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AN INNOVATIVE MODEL FOR DEVELOPMENTAL ENTREPRENEURSHIP

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ABSTRACT

We present the DOREO model in the context of innovation and development. The DOREO model is developed by a) Defining Social Entrepreneurship, b) Establishing need for SE, c) Justifying Innovation for SE, d) Analyzing opportunities for innovation and SE and e) investigating resources for innovation and SE, and f) by describing current organizations that promote innovation for SE. Our concluding remarks focus on innovation and SE that create wealth for the poor of the world. We cite a variety of cases to underscore the nature and viability of mass rural development through innovation and entrepreneurship.

DOREO Development; Opportunity; Resources; Entrepreneur; Organization

SE Social Entrepreneurship (DE, Developmental Entrepreneurship, a special case of SE)

After centuries of private enterprise and large corporations, the world of developing nations is still poor, will remain poor, and the global inequalities of income, wealth, health and opportunity will increase, even more than ever before. The world now is increasingly turning to "entrepreneurs" to solve the problems related to unequal development, gaping income inequalities and consequently, burgeoning social injustices.

THE IMPACT OF SERVICE QUALITY AND MARKETING ON CUSTOMER LOYALTY IN BANKING SECTOR, ACEH-INDONESIA

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ABSTRACT

Banks play a significant role in the economy, making up one of the biggest provider of services in the Indonesia economy. Hence, providing better service quality and planning marketing strategic are vital as banks have to compete for customers. This research explores the impact of relationship service quality and marketing on customer loyalty in banking context. A survey of customers of banking sector, Nanggroe Aceh Darussalam Province, Indonesia was conducted to determine the significance and influence of the underpinning of the relationship services quality such as tangibles, reliability, responsiveness, empathy, assurance and the relationship of strategic marketing likely strategic marketing on product, strategic marketing on price, strategic marketing on location dan strategic marketing on promotion. A total of 75 of usable questionnaire were obtain from a total of 100 questionnaires' distributed. The finding show that the all variables namely tangibles, reliability, responsiveness, empathy, assurance, strategic marketing on product, strategic marketing on price, strategic marketing on location dan strategic marketing on promotion were important in determining and influencing customers loyalty since the results of the research showed that customers loyalty are related to all variables namely tangibles, reliability, responsiveness, empathy, assurance, strategic marketing on product, strategic marketing on price, strategic marketing on location dan strategic marketing on promotion, therefore bank needs to consider these factors and provide customers loyalty other facilities that are essentials for attracting customers.

THE EFFECT OF INFORMATION ALLOTMENT ON THE COMPETITIVE ADVANTAGES OF THE SUPPLY CHAIN (THE CASE OF IRANIAN RAILWAY)

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ABSTRACT

The goal of this research is the role of information allotment on contest strategies and performance of supply chain in rail transportation part. In this research; we study on the relation of information allotement with competitive strategies and performance of supply chain in rail transportation part in one of the important indexes of industries that are correlated to customer. Analysis of information with questionnaires that distributed between 250 people of mentioned companies, collected and assessed with software named lise, spss 16. Results show that in the rail companies in north area, there are a meaningful relationship between supply chain and its efficiency and performance. In addition to results say that information allotement is correlated to both supply chain strategies responsibility and efficiency.

IMPORTANCE OF BEHAVIOR BASED SAFETY: A STUDY ON CHILD LABOR WORKING IN AUTO MOBILE SECTOR

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ABSTRACT

Child labor is an important global issue associated with poverty, inadequate educational opportunities, gender inequality, and a range of occupational risks for not maintaining workplace safety. Most child laborers begin working at a very young age, are malnourished, and work long hours in hazardous occupations. They are exposed to severe physical and health hazards as well as accidental events mainly due to their unawareness about safety and unsafe behavior. This study aim was to find out the risk factors involved in auto-mobile sector for child labor working in Dhaka City, to sort out the type of accident and diseases occurs in this sector that is alarming for their health, to explore whether those accidents and health problems related with their unsafe behavior and to identify the effectiveness of practicing behavior based safety in this sector especially for child labor. The paper produces the findings on different important differentials of the child labour, such as- demographic features of child labour, nature of their works, risk factors that are involved with their living conditions and working environment, types of diseases and accidents and unsafe behaviours lead to accidents and health problems.



