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CONTENTS

Sr. No.	TITLE & NAME OF THE AUTHOR (S)	Page No.
1.	AN INNOVATIVE MODEL FOR DEVELOPMENTAL ENTREPRENEURSHIP <i>DR. RAM KESAVAN, DR. OSWALD A. J. MASCARENHAS & DR. MICHAEL D. BERNACCHI</i>	1
2.	THE IMPACT OF SERVICE QUALITY AND MARKETING ON CUSTOMER LOYALTY IN BANKING SECTOR, ACEH-INDONESIA <i>FIFI YUSMITA & DR. VIMALASANJEEVKUMAR</i>	8
3.	THE EFFECT OF INFORMATION ALLOTMENT ON THE COMPETITIVE ADVANTAGES OF THE SUPPLY CHAIN (THE CASE OF IRANIAN RAILWAY) <i>DR. YOUNOS VAKIL ALROAIA & MOHAMMED KHAJEH</i>	19
4.	IMPORTANCE OF BEHAVIOR BASED SAFETY: A STUDY ON CHILD LABOR WORKING IN AUTO MOBILE SECTOR <i>MOZUMDAR ARIFA AHMED</i>	24
5.	CULTURE, EMPLOYEE WORK RESULT AND PERFORMANCE: ANALYSIS OF IRANIAN SOFTWARE FIRMS <i>FAKHRADDINMAROOFI, JAMAL MOHAMADI & SAYED MOHAMMAD MOOSAVIJAD</i>	30
6.	IMPACT OF ISLAMIC WORK ETHICS ON JOB SATISFACTION IN THE PRESENCE OF JOB AUTONOMY AS MODERATING <i>KHURRAM ZAFAR AWAN, MUSSAWAR ABBAS & IBN-E-WALEED QURESHI</i>	37
7.	ELECTRONIC AUCTION: A TURN-KEY FACTOR TO RENJUVINATE THE COAL INDUSTRY - A CASE STUDY OF BHARAT COKING COAL LIMITED, DHANBAD <i>ABHINAV KUMAR SHRIVASTAVA & DR. N. C. PAHARIYA</i>	42
8.	A CONCEPT BASED APPROACH OF RARE ASSOCIATION RULE MINING FROM EDUCATION DATA <i>ASTHA PAREEK & DR. MANISH GUPTA</i>	46
9.	LIFE SAVING FROM FIRE USING RFID TECHNOLOGY <i>ARITRA DE & DR. TIRTHANKAR DATTA</i>	48
10.	DIMENSIONS OF HEALTH CARE SERVICES AND THE USERS PERCEPTION ON SERVICE QUALITY IN TAMILNADU <i>DR. G. PAULRAJ, DR. S. RAMESHKUMA, V.SANGEETHA & L. DINESH</i>	51
11.	STRATEGIES FOR SUSTAINABILITY AND QUALITY DEVELOPMENT OF MANAGEMENT INSTITUTES <i>DR. MAHESH U. MANGAONKAR</i>	56
12.	EMPIRICAL ASSESSMENT OF CAUSE RELATED MARKETING AND CONSUMERS PERSPECTIVE: A CASE OF IDEA CELLULAR'S '3 G PE BUSY' CAMPAIGN <i>DR. ALKA SHARMA & SHELEKA GUPTA</i>	60
13.	ROLE OF MOBILE PHONE IN INDIA'S TRANSFORMATION <i>KULWANT SINGH RANA & DR. ASHWANI RANA</i>	66
14.	CONSUMER PERCEPTION TOWARDS TELEVISION ADVERTISEMENTS <i>DR. P. SATHYAPRIYA & DR. S. SAIGANESH</i>	76
