

# 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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# PARADIGM SHIFT IN TEACHING AND LEARNING: BOTSWANALISATION OF THE LEARNING ARCHITECTURE BASED ON COLLABORATIVE CONSTRUCTIVISM

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## **ABSTRACT**

*The study seeks to explore and enhance the Learning Architecture based on Collaborative Constructivism (LACC). It has been noted in this research that with the dynamism of learning environments, the learning styles seems to follow the dynamic trends that affect learners' learning styles. In the research, we divided the work into two stages; the first stage seeks to explore the learning styles of student studying IT at Botho College in Francistown and analyze if they really follow the Kolb's experiential learning theory. The second stage was to conceptualize the LACC which has been used at NIIT programs since inception in 1997 and enhance it so that it fully benefits Batswana learners. In carrying out the first stage, we applied Kolb's Learning Styles Inventory (LSI) test to 168 learners. The learners' tested are both the new entrants and the second years. From the data analysis, the data proposed a new structure for the LACC, which is based on the identification of the learners learning behavior. Hence being the "Botswanalization" of the LACC.*

# BEHAVIORAL STUDY OF RELIABILITY CHARACTERISTICS OF A SYSTEM MODEL WITH BIVARIATE EXPONENTIAL FAILURE AND REPAIR TIMES

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## **ABSTRACT**

*A system model consisting of two subsystems 1 and 2 is investigated and analyzed. In subsystem 1 there are two units A and B and both unit should work for the subsystem to work while in subsystem 2 there is only one unit C. Subsystem 2 fails in two ways one is natural failure and other is catastrophic failure. Subsystem 1 is given preference in operation. Failure time distribution of subsystem 2 is assumed to be negative exponential and repair time distribution is general. Failure and repair times for the units of subsystem 1 and 2 are assumed to be correlated random variables having bivariate exponential distribution.*



**TEACHING – IS IT A PROFESSION OR PROCESSION?**

**DR. JEEMON JOSEPH**  
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**ABSTRACT**

Today, the craze for teaching is coming down among our young age band. Not even a single student is standing in the class room to show his real fascination and obsession for teaching when the teachers ask. But when they understood the real pulse of this profession teaching somebody may get a warm interesting towards it. Now a days, the film stars, celebrities, defense persons, even laymen getting doctorates from various enormous universities. Teaching is the profession or the process with which somebody is getting transformed from something to someone. It can be the darkness to light. Years back, the most important problem in connection with the profession teaching was the less income. The salary of teachers was very poor and pathetic. But the situation has changed. The central government has introduced the best salary package for the teachers. Now when we think about the profession of teaching it is the process to educate somebody to come up. About education Aristotle, great Philosopher, has said "The roots of education are bitter but the fruit is sweet". The root meaning of the word education is to lead forth. In a sense education is self-realization. It helps a person in achieving excellence at all levels – Physical, mental, moral, emotional and Intellectual. Thus education leads to the integration of Personality and formation of motivators for the students. In the Society, we can't see a person who is not wishing to become a motivator. But actually have you ever thought "who is the motivator and what is motivation". According to our Purana Stories, Lord Krishna was the first motivator. Now, is teacher a motivator? If the answer is yes, what type of motivation that he should give for the students. Democracy means for the people, by the people and of the people. The teacher with motivator should always be for the students, by the students and of the students. In this context it will be better to give a little look in classrooms consisting of teacher or motivator and students and this study let it be a real worth for checking whether the job teaching is a profession or a proceession.

**CONSUMER PREFERENCES TOWARDS CONSTRUCTED HOUSES IN INDORE CITY**

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**ABSTRACT**

*Real estate in Indore is one of the thriving sectors of the Indore economy. Indore is indisputably known as the commercial capital of Madhya Pradesh. Being one of the fastest growing Tier-III cities of India, it is the single largest business centre of the state commanding most of the volumes in trade, industry and services over cities in Madhya Pradesh. The real estate in Indore is quite upbeat. On residential segment, we see the development of townships besides the construction of apartment houses, condominiums, bungalows, villas etc. at several locations. The city has already attracted a number of leading builders for various construction projects. Building contractors in Indore are contributing in the expansion of the city horizontally as well as vertically. Latest housing in Indore let people experience world-class living style within the boundaries of their city itself. The reason behind making this paper is to study about the constructed houses Indore. This paper will provide the information about the status of constructed houses in Indore. Further it will give an overview of mentality of the people living in Indore or further planning to have their own house in Indore.*

**DATA MINING IN HIGHER EDUCATION: A SURVEY**

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AMRITSAR**

**ABSTRACT**

*The main objective of higher education is to make our students self-sufficient and enable them to do what they want. And the higher education which is being given to our students is relevant or not. So, one way to achieve highest level of quality in higher education system is by discovering knowledge hidden among the educational data set and to make future prediction using data mining techniques. The knowledge pertains to admission of students in a particular course, classroom teaching model, detection of unfair means and prediction about students' performance and so on. This paper shows the capabilities of data mining techniques in context of higher education and presents a survey of research in this field.*

