

INTERNATIONAL JOURNAL OF RESEARCH IN COMPUTER APPLICATION & MANAGEMENT

IJRCM



A Monthly Double-Blind Peer Reviewed (Refereed/Juried) Open Access International e-Journal - Included in the International Serial Directories

Indexed & Listed at:

Ulrich's Periodicals Directory ©, ProQuest, U.S.A., EBSCO Publishing, U.S.A., Cabell's Directories of Publishing Opportunities, U.S.A.

Open J-Gate, India [link of the same is duly available at Inlibnet of University Grants Commission (U.G.C.)]

Index Copernicus Publishers Panel, Poland with IC Value of 5.09 & number of libraries all around the world.

Circulated all over the world & Google has verified that scholars of more than 3480 Cities in 174 countries/territories are visiting our journal on regular basis.

Ground Floor, Building No. 1041-C-1, Devi Bhawan Bazar, JAGADHRI – 135 003, Yamunanagar, Haryana, INDIA

<http://ijrcm.org.in/>

CONTENTS

Sr. No.	TITLE & NAME OF THE AUTHOR (S)	Page No.
1.	THE INSTALLATION OF POS (POINT OF SALE) TERMINALS BY INDIAN BANKS <i>DR. MUNISH SABHARWAL, ANOOP SWARUP & SARIKA SHARMA</i>	1
2.	UNEMPLOYMENT AS A CAUSE OF HUMAN CAPITAL WASTAGE IN KARATINA TOWN, NYERI COUNTY, KENYA <i>KIPTOO ANTHONY KIMUTAI, ALICE WANGUI KAMAU & ELIZABETH WANGARI GATHUTHI</i>	2
3.	THE EFFECT OF THE COMPANIES ACT 2013 ON AUDITING AND AUDITORS <i>SHILPA VASANT BHIDE & DR. SHARAD JOSHI</i>	3
4.	CAUSES OF ATTRITION AND THEIR EFFECTS IN INFORMATION TECHNOLOGY INDUSTRY IN SOUTH INDIA <i>SHAJI.Y & DR. KINSLIN. D</i>	4
5.	A STUDY ON TRACKING PERSONAL TRAITS LINKED TO ENTREPRENEURSHIP AMONG COLLEGE STUDENTS <i>P.NAGESWARI</i>	5
6.	A SURVEY ON STIGMERGETIC CONTROL PROTOCOLS FOR DISTRIBUTED AD HOC WIRELESS NETWORK <i>R.SATHYA JANAKI</i>	6
7.	CORPORATE DISCLOSURE AND ITS USEFULNESS: AN EMPIRICAL STUDY <i>DR. Y. NAGARAJU</i>	7
8.	DETERMINANTS OF FINANCIAL STRUCTURE OF INDIAN CEMENT INDUSTRY: A NEW METHODOLOGICAL APPROACH <i>P.VAIJAYANTHIMALA & DR. A. VIJAYAKUMAR</i>	8
9.	A STUDY ON FINANCIAL HEALTH OF THE SELECTED CEMENT COMPANIES IN INDIA <i>DR. GAYATHRI BALAKRISHNAN. R. & R.GOWRI</i>	9
10.	GREEN MARKETING <i>MAMTA RANI</i>	10
11.	EXPLORING THE INFLUENCE OF INFORMATION SOURCES OF APPAREL SHOPPERS IN COIMBATORE CITY <i>P. RADHIKA</i>	11
12.	ONLINE TRAINING: ADVANTAGES–DISADVANTAGES AND KEY CONSIDERATION FACTORS FOR IMPLEMENTING ONLINE TRAINING IN THE ORGANIZATIONS <i>RAKSHA SHARMA</i>	12
13.	SOLVENCY POSITION OF SELECT INDIAN BULK DRUGS AND FORMULATIONS PHARMACEUTICALS COMPANIES IN INDIA <i>R. SELVI & DR. V. DHEENADHAYALAN</i>	13
14.	INSTITUTIONAL CREDIT AND RURAL DEVELOPMENT: A CASE STUDY OF DASARATHPUR BLOCK OF JAJPUR DISTRICT (ORISSA) <i>DR. RADHASHYAM MISHRA</i>	14
15.	SOCIAL MEDIA MARKETING OF HIGHER EDUCATION INSTITUTIONS: A STUDY ON KARUNYA UNIVERSITY'S SOCIAL MEDIA PROMOTIONS <i>D.SHERIN LINDA HEPHZIBAH</i>	15
	REQUEST FOR FEEDBACK & DISCLAIMER	16

CHIEF PATRON

PROF. K. K. AGGARWAL

Chairman, Malaviya National Institute of Technology, Jaipur

(An institute of National Importance & fully funded by Ministry of Human Resource Development, Government of India)

Chancellor, K. R. Mangalam University, Gurgaon

Chancellor, Lingaya's University, Faridabad

Founder Vice-Chancellor (1998-2008), Guru Gobind Singh Indraprastha University, Delhi