15.	BUSINESS BEYOND BOUNDARIES (B3B): E- COMMERCE AND E-BUSINESS CHALLENGES <i>MOHAMMED GHOUSE MOHIUDDIN</i>	80
16.	ANALYTICAL STUDY ON BIOMETRIC SECURITY APPLICATION IN INDUSTRIAL AND MOBILE BANKING SECTOR <i>DR. U. S. PANDEY & GEETANJALI GUPTA</i>	89
17.	IMPACT OF TRAINING ACTIVITIES & LABOUR WELFARE PROVISIONS ON ORGANIZATIONAL PRODUCTIVITY (WITH SPECIAL REFERENCE TO DABUR INDIA LIMITED) <i>SWATI AGARWAL & SHILPI SARNA</i>	97
18.	COMPARATIVE STUDY ON THE FEATURES OF DIFFERENT WEB SERVICES PROTOCOLS <i>DHARA N. DARJI & NITA B. THAKKAR</i>	102
19.	HUMAN CAPITAL – THE MOST IMPORTANT RESOURCE OF MANAGEMENT (WITH SPECIAL REFERENCE TO INDIA IN AN ERA OF GLOBAL UNCERTAINTIES) <i>SUNANDA SHARMA</i>	107
20.	A STUDY ON CUSTOMERS AWARENESS AND PERCEPTIONS TOWARDS GREEN PACKAGING <i>J.JAYA PRADHA</i>	110
21.	A STUDY ON HUMAN RESOURCE DEVELOPMENT CLIMATE WITH SPECIAL REFERENCE TO NATIONAL GEOGRAPHIC RESEARCH CENTRE (NGRI) <i>RAKHEE MAIRAL RENAPURKAR</i>	116
22.	A STUDY ON CUSTOMER PERCEPTION ON MOBILE BANKING <i>H. RADHIKA</i>	122
23.	COMPUTER WORLD: WITHOUT VIRUS <i>GAURAV JINDAL & POONAM JINDAL</i>	131
24.	ASSIMILATION OF FUZZY LOGIC AND REPLACEMENT ALGORITHMS TO BROWSER WEB CACHING <i>K MURALIDHAR & DR. N GEETHANJALI</i>	133
25.	AN APPROACH ON PREPROCESSING OF DATA STREAMS <i>AVINASH L. GOLANDE, RAJESH D. BHARATI, PRASHANT G AHIRE & RAHUL A. PATIL</i>	140
26.	M-MRCA FIGHTER COMPETITION: INDIA'S ROAD IN SELECTING THE BEST IN ITS DEFENCE BUSINESS <i>NISCHITH.S</i>	144
27.	CONSUMER BUYING BEHAVIOR & CUSTOMER SATISFACTION LEVEL TOWARDS HERO MOTOCORP MOTORCYCLE: A CASE STUDY <i>HARISH NAIK & DR. RAMESH.O.OLEKAR</i>	149
28.	ENERGY CONSERVATION IN MANETS USING SCALABLE PROTOCOL <i>SHUBHRATA JAISWAL, VAAMICA MAHAJAN & VIKRANT AGARWAL</i>	154
29.	THE CONCEPT OF EQUALITY: A BRIEF STUDY <i>NAZIM AKBAR, RAIS AHMAD QAZI & MOHD YASIN WANI</i>	158
30.	A REVIEW OF EMPLOYEE TURNOVER OF TELECOM ENGINEERS DEPLOYED IN THE NETWORK OPERATING CENTRE <i>L. R. K. KRISHNAN & SUDHIR WARIER</i>	163
	REQUEST FOR FEEDBACK	174

