACT OF CONTENTS ON NATIONAL AND INTERNATIONAL UNIVERSITY WEBSITES NAVIGATION BEHAVIOUR

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ABSTRACT

The web offers unprecedented opportunities for worldwide access to information resources, regardless of the user's country of origin. The design of information architecture has a significant impact on people's ability to find information on a website. The present paper studies how university websites could be more informative to users. A potential method to accomplish this would be to consider for what purposes other universities use their websites. A content analysis of national and international university's websites indicates that there are significant differences in the contents / features of Indian and foreign web sites of universities.

ULTRA SOUND BREAST CANCER IMAGE ENHANCEMENT AND DENOISING USING WAVELET TRANSFORM

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ABSTRACT

Breast cancer is the common form of cancer with 81% of cases occurring in women aged 50 years and over. In medical image processing, image denoising has become a very essential exercise all through the diagnosis because Ultrasound (US) images are normally affected by speckle noise, and it is crucial to operate case to case. Here we proposed an image resolution enhancement and despeckling technique by using Discrete and Stationary wavelet transform for image enhancement and the median filters and average filters are reduce the speckle noise in the Ultrasound breast cancer images.

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Looking forward an appropriate consideration.

With sincere regards

Thanking you profoundly

Academically yours

Sd/-

Co-ordinator

ABOUT THE JOURNAL

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

Our Other Journals

