

# INTERNATIONAL JOURNAL OF RESEARCH IN COMPUTER APPLICATION & MANAGEMENT

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- 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.

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# IMPACT OF THE URBAN INFORMAL SECTOR IN THE URBAN RESIDENTIAL PROPERTY MARKET

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## **ABSTRACT**

*Informal producers use low-grade technology for their constructions, but while the formal sector producers have access to higher technology, they failed to use such superior technology for effective demand (Azuma, 2008). The informal sector grows in terms of output and employment even when the formal sector diminishes (Chaudhuri, 2009). This study aimed to identify the impact of the urban informal sector in urban residential property market. Descriptive Qualitative method has been used where secondary data were studied and relevant information was deduced on contemporary issues. Findings of this study: Encumbrance of levies, bribes, administrative stresses, especially in poor countries, pushes many manufacturers into the informal sector (Azuma, 2008); also, irregular houses seem to outnumber the planned houses in the property markets and their validity is no longer in question (Chirisa, 2008); residential units constructed informally collapses repeatedly, claim lives, destroy wealth, cause real health hazard for the urban community mainly the urban poor (Gerber, 2007; Nwaka, 2005). The resident is the basic requirement to a better health delivery system not the clinic (WHO, 1999). This study delves a tracking zone to prevent and block direct entry of the illegal properties into the residential property market (Chirisa, 2008; Gerber, 2007).*

## **COMPARISON OF PCA AND LDA BASED FACE RECOGNITION TECHNIQUE IN NOISY ENVIRONMENT**

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### **ABSTRACT**

*In the face recognition technique there are various types of noises present. In this paper I am going to detect the noise in the given faces in the face recognition using feature extractions in the two different and well know technique known as PCA and LDA technique. In this paper I am going to concentrate on only the salt and pepper type of noise in comparison. Salt and pepper noise is also known as the impulsive noise. After extracting the features of the given images by using both the PCA and LDA technique I am going to compare both the features and analyse the result.*



## **A STUDY ON WORKER'S EMOTIONAL INTELLIGENCE IN SIPCOT INDUSTRIAL ESTATE, RANIPET**

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### **ABSTRACT**

*Emotions are an intrinsic part of our biological makeup, and every morning they march into the office with us and influence our behavior. On some level, we've always known that the ability to understand, monitor, manage and capitalize on our emotions that can help us make better decisions, cope with setbacks and interact with others more effectively.. This research study intends to explore the self-reported awareness and need for emotional intelligence of workers having responsibility to ensure the code of conduct.*

# **TERRORISM: A BIG THREAT FOR TELECOM AND INTERNET BASED COMMUNICATION**

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## **ABSTRACT**

*Modern Information Communication Technology has enabled Human beings to connect faster through various ways; via text mails or messages, voice through telephone or mobile and video calling or image via Facebook, YouTube, and Skype, etc. The antisocial bodies like terrorists are able to connect, command and control (C3) [1] easily just like any normal citizen [2] without even being noticed by any security scanner. The attacks like 9/11 on the World Trade Centre, New York, the planning and brazen execution of 26/11 attacks on Mumbai, Ahmedabad, Pune, Bangalore, and Bodhgaya serial blasts in Bihar [4], India, and the Assam riots based on the false YouTube video clips and the provoking Facebook walls or text messages showcase live examples of how the terrorists are using technology for their desired purpose and there is no way they could be checked during the initial phase of their action plan. Terrorists use technology for provisioning, financing, networking, recruitment, information gathering and for final execution purposes [5]. In every of these attacks, they were much ahead in using these technologies than even best brains in Military could think off. Hence, mostly the activities can be classified under the heads of Activism, Hacktivism and Cyberterrorism. [3] The present paper discusses on how the terrorism puts a big threat for telecom and internet based communication technologies those are being used against the civil societies all across the world irrespective of all boundaries, barriers and sections of the society. We conclude on how, such threats could be avoided by implementing GOVI [4] as the Global Communication Technology Policy Framework.*