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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 allotment 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 lisre, 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 allotment is correlated to both supply chain strategies responsibility and efficiency.

KEYWORDS

Supply chain, Information allotment, Competitive advantage, Efficiency, Performance, Responsibility.

I. INTRODUCTION

In present universal Contest in this time, various companies work together in an organization. These companies find that profits of this co working are more than activities that are without cooperation with other companies, in this contest market. These companies follow the achievement the contest profits with the goal of achieving the more share in the market. In this case activities such as programming the yield and supply the material and product and programming and control the store and deliver and service to the customer That all worked in the organization, now shift to the supply chain. Efficiency and effectiveness of each organization is yield the performance of management and supply chain of that organization (Rahman seresht and Afsar, 2010). supply chain consists of all of the activities that are correlated to the stream and exchange of goods and services from raw material to final yield that customer use it. This transmit in addition to the stream of material consists of information and money stream. (Nichols, 1999). To day organization are not in vacuum, one of the efficiencies that is necessary for achievement to the competitiveness in supply chain is information allotment. Information allotment show the ability of the company for allotting the knowledge witch supply chain partnership in a effective and efficiency way (Clemons and Row, 1993). Effective information allotment is one of the most basic abilities of supply chain (Venkatchalam and shore, 2003). Until now there are vast researches in the case of mentioned variability that briefly will mention bellow. The mean of sustained competitive advantage in 1984 emersion with offer of Day for various strategies that is able for sustained competitiveness (Day, 1990). But in verity this vocabulary in today means is used with porter in the identity kind topic for rivalry common strategies in the company (pioneering in sale cheaply) for a achievement to the sustained competitive advantage (porter, 1995). Though Barney is the first person that delivered a sense and plastic definition of sustained competitive advantage." Company reaches to the sustained competitive advantage in the time that has strategy for creat the value that is not use at one time by potential or verbal rivals and also rivals can't copy the benefits of that strategy (Barney, 1991)."Hofman also deliver such definition. The sustained competitive advantage is after the benefit of use some strategies that in creating the value is sole so other rivals don't use it at the same time and also other rivals cant copy the benefits its strategies (Hoffman, 2000). Be having the efficiency of contest in supply chain among late years was under discussion with the development of the mean of management of supply chain. Ha and Krishnan deliver a synthetic model of AHP, DEA, NN techniques for selection of the rival providers for increase the contest in supply chain. They believe that the companies in the supply chain by nearest relationship supply chain can reach the sustained competitive advantage and meaning fully dereas the time and cost in attention to the correct management of supply chain whereas at the same time they response to the customers needs. In a competitive environment the management of the successful supply chain is salatory in competitiveness of the company (Ha and Krishnan, 2007). Wu and others with view based on benefits show that efficiency of the supply chain with IT causes a difference in relation to rivals and they can't copy that. They assessed the role of the efficiency of the of the supply chain in the case of a regulation variability between development of the IT and organizational activities. They are believed that efficiency of the supply chain can transmit relevant sources of IT to higher level (Wua and others, 2006). Li and others assessed common detentions of the supply chain management (strategic participation with the supplier, relation with the customers, the level of sharing information and quality of sharing information and deferment)and relation between common dimension of supply chain, Competitive advantage and organization Performance. The result of this research with use the view based on source say that common higher levels of SCM can cause reach to the Competitive advantage and improve the organizational performance and also Competitive advantage can effect positive and direct impact on organizational. (Li and colleagues, 2006). in this research we try to assess correction between information allotment and supply chain and responding and performance in companies the northeast of the country in rail transmit industry of country, then we will analysis with help the LISRE I, SPSS16 sassy soft wares.

II. THEORETICAL BACKGROUND

Information allotment; Scientist named different variables for performance of strategies one of them is "clemans" who referred to information allotment and say that this information in colloquy system of supply chain consist of information between direct share holders and also all of the net works of supply chain (clemans & Row, 1993). Information allotment means interest of chain companies for give supply to astute information, on time and relevance and share with each other for creating alike and cooperation in all level of supply chain, information allotment is a vast spectrum in one side of this is "non information allotment" that every provider directly give his needed information directly and in other spectrum is "complete information allotment." in complete information allotment, com plate information in cases such as amount of product and cost of product and cost and way of transport and distribution, sale, cost and amount of store in graner and channels of offer and data of request exchange in all of effective information on strategies of supply chain between all of the members .

Supply chain; Different researchers and writer give different theory and definitions about chain of support. Some restrict supply chain in relevance between seller and buyer that such theory is focused only of first level of buy performance other group give wider view to the supply chain and believe this consists of all of support believe this consists of all of support sources (supply base) for organization. With this definition supply chain will consist of all of provider in first and second and third class. This theory to supply chain will consist of analysis to supply chain third eye, is theory of value chain of porter that supply chain consists of all of the needed activities for deliver one production or service to final customer with this theory to supply chain, product and distribution as a part of goods and services flow added to chain. In trust with this view, supply chain consists of 3 area, purvey area, reduction area and distribution area (ghazanfary, et al , 2001).

The Responsibility of chain supply; Responsibility of chain supply this is defined as how members of chain supply response corporately to environmental changes responsibility of chain supply see the dynamic See the dynamic nature of capacities that give this possibility to company to develop special capacities of company and renewal them and give better response to environmental changes (collis, 1994 – teese and pisano 1997). Today complex market need always response and efficient and... of all members of supply chain (Rogers and Daugherty and Stank , 1993) , to enable for alternative act and reaction to collected information, that is final shape of learning (sin kula & Baker & Noordewier).

Performance of supply chain; Assessment the performance of supply chain was under challenge of researcher in this area.in a total lot can classify the measure of supply chain in 5 levels of ways of custom performance assessment and assessment of performance systems in universal level, harmonic grnt card model and score special models in each chain (Wisner and his coworkers 2005).