Ex. Pro Vice-Chancellor, Guru Jambheshwar University, Hisar

FOUNDER PATRON

LATE SH. RAM BHAJAN AGGARWAL

Former State Minister for Home & Tourism, Government of Haryana

Former Vice-President, Dadri Education Society, Charkhi Dadri

Former President, Chinar Syntex Ltd. (Textile Mills), Bhiwani

CO-ORDINATOR

DR. SAMBHAV GARG

Faculty, Shree Ram Institute of Business & Management, Urjani

ADVISORS

DR. PRIYA RANJAN TRIVEDI

Chancellor, The Global Open University, Nagaland

PROF. M. S. SENAM RAJU

Director A. C. D., School of Management Studies, I.G.N.O.U., New Delhi

PROF. S. L. MAHANDRU

Principal (Retd.), Maharaja Agrasen College, Jagadhri

EDITOR

PROF. R. K. SHARMA

Professor, Bharti Vidyapeeth University Institute of Management & Research, New Delhi

EDITORIAL ADVISORY BOARD

DR. RAJESH MODI

Faculty, Yanbu Industrial College, Kingdom of Saudi Arabia

PROF. PARVEEN KUMAR

Director, M.C.A., Meerut Institute of Engineering & Technology, Meerut, U. P.

PROF. H. R. SHARMA

Director, Chhatrapati Shivaji Institute of Technology, Durg, C.G.

PROF. MANOHAR LAL

Director & Chairman, School of Information & Computer Sciences, I.G.N.O.U., New Delhi

PROF. ANIL K. SAINI

Chairperson (CRC), Guru Gobind Singh I. P. University, Delhi

PROF. R. K. CHOUDHARY

Director, Asia Pacific Institute of Information Technology, Panipat

DR. ASHWANI KUSH

Head, Computer Science, University College, Kurukshetra University, Kurukshetra

DR. BHARAT BHUSHAN

Head, Department of Computer Science & Applications, Guru Nanak Khalsa College, Yamunanagar

DR. VIJAYPAL SINGH DHAKA

Dean (Academics), Rajasthan Institute of Engineering & Technology, Jaipur

DR. SAMBHAVNA

Faculty, I.I.T.M., Delhi

DR. MOHINDER CHAND

Associate Professor, Kurukshetra University, Kurukshetra

DR. MOHENDER KUMAR GUPTA

Associate Professor, P.J.L.N. Government College, Faridabad

DR. SAMBHAV GARG

Faculty, Shree Ram Institute of Business & Management, Urjani

DR. SHIVAKUMAR DEENE

Asst. Professor, Dept. of Commerce, School of Business Studies, Central University of Karnataka, Gulbarga

DR. BHAVET

Faculty, Shree Ram Institute of Business & Management, Urjani

ASSOCIATE EDITORS**PROF. ABHAY BANSAL**

Head, Department of Information Technology, Amity School of Engineering & Technology, Amity University, Noida

PROF. NAWAB ALI KHAN

Department of Commerce, Aligarh Muslim University, Aligarh, U.P.

ASHISH CHOPRA

Sr. Lecturer, Doon Valley Institute of Engineering & Technology, Karnal

TECHNICAL ADVISOR**AMITA**

Faculty, Government M. S., Mohali

FINANCIAL ADVISORS**DICKIN GOYAL**

Advocate & Tax Adviser, Panchkula

NEENA

Investment Consultant, Chambaghat, Solan, Himachal Pradesh

LEGAL ADVISORS**JITENDER S. CHAHAL**

Advocate, Punjab & Haryana High Court, Chandigarh U.T.