**STUDY OF PERCEPTIONS OF INDIVIDUAL INVESTORS TOWARDS INVESTMENT****DR. KANCHAN NAIDU****PROFESSOR****RAMDEOBABA COLLEGE OF ENGINEERING & MANAGEMENT****NAGPUR****HETAL GAGLANI****ASST. PROFESSOR****DATTA MEGHE INSTITUTE OF MANAGEMENT STUDIES****NAGPUR****ABSTRACT**

*There are a lot of investment avenues available today in the financial market for an investor with an investable surplus. He can invest in Bank Deposits, Bonds & Debentures, Equity Shares, Post Office Saving Schemes, Mutual Fund, Insurance. In the present study an attempt has been made to study the perception of the investors towards investment in Nagpur City. The study aims at finding out the attitude of the investors towards various investment options in Nagpur city. The primary data was collected from the investors with help of the questionnaire. The secondary data were collected from the books, records and journals. By adopting convenience sampling, 360 respondents were analyzed to know their perception regarding the various avenues of investment. The Chi – square test at five percent level of significance has been adopted to study the impact of investors profile on their attitude towards investments.*

## **A STUDY ON TRAINING NEEDS FOR EXECUTIVES IN SMALL AND MEDIUM ENTERPRISES AT SALEM DISTRICT**

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### **ABSTRACT**

*The study is about the training needs for executives in small and medium enterprises at Salem district. This study covered the level of fulfillment of the executives training program those are nominated by their concern department superiors and top management and also based on their self- interest. This study helps to know about various trainings provided by the company and also the reasons, Because of why the executives could not attend the training program. Training is a learning experience in that it seeks a relatively permanent change in an individual that will improve the activity to perform the job. It involves changing of skills, knowledge, attitudes or behaviour. This study provides a platform to identify the interest level of executives to attend the training program and also about the motivation level of superiors to attend the training programs in small and medium enterprises at Salem district. A survey has been conducted to collect the opinion of the executives regarding the training need analysis. Data has been collected through interviewing the respondents. Percentage analysis has been used for interpretation of the data. It describes details about the different training needs which are expected by the executives like technical, behavioural and knowledge sharing. This study will also be helpful to the company to assess the training which executives need and also to provide correct training to the correct person. So finally this study provides an opportunity to understand about the training programs which was given to executives.*

# NONFINANCIAL REWARD SYSTEM IN NIGERIAN PUBLIC AND PRIVATE ORGANISATIONS

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## ABSTRACT

*Budgetary constraints and government policy led organisations to introduce nonfinancial rewards in order to boost productivity and retain employees. This paper surveys nonfinancial rewards from related literature and identified those nonfinancial rewards in common use in Nigerian organisations. The organisations surveyed included banks, educational and health institutions as well as local government secretariats around Zaria. The paper found that flexitime, life assurance, and Friday drinks were not in use in the organisations surveyed. The study observed that monetisation exercise in public sector had adversely affected the morale of public servants who felt that they were buying and maintaining official vehicles for their organisations. The paper recommends regular review of nonfinancial rewards to avoid the current situation where employees consider them as their rights rather than incentives to boost productivity.*

## **WORKING CAPITAL EFFICIENCY AND CORPORATE PROFITABILITY: EMPIRICAL EVIDENCE FROM INDIAN AUTOMOBILE INDUSTRY**

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### **ABSTRACT**

*Working capital and its satisfactory provision can lead not only to material savings in the economical use of capital but can also assist in furthering the ultimate aim of a business that of maximizing financial returns on the minimum amount of capital which need to be employed. Hence, the purpose of the present study is to examine the working capital efficiency of Indian Automobile industry by comparison of holding period of different components of working capital. The empirical evidence revealed that two and three wheeler sector was efficient in utilization of working capital components as compared to commercial vehicles sector and passenger cars and multi utility vehicles sector. Consider all the average periods together, it can be seem that cash conversion cycle is negative in the whole Indian Automobile industry which is explained by short storage times of its inventory and receivables*

## **EFFECTIVENESS OF RESPONSIBILITY ACCOUNTING SYSTEM OF THE ORGANIZATIONAL STRUCTURE AND MANAGER'S AUTHORITY**

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**JACOB THOMAS**  
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### **ABSTRACT**

