

INTERNATIONAL JOURNAL OF RESEARCH IN COMPUTER APPLICATION & MANAGEMENT

I
J
R
C
M



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.	SOCIAL NETWORKS IN THE ERA OF MOBILE DEVICES: THE SIMULATION OF PRIVACY <i>ALEX J. CAMACHO-MARTÍNEZ, EDGAR FERRER-MORENO, ISABEL RIVERA-RUIZ & ANGEL OJEDA CASTRO</i>	1
2.	THE BEST PRACTICES FOR SOCIAL MEDIA, THEIR CONSUMERS, AND REGULATORS <i>APPALAYYA MEESALA, VANI, H. & MUTYALU NAIDU, MURRU</i>	5
3.	REVISITING BRIC ECONOMIES: TESTING STOCK MARKET INTERDEPENDENCE: COMPARISON BETWEEN PRE AND POST CRISIS PERIODS <i>TARUNIKA JAIN AGRAWAL & RAHUL AGRAWAL</i>	10
4.	IMPACT OF FDI ON S & P NIFTY INDEX <i>H NANJEGOWDA & ABDUL HALEEM QURAISHI</i>	15
5.	CULTURAL FACTORS INFLUENCE EFFECTIVE KNOWLEDGE MANAGEMENT <i>FASEEHA BEGUM & DR. C. SWARNALATHA</i>	20
6.	ROBOTICS IN NURSING <i>DR. JANET. J</i>	24
7.	COMPOUND EXPONENTIAL LIFETIME DISTRIBUTION-II AND ITS APPLICATIONS <i>G. SIRISHA & R.J.R.SWAMY</i>	28
8.	A STUDY ON ETHICS AND CHALLENGES IN ORGANISED RETAIL IN INDIA <i>DR. MARUTHI RAM.R, MANJUNATHA.N. & VINISH.P</i>	36
9.	UNDERSTANDING HUMAN FACTORS THROUGH HUMAN FACTOR ANALYSIS AND CLASSIFICATION SYSTEM (HFACS) CAUSING AVIATION INCIDENTS / ACCIDENTS <i>DR. ASHUTOSH SHUKLA</i>	39
10.	MERCHANT BANKING: A BOON FOR THE INVESTORS! (WITH REFERENCE TO REGULATIONS AT SEBI IN INDIA) <i>CHALUVADI.B.V.L.SUDHEER, Y.JAYARADHA SANKAR & ISAAC NAVEEN DEEP</i>	43
11.	AN INSIGHT INTO THE RECENT TRENDS IN FDI: AN ANALYTICAL STUDY WITH SPECIAL REFERENCE TO BRICS NATIONS <i>DR. MOHD ASIF KHAN & NISHA KM</i>	46
12.	A COMPREHENSIVE STUDY ON NETWORKING ISSUES <i>R. ANURATHA & DR. M. GANAGA DURGA</i>	54
13.	A STUDY OF THE IMPACT OF MICRO FINANCE ON THE EMPOWERMENT OF RURAL WOMAN IN INDIA <i>DR. P. SEKAR</i>	57
14.	COMPARATIVE ANALYSIS OF BROADBAND SERVICES IN TWIN CITY: AIRTEL Vs. OTHERS <i>DR. S. K. PATIL</i>	60
15.	AN EFFECTIVE STUDY ON CAUSES AND PREVENTIONS OF CURRENCY FLUCTUATION <i>RAJSHEKAR, M.ABDUL RAHAMAN, M.JAMMANNA, M.SRIKANTH & B.VENKATESH</i>	65
16.	AN EMPIRICAL STUDY ON STAY INTERVIEW: A SPECIAL EMPHASIS ON WORKING ENVIRONMENT CASE OF ABC HOTEL HUBLI <i>KIRAN AMBEKAR, DR.RAMANJENEYALU & TEJASWINI PATIL</i>	68
17.	A CRITICAL APPRAISAL OF NIGERIAN CABOTAGE POLICY, REGULATIONAL FRAMEWORK, EMPLOYMENT PROSPECTS AND WAY FORWARD <i>OBED B.C. NDIKOM & BUHARI SODIQ .O</i>	74
18.	FOREIGN DIRECT INVESTMENT INFLOW IN INDIA <i>SARWAN KUMAR</i>	79
19.	ASSESSMENT AND MANAGEMENT OF FLOOD HAZARD, DIGARU RIVER CATCHMENT ARUNACHAL PRADESH <i>RINKIOLU CHAI</i>	85
20.	EVALUATING THE PERFORMANCE APPRAISAL SYSTEM (PAS) OF SENIOR LEVEL EXECUTIVES WITH REFERENCE TO INDIAN CEMENT INDUSTRY <i>SHANKAR K.JHA</i>	90
	REQUEST FOR FEEDBACK & DISCLAIMER	94