CHANDER BHUSHAN SHARMA

Advocate & Consultant, District Courts, Yamunanagar at Jagadhri

SUPERINTENDENT**SURENDER KUMAR POONIA**

CALL FOR MANUSCRIPTS

We invite unpublished novel, original, empirical and high quality research work pertaining to recent developments & practices in the areas of Computer Science & Applications; Commerce; Business; Finance; Marketing; Human Resource Management; General Management; Banking; Economics; Tourism Administration & Management; Education; Law; Library & Information Science; Defence & Strategic Studies; Electronic Science; Corporate Governance; Industrial Relations; and emerging paradigms in allied subjects like Accounting; Accounting Information Systems; Accounting Theory & Practice; Auditing; Behavioral Accounting; Behavioral Economics; Corporate Finance; Cost Accounting; Econometrics; Economic Development; Economic History; Financial Institutions & Markets; Financial Services; Fiscal Policy; Government & Non Profit Accounting; Industrial Organization; International Economics & Trade; International Finance; Macro Economics; Micro Economics; Rural Economics; Co-operation; Demography; Development Planning; Development Studies; Applied Economics; Development Economics; Business Economics; Monetary Policy; Public Policy Economics; Real Estate; Regional Economics; Political Science; Continuing Education; Labour Welfare; Philosophy; Psychology; Sociology; Tax Accounting; Advertising & Promotion Management; Management Information Systems (MIS); Business Law; Public Responsibility & Ethics; Communication; Direct Marketing; E-Commerce; Global Business; Health Care Administration; Labour Relations & Human Resource Management; Marketing Research; Marketing Theory & Applications; Non-Profit Organizations; Office Administration/Management; Operations Research/Statistics; Organizational Behavior & Theory; Organizational Development; Production/Operations; International Relations; Human Rights & Duties; Public Administration; Population Studies; Purchasing/Materials Management; Retailing; Sales/Selling; Services; Small Business Entrepreneurship; Strategic Management Policy; Technology/Innovation; Tourism & Hospitality; Transportation Distribution; Algorithms; Artificial Intelligence; Compilers & Translation; Computer Aided Design (CAD); Computer Aided Manufacturing; Computer Graphics; Computer Organization & Architecture; Database Structures & Systems; Discrete Structures; Internet; Management Information Systems; Modeling & Simulation; Neural Systems/Neural Networks; Numerical Analysis/Scientific Computing; Object Oriented Programming; Operating Systems; Programming Languages; Robotics; Symbolic & Formal Logic; Web Design and emerging paradigms in allied subjects.

Anybody can submit the **soft copy** of unpublished novel; original; empirical and high quality **research work/manuscript anytime** in **M.S. Word format** after preparing the same as per our **GUIDELINES FOR SUBMISSION**; at our email address i.e. infoijrcm@gmail.com or online by clicking the link **online submission** as given on our website ([FOR ONLINE SUBMISSION, CLICK HERE](#)).

GUIDELINES FOR SUBMISSION OF MANUSCRIPT

1. **COVERING LETTER FOR SUBMISSION:**

DATED: _____

THE EDITOR
IJRCM

Subject: SUBMISSION OF MANUSCRIPT IN THE AREA OF

(e.g. Finance/Marketing/HRM/General Management/Economics/Psychology/Law/Computer/IT/Engineering/Mathematics/other, please specify)

DEAR SIR/MADAM

Please find my submission of manuscript entitled '_____ ' for possible publication in your journals.

I hereby affirm that the contents of this manuscript are original. Furthermore, it has neither been published elsewhere in any language fully or partly, nor is it under review for publication elsewhere.

I affirm that all the author (s) have seen and agreed to the submitted version of the manuscript and their inclusion of name (s) as co-author (s).

Also, if my/our manuscript is accepted, I/We agree to comply with the formalities as given on the website of the journal & you are free to publish our contribution in any of your journals.

NAME OF CORRESPONDING AUTHOR:

Designation:

Affiliation with full address, contact numbers & Pin Code:

Residential address with Pin Code:

Mobile Number (s):

Landline Number (s):

E-mail Address:

Alternate E-mail Address:

NOTES:

- a) The whole manuscript is required to be in **ONE MS WORD FILE** only (pdf. version is liable to be rejected without any consideration), which will start from the covering letter, inside the manuscript.
- b) The sender is required to mention the following in the **SUBJECT COLUMN** of the mail:
New Manuscript for Review in the area of (Finance/Marketing/HRM/General Management/Economics/Psychology/Law/Computer/IT/Engineering/Mathematics/other, please specify)
- c) There is no need to give any text in the body of mail, except the cases where the author wishes to give any specific message w.r.t. to the manuscript.
- d) The total size of the file containing the manuscript is required to be below **500 KB**.
- e) Abstract alone will not be considered for review, and the author is required to submit the complete manuscript in the first instance.
- f) The journal gives acknowledgement w.r.t. the receipt of every email and in case of non-receipt of acknowledgment from the journal, w.r.t. the submission of manuscript, within two days of submission, the corresponding author is required to demand for the same by sending separate mail to the journal.

2. **MANUSCRIPT TITLE:** The title of the paper should be in a 12 point Calibri Font. It should be bold typed, centered and fully capitalised.

3. **AUTHOR NAME (S) & AFFILIATIONS:** The author (s) **full name, designation, affiliation (s), address, mobile/landline numbers**, and **email/alternate email address** should be in italic & 11-point Calibri Font. It must be centered underneath the title.

4. **ABSTRACT:** Abstract should be in fully italicized text, not exceeding 250 words. The abstract must be informative and explain the background, aims, methods, results & conclusion in a single para. Abbreviations must be mentioned in full.