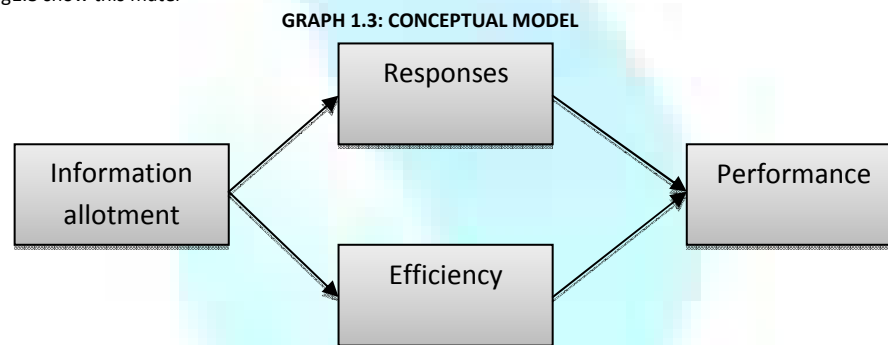
Efficiency supply chain; The goal of efficiency of supply chain is cost of production and delivers the product (Chupra and his coworkers, 2007). In efficiency of supply chain, continuum decrease of buying the material and product and... for all of the share holders of supply chain is discussed.

Competitive advantage; Competitive advantage is, distinguishing the properties or dimensions of each firm that makes it able to present the better services than the competitors (beter value) to the customers (Barney, 1991, P 139). Adam smith use the absolute advantage and he means each country export goods that product it in lower cost.

Pay attention to this definition and other definition and other definition about competitive advantage say that direct relation of values of customer, values that offer by company, determines the necessities and detentions of rival advantages. If in view of customer compare. Compare the value offered by rivals nearer to his exception we can say that company in one or more dimension has competitive advantage so this advantage cause the company in offer of the market has higher score in relation to be near to the customer and get his heart.

III. METHODOLOGY

Because of goal of research is assessment of effect the information allotment on competitive advantages and performance of supply chain in northeast area companies and rail of Islamic Republic of Iran, first competitive scales of that company will under study and assessment. Then effect of information allotment with rival way strategies with performance of chain will become under study really shaping the hypothesis of research free researcher of wonder and due to creating the meaning model. Fig1.3 show this mater



Population; In this research the population is all of the managers and experts and personas of companies in railway of Islamic republic of Iran in northeast area of country in research this society is reported 723 people. The sample based on sampling formula, determined 250 people.

Structural equation modeling; This is a technique for analysis some total and strong variable of multi variable family and carefully general linear model Glms that give this possibility to researcher examine some regression equations at the same time. Gloms examine the hypothesis about relation between clear and unclear variables so occasionally named structural covariance analysis and cause modeling and some times LISREL (human, 2008)

Validity and reliability of questioner; For this assessment and questioner is delivered to same experienced teachers in supply chain area and confirmed. For final assessment of questioner, we use Alfa Carnbokh method. As in the case of total contact this amount is 93% and for information allotment of supply chain, this reached to 76% and responsibility of supply chain was 83% and for efficiency of supply chain was 78%.

IV. EMPIRICAL RESULT

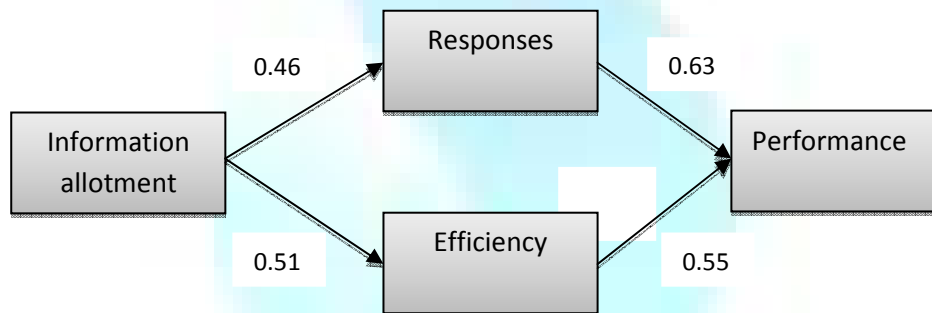
For examining the issues related to the theoretical discussions and the research literature, the library studding, past researches, web net and articles have been used. In the field of gathering of survey information research we benefit the researcher made questioner, for analysis the information of questioner, we use SPSS 16 software. All told 16 questions in 4 areas of information allotment, responsibility and efficiency and performance of chain are planed. In table 1.4, statue of variables of research is illustrated.

