

# 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.

**JOURNAL AND OTHER ARTICLES**

- 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**

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# AN INVESTIGATION ON EMPLOYEES' JOB SATISFACTION IN NUCLEAR POWER PLANT AT KUDANKULAM, INDIA

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## ABSTRACT

*The purpose of the survey is to know the employees' job satisfaction on job itself, workload, job time, conflicts between job and family, sense of job achievement and anticipation of occupational development in Nuclear Power Plant, and to provide references for future development of human resources in Nuclear Power Plant. The inventory used in survey is the one developed by researchers and stratified random sampling is employed to select participants. The conclusions include that the general job satisfaction of employees in Nuclear Power Plant needs to be further enhanced, many employees have conflicts between job and family, and have low anticipation to occupational development. There are differences between the employees working in the Main Control Room (who are simply called as the "operators" hereafter) and the employees working on other positions (who are simply called as the "non-operators" hereafter). Namely, operators show higher proportions than non-operators in terms of good feelings about job, maximum devotion to the job, high demands of trainings, and optimistic anticipations of the occupational development, but lower proportions in the leisure time with family members and taking vacations when necessary.*

# CRITICAL FACTORS FOR SUSTAINABLE CHANGE MANAGEMENT PROCESS: A REVIEW

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## ABSTRACT

*In present era of Human Resource Management, Change is a must for companies to survive and compete in today's economic environment. As understood, change is a complex process and requires involvement from top management to increase the readiness for change among the individuals in an organization. The greatest fear an employee faces is of unknown change and in some cases outright resistance. It has been observed that organizations like ICICI, Infosys etc. are undergoing a major structural change for their sustainable business growth. Effective communication plays an important role in successful implementation of a change process. This research paper aims at reviewing various literatures in the area of change management at national as well as international level.*



## MANAGEMENT STRATEGIES TO CAPITALIZE AND ENHANCE HUMAN POTENTIAL IN INDIAN MANUFACTURING SECTOR

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**AMRITSAR**

### ABSTRACT

*In today's competitive scenario, most manufacturing units are facing immense skill shortage and high attrition rates. Human resource being the most vital organ of a business demands careful capitalization and continuous innovation. An effectively motivated and competitive human resource produces the best quality products. So, for a manufacturing unit its human resource is equally important as customers outside waiting to buy its product. Human resource is one of the most crucial driver and dormant variable for development and change in the business. It is most abundant and readily leveraged resource which demands careful handling in order to minimize the problems relating to job dissatisfaction, absenteeism, and employee turnover. To develop human potential in Indian Manufacturing sector current HR practices are constantly striving towards enhancing the quality of work life and personal life of its employees. The view point of management towards its employees has begun to change and shifting of focus of vision and mission statements towards the people working for them is a perfect example. As Chris Collins, director of the Center for Advanced Human Resource Studies at Cornell University's ILR School states "It's important to create an environment in which people think in a new way, with a workforce that is constantly learning, adjusting and adapting to new technology," a revolution has begun with a mission of developing the hidden skills and perfection in the workforce by providing everything. The main aim behind this paper is to find various strategies used by Indian manufacturing industries and suggest new innovative ways to capitalize and enhance human potential.*

WORLD

## IMPACT OF E-TRUST ON E-LOYALTY

**DR. ANDAL AMMISSETTI**  
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### ABSTRACT

*Though online retailing is evolving at an unprecedented rate, participants at all levels still exhibit a fundamental lack of trust. It is noted by many academicians that "difficulty of use and lack of trust with respect to online payment, privacy and customer service have been found to constitute a real psychological barrier to e-commerce". It is widely felt, therefore, that the importance of trust in the e-business exchange deserves special attention. Retailers can build mutually valuable relationships with customers through a trust-based collaboration process (Dayal et al., 2001). However, the way in which trust may be gained and the impact it has on e-business outcomes are not yet well understood (Jones et al., 2000). Factors relating to trust in online retailing have been seen from many different perspectives by researchers from different disciplines, and often expressed in different terms. There is a need for a common framework that will support a shared understanding of the concept of trust and its relations with its antecedents and consequences. The present study aims at understanding factors that influence electronic trust (e-trust) and impact of those variables on electronic loyalty (e-loyalty).*

## KNOWLEDGE ECONOMY AS AN EXTENSION OF INFORMATION SOCIETY WITH REFERENCE TO INDIA

**GEETU SHARMA**  
**ASST. PROFESSOR**  
**SHREE ATAM VALLABH JAIN COLLEGE**  
**HUSSAINPURA**

### ABSTRACT

*For the last two hundred years, neo-classical economics has recognised two factors of production: labour and capital. This is now changing. Information and knowledge are replacing capital and energy as the primary wealth-creating assets, just as the latter two replaced land and labour 200 years ago. In addition, technological developments in the 21st century have transformed the majority of wealth-creating work from physically-based to “knowledge-based.” Technology and knowledge are now the key factors of production. With increased mobility of information and the global work force, knowledge and expertise can be transported instantaneously around the world, and any advantage gained by one company can be eliminated by competitive improvements overnight. The only comparative advantage a company will enjoy will be its process of innovation—combining market and technology know-how with the creative talents of knowledge workers to solve a constant stream of competitive problems—and its ability to derive value from information. We are now an information society in a knowledge economy.*