*This research has provided useful results in paving the way for future research in this area. This research could provide a supportive evidence for the effectiveness of responsibility accounting system. A questionnaire was designed and after pilot study was sent to the sample to fill in the questionnaire. A population has been taken of approximately 240 up to 2013 from Private public companies in Kerala. The results indicated that effectiveness of responsibility accounting system has successfully on the organizational structure and manager's authority as an two critical factors in every organization.*

# **A STUDY ON APPLICATION OF DATA AND WEB MINING TECHNIQUES TO ENRICH USER EXPERIENCE IN LIBRARIES AND ONLINE BOOK STORES**

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## **ABSTRACT**

*Data mining is a new developing research discipline and it is also a subdivision of Business Intelligence. It has attracted a great deal of attention in the Information Technology and in the society as a whole in recent years, due to the availability of a wide range of huge amount of heterogeneous data. To mine this available huge data to make it usable and presentable, and giving right solution to a particular problem with it is a big real challenge. Library and information services in schools, colleges, universities, corporations and communities obtain information about their users, circulation history, resources in the collection, and search patterns. Now-a-days many libraries have taken advantage of these data as a way to improve reader service, managing budgets, and influence strategic decision-making about uses of MIS in their organizations. The Library Management System Software has the ability to display the details of the books available in various departments, the transactions of books and about the book holders. It enables online reservation of books. It also enables a fully automated library service, which makes the library processes easier and systematic. This paper presents an overview of the data mining, web mining concepts and their application in the library data sources and Library Management Systems. The paper also tries to identify the suitable applications of data mining techniques in the library.*



## IMPACT OF SIX SIGMA IMPLEMENTATION: A CASE STUDY OF A PHARMACEUTICAL COMPANY

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### **ABSTRACT**

*Quality is the key for the success of any product or service in the present context. Many concepts have been used to improve the quality on a continuous basis. Six Sigma has been utilized by manufacturing industries to decrease cost and improve quality and productivity by reducing variation and production defects. By and large Six Sigma is seen as a quality improvement concept for mechanical industries. But of late it is gaining importance in other sectors as well. In this paper a pharmaceutical industry has been examined to test the underlying facts about Six Sigma implementation. The opinion of employees who have worked in the Six Sigma projects has been collected, tested and analyzed to check the outcome of Six Sigma implementation. Employees have observed that the implementation of Six Sigma has improved the financial status, productivity, peoples' equity, growth of the company and customer satisfaction.*

## **A STUDY ON EVALUATING THE EFFECTIVENESS OF TUTORIAL PROGRAMS IN QUANTITATIVE TECHNIQUES**

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**KOCHI**

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### **ABSTRACT**

*The intake of students into the master's programme of business studies poses many problems with regard to the curriculum. Students come from a wide spectrum of undergraduate courses that range from English Literature to Engineering and Commerce. This results in great variances in quantitative and accounting abilities. To bridge the apparent gaps many b-schools have adopted bridge courses as a tool to stabilize the learning outcomes. However these were found to be inadequate and the result is the slowing down of the teaching process to accommodate those with weaker foundations. The article discusses the adoption of a tutorial system to go alongside the main course for a select group of students. In parallel, the teaching of the main course was restricted to the prescribed hours. The results show a significant improvement of scores along with a significant reduction of student hours.*

## **PROFITABILITY ANALYSIS OF REGIONAL RURAL BANKS IN INDIA: WITH SPECIAL REFERENCE TO WESTERN REGION**

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**CHANDKHEDA, AHMEDABAD**

### **ABSTRACT**

*The history of regional rural banks in India dates back to the year 1975. It's the Narsimham committee that conceptualized the foundation of regional rural banks in India. Regional rural banks (RRBs) can be seen as a unique experiment as well as experience in improving the efficacy of rural credit delivery mechanism in India. They have played a key role in rural institutional financing in terms of geographical coverage, clientele outreach and business volume as also contribution to development of the rural economy. Current study aims to check the profitability of selected RRBs of India. This study focuses on western region and covers three states, i.e. Gujarat, Maharashtra and Rajsthan. Prime objectives of the study are, to analyze the interest coverage ratio of selected RRBs during study period, to analyze the Return on Equity (RoE) of RRBs, to examine the Non Interest Income Ratio during period under review, to study net Interest margin ratio of selected RRBs during study period, etc. Current study focuses purely on secondary data which is collected from published annual reports of selected RRBs. To test to hypothesis One way ANOVA has been used and major findings shows that the selected banks of Rajsthan showed higher profitability than selected RRBs of Gujarat and Maharashtra.*