IMPACT OF ISLAMIC WORK ETHICS ON JOB SATISFACTION IN THE PRESENCE OF JOB AUTONOMY AS MODERATING

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ABSTRACT

Satisfaction is one of the most important desires in human life. The main purpose of this paper is to examine the relationship between Islamic work ethic and job satisfaction in the presence of job autonomy as moderator. This is quantitative study and conducted in natural settings of Pakistani Public Sector Organizations. Questionnaire based survey was formulated to test the hypothesis. Data analysis is based on the responses collected from employees of public sector Organizations. The results are significantly in favor of all hypotheses which were developed after comprehensive study of literature review related to this topic. All hypotheses are proven to be positive. It is found that IWE as independent variable and Job autonomy as moderating variable between IWE and Job satisfaction effects Job satisfaction. This paper would help to increase Job satisfaction of employees as well as this paper would help employers to eliminate ethical dilemmas from organization.

ELECTRONIC AUCTION: A TURN-KEY FACTOR TO RENJUVINATE THE COAL INDUSTRY - A CASE STUDY OF BHARAT COKING COAL LIMITED, DHANBAD

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ABSTRACT

The Bharat Coking Coal Limited, Company which was nationalized on 01.05.1972 is the world's largest prime coking coal producer. The company was facing huge annual financial loss due to dominance of organized Mafia over the coal procurement. But with launch of E-Auction Scheme the company for the first time covered the loss as well as made the annual profit of 268 crores in financial year 2005-2006. BCCL Was the Public Sector Undertaking to launch the E-Auction Scheme in India. The Electronic-Auction also enhanced the investment from the smallest to largest procuring consumers resulting into overall huge financial profit of the company. With the financial profit the huge investments are done in many sections of the company. Especially the "Loader Less Mining" was strictly implemented on 01.04.2009 which exercised the concept of "Zero-Accident Atmosphere" in the underground mining. Further the BCCL Company was awarded the "MoU Excellence Certificate" in category of "Energy" for year 2009-2010 by Dr. Manamohan Singh, Hon'ble Prime Minister of India on 31st January 2012 at New Delhi, under aegis of Department of Public Enterprises, Ministry of Heavy Industries and Public Enterprises, Government of India. Further the Coal India Limited was able to launch its IPO (Initial Public Offer) in month of October 2010 when all the subsidiaries of CIL turned into profit making company by swift implementation of E-Auction Scheme.

A CONCEPT BASED APPROACH OF RARE ASSOCIATION RULE MINING FROM EDUCATION DATA

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ABSTRACT

Data mining is the process of discovering useful knowledge in the form of patterns from the data. Association rule mining is an important knowledge discovery technique in the field of data mining. It involves finding interesting associations between the sets of objects in a transactional database. A rare association rule is an association rule with items having low support. In many real-world applications, rare association rules can provide useful information to the users. Rare association rules are those that only appear infrequently even though they are highly associated with very specific data. In consequence, these rules can be very appropriate for using with educational datasets since they are usually imbalanced. In this paper, we provide the basic concepts about rare association rule mining and survey the list of existing rare association rule mining techniques.

LIFE SAVING FROM FIRE USING RFID TECHNOLOGY

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ABSTRACT

The RFID technology will save the lives of firemen as well as it will help to extinguish and control the fire in a very effective way. This paper requires some temperature sensing active RFID tags, RFID readers and high quality Host stations. The Steps for completing the project successfully are explained bellow:

Step1. – Temperature sensing active RFID tags covered with fire proof cloth will be placed in each floor of the fire affected building. The temperature sensing element will detect the temperature and store this temperature reading in the tag.

Step2. – RFID reader will be attached on the fire fighters ladder. Reader will only receive authenticated tag's data information (temperature reading) and it will transmit the data information to the host station for further processing.

Step3. – The RFID tag's temperature will be recorded from the RFID Reader. The Reader will transmit this data to the monitor or controller. So at a time the monitor is capable of observing different temperature for different location.

Step4. - According to the temperature of the different location of the building, the monitor or host station will take proper decision and it will inform to the firemen working in different location.

Step5. - After getting information or signal from the host station the firemen can work without taking risk of his life and able to control the fire.

