

# INTERNATIONAL JOURNAL OF RESEARCH IN COMPUTER APPLICATION & MANAGEMENT

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- Bowersox, Donald J., Closs, David J., (1996), "Logistical Management." Tata McGraw, Hill, New Delhi.
- Hunker, H.L. and A.J. Wright (1963), "Factors of Industrial Location in Ohio" Ohio State University, Nigeria.

**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**

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

**UNPUBLISHED DISSERTATIONS AND THESES**

- Kumar S. (2011): "Customer Value: A Comparative Study of Rural and Urban Customers," Thesis, Kurukshetra University, Kurukshetra.

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**WEBSITES**

- Garg, Bhavet (2011): Towards a New Natural Gas Policy, Political Weekly, Viewed on January 01, 2012 <http://epw.in/user/viewabstract.jsp>



**ROLE OF TRAINING FOR MAINTAINING AN ISO 9001 SYSTEM**

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**PUNE**

**ABSTRACT**

*Every organization needs to have trained and experienced employees to perform the tasks. Training is requiring for employees at different levels. Unskilled workers require training in handling machines and materials to reduce waste and prevention of defect generation. ISO 9001 is an international quality standard developed by the International Organization for Standardization (ISO). The standard of ISO 9001 covers all aspects of an organization's activities, including identifying its key processes. All employees need to have a general understanding of what ISO 9001 is, and what their responsibilities are for maintaining the system and complying with requirements. Organizations must train employees on ISO 9001 so that they should understand the requirements for their job, the importance of meeting customer requirements and how their job contributes to meeting the Quality Policy.*

## **AN ANALYSIS OF THE ROLE OF SMALL SCALES INDUSTRIES' SECTOR IN INDIA**

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### **ABSTRACT**

*This paper explains the various tax policies and their impact on Small Scales Industries' Entrepreneurs in India. The effect of taxation on SSI's entrepreneurs is one of the central questions in both public finance and development. This effect matters not only for the evaluation and design of tax policy, but also for thinking about economic growth. In this paper, we present new intra-country evidence on the Taxation Policies for Small Scales Industries' Entrepreneurs in India are correlated with investment in manufacturing but not services, as well as with the size of the informal economy. The results are robust to the inclusion of many controls.*



## **REDUCING PATH CONGESTION AND FAILURE IN AN INTERACTIVE NETWORK APPLICATIONS**

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### **ABSTRACT**

*Real time interactive applications are utilized in huge network applications such as online trading, online gaming. At present the emerging application is computer gaming. Due to more request from the client side there occurs a traffic which leads to lag or latency. To achieve a equalized delay here an approach called Latency EQualisation Service (LEQ) With network support, the network delay measurement can be performed more accurately throughout the network either at the client or server side with network support. Few routers in the network were picked as hubs to transmit packets. Frequent accessibility can leads to the problem so carried an approach called Htrae where the routers is used for the transmission with a wireless protocol to transmit the information and to reduce the delay. In the Existing system greedy algorithm is used where hub selection remains NP-hard. If it remains as NP-hard, the condition is inapproximable. In proposed approach the delay difference is reduced up to a millisecond.*

## SEGMENTING THE SHOPPERS OF GREEN FASHION PRODUCTS ON THEIR SHOPPING BEHAVIOUR

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### ABSTRACT

A variety of customers come to fashion retail stores to purchase green fashion products. While some of them are regular consumers of these green fashion products by choice, others are experimenters with ecofriendly products, still others buy these products under the influence of some reference group and so on. There seems to be an apparent need to understand the segments of these green fashion products shoppers and to understand their profiles. This can go a long way in formulating better marketing strategies for these products. There have been numerous efforts to segment shoppers of different product categories on their demographic characteristics. In the case of green fashion products the one of the effective way of segmentation can be segmentation on the basis of their shopping behaviour as behavioral cues can reveal many psychographic patterns. Additionally, as buyers for these products belong to various demographic groups understanding them through their behaviors at stores can be more useful and obviously more factual for laying down marketing and retailing strategies for these products. The current research is broadly a descriptive research aimed at identifying the different segments on the basis of observational studies, questionnaires and interviews carried out in shops. The shoppers for green fashion products have been classified into 18 segments and segment profiles have been developed for them. The study has also included the preference and consumption of different segments in order to suggest product mix for these segments which can be perceived as value maximisers by respective segments. The research intends to provide an alternative framework to understand shopping behavior of green fashion products' shoppers.