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 BEST PRACTICES FOR SOCIAL MEDIA, THEIR CONSUMERS, AND REGULATORS

APPALAYYA MEESALA
PROFESSOR & DIRECTOR
DR. AMBEDKAR INSTITUTE OF MANAGEMENT & TECHNOLOGY
BAGLINGAMPALLY, HYDERABAD

VANI, H.
RESEARCH SCHOLAR
OSMANIA UNIVERSITY
HYDERABAD

MUTYALU NAIDU, MURRU
PROFESSOR
SK UNIVERSITY
ANANTHAPUR

ABSTRACT

Frequent and compulsive visits by individuals to social media sites have become an essential part of their daily lives. The dominant purpose of this behavior is to be in touch with the members of their circle and learn the things that will help in their lives. But social media companies which have to generate revenues for survival and growth pass the data of the social media consumers to others for commercial gain besides inviting advertisers to post their commercial messages on the social media pages. Social media has given utmost autonomy to individuals for content creation and its posting. In fact, each individual is functionally a journalist and a newspaper. But the social media has to be used most responsibly and cautiously. Most importantly, social media companies are selling the data of their consumers, and thus undermining the privacy of the individuals. Consumers are also exposing themselves to preying behaviors of unscrupulous conmen and anti-social elements. Quite a good number of crimes committed on gullible social media users are reported day in day out. Besides, advertisers are raining their messages on the users, interfering with their activity. The society is caught in a quandary- to choose between severely restricted activities of social media, and their freedom to innovate and use the latest technology. This paper is an attempt to review current status of social media use, its down side, the safety provisions available in the social media sites, and privacy settings in the browsers. This paper further presents the best practices for individual users, social media companies, and regulatory agencies. Important among them are privacy by default, informed consent from consumers, contextual integrity, do-not-track options in browsers, posting only authentic information that does not defame others, creation of separate groups, avoiding plagiarism, setting of privacy commissions, cautious legislation that does not trample innovative technologies and so on.

KEYWORDS

Social media, privacy, contextual integrity, Face book, cybercrimes, and content posting.

INTRODUCTION

For a growing number of people, both at home and in the workplace, a quick look into their Facebook account or Twitter, the most popular social media providers, for- being in touch and exchanging information with their important people- is a key part of their daily activity. Average time spent on Facebook per visit is 20 minutes. Social media gives unlimited autonomy to creative audience that was capable of producing high learning and recreation value; this could not be provided by the traditional media (Peirson and Heyman, 2011). Generation Y (persons born after 1981) cohort depends heavily on technology for entertainment, interacting with others, and also for emotional support from others; they are fortunate to be prosperous for a long period and have seen tremendous advances in communication technologies, social networking, and globalization (Park and Gursoy, 2012).

The extent of 'compulsive use' of Facebook testifies to the popularity of social media. Facebook site had 1.28 billion monthly active users as on March 31, 2014; this is equivalent to 128 crores which is the size of the total population of India. Facebook users in India and Brazil are key sources of growth in the first quarter of 2014 relative to the same period in 2013, according to the filing of Facebook with US Securities Exchange Commission; of these account, 5 to 15 million accounts are fake. (Facebook may have 100 million fake accounts globally, 2014).

Five new profiles are created every second. It bears repetition that average time spent on Facebook per visit is 20 minutes. What is the traffic on Facebook? - Every 60 seconds on Facebook, 510 comments are posted, 293,000 statuses are updated, and 136,000 photos are uploaded. Thirty percent of the users are aged 25-34 years and 50% of 18-24 year-olds go on Facebook when they wake up. The users are 53 per cent women and 47 percent men. Twenty percent of page views in USA are of Facebook. Forty-two percent of the marketers opine that Facebook is critical for their businesses (www.zephoria.com, 2014).