DIMENSIONS OF HEALTH CARE SERVICES AND THE USERS PERCEPTION ON SERVICE QUALITY IN TAMILNADU

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ABSTRACT

This study examines the service quality of healthcare centres - PHCs. It aims to assess the impact of service quality on overall patients satisfaction and their loyalty. The data collected from 688 respondents over 24 PHCs covering rural areas in Thoothukudi district. Descriptive statistical analysis, reliability test and exploratory factor analysis are used for arriving conclusion. A major determinant of physical environment quality is comfortability. The factors of answerability and attitude and behavior are responsible for service quality of doctors and nurses respectively. The factors of managerial services and special services are the important determinants for process quality and overall patient satisfaction and their loyalty.

STRATEGIES FOR SUSTAINABILITY AND QUALITY DEVELOPMENT OF MANAGEMENT INSTITUTES

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ABSTRACT

The rapid growth and proliferation of business school has led to the emergence of some excellent schools and some having dubious quality and that is why business education in India has come under serious scrutiny. The need for management graduate cannot be wished away, as the Indian industry and business is on a growth mode and need qualified manpower to power the trust. There is a gap in the kind of demand and the output of graduate in business. Management education has been expanding at a rapid rate in our country, taking into account the increasing need for professionally trained managers in a developing economy. This trend is very healthy and desirable. At the same time, one has to be cautious that the rapid expansion does not result in a decline of the quality education and training. There is every reason to suspect that this has happened. In view of this the present paper provides the strategies for Sustainability and Quality Development of management institutes.

EMPIRICAL ASSESSMENT OF CAUSE RELATED MARKETING AND CONSUMERS PERSPECTIVE: A CASE OF IDEA CELLULAR'S '3 G PE BUSY' CAMPAIGN

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ABSTRACT

This study tends to analyze the impact of cause familiarity and cause importance on customer's attitude towards cause brand alliance. It explores the relationship between such alliance and purchase intentions and also checks whether such relationship is mediated by corporate brand image. It tries to analyse the attitude of respondents towards alliance between the cause and the brand 'Idea'. '3 G pe busy' campaign created positive attitude towards cause brand alliance. It has not enhanced the purchase intentions for 'IDEA'. It proves that the relationship between attitude towards cause brand alliance and purchase intentions is mediated by corporate brand image.

ROLE OF MOBILE PHONE IN INDIA'S TRANSFORMATION

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ABSTRACT

Technology has always played a vital role in the socio-economic and cultural transformation of all societies. In the history of human civilization, wheel and fire stand out as the most significant inventions. In the modern period, Industrial Revolution played an important role in the socio-economic transformation of Europe. In the 20th century, satellite and computer technology has played a dominant role in transforming the world into a global village. The history of Indian telecom can be started with the introduction of telegraph. The postal and telecom sectors had a slow and uneasy start in India. The foundation of present day telecommunication was laid down by the British. Major means of telecommunication during this period was telegraph, wireless sets and landline telephones. While all the major cities and towns in the country were linked with telephones during the British period, In the period of reforms, the telecommunication sector was also opened to the private and foreign players. In the two decades of reforms, India has experienced a major revolution in the field of mobile telephones. Presently India has emerged as the second largest market in the world only after China. It has broken the barriers of caste, class, religion etc. It is expected that by 2013 there will be 100 per cent teledensity in India. It has played a role of a biggest catalyst in the transformation of Indian economy. Even during the global melt down of 2008 Indian economy continue to perform as the second fastest economy of the world. Definitely, the exponential growth in mobile phone sector was one of the most important factors responsible to maintain the tempo of Indian economy. Hence it will not be wrong to call mobile phone in India as the biggest revolution in post independent era.

CONSUMER PERCEPTION TOWARDS TELEVISION ADVERTISEMENTS

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ABSTRACT

Television advertisements plays a major role in the bridging the communication gap between the manufacturers and the consumers. The focus of this research is to study the behaviour of audience towards selected television advertisements. Field survey method was employed to collect primary data from the selected 300 respondents with the help of a structured questionnaire. Aided recall with ten television advertisements of regional language was used. The study explores the behaviour of the audience and their preferences in watching television advertisements. Audience perception towards selected television advertisements was studied and positioned with a perceptual map.