# **SEARCHING THE CAUSES OF ORGANIZATIONAL FAILURE IN CONTROLLING DRUG ADDICTION IN THE PERSPECTIVE OF SOME RELEVANT VARIABLES IN BANGLADESH WITH SPECIAL REFERENCE TO SYLHET**

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**SHAMIMABAD, SYLHET**

## **ABSTRACT**

*This paper aims to find out the tactics of drug traders in making people addicted to drug, the causes of failure of authority in deactivating their efforts and searching some imperatives to be followed to save the people. After ascertaining the reasons of constant growth of illegal drug business from the secondary data, attempts have been made to suggest implementation of certain necessary measures. The causes of failure of the authority are identified and some imperatives are suggested to remove the loophole and make the institutions more effective. By educating people where necessary and making the vulnerable group of people aware of the detriments of drugs this goal can be achieved.*

## **AN ASSESSMENT OF QUALITY OF SERVICE DELIVERY IN ETHIOPIAN PUBLIC HIGHER EDUCATION INSTITUTIONS**

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**HAWASSA UNIVERSITY**  
**HAWASSA**

### **ABSTRACT**

*The study assesses the status of quality of service delivery in public higher education institutions in Ethiopia. Quantitative research approach/design was used. Data were collected from academic staff and regular students at six public higher education institutions using the SERVQUAL scale and through focus group discussions. The research findings indicated that the quality of service delivery were to be very poor. The findings also indicate that reliability, tangibles and empathy present the service quality dimensions that require the most urgent attention. It is further recommended that for effective implementation of the BPR/BSC process, the importance of the provision of different training and guiding documents, continuous monitoring of activities and top management support should be kept in mind.*

## **A STUDY OF THE EFFECTS OF INSUFFICIENT SLEEP, CHANGES IN THE SLEEPING AND FOOD HABITS OF NIGHT SHIFT WORKERS**

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**PALASAR**

### **ABSTRACT**

*Insufficient sleep and circadian rhythm disruption are associated with negative health outcomes, including obesity, cardiovascular disease, and cognitive impairment, but the mechanisms involved remain largely unexplored. One of the ways we have of understanding why we need to sleep so much is to look at what happens if we don't get enough sleep. It affects our personalities and our sense of humor. We may become irritable and less tolerant. Parents of small children often tell that when they're tired they get irritated at the activities of children that might keep busy them if they were properly rested. Lack of sleep clearly affects our thinking, or cognitive, processes. A sleep-deprived brain is truly running on four rather than eight cylinders. If we're trying to be creative, the motor doesn't work as well. The amount of sleep a person needs will vary from individual to individual. But most people require around eight hours.*

## **ELECTRONIC COMMERCE ADOPTION BY MICRO, SMALL AND MEDIUM SIZED ENTERPRISES**

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### **ABSTRACT**

*Micro, small and medium sized enterprises (MSMEs) play a pivotal role in nation building. They are considered to play a vital role in guarantying the national economic and social development. MSME give a strong foundation to maintain steady and fast development of national economy. Electronic commerce is becoming the new battlefield of competition among enterprises. The number of transactions and the volume of business generated through electronic commerce is increasing steadily. However, the penetration of electronic commerce in MSMEs' of our country is still at a nascent stage. This in turn is slowing their growth story to a large extent. Their development and expansion is getting restricted owing to the lack of adoption of electronic commerce as a viable business model. Micro, small and medium sized enterprises are generally not in a position to compete with the larger well established business organizations due to the visibility acquired by the latter. By adopting electronic commerce MSMEs' can get visibility in the global market place. This will be of immense help to them. This paper analyzes the problems existing in the electronic commerce set up of micro, small and medium enterprises of our country. A solution is proposed keeping in mind the existing cyber laws and other regulations, which hopefully will be conducive to micro, small and medium sized enterprises launching electronic commerce.*