Juxtapose it with cybercrimes reported! Cybercrime cases against women in undivided Andhra Pradesh registered a steep increase during 2013. According to National Crime Records Bureau (NCRB), undivided AP recorded 225 cases of eve-teasing and harassment, a 55% jump over 2012's figures. Many vulnerable persons particularly children and unmarried women are falling prey to the persons who take control of personal information and use it for personal gains or with criminal intentions.

The frenetic embracement of social media as being witnessed now vis-à-vis the alarming number of cases of misuse and preying of innocent persons being reported is a matter of great concern for the society. Social media operators, their users, and the regulatory agencies have to act in ways that technology is best used, innovations encouraged, business not smothered and individuals not harmed. This article is an attempt to discuss some best practices for social media operations, its users, and regulatory agencies.

WHAT IS SOCIAL MEDIA?

Social media is defined in simple terms as 'any online service through which users can create and share a variety of content' (Bolton et al., 2013).

According to Ellison, Seinfeld, and Lampe (2006), online social networks are defined as spaces for individuals to meet virtually one another, show their social connections, and establish or continue communications with others; these sites allow members to give personal information, share pictures, and connect with other users with similar interests; users often think that they are free and anonymous.

According to Encyclopedia of Communities of Practice in Information and Knowledge Management, social media is a social system built by a set of actors of certain attributes (age, profession etc.) for certain relations (friendship, exchange of knowledge etc.).

Social media encompasses social networking, internet forums, blogs, wikis, podcasts, video-sharing, file-sharing, and instant messaging. Social media websites include Facebook, MySpace, Twitter, LinkedIn, Blogger, Del.icio.us, Flickr, Photo bucket, WordPress, Skype, YouTube, Yelp, Friend Feed, Snapfish, Google Chat etc.

What happens on 'social media' or 'social computing' can be referred as 'mass self-communication'; it means that communication sent by a single individual can potentially reach massive audience; another feature, importantly, distinguishing this from mass communication is that feedback (response from one or many of the audience back to communicator) is possible with this. To clarify, the reader of a blog can respond with a comment that either agrees or disagrees with the post or add something; similarly, a Facebook friend will say at least 'like' about a post made by another friend as a feedback.

For cultivating relationships and for learning things that enhance life, social media, also called, 'Web 2.0 technology' is godsend manna. In a survey done by IBM Institute for Business Value on 1056 consumers worldwide, it was found that 70 percent of consumers choose social media for "connecting with network of friends and family" while only 23 percent for interacting with brands (Baird, C.H. and Parasnis, G., 2011).

WHY IS SOCIAL MEDIA SO INCREDIBLY POPULAR IN A VERY SHORT SPAN?

The discussion that follows explains why and how individuals, consumers, business firms, marketing managers, academics, and HR departments have accepted social media and have been using it for an advantage in their personal and work-related areas. The study of Whiting, A. and Williams, D. (2013) has been done with the help of 25 in-depth interviews; it has identified ten uses and gratifications for using social media. They are: (a) social interaction, (b) information seeking, (c) pass time, (d) entertainment, (e) relaxation, (f) communicatory utility, (g) convenience utility, (h) expression of opinion, (i) information sharing, and (j) surveillance/knowledge about others. The foregoing benefits mostly relate to individuals and their well-being. The downside of social media from an individual's viewpoint is presented elsewhere later.

Here is a brief discussion on how social media is made use of in businesses. According to Tsimonis, G. and Dimitriadis, S. (2014) who interviewed 14 social media managers of their respective companies to study why business firms create brand pages, the main actions are (a) launching prize contests, (b) rolling out of new products and services, (c) interacting with fans, (d) giving advice and useful information, and (e) managing customer service issues. The main reasons driving the use of social media, as shown by their study, include rising popularity of social media, competitors' use of social media, the strategy of their corporate office, and cost reduction pressure. The expected outcomes are interaction with customers, brand awareness, creating and enhancing relationships with customers, customer engagement, promotion of products, and acquisition of new customers.