BUSINESS BEYOND BOUNDARIES (B3B): E-COMMERCE AND E-BUSINESS CHALLENGES

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ABSTRACT

The Internet has dramatically changed the way companies carry out trade and commerce. In the present volatile market one of the most distinctive competitive advantages companies can gain and sustain is the rise of computer technology and the Internet. The rise of electronic commerce has led to abundant online markets where buyers and sellers share a relationship and ironically they have never met. This is the condition of post-modern civilization which is supposed to have impacts on the customers' behavior and perception. And, if so the companies must accustom to this trends. All this has led to companies adapting a more aggressive approach towards creating sustainable business with changing dynamics. Consequently, the purpose of the study is to expand an understanding that explains how and in what ways a company can craft sustainable business strategy in this ever changing market. In order to visualize the process of Business beyond Boundaries we conducted our study, we have researched comprehensively on the Internet for resources. We chose the Internet as primary resource. Since it is technology related, the Internet will offer the most up to date data available. Printed publications may not be able to adapt to changes as fast and efficient as electronic publications. We analyzed various e-commerce related web sites along with some companies. Some of the e-commerce web sites that we took as point of references are Web marketing today, Internet news, Commvault updates, Ecommerce-journals, E-Commerce Times, E-retail, and e-Marketer. The statistical research firms that we researched are market Research, Forrester Research, internet news and Jupiter Communication. These firms provided valuable statistical data that shows the rise of ecommerce. In conducting our research study, we accomplished the following steps:

- We searched extensively on the Internet for sites that are e-commerce related. Upon visiting the sites, we evaluated each sites for the contents, meticulousness, and objectiveness. There are plainly hundreds of sites that are dedicated to e-commerce industry. However, we carefully examined most of them which are relevant for this report.
- We have also researched many firms that conduct statistical researches. Such as Forrester Research, web marketing today and Jupiter Communication. These firms are known for their preciseness, non-objectiveness, and thoroughness. The statistical data we collected from these firms will support our findings and recommendation.

A comprehensive concept has also been developed on the basis of experts interviews, case studies and market analysis pertaining to post-modernism, leveraging customer information, challenges of today's market dynamics etc. The hypothesis indicates that the prerequisite for a relationship to exist is that the customers perceive that there is a trust and commitment of quality in the company's offering.

ANALYTICAL STUDY ON BIOMETRIC SECURITY APPLICATION IN INDUSTRIAL AND MOBILE BANKING SECTOR

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ABSTRACT

The aim is to enable users to exchange information that can not be disputed afterward. That could be a voice recording that is authenticated to eliminate any doubt that the speaker is what they actually said and prove that it has not been manipulated. To achieve this it is necessary to digitally sign the data and to ensure only the legitimate user can perform the signing. At present, security for mobile banking transactions rests on several parallel approaches: device-based security, such as the unique SIM card within each mobile handset that identifies the customer who owns the phone; know-your-customer requirements and establish their identity to the bank in order to open the account. The weakest link is device-base security. In order to do so, countries need to pursue both broader coverage of cellular networks, and better connectivity in the form of affordable mobile phones and easier access to financial and other types of services. For the banking sector to provide financial services in rural areas, the issues they face include not just coverage and connectivity, but also basic familiarity with banking systems, from training and education in the use of bank accounts to the provision of adequate security measures for users unfamiliar with Pins and passwords and who often have few formal identification documents. It is the security issue that is of particular importance to financial institutions, not just in developing countries but worldwide, led by growing concerns about money laundering and terrorist financing, fraud and consumer protection. An area of rapid development in security systems is the use of biometrics. While fingerprints have long been used in law enforcement, other types of biometrics have largely been the stuff of research and science fiction. As technology improves, the ability to use biometrics for individual applications, particularly in mobile banking, is of great interest to financial institutions seeking secure means of signing up rural customers.

IMPACT OF TRAINING ACTIVITIES & LABOUR WELFARE PROVISIONS ON ORGANIZATIONAL PRODUCTIVITY (WITH SPECIAL REFERENCE TO DABUR INDIA LIMITED)

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ABSTRACT

In India, many enterprises implement various training activities as well as labour welfare provisions to enhance their overall productivity. Today the FMCG sector is the fourth largest sector in Indian economy and the Dabur India Ltd. is India's fourth largest FMCG Company. Now a days, Employee training has been a great matter of concern and attention by many FMCG firms. The present study is based on identifying the training and development activities and various labour welfare provisions that contribute to the productivity of the FMCG (Dabur India Ltd) company. The scope of labour welfare provisions can be interpreted with the various stages of employee development, organizational excellence and its productivity. The research design used in the study is exploratory and descriptive. Based on the convenience of the employees, the sample was selected. The combination of primary and secondary data includes a total number of 100 respondents (employees) on whom the survey was conducted. The secondary data was collected through various sources like text books, websites, company manuals and records etc. From the study, it was found that majority of employees were highly satisfied and motivated as a result of implementation of labour welfare provisions and usage of training –development activities.

