

# INTERNATIONAL JOURNAL OF RESEARCH IN COMPUTER APPLICATION & MANAGEMENT

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**CONTRIBUTIONS TO BOOKS**

- Sharma T., Kwatra, G. (2008) Effectiveness of Social Advertising: A Study of Selected Campaigns, Corporate Social Responsibility, Edited by David Crowther & Nicholas Capaldi, Ashgate Research Companion to Corporate Social Responsibility, Chapter 15, pp 287-303.

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- Schemenner, R.W., Huber, J.C. and Cook, R.L. (1987), "Geographic Differences and the Location of New Manufacturing Facilities," Journal of Urban Economics, Vol. 21, No. 1, pp. 83-104.

**CONFERENCE PAPERS**

- Garg, Sambhav (2011): "Business Ethics" Paper presented at the Annual International Conference for the All India Management Association, New Delhi, India, 19-22 June.

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# APPLICATION OF SEMANTIC SIMILARITY USING ONTOLOGY FOR DOCUMENT COMPARISON

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## **ABSTRACT**

*Semantic Web and ontology are the new area of interest as the information is not only treated and presented as document but the semantics of the information is considered as well. Ontology provides a conceptual specification of the content or meaning. There has been a lot of research on measuring the semantic similarity between documents/ words/ sentences. Using this concept of document similarity, we thought of designing a tool for assessment of subjective answer sheets of students. The assessment of subjective answer paper is still done manually. Manual assessment of the answer paper has its own pros and cons. The paper presents a brief introduction of semantic web and ontology. We discuss the application of semantic web as semantic similarity using ontology, also, the current manual assessment system and its lacuna are elaborated. We propose a framework for automated assessment of theoretical question papers using semantic similarity and ontology.*

## **ORGANISATIONAL CULTURE AMONG THE APPAREL MANUFACTURING AND EXPORTING ORGANISATIONS LOCATED IN TIRUPUR CLUSTER**

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### **ABSTRACT**

*The Indian Textile industry occupies an important place in the economy of the country and its contribution to the industrial output, employment generation and foreign exchange earnings is tremendous. Over the last two decades, Tirupur has emerged as a leading export cluster in knitwear and has established its presence in Europe, US and in the Pacific. This cluster has grown as a highly linked cluster of units which together convert cotton to knitwear products. Individual units are highly specialized at the manufacturing of fabric, dyeing, processing, knitting and export marketing. A business organisation can create a trust and strong network relationship with suppliers, customers, and other organisations and the relationship is habitual and characterised by trust, open communication, and joint problem solving. Organisational culture is the major distinguishing feature in successful business, the most important competitive advantage and a key ingredient for the success. The sustained success of these firms has had less to do with market forces than company values; less to do with competitive positioning than personal beliefs; less to do with resource advantages than vision. With this context an attempt was made to study the organizational culture prevailing among the Apparel manufacturing and exporting organizations located in Tirupur using the Denison's model.*



## INDIAN CONSUMER BEHAVIOUR ON BRAND LOYALTY: SUBSTANCE STILL SCORES OVER STYLE

**RIDDHI BISWAS**  
**PROFESSIONAL**  
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**MUMBAI**

### ABSTRACT

*This article tees off with what drives brand loyalty, the psychology behind human behaviour as it pertains to brand selection which can be rudimentary as well as complicated. It shows how with changing behavioural patterns, Indian consumers' preferential list has given space to branded products and shown exit door to many other products and how people are tending more towards brand savvy and it mentions current research, opinions of experts and a convergence of ideologies advocating techniques used in order to deepen current and potential relationships to create brand awareness and brand consciousness. It also clearly displays that nothing happens by chance by establishing the fact on evolutionary accommodating patterns of consumers' behaviour and on how consumers substantially move from non-brands to brands, from utilitarian to impulsive, to symbolic purchases and pinpoints methods conducive to evoke the use of consumers' five senses to evaluate, develop, and drive a deeply-rooted brand preference. It discusses general consumer behavioural and attitudinal characteristics and goes through the Indian psyche in detail. It will also touch upon different marketing mix used to change the consumer behavioural pattern to make them more loyal to a particular category as compared to others. The psychology behind how and why economic boom or doom altogether shifts people's preference from one brand to another or why consumers totally display indifference to brands are shown using noted psychologists' views like **B.F Skinner's 'Situationism' model**. It concludes by defining who are Indian consumers and what should be the focused area to make them really brand savvy and brand loyal and what really rules the roost, substance or style?*