A qualitative case study (Vuori, 2012) was conducted on a global corporation to understand the main uses of social media; according to the study, internally, social media was used for internal communication and knowledge transfer, and conduct of internal idea crowd-sourcing. Externally, social media was used to enhance communications related to the company brand, to engage with customers, to build communities with various stakeholder groups and to engage external stakeholders in idea generation via a crowd-sourcing platform.

Social media has given the communicative autonomy to its consumers who are naturally consumers of many products and services, the most important constituents of businesses, and thus the balance of power in communications with others would lie with consumers only instead of with media operators; this is different from the case of traditional media like newspapers and TV channel who don't give autonomy to the audience.

Social media channels have facilitated self-expression and grass-root activism of the computer-literate human community; the social media facilitated spawning of commercial ideas, crowd-sourcing, and virtual open collaboration (Ahlqvist et al, 2010).

While social media benefits marketing functions as noted in the foregoing, the HR function too has its fair share of benefits from social media.

SOCIAL MEDIA & HR

According to Madia (2011), organizations must consider adding social media to their overall recruitment strategy to meet the goals of being cost-effective, targeted, and strategic; remaining competitive; and sourcing top talent.

Today's technology-fueled change, often referred to as Web 2.0, is transforming HR's interaction with employees and managers. A key element of Web 2.0 is social media, which can take many different forms, including text, images, audio and video. Similarly, academics too are using social media to their advantage substantially.

The study of Tenopir et al. (2013) on 2000 academics working in UK has shown that academics are supplementing their traditional scholarly material with the content from social media, although the latter cannot be a substitute for traditional scholarly material.

DOWNSIDE OF SOCIAL MEDIA

The growth and adoption of social media driven by the value seen by the media consumers has its downside as well; the media consumers who are swarming to the social media are not aware that they will be preyed upon by the businesses. The social media consumers leave a lot of their personal identification information (PII) which has value for the businesses. This data and their visits to social media platform are the 'merchandise' for social media operators.

PERSONAL INFORMATION OF INDIVIDUALS IS THE GRIST FOR THE MILL OF SOCIAL MEDIA!

Social media operators who are leaving no stone unturned for creating value for its consumer is not for nothing or as a charity; social media bring the users to a common platform so that the platform can be used by the advertisers who will pay for it. In other words, social relations are commoditized, and these social relations platform is sold for advertisements. Advertisements are acceptable to certain tolerable level in that they should be fewer to avoid cluttering of the web page; that apart, the ads should not cause disruption to interaction with the friends. Another source of revenues for social media operators is: selling the members' personal information to research companies, direct marketing companies, and importantly, advertisers who want to precisely target the customers. Those firms which buy personal information may cause disturbance to the persons by contacting them in ways that are to their liking, and invading their privacy. That being the commercial value of personal information and visits to social media sites, unethical stalkers and dishonest personal profit seekers can grab the PII for pursuing their goals. This phenomenon of keeping track of personal data in a way harmful to the person is referred to as 'dataveillance'. Let us walk you through the social media-related crime scenario.

CYBER CRIMES

A look at the following news item that appeared in Times of India, Hyderabad on 07 May, 2014 points to the state of cybercrimes, modus operandi, and the reasons behind such crimes:

Cybercrime cases against women in undivided Andhra Pradesh registered a steep increase during 2013. According to National Crime Records Bureau (NCRB), undivided AP recorded 225 cases of eve-teasing and harassment, a 55% jump over 2012's figures. The state is second to Maharashtra cybercrimes. Of all the registered cases, only six culprits were convicted under IT Act, 2000.

Online cases are perpetrated by strangers to victims. Besides abuse of content on social-media, culprits also create fake profile of a visibly successful individual and post such profiles on matrimonial sites to attract gullible women. There were about 20 women lured to impersonated profiles and got cheated.

A cursory look at the newspaper reports of arrests for cybercrimes shows how common cheat gullible women and youngsters, and how persons fall prey to them. A few cases are listed in the table produced below.