## **A SMALL TRIBUTE TO COMPUTER LEGENDS WHO MADE AN IMPACT ON THE COMPUTER INDUSTRY AND PASSED AWAY IN THE YEAR 2011**

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### **ABSTRACT**

*The death of Steve Jobs at the age of 56 on October 5, 2011 activated an unprecedented level of mourning and tributes across the IT industry. And while Jobs was the most high profile technology innovator to die that year, he was far from the only significant loss for the Tech industry. We have lost many other notable people who had immense influence on our industry. This article is dedicated to those who left an empty space in the Computer World in year 2011. Their impact on the industry and our lives will carry on.*

**A STUDY ON MANAGERIAL EFFECTIVENESS**

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**ADASHOLA**

**ABSTRACT**

*The manager, as a person, as the key individual in society and as the member of his organization-becomes the matter of increasing importance. Careers in organizations that is, careers as managers or other professionals are the principal career opportunities for educated people. Nine out of ten youngsters who receive a college degree can expect to spend all their working lives as managerial employees. The first job of the manager is to make his organization perform. Results are always on the outside. There are only costs on the inside. Even the most efficient plant is still a cost-centre until a distant customer, has paid for its products. The manager thus lives in a constant struggle to keep performance for being overtaken by the concerns of the Inside that is by bureaucracy. Organizations cannot be properly run without competent first-level managers. This study is an exploration towards identifying the relationship between certain individual level variables and managerial effectiveness. Managerial effectiveness was conceptualized in terms of competence, satisfaction, conflict resolution, need fulfillment, value realization, self-concept and recognition variables of the managers. The widespread recognition of this fact holds managers accountable for whatever goes wrong in a work organization. Managers have thus become the leadership groups in our society. The concept of effectiveness is dealt with different ways in different times by theorists and real life practitioners. Undoubtedly it is difficult to arrive at a single conclusion on the construct of managerial effectiveness. The present study is an attempt to explore further on this ever important construct of managerial effectiveness.*

**COMPARATIVE STUDY ON TALENT MANAGEMENT PRACTICES**

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**ABSTRACT**

*This paper aims at tracking the evolution of TM and the various perspectives/approaches (Process/ Cultural/ Competitive/ Developmental/ HR Planning & Change Management Perspectives) adopted by the organizations. It examines the inter-relationship between TM and Psychology Capital (Psycap), TM and Succession Planning, TM and Rewards Linkage, TM and Leadership. It then captures in detail the TMO practices and architecture, in five different organizations and help to comparative view, and provide holistic inputs on practices in TM Area*

## REVIEW AND CLASSIFICATION OF LITERATURE ON RURAL CONSUMERS' BUYING BEHAVIOUR FOR MOBILE PHONE IN INDIA

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**YOGIDHAM GURUKUL**  
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### ABSTRACT

Indian rural market is gaining more attention by marketers as urban markets are becoming more saturated and competitive. Mobile phone market is growing in rural India. Mobile phone has changed the lives of rural people. In India there is still lack of rigorous research work on rural buying behavior, compared to urban areas. This paper reviews and classifies the literature on the research issue 'Rural consumers' buying behaviour for mobile phone in India. It highlights the critical research issues with sub issues for above research subject and also classifies the research papers with reference to these issues and sub issues. The main critical issues are: The definitional issues of 'rural market', Nature and importance of rural marketing, Understanding buying behavior of rural consumers, History, evaluation and impact of mobile phone (Telecommunication sector), Diffusion of mobile telephony (New Technology), Consumers' (Rural) behavior and mobile phone, Research in rural areas. It also mentions the important secondary sources for rural data. Finally it highlights the gaps and directions for future research.