**ROLE OF TEACHERS IN QUALITY ASSURANCE IN INDIAN HIGHER EDUCATION****DR. ANIL CHANDHOK****PROFESSOR****M. M. INSTITUTE OF MANAGEMENT****MAHARISHI MARKANDESHWAR UNIVERSITY****MULLANA****ABSTRACT**

*'Quality in education has been described as a 'degree of excellence'. In order to meet the requirements of modern industry, business and society, it is necessary to develop effective quality assurance and assessment systems that are internationally standardized and recognized. The entire educational process revolves around the two major components of the educational systems, the teacher and the student. This study has been focused upon one of these components, that is, the role of teacher in quality assurance. The main objective of this study is to explore the relationship of socio-economic background of the college teachers of Haryana and their impact on their role performance for quality assurance in higher education.*

**THE ROLE OF ENTREPRENEURS IN THE ECONOMIC DEVELOPMENT OF INDIA**

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**ABSTRACT**

*The Indian economy provides a revealing contrast between how individuals react under a government-controlled environment and how they respond to a market-based environment. Evidence suggests that recent market reforms that encouraged individual enterprise have led to higher economic growth in that country. India can generate additional economic growth by fostering entrepreneurial activity within its borders. To pursue further the entrepreneurial approach to economic growth, India must now provide opportunities for (1) education directed specifically at entrepreneurial skills, (2) financing of entrepreneurial efforts, and (3) networking among potential entrepreneurs and their experienced counterparts. Further, although the Indian government should establish policies supportive of entrepreneurial efforts, its role overall should be minimized so that the influence of the free market and individual self-interest can be fully realized.*

**KEY PERFORMANCE INDICATORS TO EVALUATE SOFTWARE PROFESSIONALS**

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**ABSTRACT**

*Performance means the degree or extent with which an employee applies his skill, knowledge and efforts to a job assigned to him and the result of that application. Organizational growth and sustainability highly depend on the quality of performance of the employees. Performance management is an integrated process that sets objectives, appraises employees, translates objectives into organizational key performance areas, helps in compensation design and benefits the organization to achieve business goals and objectives. This article analyzes the performance indicators-KPI which represents the focal point that can make the transition from the development of individual activity to overall organizational performance in the software industry. It gives an overview based on currently used KPIs for measuring the efficiency of various software professionals like developers, testers, quality assurance personnel in software development projects. The most important KPIs are analyzed, and their usage in the process efficiency evaluation is discussed. The outcome of the measurement is used to initiate further process adjustments and improvements, to make correct decisions in other HR functions like training, promotion and to implement performance based compensation successfully.*

## HIGHER EDUCATION AND DEMOCRATIC IDEALS: DISRUPTIONS AND DIRECTIONS

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**M N COLLEGE**  
**SHAHABAD MARKANDA**

### ABSTRACT

*The kind of society one wants entirely depends on the kind of education we have. Education and society are dynamically interactive and interdependent. To reimagine the interconnectedness of democracy and education, one must make an earnest attempt to explore some of the variations played on the theme of an education over time and how these variations affect our debates over the structures and purposes of liberal learning. The Enlightenment age was instrumental in transforming and revolutionizing the idea of higher education by basing it on scientific inquiry, broadly focussing on training the individual in general competence, the thoughtful citizen and the cultivated person. It holds that the highest purpose and goal in life is to enquire, to create, to search the riches and achievements of the past and then try to internalise the part that is significant and relevant to us, and then to carry that quest for understanding further in our own way. It is this idea which is under siege today at the cruel hands of private capital and it is this idea that needs to be protected to ensure a progressive and liberal ethos based on the basic of democracy – freedom, equality and justice.*