TABLE 1

Caption of the news item	Date and Newspaper/ News agency	Details
Man held for creating fake Facebook profile of a woman	08-09-2011, Indian Express, Sasnagar, Mohali, Punjab	A person called Kanwaljeet Singh created a fake Facebook profile of lady out of enmity and to settle scores; he depicted her as an organizer of musical dance group; this is a case of defamation.
Man held for allegedly creating obscene profile of a girl student on Facebook	19-05-2013, Press Trust of India, Hyderabad	A person called Santosh of Chirala in A.P. created a fake profile of a girl student on Facebook; he posted the girl's morphed picture and obscene and false information about her. He gave her contact numbers also.
Man poses as affable suitor on Facebook, dupes teenage girl	07-11-2012, Press Trust of India, Hyderabad	Rajapathi, 31- year old man, duped a girl of Rs.3.00 lakhs in cash and gold ornaments, promising to marry her; this resulted from his creating a false profile on a social networking site. Although he is a very short person, he morphed his picture and showed himself as a handsome person and created his profile on a couple of networking sites.
Spies create top NATO commander's fake Facebook profile	13-03-2012, Indo-Asian News Service	Some persons have created a Facebook account with a fake profile of NATO's Supreme Allied Commander in Europe Admiral James Stavridis; many Defense personnel accepted his 'friend requests' believing them as true. Evidence points to the Chinese state-sponsored hackers.
19-yr-old created fake Facebook profile of Mumbai top cop	18-05-2012, Mid-day.com, Mumbai	A 19-year old BBA student called Anubhav Bipinkumar Yadav of U.P. created the false Facebook profile of Mumbai City Police Commissioner. He was caught with the help of information from Google and Internet Service Provider.
Man changes gender to befriend, harass woman	11-05-2012, Mid-day.com, Mumbai	A man called Bahekar, a divorced medical shop owner, created a fake Facebook profile as a girl and sent friend requests. A girl called Kalpana accepted the request. Later, her phone number was floated with an ad about free sex. He continuously called her on phone to befriend and harass her.
Man fakes girl's facebook profile, posts obscene content	12-04-2012, Mid-day.com, Mumbai	A 3 rd year B.Com. student called Suraj Ravi Bhat created a fake Facebook profile of a 21-year old girl who refused to talk to him and posted vulgar photos and obscene content about her. He was arrested under IT Act.

What are the social media infractions that land the companies and their users into trouble? Here is brief review of how social media commit follies wittingly or unwittingly.

CONTEXTUAL INTEGRITY

Contextual integrity, which refers to use of information only for the purpose imagined by the provider, is most likely compromised by the social media operator. To clarify, contextual integrity means use of the shared information for the specific intended purpose only, and it should not be used outside the context for which it was originally intended to be used. For example, a physician who has got information about the patient's ailments should use it for determining the steps to be taken for medical treatment only; it can be shared with other medical colleagues also but only for determining the best treatment; but it should not be used for any other purpose. Information provided by an individual or a body to another individual or a boy for a certain intended purpose should be used for it only, and so it is illegitimate to be used for some other purpose. It follows that social media organization which collects personal information from an individual should not pass it to other parties for gain.

PRIVACY

Social media is today seen as infringers of privacy. Privacy, according to Professor Howard Beales of George Washington University, is founded on six principles: (1) individual control over personal information; (2) fair information handling processes; (3) the right to personal solitude, or the right to withdraw; (4) the right to security of the person; (5) the right to liberty of the person; and (6) the right to dignity. The four dimensions of dimensions of privacy, according to Professor Landry, are: (1) preservation of anonymity, (2) freedom from surveillance, (3) preservation of private space, and (4) access to sound management of personal information. The individual, according to Professor Landry, must be able to "control access, circulation, sharing and accuracy of their personal information (Dusseault, 2013)..

INDIAN PRIVACY POLICY

On April 11, 2011, India's Ministry of Communications and Information Technology notified the Information Technology (Reasonable security practices and procedures and sensitive personal data or information) Rules, 2011 under the Information Technology Act, 2000.

The law relates to "sensitive personal data or information" (SPD) which covers the following: (a) passwords, (b) financial information such as bank account or credit card or debit card or other payment instrument details; (c) physical, physiological and mental health condition; (d) sexual orientation; (e) medical records and history; and (f) biometric information. Importantly, SPD in this context relates to the information of individuals but not information of businesses. Every business is required to have a privacy policy, to be published on its website, according to these privacy-related rules.