5. **KEYWORDS:** Abstract must be followed by a list of keywords, subject to the maximum of five. These should be arranged in alphabetic order separated by commas and full stops at the end.
6. **MANUSCRIPT:** Manuscript must be in **BRITISH ENGLISH** prepared on a standard A4 size **PORTRAIT SETTING PAPER**. It must be prepared on a single space and single column with 1" margin set for top, bottom, left and right. It should be typed in 8 point Calibri Font with page numbers at the bottom and centre of every page. It should be free from grammatical, spelling and punctuation errors and must be thoroughly edited.
7. **HEADINGS:** All the headings should be in a 10 point Calibri Font. These must be bold-faced, aligned left and fully capitalised. Leave a blank line before each heading.
8. **SUB-HEADINGS:** All the sub-headings should be in a 8 point Calibri Font. These must be bold-faced, aligned left and fully capitalised.
9. **MAIN TEXT:** The main text should follow the following sequence:

INTRODUCTION

REVIEW OF LITERATURE

NEED/IMPORTANCE OF THE STUDY

STATEMENT OF THE PROBLEM

OBJECTIVES

HYPOTHESES

RESEARCH METHODOLOGY

RESULTS & DISCUSSION

FINDINGS

RECOMMENDATIONS/SUGGESTIONS

CONCLUSIONS

SCOPE FOR FURTHER RESEARCH

ACKNOWLEDGMENTS

REFERENCES

APPENDIX/ANNEXURE

It should be in a 8 point Calibri Font, single spaced and justified. The manuscript should preferably not exceed **5000 WORDS**.

10. **FIGURES & TABLES:** These should be simple, crystal clear, centered, separately numbered & self explained, and **titles must be above the table/figure**. **Sources of data should be mentioned below the table/figure**. It should be ensured that the tables/figures are referred to from the main text.
11. **EQUATIONS:** These should be consecutively numbered in parentheses, horizontally centered with equation number placed at the right.
12. **REFERENCES:** The list of all references should be alphabetically arranged. The author (s) should mention only the actually utilised references in the preparation of manuscript and they are supposed to follow **Harvard Style of Referencing**. The author (s) are supposed to follow the references as per the following:
 - All works cited in the text (including sources for tables and figures) should be listed alphabetically.
 - Use (ed.) for one editor, and (ed.s) for multiple editors.
 - When listing two or more works by one author, use --- (20xx), such as after Kohl (1997), use --- (2001), etc, in chronologically ascending order.
 - Indicate (opening and closing) page numbers for articles in journals and for chapters in books.
 - The title of books and journals should be in italics. Double quotation marks are used for titles of journal articles, book chapters, dissertations, reports, working papers, unpublished material, etc.
 - For titles in a language other than English, provide an English translation in parentheses.
 - The location of endnotes within the text should be indicated by superscript numbers.

PLEASE USE THE FOLLOWING FOR STYLE AND PUNCTUATION IN REFERENCES:

BOOKS

- 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.

ONLINE RESOURCES

- Always indicate the date that the source was accessed, as online resources are frequently updated or removed.

WEBSITES

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

THE INSTALLATION OF POS (POINT OF SALE) TERMINALS BY INDIAN BANKS

DR. MUNISH SABHARWAL
EXECUTIVE DIRECTOR
KITE GROUP OF INSTITUTIONS
MEERUT

ANOOP SWARUP
VICE CHANCELLOR
JAGRAN LAKE CITY UNIVERSITY
MUGALIYACHAP, BHOPAL

SARIKA SHARMA
ASST. PROFESSOR
KITE GROUP OF INSTITUTIONS
MEERUT

ABSTRACT

The main objective of this research paper is to find out whether the selected Indian Banks have installed sufficient number of POS (Point of Sale) Terminals. This was pursued by collecting secondary data from RBI Reports, Regulations and Notifications, websites of RBI, selected banks and related websites of World Bank, IEEE, ISO, BASEL Committee etc and studying the various brochures, products and services as well as procedures of selected Indian banks. The Researcher also noted on-the-spot observations by visiting the branches of the banks and using their various products and services like ATM's, Net Banking, Mobile Applications, POS Terminals, Credit and Debit cards of various banks. The research clearly suggests that barring the top private sector banks, most other banks selected by the researcher in his research either do not offer this service or their exposure negligible in comparison to their size & the plastic money cards issued by them.