COMPARATIVE STUDY ON THE FEATURES OF DIFFERENT WEB SERVICES PROTOCOLS

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ABSTRACT

This article focuses on the basic idea of web services and its basic protocols. Basic architecture of SOAP & REST as well as the comparison of SOAP & REST.

HUMAN CAPITAL – THE MOST IMPORTANT RESOURCE OF MANAGEMENT (WITH SPECIAL REFERENCE TO INDIA IN AN ERA OF GLOBAL UNCERTAINTIES)

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ABSTRACT

Human Capital is the most important resource of the management resources i.e. Men, Material, Money, Method and machinery. Here, word men represents to Human Capital. Human capital is a valuable concept because it recognizes that people should be treated as assets, rather than as an expense. Organizations that appreciate the financial impact of their employees often refer to them as human capital. Corporations are recognizing the importance of investing in their employees now more than ever before. It has great importance in developing country like India. Modern technology is becoming more and more complex. With the growth of science, machinery and equipment are becoming more sophisticated. Their efficient operation requires skill and technical knowledge. Complexity and uncertainties have become common problems in Global business world. Therefore, Human capital development is very significant in any business organization. The developed countries are increasingly adopting the new methods of production and management techniques. In order to keep pace with this growth, it is necessary that India should increasingly provide scope for assimilation and adoption of that knowledge so that it can globally compete with developed countries. For facing Global uncertainties, Indian business organizations should give more and more emphasis on developing and retaining their Human Resource.

A STUDY ON CUSTOMERS AWARENESS AND PERCEPTIONS TOWARDS GREEN PACKAGING

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ABSTRACT

Marketing is a core function of an organization to satisfy the customer needs, wants and demands of the customer. In the process of marketing products and services, organizations are ignoring the global responsibility towards environment. Many organizations are doing their businesses without any environmental concern. This paper attempted to find out the customers preferences towards green packing and their source of awareness. This paper highlighted the role of Government, NGO's, Customers, marketing intermediaries and other environmental activists in replacing plastic bags with other eco-friendly packaging. This paper also tried to find out customers willingness to spend additional amount for green packing and the extent of additional payment they are ready to pay for greener packs. There is growing interest among the consumers all over the world regarding protection of environment. Worldwide evidence indicates people are concerned about the environment and are changing their behavior. The present study is the modest attempt to stress on pressing need of the hour of green marketing and green packaging in particular. While the shift to "green" may appear to be expensive in the short term, it will definitely prove to be indispensable and advantageous, cost-wise too, in the long run. Sooner or later all the organizations have to shift to the clean and green practices or it should exit from the market.

A STUDY ON HUMAN RESOURCE DEVELOPMENT CLIMATE WITH SPECIAL REFERENCE TO NATIONAL GEOGRAPHIC RESEARCH CENTRE (NGRI)

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ABSTRACT

HRD (Human Resource Development) Climate is a set of attributes which can be perceived about a particular organization and its subsystems, and the way it deal with their members and environment. It also depends on the perception and levels of satisfaction among the employees in an organization within a given climate. It is necessary to create an environment that creates interest and motivation among employees for better performance and creates opportunity for growth and success. It is being realized that an organization can have competitive advantage by leveraging its human resources through sound HRD practices. It's all about building three Cs—Competencies, Commitment and Culture. All the three are needed to make an organization function well. An optimum level of 'development climate' is essential for facilitating HRD in an organization. Organizations differ in the extent to which they possess a sound HRD climate. This project studies the degree of HRD climate at NGRI. The aim of the present study was to measure employees' perception of HRD practices and to examine the role of HRD practices on employees' development climate. A total of 100 employees belonging to different departments responded to a questionnaire which measured different variables and the results indicated that the employees' overall perception of the HRD climate at their organization was that an encouraging climate exists.