TABLE 1.4: RESEARCH VARIABLES POSITION

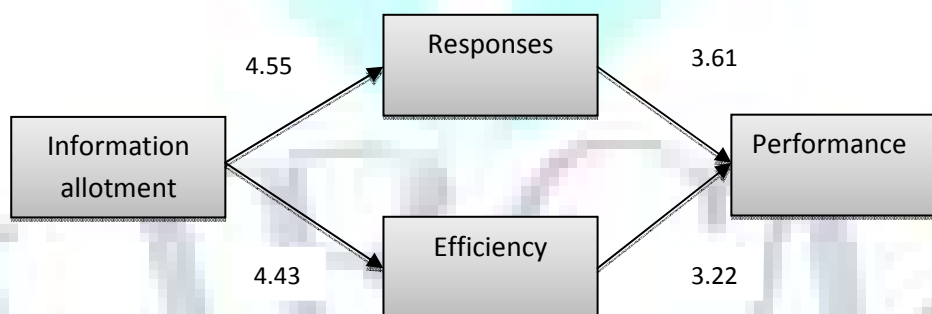
Description	Factor analysis	Amount t
information allotment - Our firm exchanges a more information with our participants relative to our competitors with their participants -Information more easily has flow between our firm and our participants relative to our competitors with their participants -Our firm acquires the more interests form the information allotment related to our participants relative to our competitors with their participants -Our participants offer us all information which has an effect on us, in any manner	confirm confirm confirm confirm	Fixed 6.75 5.36 5.46
Responsibility -In compression with our competitors, our supply chain, responses, more efficient and faster than the suppliers and customers changing -We review, periodically at, our own product to ensure from the parallelism with the Customers' demands. -When we are aware from the customer's satisfaction from our own products, we examine it and do the reforming actions -We continually measure the customer's satisfaction amount	confirm confirm confirm confirm	Fixed 8.74 8.32 7.88
Efficiency -At our firm, for decreasing the product production Cost, are continually planned, relative to our competitors. -Workers number to selling ratio is annually decreased at our firm. Approved - Profitability rate from the capacity (respecting to the standards) is higher than our competitors at our firm -At selecting the suppliers, cost and quality are contemporaneously attended	confirm confirm confirm confirm	Fixed 8.63 7.93 6.56
Performance - In our country the extinct cost of items decrease yearly than rivals - In our country the cost of cash circle in supply chain decrease than rivals yearly -In our company average of rand of benefit of supply chain increased than rivals yearly -In our company, share of market increased yearly than rivals	confirm confirm confirm confirm	Registered 7.69 6.66 8.40

In other process, each of mentioned hypothesis be assessed to determine verify of relations. For this purpose we use confirming agent analysis that its result delivers in chart 4.2, for scale of t in chart 4.3 because of the analysis the model path in estimate of canonical.

GRAPH 4.2: ANALYSES AT THE STANDARD ESTIMATE STATE



GRAPH 4.3: AMOUNT OF (T) IN ANALYSIS OF PATH OF MODEL



As show in chart 4-3, amount of T for 4 dimension model is more than 1.96. So each four hypothesis be confirmed. By attention to that square scale of k is 251.234 with free degree 249, $\chi^2/d.f$ will equal to 1/1, and because this scale is <3, the model be confirmed. On the other hand, index of goodness of model will illustrate below:

NFI=1.0034 NNFI=1.123 PNFI=1.0635
IFI= 1.034 RFI= 1.043 CFI= 1.125

V. DISCUSSION AND CONCLUSION

Knowing the role of information allotment among members of supply chain and it's efficiently cause more radiant performances in rail transportation area. The supply network is a collection of separated companies that information links them virtually and management of this network is same creating cooperation between members, that any tool such as information and its allotment can't be a key. We don't know information allotment only as exchange of information such as store of goods, request, aware of input and output and... but must know it as an out book for reach to the future opportunities. In this research first we precede the assessment of meaningful or meaningless relation between variables of research based on meaning model with statistical software SPSS. In first step, with use the coefficient of person, meaningfulness of relations between variables in a meaningful contractual model is received.