UNEMPLOYMENT AS A CAUSE OF HUMAN CAPITAL WASTAGE IN KARATINA TOWN, NYERI COUNTY, KENYA

KIPTOO ANTHONY KIMUTAI
RESEARCH SCHOLAR
KARATINA UNIVERSITY
KENYA

ALICE WANGUI KAMAU
LECTURER
SCHOOL OF BUSINESS
KARATINA UNIVERSITY
KENYA

ELIZABETH WANGARI GATHUTHI
REGISTRAR
KARATINA UNIVERSITY
KENYA

ABSTRACT

Being out of work for six months or more is associated with lower well-being among the long-term unemployed, their families, and their communities. Each week out of work means more lost income. The long-term unemployed also tend to earn less once they find new jobs and with global competition increasing, demographic change unfolding and rapid technological change intensifying and wastage of human capital has come to the forefront. This is because in many Sub-Saharan Africa faces human resources wastage in all sectors because over the past two decades its population has increased substantially, with a significant rise in the number of primary, secondary and tertiary institutions but there is no correlating increase in the formal and informal sector employment. This has resulted to many graduates remaining unemployed. This is why the current paper sought to establish unemployment as cause of human capital wastage in Karatina town. The paper objectives were to find out the number of trained and unemployed people in Karatina town. The paper employed a descriptive survey research design. Study was limited to people in Karatina town. The paper randomly selected 10% to from target population of 3000 yield 300 people within working age in Karatina town. There were 291 valid questionnaires yielding 97% response rate. Data was collected using questionnaires. Data was analyzed descriptively using statistical package for social sciences. Descriptive statistic such as cross-tabulation means and standard deviation was computed to give the differences in responses. Data was presented in frequency tables and graphs. The research revealed that there is high rate of unemployment in the town and it increases with education. The research recommends that there is need to encourage people to advance their level of education to increase their chances of employment in the dynamic and competitive job market. Also the girl child should be given chance to further their education since the trend of unemployment in both world, Africa and Kenya shows that females are the ones affected more by unemployment. The research is expected to contribute positively to the human resource development and management for organization and government policy makers to borrow reference points regarding the human capital. It will also contribute to the existing literature gap.

THE EFFECT OF THE COMPANIES ACT 2013 ON AUDITING AND AUDITORS

SHILPA VASANT BHIDE
ASST. PROFESSOR
DEPARTMENT OF MANAGEMENT SCIENCES
UNIVERSITY OF PUNE
PUNE

DR. SHARAD JOSHI
DEAN CORPORATE
VISHWAKARMA INSTITUTE OF MANAGEMENT
PUNE

ABSTRACT

The Institute of chartered accountants of India defines Auditing as a systematic and independent examination of data, statements, records, operations and performances (financial or otherwise) of an enterprise for a stated purpose. The original companies act 1956 required many changes. Hence the new companies act 2013 came into effect. There are many important changes in the act especially related to the audit of companies and auditors. The paper tries to study the impact of changes in the companies act with respect to the auditors.

CAUSES OF ATTRITION AND THEIR EFFECTS IN INFORMATION TECHNOLOGY INDUSTRY IN SOUTH INDIA

SHAJI.Y

RESEARCH SCHOLAR

DEPARTMENT OF MANAGEMENT STUDIES

NOORUL ISLAM UNIVERSITY

KUMARAKOIL

DR. KINSLIN. D

HEAD

DEPARTMENT OF MANAGEMENT STUDIES

NOORUL ISLAM UNIVERSITY

KUMARAKOIL

ABSTRACT

The greatest challenge that the corporate houses gets to deal with these days is not attracting the prospective employee but retaining their skilled employee. The highly skilled employees are most wanted by different organizations across India. Information Technology (IT) organizations in south India is no exemption to this. Higher productivity with high quality deliverables and bringing in innovation rely majorly on the highly skilled employees. Business knowledge and domain knowledge coupled with technical skill and tenure in an organization makes an employee so special that an organization would not want to lose that employee. Information Technology (IT) organizations in south India is facing a huge task of retaining their bests and highly competent. The aim of this research is to identify and analyse various causes of attrition and their effects in Information Technology (IT) industry in south India. There are various reasons for an employee to leave an Information Technology (IT) organization, from job dissatisfaction, compensation, job location, work pressure, work-life balance to having issues with supervisor. The employee attrition leads to direct and indirect losses to an organization, from loss in income due to productivity loss, loss of business knowledge, experience of the skilled resource to reputation of the organization, demoralizing other employees of the organization. It not just has an effect on the morale of other employees but also on the financial position, reputation of the organization. Thus, it has become indispensable for the organizations to comprehend the factors that prompt employees to leave an organization.

A STUDY ON TRACKING PERSONAL TRAITS LINKED TO ENTREPRENEURSHIP AMONG COLLEGE STUDENTS

**P.NAGESWARI
ASSOCIATE PROFESSOR
SRI PARASAKTHI COLLEGE FOR WOMEN
COURTALLAM**

ABSTRACT

Entrepreneurs are the creators and builders of new ventures that not only fulfill their dreams, bring them huge fortunes but also make a strong positive impact on the economy and improve the lives of people. Entrepreneurial culture among youth will bring India under Top Ten countries in the world ranked for Happiness Index. Youth will be indulging in productive activities thus not falling into the clutches of naxals, terrorist, drug traffickers, mafias and criminals. This paper mainly focused on tracking the personal/psychological traits linked to entrepreneurship among students who are the potential entrepreneurs. The study is undertaken by collecting data through a structured questionnaire among 100 women students from an Arts & Science college situated in the rural outskirts of Tirunelveli district in Tamilnadu. It has been found and recommended that efforts must be taken to boost the self-esteem of women students.