**BUYER BEHAVIOUR IN PURCHASING RESIDENTIAL FLATS IN CHENNAI CITY**

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**ABSTRACT**

*Housing industry in India has a tremendous growth over the past few years on account of large population, rising income level, changing life styles, increasing demand for housing units and fast changing rural housing landscape. With the entry of corporate houses like DLF, Parsvnath, Omaxe and easy finance options from financial institutions and government support, the the housing industry in India has rapidly grown over the past few years. A new class of realtors known as apartment promoters have emerged, who construct apartments and sell them. With multiple housing finance options available from various lending agencies and interest rates at all time low, the property buyers are sitting pretty to- day to get the best bargain in the market. The spread of apartment culture throughout the country and world over, has opened the floodgates for the research to fill the knowledge gap of those who get engaged in housing market activities such as developers, investors, buyers and sellers. Therefore, the understanding of the buyer behaviour is potentially a significant source of competitive edge especially to promoters. The present paper is an attempt in this direction aiming to analyse the major determinants influencing the purchase decision of buyers of residential flats in the Chennai city.*



## UNDERSTANDING EURO-CRISIS: HOW DID IT OCCUR?

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### **ABSTRACT**

*Using theoretical framework of optimum currency area, the paper the made an attempt to provide the reasons behind emergence of Euro crisis. Interestingly, it appears that the adverse impact of global recession due to US Sub-prime crisis triggered off the Euro zone crisis is a situation when Greece was already living beyond its means. Common factors between the US and European crisis include investment bankers and rating agencies and use of off balance activities to create macro level information asymmetry.*

# THE DYNAMICS OF GLOBAL STRATEGY AND STRATEGIC ALLIANCES IN INTERNATIONAL TRADE AND INVESTMENT

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## **ABSTRACT**

*Companies in their quest to exploit the economies of scope associated with global trade and investment have made inroads into their nondomestic markets by implementing global strategies. This study, examines the key forces that influence the global strategic choices firms make, and how cooperation among and between firms affect their strategic choices. The study found that the choice of what global strategy firms implement is largely determined by the degree of simultaneous pressures for cost reduction and the demands for local responsiveness. The study also found that firms utilise cooperation as a veritable mechanism to neutralise their resource and capability weaknesses. This study recommends amongst others, that the selected partners for an alliance should have the willingness and ability to help the company achieve its strategic goals, such as gaining access to new markets, sharing the costs and risks of new product development, or gaining access to critical core competencies. In addition, a good partner must share the firm's vision for the purpose of the alliance and be unlikely to expropriate the company's technological competencies or know-how.*

## **GROWTH OF INDIAN FINANCIAL SECTOR: POLICIES AND PERFORMANCE ANALYSIS**

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### **ABSTRACT**

*The Indian Financial Sector has witnessed substantial structural transformation due to changes in financial infrastructure, regulatory framework and policy reforms. This study intends to analyze the impact of such a financial liberalization on the banking sector, government securities market and foreign exchange market and ascertain the achievements and shortfalls. The banking sector performance is measured as progress of commercial banking reflected in significant improvement in capital adequacy, asset quality, competition and efficiency. Government securities market performance indicators are taken to be outstanding stock of Central and State government securities and share of market borrowings in financing Fiscal Deficit and its annual turnover. Foreign exchange market efficiency is measured by external value of Rupee and India's foreign exchange reserves. The findings of the present study suggests that despite consistent improvement in competitiveness and efficiency, there are certain areas which have emerged as issues for the future of the financial sector like much needed private ownership in private sector banks, treatment of insolvent banks, inflation and increasing nonperforming assets.*

## **A STUDY ON HRD PRACTICES IN BANKING SECTOR**

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### **ABSTRACT**

*Banks have to understand that the capital and technology-considered to be the most important pillars of banking are replicable, but not human capital, which needs to be viewed as a valuable resource for the achievement of competitive advantage. India's banking system is to transform itself from being a domestic one to the global level. The most important need in this service industry is naturally the HRD. During the early phase of banking development in India after independence, opportunities for employment of the educated man-power were relatively limited.*