A business cannot collect SPD unless it obtains the prior consent of the provider of the information. The consent has to be provided by letter, fax or email. Further, prior consent is needed for parting with the information to any party other than the government. The business can use personal information only for the purpose for which it was collected. The IT Act requires reasonable security procedures to be maintained in order to escape liability.

The law includes financial information within SPD but a large part of business information relates to finances only. The requirement of consent as a mandatory condition for the use of all SPD restricts the freedom and thus stifles business.

The IT Act was amended in 2008 to provide for the following:

(a) A new civil provision prescribing damages for an entity that is negligent in using "reasonable security practices and procedures" while handling "sensitive personal data or information" resulting in wrongful loss or wrongful gain to any person.

(b) Criminal punishment for a person if (a) he discloses sensitive personal information; (b) does so without the consent of the person or in breach of the relevant contract; and (c) with an intention of, or knowing that the disclosure would cause wrongful loss or gain (mens rea- intention to cause harm).

Breach of confidentiality and privacy is an offence punishable with 2 years' imprisonment and fine up to Ra.1.00 lakh under the Indian IT Act.

In India, privacy is not given the status of fundamental rights but it is an implied obligation. Article 21 of the Constitution which guarantees right to protection of life and personal liberty has implicit reference to right to privacy. .

INTEGRITY RISK

Social media is a wonderful facility to communicate very fast with a massive audience, that too, instantly. But, sometimes, poorly constructed, non-circumspect and hurried responses or first posts can draw flak from several public groups and will expose the person himself or his company to integrity risk. Integrity risk refers to possible injury to certain goals or values of organization or an individual. Consider the case of Nestle which happened in 2011.

In March 2011, an employee of Nestle who was managing the 'Fan Page' of Nestle's Facebook account hurriedly posted a response note in a negative language to a fan's offensive comments. This led to massive negative protest from fans themselves. Nestle's policy is to not give unpleasant or offensive reply to any query, no matter how offensive the stimulus is. Such behaviors, the company believes, will damage or risk Nestle or its reputation. This shows that social media

undermines the integrity of the company. Employee could probably make an offensive reply from his personal account instead of from the official account so as to not injure company's reputation.

TENSION BETWEEN BENEFITS AND NEGATIVE SIDE OF SOCIAL MEDIA

Can the governments tell the society to choose between unrestrained social media and severely restricted social media? Opting severely restricted social media undoubtedly amounts to throwing the baby with bath waters.

In a statement that underscores the importance of consumer data, Ms. Jennifer Barrett Glasgow, the representative of the Acxiom, a consumer data-based marketing services company, says that "when consumer data is properly used it can make significant contributions to the economy, and the growth and stability of an economy" (Dusseault, 2013). But privacy protection measures in the form of laws and regulations will result in new technologies not being available to consumers. We have to strike a balance between privacy and economic growth.

BEST PRACTICES RECOMMENDED FOR SOCIAL MEDIA COMPANIES

Social Media operators, in their efforts to fulfill their corporate social responsibility, should come out with a charter encapsulating rights of the social media consumers- default settings of privacy or use of information as consented by the individual.

User empowerment against the misuse of information on users' identity, their tastes and preferences should be ensured; it should not land into exploiters, stalkers, and professional cheats. As said before, a social media consumer has got the autonomy to create content but is likely to walk into trap of surrendering one's privacy for this. Simply stated, does autonomy for content creation and communication mean death knell to privacy?

PRIVACY AS A DEFAULT SETTING (PRIVACY BY DESIGN)

Privacy by design is "all about ensuring that the user has control of their data". Should this be case, the individual social media consumer who posts the information has the choice by default to hold back the whole data or part of it. He or she will part with the data after fully understanding the implications of parting with the data. This way, privacy is embedded in the system. Security of data and the person posting it is complete. There is transparency and visibility of what is happening to the data. Privacy by Design reflects user-centric practice of social media operators. To be clearer, in the current scenario, making personal data public happens by design and so privacy is ensured by effort only. It should be the other round, since the configuring privacy choices in the complex web is difficult for a new user. A new user cannot choose the right privacy settings on the first day of registering with the social media. What he does while joining is not after being well-informed.