A STUDY ON CUSTOMER PERCEPTION ON MOBILE BANKING

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ABSTRACT

Mobile usage has seen an explosive growth in most of the Asian economies like India, China and Korea. The main reason that Mobile Banking scores over Internet Banking is that it enables 'Anywhere Anytime Banking. Customers don't need access to a computer terminal to access their bank accounts, now they can do so on-the-go while waiting for the bus to work, traveling or when they are waiting for their orders to come through in a restaurant. Mobile banking in India is set to explode - approximately 43 million urban Indians used their mobile phones to access banking services during quarter ending August, 2009, a reach of 15% among urban Indian mobile phone user. As per a survey made by Bangalore based research firm that tracks current and future mobile trends in India has revealed that the most popular mobile banking services used by consumers are Checking accounts, to view last three transactions, status of checks, payment reminders, to sent a request for new check book. The present study is done to know the awareness of mobile banking among banking customers and their perceptions on mobile banking. And the impact of mobile banking on customers. The research was conducted by taking 100 account holders of various banks.

COMPUTER WORLD: WITHOUT VIRUS

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ABSTRACT

Over a decade of work on the computer virus problem has resulted in a number of useful scientific and technological achievements. The study of biological epidemiology has been extended to help us understand when and why computer viruses spread. Techniques have been developed to help us estimate the safety and effectiveness of anti-virus technology before it is deployed. Technology for dealing with known viruses has been very successful, and is being extended to deal with previously unknown viruses automatically. Yet there are still important research problems, the solution to any of which significantly improves our ability to deal with the virus problems of the near future. The goal of this paper is to encourage clever people to work on these problems. Institutions so as to come to a point of setting protocols thus the varying goals and objectives converge to a focal point of matching final output. Aim of this work is to propose a system that is self sufficient and has each and everything a person may think of and nothing new need be installed on the home system so that a virus attack may never take place.

ASSIMILATION OF FUZZY LOGIC AND REPLACEMENT ALGORITHMS TO BROWSER WEB CACHING

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ABSTRACT

Web caching is a well-known strategy for improving performance of Web-based system by keeping web objects that are likely to be used in the near future close to the client. Most of the current Web browsers still employ traditional caching policies that are not efficient in web caching. This research proposes a splitting browser cache to two caches, instant cache and durable cache. Initially, a web object is stored in instant cache, and the web objects that are visited more than the pre-specified threshold value will be moved to durable cache. Other objects are removed by Least Recently Used (LRU) algorithm as instant cache is full. More significantly, when the durable cache saturates, a fuzzy system is employed in classifying each object stored in durable cache into either cacheable or uncacheable object. The old uncacheable objects are candidate for removing from the durable cache. By implementing this mechanism, the cache pollution can be mitigated and the cache space can be utilized effectively. Experimental results have revealed that the proposed approach can improve the performance up to 14.8% and 17.9% in terms of hit ratio (HR) compared to LRU and Least Frequently Used (LFU). In terms of byte hit ratio (BHR), the performance is improved up to 2.57%, compared to LRU and LFU.

AN APPROACH ON PREPROCESSING OF DATA STREAMS

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ABSTRACT

The recent advances in hardware and software have enabled the capture of different measurements of data in a wide range of fields. These measurements are generated continuously and in a very high fluctuating data rates. Examples include sensor networks, web logs, and computer network traffic. The storage, querying and mining of such data sets are highly computationally challenging tasks. Mining data streams is concerned with extracting knowledge structures represented in models and patterns in non stopping streams of information. The research in data stream mining has gained a high attraction due to the importance of its applications and the increasing generation of streaming information. Applications of data stream analysis can vary from critical scientific and astronomical applications to important business and financial ones. Algorithms, systems and frameworks that address streaming challenges have been developed over the past three years. In this review paper, we present the state of- the-art in this growing vital field.

M-MRCA FIGHTER COMPETITION: INDIA'S ROAD IN SELECTING THE BEST IN ITS DEFENCE BUSINESS

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ABSTRACT

Eagle in the sky hunt the creatures of the ground, likewise aerial strikes in the battle field is the modern type of war fare the world witnessed in the recent era. The capacity of the aerial strikes makes the nation more powerful and helps the ground forces and the naval forces protect from the enemy attack, but the capacity of building the air ships are the toughest job. Hence procurement of the air ships may ease them; hence India has also put its step forward to purchase the air ships in a large quantity in the name of "Mother of all Defence Deal", the deal which has not yet done by any other nation.