**MOBILE BANKING IN INDIA: OPPORTUNITIES & CHALLENGES**

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**ABSTRACT**

*Mobile banking certainly seems to be one of the biggest innovations along with CBS (Core Business System) and ATM in the field of banking and this will have a long lasting effect on how banking business is conducted. Automation of some routine work processes in banks in the mid-80's has moved on and resulted in business process re-engineering culminating in making banking services branchless, anytime and anywhere, facilitated new product development and enabled near real time service delivery. CBS and ATMs have enabled banks to provide banking services 24x7x365 but not really helped in expanding their reach to the unbanked or reach to the customer wherever she/he. At the end of January 2012 the total wireless subscriber base was 936 million out of which, 313 million subscribers were from rural areas. Even ATM and Internet banking have their limitations when it comes to penetration in rural areas. Mobile as a technology, which is low cost, ubiquitous and efficient with a potential to enable achievement of the goal of deeper financial inclusion, has been recognised across the world. Any system has certain minimum features to attract customers and keep them engaged in the long run, such features are easy of use, safety and security, accessibility and affordability. Mobile Banking meets all these requirements but still the usage is nowhere near its potential.*



## **THE STUDY OF RELATIONSHIP BETWEEN REFINED ECONOMIC VALUE ADDED (REVA) AND DIFFERENT CRITERIA OF THE RISK ADJUSTED RETURN**

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### **ABSTRACT**

*Stockholders are the main owners of a business entity and are continually trying to maximize their own wealth and this wealth will result in the desirable performance of the business entity. Lack of using appropriate criteria to assess the performance will result in not achieving the real value of the company to be realized. The present research is going to try to study the information content of the refined economic value added and the different criteria of the risk adjusted return (RVAR, RVOL,  $\alpha$ ) during the years between 2007 and 2011 for 200 companies accepted in Tehran Stock Exchange. The research results which have been estimated by using the integrated regression model (PANEL DATA) and using Eviews 7 software showed that there is a positive relationship between the refined economic value added and the total risk adjusted return but regarding the relationship between refined economic value added and the systematic risk adjusted return, on the contrary to acceptance of a negative relationship between them, the relationship between them was assessed to be weak. Finally the refined economic value added has had a positive relationship with the excess return.*

**ONLINE SHOPPING: A NEW TREND OF SHOPPING BEHAVIOUR**

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**ABSTRACT**

*It is hard to believe people were able to survive without advanced technologies that we take for granted each day. The advances in communication combined with the evolution of the IT industry has made it possible for people to do business throughout the world in real time. Improvements in IT improve our lifestyles and business by allowing computers to reduce complications and enrich possibilities. Undoubtedly, 21<sup>st</sup> century will be known for its information revolution accompanying electronic economy. A focus on building customer relationship and the explosion of e-commerce has created a new phenomenon in our lifestyles. The article focuses on online shopping a new trend of shopping behavior among new generation. For the purpose of study, online consumers of Kollam district were selected.*

**IMPLEMENTATION OF PCA WITH SVD TO REDUCE PRECISION LOSS**

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**ABSTRACT**

*The objective of data mining is to identify valid novel, potentially useful, and understandable correlations and patterns in existing data. Finding useful patterns in data is known by different names (including data mining) in different communities (e.g., knowledge extraction, information discovery, information harvesting, data archeology, and data pattern processing). The volume of electronically accessible data in warehouses and on the Internet is growing faster than the speedup in processing times predicted by Moore's Law. Consequently, classical data mining algorithms that require one or more computationally intensive passes over the entire database are becoming prohibitively slow, and this problem will only become worse in the future. The scalability of mining algorithms has therefore become a major research topic. One approach to the scalability problem is to run mining algorithms on a small subset of the data. That is, data reduction is very important issue. Data reduction techniques can be applied to obtain a reduced representation of the data set that is much smaller in volume, yet closely maintains the integrity of the original data. Various data reduction techniques are used like PCA, SVD. It is observed that PCA causes precision loss of data. So in this paper, an algorithm is proposed which leads to minimal loss in the precision by applying SVD on the eigen vectors. Then these eigen vectors are used to obtain Principal Components.*

# **AN ASSESSMENT OF UNIVERSITY-INDUSTRY RELATIONS FOR COLLABORATIVE TECHNOLOGY TRANSFER: THE CASE OF INSTITUTE OF TECHNOLOGY OF BAHIR DAR AND TECHNOLOGY FACULTY OF GONDAR UNIVERSITY**