**EFFECTS OF INTERNATIONAL BUSINESS ON DEVELOPING COUNTRIES**

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**ABSTRACT**

*The majority of WTO members are developing countries, and over the years, trade openness has contributed considerably to enhancing developing countries' participation in the global economy and these countries are heavily depend on exports of primary products with attendant risks and also on imports (typically of machinery, capital goods, intermediate producer goods, and consumer products). In an era of growing competition and globalization developing countries are deeply indulging in international trade via various ways to find a space in the global marketplace and help in strengthening their competitive advantage. International Trade is one of the major strategy for growth of the economy, it creates number of positive aspects for the developing economy but there are some weaknesses also attached with this concept.*

**SPICE ROUTE INDIA**

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**ABSTRACT**

*India has been known from prehistoric times as the land of spices. This led to the landing of the Portuguese navigator, Vasco da Gama at Calicut in 1498. India still continues to be the largest producer, consumer, and exporter of spices in the world. Indian spices flavour foods in over 130 countries and their intrinsic values make them distinctly superior in terms of taste, colour and fragrance. The USA, Canada, Germany, Japan, Saudi Arabia, Kuwait, Bahrain and Israel are the main markets for Indian spices. During the crop year 2009-10 the country produced about 4015.9 thousand tons from 2463.7 thousand hectares of area under spices. About 10-12% of this is exported annually. The demand for organic products is steadily increasing in the western markets at 20-25% every year India's total spice export in 2010-2011 has been 525750 metric tons in quantity and Rs. 6540.70 crores in value. An estimated 500,000 tones of spices and herbs valued at 1500 million US dollars are now imported globally every year. An impressive 46% of this supply comes from India. Even though we were dominating in the export of whole spices by early seventies we started exporting value added products such as oleoresins and concentrates. Now India is a leading exporter of curry powders, oils, oleoresins, encapsulated flavors, paprika colors, cumin etc. As value added products hold a premium price over whole spice, it improves average earning as well as it creates more employment opportunities. From traditional commodity exports, Indian Spices have evolved into a state-of-the-art industry. Absorbing technology, broad basing its products range, developing value added products, identifying niche markets, forging strategic alliances clinching global collaborations and joint ventures.*

# CHALLENGES FACED BY HORTICULTURE BUSINESS IN JAMMU AND KASHMIR STATE

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## ABSTRACT

Horticulture Sector has witnessed a drastic and rapid growth in a very limited period of time throughout the globe. Most of the countries have recognized a huge level of opportunities that could be carved out with this sector. Today Horticulture is practiced from the individual level in a garden up to the activities of Multinational corporations from satisfying the demand of millions. It provides a wide range of products such as food, medicinal, environmental and other social products which are fundamental to develop and maintain human health and well-being. Horticulturists are regularly applying their skills and knowledge to develop best category products. Their work involves plant propagation, cultivation maintaining nutritional values reducing environmental stresses etc. Horticultural scientists on the other hand focus on developing new and modern ways to develop horticulture sector. A collective effort from science and social science has brought a remarkable change in Horticulture Sector. Jammu and Kashmir State is also one among the leading states of India in Horticulture Business. It is famous for production of wide variety of delicious fruits which are served worldwide. The most famous among them includes delicious apples, Walnuts, Other dry fruits etc. Present study seeks to identify various challenges faced by horticulturists in Jammu and Kashmir State. The study also focuses on the issues that must be addressed immediately and could greatly affect the sustainability of this sector. The study further recommends various tools and strategies which could be implemented to generate a level of competitive advantage for Jammu and Kashmir Horticulture sector with rest of the world.

# PERMANENT IDENTIFICATION OF SKIN MARKS (PISM): A HYBRID APPROACH FOR ROBUST FACE RECOGNITION

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**INDORE**

## **ABSTRACT**

Face or facial recognition is the identification of human by the unique characteristics of their faces. It is a biometric identification by scanning a person's face and matching it against library of known facts. Robust face recognition is a challenging goal because similarity of all human faces compared to large differences between face images of the person due to variations in lighting conditions, view point, pose, age, health and facial expression. The image may not always be verified or identified in facial recognition alone. This paper presents a method to use skin detail analysis and surface texture analysis for robust face recognition. Surface texture analysis uses skin biometrics, the uniqueness of skin texture to yield more accurate results. In this paper we propose a hybrid technique for robust face recognition the technique includes skin detail analysis and surface texture analysis. The method is being introduced as PISM (Permanent Identification of Skin Marks) approach.