## TO STUDY OCCUPATIONAL STRESS: AS A RELATIONAL STUDY ON SCHOOL TEACHERS

**JAIBHAGWAN GUPTA  
ASST. PROFESSOR  
VAISH COLLEGE  
BHIWANI**

### **ABSTRACT**

*For centuries stressful events have been recognized as important components in development of a variety of adverse conditions and of illnesses. Today's high-pressure lifestyles can take a heavy toll in decreased productivity, frustrations, disease and even early mortality. Right from the time of birth till the last breath drawn, an individual is invariably exposed to various stressful situations. The reactions of individuals to stressors represent a major psychological and medical problem. This study helps to find out the different causes of stress and ways to distress to enhance work efficiency by decreasing Burnout Stress Syndrome.*

**DEVELOPMENT OF POWER SECTOR IN INDIA: A BIRD'S EYE-VIEW**

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**DEPARTMENT OF COMMERCE**  
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**NIZAMABAD**

**ABSTRACT**

*The electricity is one of the most vital infrastructure for national economic development particularly for a developing country like India. The pace of growth and development of our economy depends very much on the development of electricity generation. The demand for electricity in our country has been enormous and it is increasing year after year. The growth of our economy and the living standards of our people are ultimately measured by the quantum of electricity consumed. It is an important index of the economic development of our country as various sectors such as agriculture, industry, service, health, transportation, education etc. heavily depend upon it. Therefore, the government has to do its best constantly to improve the supply system of electricity, as in turn it would decide the future growth of our country. The production of Electricity is a basic indicator of a country's size and level of development in all spheres. Some countries are exporting electricity on a massive scale and others are importing it on a large scale. People's standard of living depends on their use of energy in general and access to electricity in particular. It is a major factor on which the policy-makers have to seriously focus their attention and direct their efforts. Compared with several other countries of the world, India is lagging behind many in terms of production as well as per capita consumption of energy. The present paper reveals that, the development and capacity addition of power sector plan wise from independence to till date.*



**DEVELOPING A PARSER FOR SIMPLE PUNJABI SENTENCES**

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**DEPARTMENT OF COMPUTER SCIENCE**  
**DAV COLLEGE**  
**AMRITSAR**

**ABSTRACT**

*The system has been developed for parsing of simple Punjabi sentences. Parsing is the first step in natural language processing. Given a sentence, what is needed is a procedure that recognizes the sentence and also discovers how it is build. Rule based approach of parsing is used. Prolog language is been used for the implementation purpose. The accuracy is calculated for system and for very simple Punjabi sentences, the accuracy is about 55%.*

## **GREEN MARKETING: CONSUMERS' ATTITUDES TOWARDS ECO-FRIENDLY PRODUCTS AND PURCHASE INTENTION IN PUNE**

**YOGESH RAUT  
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SINHGAD SCHOOL OF BUSINESS STUDIES  
NARHE**

### **ABSTRACT**

*The research study is on the green marketing but specifically on consumers' attitudes and purchase intention of eco-friendly products. It has been the global concern for the purpose of the preservation of the polluting and degradation of environment. Many studies have been done on the green marketing exploring the importance of the topic and relationship to the attitude and purchasing behavior of the consumers of eco-friendly products. Through the vital information provided by the expertise, competent and experience researchers, companies have understood the importance of green marketing in order to produce eco-friendly products and these provided much rich information for the literature studies of the thesis. The results of this research are expected to be of great help to companies looking to launch green products.*

**A STUDY ON CONSUMER BEHAVIOUR TOWARDS CELL PHONES**

**RAJESH KUMAR**  
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**SECTOR – 11, CHANDIGARH**

**ABSTRACT**

*Communication has become the life blood of human being and business life. Various modes of communication are available in present era. Cell phone is one of the faster growing and very popular mean of communication. Cell phone has become the necessity of life. Cell phone help the people to remain in the contact with their near and dear. . Now there is very stiff competition among cell phone play like Nokia, Samsung , micromax ,sony and other, etc. Each company is offering and launching various new models to attract the new customers. Now the features of cell phone have gone into major improvement. I phone used to be heavy without any attractive design, features etc, but with the growing awareness among the consumers and growing competition cell phone are offered with a variety of features such as MMS, SMS, internet system and memory. We can say that cell phone have become a thing of necessity and pride.*