A SURVEY ON STIGMERGETIC CONTROL PROTOCOLS FOR DISTRIBUTED AD HOC WIRELESS NETWORK

R.SATHYA JANAKI
ASST. PROFESSOR
DEPARTMENT OF COMPUTER APPLICATIONS
ADHIPARASAKTHI ENGINEERING COLLEGE
MELMARUVATHUR

ABSTRACT

A MANET is an autonomous collection of mobile devices connected via wireless links where these network is decentralized, where all network activity including discovering the topology and delivering messages must be executed by the nodes themselves, i.e., receiving and forwarding of data will be incorporated into mobile nodes. A vital challenge, which is considered as heart of building a MANET, is finding the shortest path from source node to destination node. Therefore, developing a MANET goes hand in hand with developing a good routing protocol to find the optimal path in such a dynamic network. In this paper we review, a collection of ant colony algorithms which monitor traffic and provides an optimal solution of good path. Moreover, we discuss the general principles and applications of swarm intelligence routing.

CORPORATE DISCLOSURE AND ITS USEFULNESS: AN EMPIRICAL STUDY

DR. Y. NAGARAJU
ASSOCIATE PROFESSOR
CANARA BANK SCHOOL OF MANAGEMENT STUDIES
BANGALORE UNIVERSITY
BANGALORE

ABSTRACT

Corporate Disclosure is the communication and reporting of accounting and non-accounting information to various direct and indirect users for the purpose of their analysis and decision making. The annual report has long been used by an enterprise as primary vehicle of communication, not only with its investors but also with other stakeholders who, for variety of reasons, have a legitimate interest in the affairs and operations of the enterprise. Users while making decisions look to annual reports to provide information which will help them to assess performance, to evaluate management quality, to estimate future prospects and to assess financial strength. In recent times, some concern has been expressed about the general quality of annual reports which varies significantly among enterprises. This study was under taken to ascertain whether the present corporate disclosure practices through annual reports fulfill investors needs while forming sound economic decisions.

DETERMINANTS OF FINANCIAL STRUCTURE OF INDIAN CEMENT INDUSTRY: A NEW METHODOLOGICAL APPROACH

P.VAIJAYANTHIMALA
RESEARCH SCHOLAR
DEPARTMENT OF COMMERCE
ERODE ARTS & SCIENCE COLLEGE
ERODE

DR. A. VIJAYAKUMAR
ASSOCIATE PROFESSOR
ERODE ARTS & SCIENCE COLLEGE
ERODE

ABSTRACT

The financial structure can be made initially from the point of view of the time for which funds are needed. It includes both the sources of finance, i.e., long-term and short-term. Thus financial structure refers to the makeup of permanent capital of firm. Over the past, many researchers have tried to establish the factors which influence a firm's financial structure. The association between a firm's financial structure and its size, profitability similar other operating characteristics have gained considerable importance. Some of them have presented affirmative evidences in respect of a particular factor or a group of factors as determinant of corporate financial structure; others have presented dissenting evidences in respect of the same factor or factors to be a clear determinant of financial structure. Therefore in this study an attempt has been made to study the corporate financial structure relationship with reference to size, profitability, operating leverage, external financing and income gearing. Attempts are also made here to offer an econometric interpretation to the factors which determine the financial structure of selected companies of Indian cement industry.

A STUDY ON FINANCIAL HEALTH OF THE SELECTED CEMENT COMPANIES IN INDIA

DR. GAYATHRI BALAKRISHNAN. R.
ASST. PROFESSOR
PG & RESEARCH DEPARTMENT OF COMMERCE
SRI VASAVI COLLEGE
ERODE

R.GOWRI
ASST. PROFESSOR
DEPARTMENT OF COMMERCE
SRI VASAVI COLLEGE (SFW)
ERODE

ABSTRACT

Cement industry forms an indispensable part of the large scale industrial sector of India. It contributes to 1.3% of GDP and employs over 0.15 million people. It is amongst the largest contributor of central excise. India's rapid economic growth and soaring demand by sectors like real estate, steel industry automobiles at home and abroad has put cement industry on the global map. The objective of this paper is to analyse the financial health of the selected cement companies in India and offer conclusion for the improvement of financial health of the cement companies.

GREEN MARKETING

MAMTA RANI
ASST. PROFESSOR
D.A.V. (P.G.) COLLEGE
KARNAL

ABSTRACT

The term Green Marketing is the buzzword used in industry which is used to describe business activities which attempt to reduce the negative effect of the products/services offered by the company to make it environmentally friendly. The development of Green marketing has opened the door of opportunity for companies to co-brand their products into separate line, lauding the green-friendliness of some while ignoring that of others. Green marketing manipulates the four elements of the marketing mix to sell products and services offering superior environmental benefits in the form of reduced waste and decreased release of toxic emissions. As society becomes more concerned with the natural environment, businesses have begun to modify their process in an attempt to address society's new issues. For a company to be successful in implementing green marketing strategy, it should not forget attitude of consumers towards green marketing. The outcome of this paper may trigger the minds of marketer to give a thought for adopting the suitable strategies which will give them a way to overcome major problems associated with regular marketing techniques and make a shift to green marketing. This paper is an attempt to understand awareness of consumers' towards green marketing As resources are limited and human wants are unlimited, it is important for the marketers to utilize the resources efficiently without waste as well as to achieve the organization's objective.