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## **ABSTRACT**

*University-industry technology transfer activities are increasingly important as a source of regional economic development and revenue for the university. This research is conducted to assess collaborative university industry technology transfer. Questionnaire and interview have been used as tools to collect the data. Descriptive statistics have been employed to analyze the data collected using the questionnaire and explanation building techniques were used to analyze the interview. It was possible to understand from the study that there is weak collaborative technology transfer from universities into the industry with regard to the cases selected in this study.*

**DEMARKETING: A CREATIVE THINKING**

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**ABSTRACT**

No doubt Marketing is the essence of all management activities, still the importance of demarketing can't be ignored as it is core part of societal marketing concept. The significance of demarketing lies in the well being and the safe health of society. Demarketing is the part of marketing functions which dissuades customers in general or a certain class of customers towards consumption of a product or service on a temporary or permanent basis. But, generally it discourages the consumption of scarce materials and harmful products. Hence, considering the changing natural environment, effective implementations of demarketing strategy is necessary in all organisations for meeting the objective. The present article aims at finding out what actually demarketing is all about and how can a business firm be more competitive by using demarketing strategy and puts forth a few cases of this strategy.

## **A REVIEW OF ISLAMIC BANKING AND CURRENT ISSUES AND CHALLENGES FACED BY ISLAMIC BANKS ON THE WAY TO GLOBALIZATION**

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### **ABSTRACT**

*Islamic banking is a classical concept that plays a vital role in the economic development of any country Islamic or non- Islamic country. During the last three decades Islamic banking system has appeared as a possible substitute and a competition for the conventional banking system. Transactions of Islamic banking are governed by the codes of the shariah, which excludes interest and normalizes that income, must be resulting as return from capitalist investment. Operations of Islamic banking are currently practiced in Global banking system. There is need to Educate and aware the Muslim community about Islamic financial instruments; create awareness about the terminologies that are used in Islamic banking ,service providers of Islamic banking need to improve the information system within the Islamic banking institutions and communities. Islamic banking needs to work hard for competition with conventional banking in sector of supervision and regulation. This paper include what instruments are used in Islamic banking , what issues and challenges are facing Islamic banking in global world as well as is Pakistan, brief difference between Islamic and conventional banking, SWOT analysis of Islamic banks ,evolution of Islamic banking etc . At the end of this paper some suggestions and recommendation for improvement of Islamic banking has been given.*

# THE IMPACTS OF PRODUCTIVE MARKETING COMMUNICATION ON EMERGING MARKET

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## **ABSTRACT**

*In this competitive market, emerging market has been popular among the international franchiser due to its high market flexibility and high potential of growth. This is an advantage for major companies to maximize their profitability and increase their market shares. Other than that, it also able to improve the emerging countries condition to be wealthier. There are several issues such as the culture value in the emerging market, that the investors and franchisor should aware of, by ensure the countries effects will benefits the investors and franchisors in applying their marketing communication strategies. Applying the accurate productive marketing communication strategies may help the investor and franchisor to have a lead in the market shares and benefits them in all the profitable ways. Emerging market is a place that provides profitable opportunities for investors and franchisors.*

## HP SUSTAINABILITY AS COMPETITIVE ADVANTAGE

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**B. P. S. MAHILA VISHWAVIDYALAYA**

**KHANPUR KALAN**

### ABSTRACT

*Sustainability means long term commitment towards society and environment. This study is about HP commitment towards sustainability which provides HP an opportunity to lead in market and gives HP a competitive advantage. HP translates its dreams regarding credentials into some successful ventures and tries to improve the functions of its existing business. For the purpose of building sustainability a global sustainable program is developed by HP which is based upon some rigorous standards of both profitability and accountability. In this paper researcher discuss both standards. HP strategy related to sustainability and CSR gives HP an opportunity to work with many NGO'S , government agencies and other industries which is very helpful for HP to make clear policies for all which includes all things starting from using such material in products which is environmental friendly to treat employees with respect and dignity. HP makes its culture to do better for their workers and company. It becomes successful in making such type of relationship with suppliers that they do not want to leave HP. So Supplier and employees turnover at HP is very low as compare to other organization. HP main emphasis is on expanding by starting new business and with the main intention of retaining its existing business. Now sustainability strategy of HP is very helpful to increase profitability. This is possible by various efforts; - firstly at HP efforts are made to make necessary adjustments in shipping and logistics cost, reduce the requirement of virgin material. Two things which provide HP competitive advantage is first mover advantage and second is relationship with suppliers, employees and partners. So through this study researcher discuss all points which provide HP competitive advantage as compare to others.*