# DYNAMIC RELATIONSHIP TECHNIQUE FOR COMPLICATION REDUCTION IN BIG DATA

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## ABSTRACT

*Big Data usually includes data sets with sizes beyond the ability of commonly used software tools to capture, curate, manage, and process the data within a tolerable elapsed time. This paper presents a DYNAMIC CORRELATION TECHNIQUE which reduces complexity and characterizes the features of the Big Data revolution, and proposes a Big Data processing model, from the data mining perspective. This DCT model involves demand-driven aggregation of information sources, mining and analysis, user interest modeling, and security and privacy considerations. We analyze the challenging issues in the data-driven model and also in the Big Data revolution.*

## CONSUMER ATTITUDE TOWARDS THE BRANDED APPARELS IN MEN IN THANJAVUR DISTRICT

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**MASS COLLEGE OF ARTS & SCIENCE**  
**KUMBAKONAM**

### ABSTRACT

*In the present world, consumer's purchase behavior is differentiated among consumers and is based on their personal cultural, social and environmental factors. Branding plays an important role in the creation of demand and its retention consumer behavior attitude is a field of study which focuses consumer activities. Nowadays researches and practitioners have focused on consumption analysis why and how people consume in addition to why and how they buy consumer behavior is an emerging field which attempts to understand and predict human actions with regard to purchase decisions. It mainly describes how individuals decide to spend their resources (time, money, effort) on consumption related items, consumer behavior is equivalent to marketing, items marketing involves sizing up consumer behavior and responding to it appropriately through strategy. In this context consumer behavior and brand preference of apparels is undertaken as a study for research keywords consumer behavior, brand preference, apparels, consumption pattern, influencing factor.*

# FINANCIAL HEALTH THROUGH Z SCORE ANALYSIS: A CASE STUDY ON SELECTED PHARMACEUTICAL COMPANIES

**NIRMAL CHAKRABORTY**  
**ASST. PROFESSOR**  
**MAHISHADAL RAJ COLLEGE**  
**VIDYASAGAR UNIVERSITY**  
**MEDINIPUR**

## **ABSTRACT**

*Survival of the business in the modern world is possible, only when, apart from other things, it has optimum level of finance which is required to meet its both short term and long term commitment. The objective of the study is to examine the financial health of the selected four companies (namely, Dr. Reddy's laboratories, Ranbaxy laboratories, CIPLA and Aurobindo pharma) during the period 1999-2000 to 2011-2012. Z Score model, developed by Edward I Altman, has been applied to examine the financial health of the selected companies under the study period. The research findings are that overall financial health of all the selected companies was good.*



**AN APPROACH TO EVALUATE SOFTWARE QUALITY MODEL**

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**ROHTAK**

**ABSTRACT**

*Everyone has an idea about the meaning of quality. Software metrics and quality models play a pivotal role in measurement of software quality. There are many quality models and attributes used in both industries as well as in academia. However, we faced many issues related to existing software metrics and quality models during our research on measuring software quality using design patterns. The goals of this work are to propose a systematic way of specifying the relevant quality attributes and their sub characteristics. In this paper, we present an approach of quality model for CBSE. Our model adopts the weight of quality characteristics which are obtained by carefully selected questionnaires for the stakeholders and Analytic Hierarchy Process (AHP) technique. AHP process is useful because we can know the importance of the sub characteristics that have been added in characteristics. We also present the evaluation process using checklists and result of a trial evaluation for validation of our model. As, a result, we believe that the proposed model helps to acquire high quality software.*

**TRACKING THE INDEX FUNDS WITH FAMA FRENCH THREE FACTOR MODEL**

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**ABSTRACT**

*The objective of this paper is to assess the tracking error and performance of Index Funds which are based on Nifty for the time period 2005-2012. The performance measures used are standard deviation, Beta, Alpha, R-Squared, Sharpe measure, Jensen measure, Treynor measure and Sharpe differential return measure. The results indicate that ICICI prudential index fund has outperformed the rest of the fund in passively managing its portfolio and tracking the benchmark and the analysis also gives a hint that at times of low performance of benchmark index the fund manager tries to balance the returns by superior selection of scrips.*