## **GROWTH MOVEMENT OF DEPOSITS IN OMKAR MAHILA SAHKARI CO-OPERATIVE SOCIETY LTD, PUNE**

**MEGHA MEHTA  
ASST. PROFESSOR  
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PUNE**

### **ABSTRACT**

*Banking business has done wonders for the world economy. The simple looking method of accepting money deposits from savers and then lending the same money to borrowers, banking activity encourages the flow of money to productive use and investments. A co-operative combines the small fortunes of its members into a large capital and their a big business is formed . The basic question in this research is how co-operatives societies can respond to current challenges and changes for better survival and save cooperative identity. The paper is a descriptive survey, which involves the collection of data for the purpose of describing the role of co-operative societies in economic development Mobilisation of savings through intensive deposit collection has been regarded as the major task of banking in india today. The index of growth of deposits may be regarded as the index of growth of banking business. Co-operative society are an important constituent of the Indian Financial System. Present paper is an attempt made to analyze the growth rate of deposits of Omkar Mahila Sahkari cooperative society Ltd., Dist-Pune, State-Maharashtra as an empirical case study.*

**A STUDY OF AWARENESS OF TAX PLANNING AMONGST SALARIED ASSESSEES**

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PUNE**

**ABSTRACT**

*The term income means regular source of monetary returns. The total income of a person is computed under the following five heads namely Salaries, income from house property, profits and gains from business and profession, capital gains and income from other sources. The objective of tax planning is to reduce the tax liability to the minimum. It is futuristic in approach. It is a wide concept and includes tax management. The benefits of tax planning are substantial in the long run. However many times the assessee do not seek professional advice, when they are salaried employees. Professional advice is sought by business entities and business men especially when they are subjected to tax audit. However individual assessees do not seek such help. This results in tax planning done in a haphazard manner. This in turn affects their investment management. The paper tries to trace the awareness of income tax provisions and tax planning amongst salaried assesseees.*

## DATA PROTECTION IN CLOUD COMPUTING

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### ABSTRACT

*The data-protection-as-a-service cloud platform architecture dramatically reduces the per-application development effort required to offer data protection while still allowing rapid development and maintenance. Cloud computing enables highly scalable services to be easily consumed over the Internet on an as-needed basis. A major feature of the cloud services is that users' data are usually processed remotely in unknown machines that users do not own or operate. Offering strong data protection to cloud users while enabling rich applications is a challenging task. We explore a new cloud platform architecture called Data Protection as a Service, which dramatically reduces the per-application development effort required to offer data protection, while still allowing rapid development and maintenance. A recent Microsoft survey found that "58 percent of the public and 86 percent of business leaders are excited about the possibilities of cloud computing. But more than 90 percent of them are worried about security, availability, and privacy of their data as it rests in the cloud." Protecting user data while enabling rich computation requires both specialized expertise and resources, which might not be readily available to most application developers.*



**AN OUTLOOK OF STRUCTURAL UNORGANISED UNEMPLOYMENT IN INDIA**

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**ASST. PROFESSOR**  
**VAISH COLLEGE**  
**BHIWANI**

**ABSTRACT**

*To attain and maintain the level of full employment is one of the chief objectives of the present day economies. But in under-developed countries like India, is the deficiency of the stock of capital in relation to the needs of the growing labour force. Hence there is always some unemployment. Indian economy is characterised by the existence of high level of organised and unorganised unemployment. The unorganised sector refers to those enterprises whose activities and/or collection of data are not regulated under any legal provision or where any regular accounts are not maintained. The 12th five year plan has special schemes to encourage the unorganised sector to employ more labour and simultaneously, to improve labour productivity in the sector. It also aims at making employment generation, as an integral part of the growth process.*