EXPLORING THE INFLUENCE OF INFORMATION SOURCES OF APPAREL SHOPPERS IN COIMBATORE CITY

P. RADHIKA
ASST. PROFESSOR
PSG COLLEGE OF ARTS & SCIENCE(AUTONOMOUS)
COIMBATORE

ABSTRACT

The main motive to conduct this research is to explore the various sources of information which facilitates customers in the buying process of apparels. Since India is witnessing a strong Retail Revolution in the past few years, this paper might be useful and may contribute to retail managers in devising an effective marketing strategy to increase sales and in turn profit. This empirical research uses both primary and secondary data and the data collected using structured questionnaire were analysed using SPSS statistical package. Responses were obtained from a total sample of 126 respondents using store intercept technique. Twelve variables identified through this study is compressed and reduced to four latent factors namely Fashion Source, Professional Advice, Media source and Personal Source by using Factor Analysis with Varimax rotation method. The result indicated that the customers are more fashion-oriented keeping in tune with the latest trends and styles. The survey finds its applicability and implications to retailers store managers.

ONLINE TRAINING: ADVANTAGES–DISADVANTAGES AND KEY CONSIDERATION FACTORS FOR IMPLEMENTING ONLINE TRAINING IN THE ORGANIZATIONS

RAKSHA SHARMA
ASST. PROFESSOR & RESEARCH SCHOLAR
AISHWARYA COLLEGE OF EDUCATION SANSTHAN
UDAIPUR

ABSTRACT

The present paper signifies the increasing impact of Online training as a valuable and cost-effective method for continuous education and overall productivity enhancement that provides employees with well-rounded individuals and motivated employees dedicated to building the business. Nowadays learning with technology has been realized by organizations as an innovative form of training. Comprehensively training the employees gives the company an edge in today's competitive market. Online training and e-learning are providing more and more companies with the opportunity to train their employees more effectively and efficiently. Online training allows companies to thoroughly train their employees in engaging and interactive manner, and provides the flexibility that is needed in today's rapidly growing workforce. Online training ensures that all employees will have the in-depth knowledge of the programs they are using, maximizing productivity and improving the quality of their work and also keeps employees well updated with new programs and software. Online training allows employees to learn at their own pace and at a time that's convenient for them, it helps in tracking result easier, an employer is better able to see who has completed training and review their scores. Online training comes with certain limitations; there are issues and challenges related with this form of training. The main barriers to successful e-Learning are the lack of learning culture in the organization, lack of knowledge about e- learning and the perception that online training will not add value to the organization.

SOLVENCY POSITION OF SELECT INDIAN BULK DRUGS AND FORMULATIONS PHARMACEUTICALS COMPANIES IN INDIA

R. SELVI
RESEARCH SCHOLAR
DEPARTMENT OF COMMERCE
ANNAMALAI UNIVERSITY
ANNAMALAI NAGAR

DR. V. DHEENADHAYALAN
ASST. PROFESSOR
DEPARTMENT OF COMMERCE
ANNAMALAI UNIVERSITY
ANNAMALAI NAGAR

ABSTRACT

Solvency or Financial ratio includes all ratio which express financial position of the concern. Financial Ratio are calculated on the basis of items of the Balance Sheet. The term financial position generally refers to short-term and long-term solvency of the business concern. The researcher has applied the solvency ratio on the sample selected among Indian bulk drugs and formulation pharmaceuticals companies.¹ It is concluded that Solvency position in Aurobindo Pharma is good among the other pharmaceutical companies in India followed by Cipla, Cadila Healthcare, Ipca, Dr.Reddy's, Ranbaxy and Sunpharma

¹ Reddy T.S. Hari Prasad Reddy, Management Accounting Margham Publication Page No.3.19

INSTITUTIONAL CREDIT AND RURAL DEVELOPMENT: A CASE STUDY OF DASARATHPUR BLOCK OF JAJPUR DISTRICT (ORISSA)