**SOCIAL AUDIT REPORT CARD OF SOCIAL PERFORMANCE**

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**ABSTRACT**

*A Social Audit is a systematic study and evaluation of an organization's social performance as distinguished from its economic performance. In social audit, a systematic attempt is made to identify and evaluate those activities of a business which have social impact. Social Audit has huge prospects in future for the betterment of the Social Community. This paper is an effort to explore the conceptual foundations, need and coverage of social audit. The paper also outlines different steps which must be accomplished in the process of social audit. Finally the paper presents an overview of present status as well as legal framework of social audit in India.*

# STRATEGIC POSITIONING AS A GROWTH STRATEGY IN COMMERCIAL BANKS IN KENYA

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## ABSTRACT

*Strategic positioning is about defining how an organization differentiates its offering and creates value for its market. It's about carving out a spot in the competitive landscape and focusing the organization to deliver on that strategy. A good strategy includes: Market profile; Customer segments; Competitive analysis; Value proposition and positioning strategy, (Porter, 2000). Competition within the banking sector is not a new phenomenon. Parallel to the emergence of new banks, the incumbent large banks have expanded operations in neighboring countries. Sometimes new banks adopt strategies of constituting a complement to the customers' regular bank, for instance by offering competitive fund management to certain customer categories. The banking sector is, however, particularly prone to the risk of restrictions on competition (Carter, 1981). This paper analyzes how positioning can enhance business growth as a strategy to remain competitive. The mainstream banks being key players in the financial sector have adopted product and market differentiation, cost leadership, service diversification and market focus strategies to acquire strategic positioning in the financial industry hence growth. The conclusion is that, through strategic positioning many banks have managed to acquire a national identity, hence increasing their market share, capital and customer base, raise the liquidity levels as well as upgrading the personnel skills to remain competitive and increase their business volume. The major recommendation is that the banks need to provide more competitive and affordable financial products and services, concentrate more on creating awareness of the service and widen their market scope through research and innovation to avoid customer desertion and to remain competitive.*

## **RURAL EMPLOYMENT DIVERSIFICATION IN INDIA: PROGRESS TOWARDS THE MILLENNIUM DEVELOPMENT GOALS IN INDIA**

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### **ABSTRACT**

*The Millennium Declaration adopted by the General Assembly of the United Nations in September 2000 reaffirmed its commitment to the right to development, peace, security and gender equality, to the eradication of many dimensions of poverty and to overall sustainable development. These are intended for the Member Countries to take efforts in the fight against poverty, illiteracy, hunger, lack of education, gender inequality, infant and maternal mortality, disease and environmental degradation. The Millennium Declaration adopted 8 development goals, 18 time-bound targets and 48 indicators. This paper will focus primarily on the progress in the India's achievement of Millennium Development goals and their targets relating to poverty, hunger, education and health. While India is on track to meet the goal of reducing extreme poverty by one half, over half of its population suffers from another type of poverty—hunger. India is on track to meet the goal of primary school completion rates and gender equality in education. Rates of child malnutrition are extremely high, leading to infection and disease. The country is severely off course in reducing its very high rates of infant, under five and maternal mortality. These shortfalls not only affect the lives of those presently living under harsh circumstances, but trap future generations in the cycle of poverty as well.*

# RELEVANCE OF TALENT MANAGEMENT IN BUSINESS STRATEGY OF AN ORGANISATION

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## ABSTRACT

*Human resources are the most important ingredient in the recipe of a successful business organisation. Hence nurturing and recognising talented employees is extremely important. However, high attrition rate due to several reasons including compensation issues, poor performance appraisals and poaching prevent companies to achieve its potential. Retention has become a major concern for business organisation. This paper attempts to highlight Talent Management as a tool in Human Resource Management making an organisation an attractive destination for skilled employees and retaining them by developing a conducive environment for their personal and professional development ultimately leading to better productivity.*



# THE COLLECTIVE ACTION OF 'GOTONG ROYONG' SOCIETY IN ELECTRICITY INFRASTRUCTURE DEVELOPMENT IN REMOTE ISLANDS

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## **ABSTRACT**

*The research aims to reveal the electricity infrastructure development in remote islands, specifically in Sumenep Islands, Madura Indonesia. The research uses qualitative approach because the development phenomenon is holistic in nature. Initial informant is chosen based on purposive sampling and continued with snowball sampling. Research findings show that: (1) electricity infrastructure limitation has caused negative effects on society's welfare; (2) government and private sector has failed to cooperate in electricity infrastructure development; (3) lack of society's resources; and (4) strong social capital within the society. Those conditions drove the society in the research location to provide electricity infrastructure on their own through "gotong royong" activity. The success and sustainability of "gotong royong" activity is facilitated by strong social capitals, including: (1) actors' rationality tends to altruistic or sympathy; (2) the institution (rules of the game) is made in a simple and informal way and mutually agreed; and (3) actors have strong social interdependence. Recommendation for government to facilitate collective action of "gotong royong" in electricity infrastructure development is by providing supporting infrastructure.*

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Thanking you profoundly

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