**DATA HIDING TECHNIQUE FOR E-TENDERING USING STEGANOGRAPHY**

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**ABSTRACT**

*Tenders are filed for any contractual work to choose the vendor who satisfies all the terms and conditions. The criteria for selection also include the minimum proposed bid to deliver the desired services. Tendering is the best method to get all the services with minimum cost. Unfortunately, in India many tenders are forged or forcefully changed. Leaking the tender amount by some person in tender management, forcefully asking the persons to withdraw tenders are the major problems in making this process secure and genuine. We propose a secure tender filing system which may be connected to an online system where the vendor needs not to present himself before the tender authority. The tender can only be opened by the vendor. Even the higher authorities cannot break this digital seal. The secure information like amount, etc. about the tender is embedded into a vendor selected video. Vendor is not going to enter the amount physically anywhere. This info will be digitally secured in this video. Every time to see the tender amount the vendor has to enter a secret key. He also has to select some personalized images through PII method. The digital seal also has information of the time of tender filing. No updates are allowed after a fixed time. The seed for embedding of the secret information has dependence on both the vendor and the tendering organization. None of them can forge on their side.*

# **ANALYSIS ON AUDITING PRACTICES AND THEIR EFFECTS ON HUMAN RESOURCES: A CASE STUDY OF SELECTED FIRMS IN NAIROBI COUNTY**

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**MOMBASA COUNTY**

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**KENYA**

## **ABSTRACT**

*Auditing is a global practice that is exercised both in public and private companies. Increasingly, businesses, governments and various profit making organizations are engaging in integrating social and professional objectives. This is done in an endeavor to ensure an independent examination and expression of an opinion on the financial statements and the human resource capacity of their organizations by an appointed auditor. The purpose of appointment may not necessarily be to comply with any relevant statutory obligation. Human resources is one main part of any organization that calls out for auditing as accountability is required among employees. Such auditing may be done on two fronts. At the onset, it may be done by an internal auditor and another one conducted by an external auditor. Their practice modes are bound to have an effect on human resources hence this research.*

**CORE BASED COMMUNICATION IN MULTICASTING**

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**BIJAYA KUMAR KHAMARI**  
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**ABSTRACT**

*Multicast is the ability of a communication network to deliver multiple copies of message to group of receiver in distributed. With the proliferation of internet, multicast is widely applied in all kinds of multimedia real-time application, teleconferencing, distributed parallel processing, video conferencing, distance education etc. It is demanding more and more quality of service in broadband group communication to support huge access of internet service and multimedia application. It is also a challenge and hard problem for the next generation Internet and high performance networks. The core based solution is able to full fill this demand a lot. In this paper effort has been put to make it more flexible in comparison to SPAN/COST through a new approach for solving the constrained of a singular multi-core solution. It facilitate of taking the as many number of edge cost in random which is an alternate solution for SPAN/ADJUST.*

## **E-WASTE: A LATENT ECONOMIC POTENTIAL**

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### **ABSTRACT**

*This paper firstly identifies and qualifies the problem of burgeoning e wastes in our cities. In the present scenario this issue is being looked upon as a challenge and as an economic cost to the society whereas this paper highlights the potential that this sector holds in form of economics and business opportunity, like a latent resource waiting to be identified and exploited. We move ahead in this paper by offering one such business and economic model which could transform the urban nightmare into a dividend.*

**USE OF XBRL: AS E-TECHNOLOGY IN COMMERCE**

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**ABSTRACT**

*Extensible Business Reporting language or XBRL is the new technology of electronic transmission and communication of business and financial data. It is developed by the Ministry of Corporate Affairs, Government of India for certain class of companies from the year 2010-11 for filling the financial statements to the government. ICAI also plays a important role for the universal acceptability of XBRL among various accountants and professionals. XBRL fulfills the entire requirements regarding the disclosure and filling of financial data and information. It is an open, royalty free and international information formats (software application) developed through the collaboration of accountants and technologists from all over the world. Thus the primary objective of this paper is to examine and analyses the all aspects and issues regarding the XBRL in India and also investigate the effectiveness in accordance with their applicability in India.*