FOR SEARCH ENGINES

DO-NOT-TRACK OPTIONS FOR INTERNET BROWSING

Like DND (do not disturb) option on mobile phones, do-not-track option for an individual browser (while viewing web pages) will save him from being tracked. Cookies of a browser, which store the details of a person's visits to a specific website and his preferences can be fraudulently retrieved and misused. Do-not-track option, a personal privacy setting in the browser, should be both robust and easy to configure. Besides, the browser should educate the users of it about this and how it should be used.

FOR INDIVIDUAL USERS OF SOCIAL MEDIA

DEFAMATION

Posting information that could potentially damage the reputation of another person will harm the person who posts it.

One should talk on social media as one does face-to-face. The dialogue initiator should be sensitive to the feelings of the receiving person; one should carefully choose the tone and content of the post. There should be only facts. Professional suggestions or advisory posts should comprise the context, probability of advice not working in certain contexts as expected, and encouraging the reader to take second opinion on the posted suggestion. Abusive language, profanity, lewd and sex-embedded words, stereotypes (for example, people of this area are crude), giving suggestions on an issues over which the one has no mastery or has little or patchy knowledge.

MEDIA ETHICS AND REGULATIONS

The media ethics that apply to journalists do apply to persons creating and posting content on the social media. The Commission on Freedom of Press appointed in 1947 and headed by Robert Hutchins, the then president of University of Chicago formulated guidelines based on two ideas. They are as follows. (1) Whoever enjoys a special measure of freedom, like a professional journalist, has an obligation to society to use their freedoms and powers responsibly. (2) Society's welfare is paramount, more important than individual careers or even individual rights. The lodestar of journalists is to: seek truth and report it. Some of the recommendations of Hutchins Commission for the press include the following. (1) Present meaningful news, accurate and separated from opinion. (2) Serve as a forum for the exchange of comment and criticism and to expand access to diverse points of view. (3) Project a representative picture of the constituent groups in society by avoiding stereotypes by including minority groups. (4) Clarify the goals and values of society; implicit was an appeal to avoid pandering to the lowest common denominator. (5) Give broad coverage of what was known about society.

SEPARATE GROUPS

Messages one sends are a potential source of problems. They may land into wrong hands and will probably be abused. Messages should be specific to groups. Posts which are good for one group may be irrelevant to others. A person's social media audience should be segregated into groups so that specific messages can be addressed to specific groups. Group-targeted posts limit the damage to both the sender and the receiver since receiver knows the value, context and complexity. Non-members are incapable of appreciating it.

The attraction of social media is its wider space and scope for remaining anonymous; but anonymity is just ephemeral and imaginary, and so reckless or predatory posts have the potential to bounce back to harm the person who posts.

CHECK HOW YOU PRESENT YOURSELF!

How one appears online and how others think of him on seeing him online may be completely different from what he first wanted to be. Others who don't know him at all judge him from how he appears. Particularly, the photos and what he writes gives clues about what he is. Highest and impeccable quality of content is critical to the fulfillment of a person's objective set for him as a digital persona. Poor language, inappropriate photos, offensive words, comments not supported by evidence, and suggestions based on half-baked knowledge give a poor impression about him.

POSTING INFORMATION NOT OWNED BY YOU

If one post information which he doesn't own and which is proprietary, he will attract copyright laws. If it is a direct quote from somebody's text, what one pick straightaway should not exceed forty words and the text should be within quotes. Besides this, credit should be given to the person who owns the idea or photos or picture. This will exonerate him from the charges of plagiarism and copyright law violations.

CONFLICT OF INTEREST

Recommending the use of some product in a professional capacity should not benefit him because he has interest in its sales, which is referred to as 'conflict of interest'. When people buy a product recommended by a professional and the product does not perform satisfactorily, the professional will be sued for breach of trust. Suppose a physician has recommended a particular treatment from a nursing home in which the physician has an ownership share, and treatment was not effective, the physician will be held for breach of trust under Section 406 of Indian Penal Code.