# THE WORKING CAPITAL ANALYSIS OF DISTRICT CENTRAL COOPERATIVE BANKS IN TIRUNELVELI REGION, TAMILNADU

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**AUNDIPATTY**

## **ABSTRACT**

*Finance and Financial management plays an important role in all types of organization. Sound financial planning and management is the most vital requirement for successful management. Financial management also plays an important role in cooperative enterprise. A study of business failures in cooperatives would reveal that majority of such failures resulted from the lack of proper financial management. DCCBs occupy a place of significance in the cooperative credit delivery system. They act as a spokesperson of the cooperative movement at district level. Inefficient functioning of cooperatives is due to bad debts, excessive overdue or otherwise investment. Therefore, the financial management occupies an importance place as the functions of these institutions. Hence, the analytical study on the Working Capital Analysis of District Central Cooperative Banks in Tirunelveli Region has been undertaken. The results of the study will help in identifying the lacuna if any in the financial performance of the DCCBs and to frame financial policies and programme to the benefit of the banks and the community.*



## QUANTIFICATION OF QUALITY AS PER USER PERSPECTIVE IN SOFTWARE DEVELOPMENT

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### ABSTRACT

Software quality is well understood by a software developer through his prolonged exposure to the SDLC (Software Development life Cycles). The quality till now is taken up to be a non-quantifiable entity. The quality itself is defined as "satisfaction of customer in many perspectives as per his requirements generated at the beginning of the development cycle". The definition clearly states it to be purely dependent upon the end-users discretion. The quality has been a factor which hasn't been quantified yet and varies upon the requisite of the customer evaluating it. The customer may have set a HIGH, MEDIUM or LOW standard as per developer's perspective; but, it may turn out to be sufficient as per his personal requirements. Due to standards followed by the developer as per his knowledge or techniques, the product developed may come out to be different as per user's requirements. This may cost him in terms of TIME, MONEY, WORK, TRAINING and even MAINTENANCE. This paper discusses how to overcome this problem of varying standards; we can set the requirements by QUANTIFYING QUALITY AS PER THE END USER of the software. However, as discussed earlier the Quality is an aspect which is non-quantifiable. However, the soft computing holds a technique in form of FUZZY LOGICS which allows one to quantify the quality.

**A STUDY ON CORPORATE SOCIAL RESPONSIBILITY**

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**ABSTRACT**

*This paper considers the motivations for and nature of business contributions to sustainable development through the medium of corporate social responsibility (CSR). It compares CSR with sustainable development, given that they are both 'essentially contested concepts'; it introduces CSR's changing meaning and it explains why there has been a recent increase in CSR with reference to the increasing socialization of markets as a result of narrow market drivers, along with other social, governmental and globalization drivers. It uses Hart's 'A natural-resource-based view of the firm' to explain the way in which these drivers give rise to sustainable development agendas in companies and provides illustration of these.*