## **E-COMMERCE IN INDIA – GROWTH & CHALLENGES: A THEORETICAL PERSPECTIVE**

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### **ABSTRACT**

*E-Commerce has unleashed yet another revolution, which is changing the way businesses buy and sell products and services. The term Electronic commerce or e-commerce consists of all business activities carried on with the use of electronic media, that is, computer network. E-business all over the world has become a popular medium for buyer-seller transaction as a means that complements and supplements the experiences of a physical store. India is showing tremendous growth in the Ecommerce. The low cost of the PC and the growing use of the Internet is one of reasons for that. Undoubtedly, with the middle class of 288 million people, online shopping shows unlimited potential in India. The future does look very bright for ecommerce in India where you can buy a car to cake online or find a suitable match for marriage. By the year 2015 the size of online market in India is expected to touch 7000cr, at an annual growth rate of 35%.*

**FINANCIAL DERIVATIVES MARKET IN INDIA**

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**ABSTRACT**

*The emergence and growth of derivatives market in India is relatively a recent phenomenon. Since June 2000, derivatives market has exhibited exponential growth both in terms of volume and number of traded contracts. The market turnover has grown from Rupees 2,365 Crore in the year 2000-2001 to Rupees 16,807,782.22 Crore in the year 2012-13. The emergence of the market for derivatives products, mostly notably forwards, futures and options, can be traced back to the willingness of risk adverse economics agents to guard themselves against uncertainties arising out of fluctuations in assets prices. By their very nature, the financial markets are marked by a very high degree of volatility. Through the use of derivatives products, it is possible to partially or fully transfer price risks by locking in assets prices. The present study encompasses in its scope an analysis of historical roots of derivative trading, types of derivative products, traders, factors affecting, trend and growth, future prospects and new era of derivative market in India. In this context, the emergence of a well-functioning derivative market, with a wide range of trading mechanisms, is definitely a boost to all those perspective investors who are willing to join the mainstream of investment business to meet with their own expectation of return on investment along with a support to structures the economy in a new way. The present topic is an endeavour to have an analytical study on the present status of derivative market in India by bridging the gap of its past experiences to project the future possible performances.*



# **A STUDY INTO THE PROCESS OF OPEN TENDERING AND HOW IT INFLUENCES STRATEGIC ORGANIZATIONAL PERFORMANCE: A CASE STUDY OF KENYA POWER AND LIGHTING COMPANY**

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**KENYA**

## **ABSTRACT**

*A tender or bid is a formal offer to supply goods or services for an agreed price. From a purchasing perspective, tendering or competitive bidding is a purchasing procedure whereby potential suppliers are invited to make a firm and unequivocal offer of the price and terms on which they will supply specified goods or services, which on acceptance, shall be the basis of subsequent contract. Open tendering is the process of inviting all interested suppliers in the market to provide price and other terms at which they are prepared to supply organizational requirements. The process involves analyzing the information provided and opting for the best offer in a transparent and open fashion that is devoid of any obligation to accept the lowest bid. The main objective of this study therefore is to analyze this process of open tendering and how it influences strategic organizational performance.*

**A TEXT READING SYSTEM FOR THE VISUALLY DISABLED**

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**ABSTRACT**

*There are about 45 million blind people and 135 million visually impaired people worldwide. Disability of visual text reading has a huge impact on the quality of life for visually disabled people. Although there have been several devices designed for helping visually disabled to see objects using an alternating sense such as sound and touch, the development of text reading device is still at an early stage. Existing systems for text recognition are typically limited either by explicitly relying on specific shapes or color masks or by requiring user assistance or may be of high cost. Therefore we need a low cost system that will be able to automatically locate and read the text aloud to visually impaired persons. The proposed system continuously captures images, locates textual characters and extracts contents within, and converts it into speech and reads it aloud to the user. The system consists of a wearable camera, a computing device and a headphone. The framework has two main parts: image to text conversion and text to voice conversion.*

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With sincere regards

Thanking you profoundly

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