SOCIAL MEDIA INFORMATION AS EVIDENCE IN THE COURT OF LAW

The information on the social media can be used as evidence against a person's conduct; when a person, for example, is a facing serious criminal allegation, the prosecution authorities can use his profile information or previous posts as evidence to support the charges against him.

CONCLUSION

Use of social media in India is growing by leaps and bounds. Facebook users in India and Brazil are key sources of growth for Facebook. Social media companies are selling the data of their consumers, and thus undermining the privacy of the individuals. Consumers are also exposing themselves to preying behaviors of unscrupulous conmen and anti-social elements. Quite a good number of crimes committed on gullible social media users are reported day in day out. Besides, advertisers are raining their messages on the users, interfering with their activity. The society is caught in a quandary- to choose between severely restricted activities of social media, and their freedom to innovate and use the latest technology.

Social media companies and browsers should educate and empower the users about the privacy provisions available with the sites. Users should be guided to give informed consent only. Privacy provision in the social media sites should be by default but not by choice. Browsers should have do-not-track option. Users should be cautious while parting with their personal information. They should set their privacy choices cautiously. Users should post and share content taking into account the provisions in copyright and defamation laws. Regulators should not smother the technological innovations and business opportunities.

REFERENCES

1. Ahlqvist, T. Back, A. Heinonen, S. and Halonen. (2010). Road-mapping the societal transformation potential of social media. *Foresight*, 2(5), 3-26.
2. Baird, C.H. and Parasnis, G. (2011). From Social Media to Social Customer Relationship Management. *Strategy and Leadership*, 35(5), 30-37.
3. Bierce & Kenerson, P.C. (2011). 2011 Indian Privacy Law. *Out-Sourcing Law.Com*. <http://www.outsourcing-law.com/2011/07/2011-indian-privacy-law/>. Retrieved 05 July, 2014.
4. Bolton, R.N. Parasuraman, A., Hoefnagels, A., Migchels, N., Kabadai, S., Gruber, T., Loureiro, Y.K. and Solnet, D. (2013). Understanding Generation Y and their use of social media: a review and research agenda. *Journal of Service Management*, 24(3), 245-267.
5. Dusseault, P. (2013). Privacy and Social Media in the age of big data. Report on the Standing Committee on Access to Information, Privacy, and Ethics. Canada: House of Commons.
6. Ellison, N., Steinfeld, C., & Lampe, C. (2006). Spatially bounded online social networks and social capital: The role of Facebook. Paper presented at the annual conference of the *International Communication Association*, Dresden, Germany.
7. Employees. *International Journal of Hospitality Management*, 31 (4), 1195-1202.
8. Facebook may have over 100 million fake accounts globally (2014, May 05). *The Times of India*. Retrieved from <http://timesofindia.indiatimes.com>. Accessed on 2014 June 23.
9. Hampton, K.N., Goulet, L.S., Rainie, L. and Purcell, K. (2011), Social Networking Sites and Our Lives, Pew Research Center's Internet & American Life Project, Washington, DC.
10. Madia, S.A. (2011). Best practices for using social media as a recruitment strategy. *Strategic HR Review*, 10 (6), 19 – 24.
11. Park, J. and Gursoy, D. (2012). Generation effects on work engagement among US hotel
12. Peirson, J. and Heyman, R. (2011). Social media and cookies: challenges for online privacy. *INFO*, 13(6), 30-42.
13. Rudnick. and Wyatt, W. (2007). How to integrate new technology and social media into HR processes. *Strategic HR Review*, 6 (2), 5 – 5.
14. Tenopir, C. Volentine, R. and King, D.W. (2013). Social media and scholarly reading. *Online Information Review*, 37 (2), 193 – 216.
15. Top 15 Valuable Facebook Statistics, (2014). www.zephoria.com. Accessed 25 June, 2014.
16. Tsimonis, G. and Dimitriadis, S. (2014). Brand strategies in social media. *Marketing Intelligence & Planning*, 32 (3), 328 – 344.
17. Vuori, M. (2012). Exploring uses of social media in a global corporation. *Journal of Systems and Information Technology*, 14 (2), 155 – 170.
18. Whiting, A. and Williams, D. (2013). Why people use social media: a uses and gratifications approach. *Qualitative Market Research: An International Journal*, 16 (4), 362 – 369.

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