TABLE 5.1: SIGNIFICANCE OR NO SIGNIFICANCE OF RELATION BETWEEN RESEARCH VARIABLES

Variables of research	Coefficient	Meaning fullness	Results of test
Information allotment and responsibility	0.697	0.000	Reject H_0
Information allotment and efficient	0.607	0.000	Reject H_0
Responsibility and performance	0.677	0.000	Reject H_0
Performance and efficient	0.653	0.000	Reject H_0

As this table shows, in sure level 95%, hypothesis of is rejected based on naught meaningful relation between each of the variables the are tested, and so result shoe that in rail companies placed on northeast of country, there is a meaningfulness relation between information allotment and responsibility of supply chain and efficient and it's performance in addition to this, positive coefficient that is received shows the direct relation between each other. So increase of each agent cause increase in other agent and higher meaningful scale. between information aliment and responsibility of supply chain. In second step, leading of each variables of meaningful model of research assessed with freedman test, that its result received based on table 5.2.

TABLE 5.2: GRADING THE VARIABLES OF RESEARCH

index	Average of grad	Leading
Information allotment	2.73	1
Efficient	2.55	2
Performance	2.47	3
Responsibility	2.25	4

As this table shows, higher leading in the view of employers of this companies in railway Islamic Republic of Iran, is information allotment with average of grade 2:73 that show the it's important role in industry.

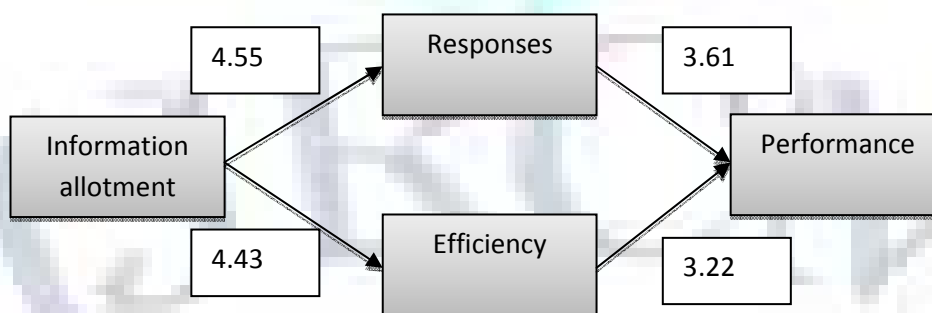
In last step, analysis in this research assessed with software LISREL and each question of test assessed with agent confirming analysis. Results are as follow:

TABLE 5.3: PRINCIPLE RESEARCH VARIABLES SUB – SET FACTOR

Question	Factor analysis
Q1	confirm
Q2	6.75
Q3	5.36
Q4	5.46
Q5	confirm
Q6	8.74
Q7	8.32
Q8	7.88
Q9	confirm
Q10	8.63
Q11	7.93
Q12	6.56
Q13	confirm
Q14	7.69
Q15	9.66
Q16	8.40

As can concluded of above table, for in models that are higher than 30 in table of canonical scale , scale of t must be higher than 1.96. All of the questions are confirmed in agent analysis. So use of them as each of assessed question selected correctly. With received result and with benefit of agent confirming analysis this case received according to chart 5.4:

FIGURE 5.4:T AMOUNT AT THE MODEL COURSE ANALYSIS



As show in above shape and its assessment, most of relation in rail transport industry is relevant to information allotment and responsibility and also information allotment and efficiently of supply chain. So information allotment has considerable benefits for each of share holders of supply chain on the other hand supplying chain reach competitive that has fit competitive strategies that due to fit performance for supply chain. In this research the relation between information allotment by competitive strategies and performance of supply chain in rail transport industry are assessed as one of most important industry that is relevant to customer. Te goal of competitive supply chain is ability to cooperation with environmental changes (responsibility) and ability to alternatively decreasing the cost (efficiency). Results say this trust that information allotment is relevant to both strategies of supply chain but has more relation to responsibility of supply chain. The reason of this case is various requests of customer in this industry and as result cooperation with environmental changes and meet their requests have high importance information allotment due to higher level of information exchanges between shareholders and high effectiveness of information. So supply chain in cooperation with environmental changes become powerful. And also relation between supply chain strategies as responsibility and efficiency by performance are emphasized. This means responsibility and efficiency are higher than supply chain and higher and better performance follow this.

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