# COMPUTERIZED ACCOUNTING INFORMATION SYSTEMS AND SYSTEM RISK MANAGEMENT IN NIGERIAN BANKS

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## ABSTRACT

The advent and adopted of Information Technology (IT) have improved performance in business and accounting processes in the organizations. However, the attendant risks associated with this cannot be denied. The main objective of this paper was to evaluate Computerized Accounting Information System (CAIS) and system risk management in the Nigerian banking sector. It was an empirical survey of commercial banks in four states; namely Akwa Ibom, Cross River, Delta and Rivers; in the south-south region of Nigeria using a questionnaire designed on a bipolar scale of five. It was revealed that the greatest risks associated with CAIS of banks in Nigeria are salami fraud, acts of nature, logic bombs and data diddling; and that the mostly adopted techniques and tools for management of CAIS risks are penetration testing, use of mitigation and recovery means, and malware scanners. It was also discovered that the greatest challenges faced by Nigerian banks in this respect are difficulty in obtaining physical evidence and witness cooperation, and difficulty in understanding the offender's method. The Chi-square statistical tool was used to test the hypothesis which revealed that there was significant relationship between techniques and tools adopted for system risk management and the challenges associated with CAIS. The strength of relationship between the variables was 89.6% as determined using Spearman's rank correlation coefficient. The paper therefore recommended that banks in Nigeria should install infrastructures such as Address Verification System (AVS), Interactive Voice Response (IVR), Internet Protocol (IP) address tracking systems and Intrusion Detection Systems (IDS). These will go a long way to managing the vulnerability associated with CAIS which will invariably enhance effectiveness and guarantee greater results.

## **EVALUATION OF CUSTOMER SATISFACTION ON BROADBAND INTERNET SERVICE USERS OF ETHIO TELECOM**

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### **ABSTRACT**

*Customer satisfaction is an increasing challenge for telecommunication companies and it is a critical issue for the success of any business system. This study is aimed at investigating the overall customer satisfaction of the broadband internet users of Ethio Telecom(ET), Mekelle Branch. A self-administered questionnaire was used to collect the primary data. In addition, interviews were also conducted with managers of Ethio Telecom to gather supporting data. The total number of broadband user organizations of ET is 105 and census method was used. Moreover, the total number of respondents was 210 and finally 201 questionnaires were received back having a response rate of 96%. The data gathered were analysed with the help of Statistical Package for Social Science (SPSS version 16). The results obtained in this research shown, on one hand; with regard to the overall service quality majorities of the respondents are dissatisfied with broadband service and with regard to the service quality dimensions. On the other hand, customers are relatively satisfied on tangibility and assurance and highly dissatisfied on technical quality. Hence, ET should emphasize on attributes of technical quality, reliability, responsiveness, empathy, tangibility and assurance in their descending order.*

## EXPERIMENTATION IN OSPF MULTIPATH ENVIRONMENT WITH OPTIMAL INTERFACE TIMERS

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### **ABSTRACT**

*Routing protocols are key elements of modern communication networks. Currently deployed dynamic routing protocols that are used to propagate network topology information to the neighboring routers are Routing Information Protocol (RIP), Enhanced Interior Gateway Routing Protocol (EIGRP), and the Open Shortest Path First (OSPF) protocol. The choice of the right routing protocol depends on a number of parameters. In this research, we used OSPF simulation via OPNET Modeler to design a model, which will experiment with reducing interface hello / dead intervals to see the impact on quality of VoIP calls going via loadbalanced, multi-path OSPF environment. In the end of the research it is found that there are considerable effects of reducing OSPF hello timers for achieving faster convergence in case of link failure.*

## FINANCIAL INDICATORS FOR BUY BACK OF SHARES

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### ABSTRACT

*As per financial management the ultimate aim of business is to maximize wealth of shareholders. Though dividends and stock price appreciation are the two most common ways in which companies can return wealth to its investors, there is one more useful, and often unnoticed, method for companies to provide return to investors i.e BUY BACK OF SHARES. This article emphasize on Buy Back of Shares and goes through the working of a share buyback and its effect on investors wealth. Share buy back can have positive and negative effect. If a stock is undervalued and a buyback truly represents the best possible investment for a company, the buyback and its effects can be viewed as a positive sign for shareholders. As it often happens in cases of finance, the question may not have a definitive answer. If a stock is undervalued and a buyback truly represents the best possible investment for a company, the buyback and its effects can be viewed as a positive sign for shareholders. However, if a company is merely using buybacks to prop-up ratios, provide short-term relief to an ailing stock price or to get out from under excessive dilution, then it may not be successful and the whole process of buyback may go for a loss. Finally, the decision for buyback of shares would depend on the analysis of the various facets to which the company is exposed.*

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Thanking you profoundly

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