# APPLICATION OF QUALITY CONTROL CHART IN MANUFACTURING INDUSTRIES USING A LOSS FUNCTION APPROACH

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## **ABSTRACT**

*The increasing use of Loss Functions in Quality Assurance has created a demand for realistic and representative loss functions. This knowledge is capable of providing alternative strategies for assessing and improving the process performance. This research work is focused on the use of Loss Functions based on the inverted Normal Probability Density Function (INPDF), known as the Inverted Normal Loss Function (INLF) in monitoring the loss of cigarette produced by an International Tobacco Company (ITC). BASIC programming language is used to determine the associated loss due to deviation of the cigarette weight from the target value, varying the maximum loss attainable at each end of the target value. The mean weight of the cigarette is monitored using the  $\bar{x}$  and the R charts, which is compared with those of Economic Loss chart varying the loss values. The Conventional chart and the Economic Loss Charts highlight different features of the production process and hence, the economic chart can therefore serve as a compliment to the conventional chart particularly when focusing on the economic aspect.*



## CHALLENGES ON ICT IMPLEMENTATION AND RECOMMENDATIONS

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### **ABSTRACT**

*Implementation of information and communication technology (ICT) services and systems in organizations generally pose a lot of challenges that, if not properly addressed, lead to heavy investment without the corresponding organizational efficiency gains. This paper highlights the common challenges based on the experience of the author in working with various organizations and as ICT project manager, Systems Administrator, and Network Administrator. Moreover best practice recommendations to addressing the challenges are also given.*

# AVAILABILITY OF POWER SUPPLY FOR INDUSTRIAL DEVELOPMENT IN NIGERIA: A CASE STUDY OF ODOGBE FARMS LTD.

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## **ABSTRACT**

*This research paper looked into the availability of power supply for industrial development in Nigeria economic. Odogbe Farms Ltd has multiple lines of production and operates a 24 hours production schedule; even during down time period. Data were collated from power house log book quarterly on the running hours of generator as well as when the public electricity utility is available for a period of seven quarters. It was discovered that for every one hour production cost on generator is above 51% of what it would have cost if it were to be on PHCN Conclusively, if profit margin is to be made constant, consumers will have to pay more culminating into impoverishment of the populace. Likewise public power supply is cheaper for production compared to the use of generators.*

# **A ROLE OF SMALL INDUSTRIAL DEVELOPMENT BANK IN THE DEVELOPMENT OF SMALL SCALE INDUSTRIES AT BANGALORE: AN EMPIRICAL STUDY**

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## **ABSTRACT**

*The Small Industrial Development bank of India (SIDBI) was setup in 1990 under the SIDBI Act 1990, the main objective of SIDBI has been to work as a principal financial institution for the promotion, financing and development of industries in the small-scale sectors. In order to accelerate industrial development and giving more emphasis on balanced regional industrial development SIDBI has been setup to help industrial sectors. This study has been undertaken to understand how SIDBI playing an important role in the development of small scale industries, problem faced by SIDBI in providing funds to Small Scale Industries (SSI) and also how the Small Scale Industries has been benefited by SIDBI. This study is based on secondary data collected from official websites with reference to funds received by Small Scale Industries from SIDBI of last five years, in this study we also tried to understand the correlation between funds provided by SIDBI and the level of development of Small Scale Industries, to understand the trend in the funds provided to SSI's and the development in SSI's.*

**MVA AND EVA IN TOP TEN SOFTWARE COMPANIES IN INDIA: ANOVA**

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**ABSTRACT**

Today India is home to some of the finest software companies in the world. The software companies in India are reputed across the globe for their efficient IT and business related solutions. With the huge success of the software companies in India, the Indian software industry in turn has become successful in making in the global arena. This industry has been instrumental in driving the economy of the nation on to a rapid growth curve. As per the study of NASSCOM the IT/ITES industry recorded a growth of 4 – 7 percent in the year 2010. The IT/ITES sector has led to employment opportunities, both direct and indirect, of nearly 2.8 million and around 8.9 million (direct and indirect) by 2015 and to around 30 million by 2030. The software industry has a strong future regardless of whether its products or as a service, or as a component or in packaged form. The software industry is going through a rapid and significant transition. India's domination in the IT and software sector and its growing reputation as one of the world's best outsourcing destinations have created good basis for future prospects. The key to creating wealth is adding value. Adding value is the way that all fortunes are made. In many studies relating to EVA and MVA, the twin wealth creation measures were established. Even though in the present study, most of the companies have observed negative and low positive EVA, their MVA performance is good. This implies that the wealth creation has the direct influence on market forces.

# THE STUDIES ON UNDERSTANDING THE DEMOGRAPHICS OF CUSTOMERS' AND THEIR ATTITUDES TOWARDS (CRM) PRACTICES: AN EXPLORATORY STUDY OF THE FIVE SELECT PUBLIC SECTOR BANKS IN ODISHA

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## **ABSTRACT**

*The major objective of this research study is to analyze the nature and impact of customer demographics (gender, occupation and tenure of banking) on the CRM awareness and efficiency from five select public sector commercial banks that are located in major cities of Odisha state. A sample size of 2502 respondents was chosen and a survey instrument was designed to measure the relationship between the demographics and CRM awareness and efficiency. CRM efficiency was measured on a Likert scale of 1 to 5, where 1=Very Low, 2=Low, 3=Moderate, 4= High and 5= Very High. Chi-Square test was performed to assess the relationship between the respondents' occupation and their perception of CRM awareness. This test was also used for testing the association between the tenure of banking and CRM effectiveness. The relationship between the gender type and customers' bank preference was also tested by using Chi-Square test. In line with the research findings suggestions were offered to strengthen the service delivery in the Indian banks.*

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Thanking you profoundly

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**Co-ordinator**

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