**ELECTRONIC HEALTH RECORD IMPLEMENTATIONS AROUND THE WORLD**

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**ABSTRACT**

*The United States Congress is promoting the use of electronic health record systems by almost every health care provider. The main reason is the access, sharing and exchange of health information between health-related information technology systems and devices. Other countries are also moving on the same direction. Therefore, a systematic review for an exploratory study was made to find similarities and differences between six countries (United States, Canada, European Union, Australia, Japan, and Kuwait). The most common barrier among countries was the training and learning required. Access to information and reduction of errors was the most common benefit identified. Finally, a comparison is made on the interoperability vision of those countries.*

## **FOREIGN DIRECT INVESTMENT (FDI): AN OBSERVATION ABOUT TOURISM INDUSTRY IN INDIA**

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### **ABSTRACT**

*Many countries make changes to their economic policies in order to attract foreign investors and India is no exception. Foreign direct investment (FDI) is defined as foreign investors stirring their assets into another country where they have control over the management of assets and profits (Graham & Spaulding, 2005). It is commonly observed that the more FDI a country acquires, the more local economic growth and transformation can develop. Foreign companies often bring to the country large sum of funds and new technologies, as well as advanced management skills which allow local industries and regions to gain a lot of experience (OECD, 2003). India's liberalization and deregulation policies have attracted a huge amount of foreign direct investment (FDI) into India. Globalization, liberalization and privatization aimed at making the Indian economy a faster growing economic, globally competitive. The new world due to junction of communication and technology has created a virtual borderless world. Every country has to pay heavy opportunity cost if left isolated. Foreign Direct Investment is a central element of an open and successful global economic system which helps in the development of a country in various sectors including tourism industry. The tourism industry is diverse in nature. Tourism industry is one of the largest and fastest growing sectors in world. Tourism industry plays an important role in the economy of India. This paper tries to determine the factors affecting FDI in Tourism sector, its flow in Indian tourism industry, examines the benefits of FDI in the growth of Tourism sector.*

# A SYSTEMATIC APPROACH FOR DETECTION AND COST ESTIMATION OF CLONING IN VARIOUS PROGRAMMING LANGUAGES

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## **ABSTRACT**

*Real-world software systems contain substantial amounts of cloned code. While the negative impact of cloning on software maintenance has been shown in principle, we currently cannot quantify it in terms of increased maintenance costs. However, as long as its economic impact cannot be quantified, control of cloning is probable to be neglected in practice. This thesis presents an analytical cost model to estimate the maintenance effort increase caused by code cloning. The cost model can be used to assess the economic impact of cloning in a system and to evaluate investments in clone management tool support. To show its applicability, we report on a case study that instantiates the cost model for open source code for java programs. To fine out the cloning in the code. We identify the limitations of clone detection and control. Through a controlled experiment, we show that clone detection approaches are unsuited to detect behaviorally similar code that has been developed independently and is thus not the result of copy & paste. Finally, We implemented the clone cost model on some sample code to find out the cloning in similar code. And ConQat are useful tool to implement the clone cost model.*

**INTELLIGENT SCADA FOR HOME APPLICATION****S. R. KATKAR****STUDENT****ELECTRICAL ENGINEERING DEPARTMENT****G. H. RAISONI COLLEGE OF ENGINEERING****NAGPUR****ABSTRACT**

*A supervisory control data acquisition system (SCADA) is an integrated platform that incorporates several components and it has been applied in the field power system and several engineering applications to monitor, operate and control a lot of processes. In the future electrical network, SCADA system are essential for an intelligent home automation resources like HVAC centralized control of lighting appliances, Air Conditioning and Refrigeration system, water reservoir system, etc. This paper present a SCADA system for typical household application which is implemented on iFIX4.0 software. The main objective is to manage residential consumption, reducing or curtailing loads to keep the power consumption in or below a specified set point imposed by the customer and generation availability.*

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