CONSUMER BUYING BEHAVIOR & CUSTOMER SATISFACTION LEVEL TOWARDS HERO MOTOCORP MOTORCYCLE: A CASE STUDY

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ABSTRACT

A customer is the most important Visitor on our premises. He is not dependent on us we are dependent on him. He is not an interruption on our work. He is the purpose of it. We are not doing him a Favor of by serving him. He is doing us a favor By giving us the opportunity to do so". The main aim of marketing is meet and satisfy target customers need and wants buyer behavior refers to peoples or organization conduct activities and together with the impact of various influence on them towards making decision on purchase of product and services in a market. The field of consumer behavior studies how individuals, groups and organization select, buy, use and despise of goods, service, ideas, experience to satisfy their needs and desires understanding consumer behavior and knowing customer are never simple. The wealth of products and service produced in a country make our economy strong. THE behavior of human being during the purchase is being termed as "Buyer Behavior". Customer says one thing but do another. They may not be in touch with their deeper motivations. They are responding to influences that change their mind at the last minute. A buyer makes take decision whether save or spend money. Satisfaction is a person's feelings of pleasure or disappointment resulting from comparing a product's perceived performance (or outcome) in relation to his or her expectation. As this definition makes clear, satisfaction is a function of perceived performance and expectation. If the performance falls short of expectations, the customer is dissatisfied. If the performance matches the expectations, the customer is satisfied. If the performance exceeds expectations, the customer is highly satisfied or delighted. Many companies are aiming for high satisfaction because customers who are just satisfied still find it easy to switch when a better offer comes along. Those who are highly satisfied are much less ready to switch. High satisfaction creates an emotional bond with the brand, not just a rational preference the result is high customer loyalty. Over 35 years ago, Peter Druker observed tha a company's first task is "to create customers" But today's customers face a vast array of product and brand choices, prices, and suppliers. How do customers make their choices? We believe that customers estimate which offer will deliver the most value. Customers are value maximizes, within the bounds of search costs and limited knowledge, mobility, and income.

ENERGY CONSERVATION IN MANETS USING SCALABLE PROTOCOL

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ABSTRACT

Energy efficiency is the most challenging issue to be addressed by current and future mobile networks. Significant research effort has been placed recently in reducing the total energy consumption while maintaining or improving capacity either by introducing more efficient hardware components or by developing innovative software techniques. In this paper we investigate a novel networking paradigm to address the aforementioned problem. We devise a decentralized scalable algorithm for the proposed postponement schemes and show the superior performance of implementing schemes over the traditional mobile operation.

THE CONCEPT OF EQUALITY: A BRIEF STUDY

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ABSTRACT

All human beings are equal according to the law of nature which desired that every man should be treated as equally as a human creature. Equality is considered synonymous with 'natural equality' which implies that all men are equal. Equality means equal concern and respect across differences. It implies the absence of arbitrary powers. The concept of equality is fundamentally a leveling process which implies the absence of special privileges and the presence of adequate opportunities. The concept of equality is dynamic in nature as it deals with different aspects of the society. Today, every modern political constitution has some notions of equality inscribed as a fundamental law. The object and significance of this paper is to analyse the concept of equality, how this concept developed, what are its various aspects and dimensions in the present scenario and the place of equality under the different constitutions of the world. This paper will prove to be helpful for those who want to study the concept of equality in a brief manner. For the purpose of this paper the doctrinal approach of research has been adopted and for this purpose various books, journals, articles and some websites have been consulted.

WORLD

A REVIEW OF EMPLOYEE TURNOVER OF TELECOM ENGINEERS DEPLOYED IN THE NETWORK OPERATING CENTRE

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ABSTRACT

This study stems from the need to identify the factors that will enable a telecom service organization to retain its key resources in the National Network Operating Centre (NNOC- Network Function) and thereby ensuring its uninterrupted support to the telecom network operations and maintenance. The objective of this research is to analyze the aspirations of telecom engineers and the cause and effect of attrition in the NNOC and suggesting suitable remedial measures. This primary research, spread over two months, is based on the analysis of data garnered from 100 employees working in the NNOC in a leading pan-India telecom player, using stratified random sampling technique and a non standard structured questionnaire. The hypotheses of this study were validated empirically using One-Sample Kolmogorov Smirnov test. The research findings indicate that attrition in the NNOC can be managed by balancing the needs of the business and career aspirations of engineers.

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Thanking you profoundly

Academically yours

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Co-ordinator

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