DR. RADHASHYAM MISHRA
COMMERCE FACULTY
TATA D. A. V. P. S.
HAZARIBAG

ABSTRACT

This paper is an attempt for illuminating an unexplored area in the field of institutional credit by different Banking and Non-Banking sector. This study highlighted the credit system of rural development; requirement of credit in rural India also the author highlighted the agricultural development after independence. After nationalization of commercial Banks in 1969 how commercial Banks endeavored to increase direct investment, how the new strategy called service area approach was introduced to increase productivity and income levels of rural people. The primary aim of this study are (I) To examine the credit performances of co-operatives, commercial Banks and RRB's in meeting the credit requirement. (II) To investigate the amount of loans sanctioned for disbursement purpose. (III) To find out the repayment and over dues of Bank credit. In this study the author have tested the following hypothesis (I) That credit requirement of borrower households positively related to size of land holdings and inversely related to size of household income and it has no significant with household size. (II) That more number of willful defaulters belong to higher income group. This study is aimed at examining the current scenario of rural credit system in Dasarathpur Block of Jajpur District of the state of Odisha. It approaches to set forth the impacts and achievements of the selected credit agencies in the agricultural sector. It is an effort to assess the deficiencies of past studies if any and to carry on a comprehensive in-depth study of different issues not yet studied. The study also investigates and evaluates the capabilities and impact on the beneficiary household in generating income and employment. The study has used both inter-Temporal and cross sectional approaches in evaluating and justifying the impact of institutional financing for agricultural and rural economy. In methodological framework multistage sample design has been used to select the study area. At its micro level this study describes the important aspect of peoples participation in development oriented programmes. Therefore, the study founds the following remarks (I) Share of informal agencies in the rural credit has significantly declined but not completely eliminated (II) Inter-regional disparities in the flow of agricultural credit depends upon the infrastructural facilities, approaches and attitudes of financing institutions towards less development regions.

SOCIAL MEDIA MARKETING OF HIGHER EDUCATION INSTITUTIONS: A STUDY ON KARUNYA UNIVERSITY'S SOCIAL MEDIA PROMOTIONS

D.SHERIN LINDA HEPHZIBAH
STUDENT
BUSINESS SCHOOL
KARUNYA UNIVERSITY
COIMBATORE

ABSTRACT

Social Media is entering college campuses not just as a networking tool for student but also as a marketing and academic tool for college administrators. (Himmelpach, 2009). The ever growing technology of internet connectivity and the nature of the targeted audiences make sure that this move by the universities has a greater outcome than any other marketing medium. But as adoption of this technology by colleges has been slow and given the lack of generality in practice when it comes to social media, educational sector lags behind in reaping the benefits of adopting efficient social media marketing. In addition to marketing to prospects, colleges also need to connect positively with the students and alumni of their institution. Except for a few good social media successes across the globe, universities and colleges seem to be having lacklustre performances. In this light, this paper will assess the possibilities that Social Media offers Universities through the example of Karunya University and its social media promotion. The paper will also contain suggestions on how Karunya can carry out better Higher education marketing through social media.

REQUEST FOR FEEDBACK

Dear Readers

At the very outset, International Journal of Research in Computer Application & Management (IJRCM) acknowledges & appreciates your efforts in showing interest in our present issue under your kind perusal.

I would like to request you to supply your critical comments and suggestions about the material published in this issue as well as on the journal as a whole, on our E-mail infoijrcm@gmail.com for further improvements in the interest of research.

If you have any queries please feel free to contact us on our E-mail infoijrcm@gmail.com.

I am sure that your feedback and deliberations would make future issues better – a result of our joint effort.

Looking forward an appropriate consideration.

With sincere regards

Thanking you profoundly

Academically yours

Sd/-

Co-ordinator

DISCLAIMER

The information and opinions presented in the Journal reflect the views of the authors and not of the Journal or its Editorial Board or the Publishers/Editors. Publication does not constitute endorsement by the journal. Neither the Journal nor its publishers/Editors/Editorial Board nor anyone else involved in creating, producing or delivering the journal or the materials contained therein, assumes any liability or responsibility for the accuracy, completeness, or usefulness of any information provided in the journal, nor shall they be liable for any direct, indirect, incidental, special, consequential or punitive damages arising out of the use of information/material contained in the journal. The journal, nor its publishers/Editors/Editorial Board, nor any other party involved in the preparation of material contained in the journal represents or warrants that the information contained herein is in every respect accurate or complete, and they are not responsible for any errors or omissions or for the results obtained from the use of such material. Readers are encouraged to confirm the information contained herein with other sources. The responsibility of the contents and the opinions expressed in this journal is exclusively of the author (s) concerned.

ABOUT THE JOURNAL

In this age of Commerce, Economics, Computer, I.T. & Management and cut throat competition, a group of intellectuals felt the need to have some platform, where young and budding managers and academicians could express their views and discuss the problems among their peers. This journal was conceived with this noble intention in view. This journal has been introduced to give an opportunity for expressing refined and innovative ideas in this field. It is our humble endeavour to provide a springboard to the upcoming specialists and give a chance to know about the latest in the sphere of research and knowledge. We have taken a small step and we hope that with the active co-operation of like-minded scholars, we shall be able to serve the society with our humble efforts.

Our Other Journals

