### **INTERNATIONAL JOURNAL OF RESEARCH IN COMPUTER APPLICATION & MANAGEMENT**



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• Sharma T., Kwatra, G. (2008) Effectiveness of Social Advertising: A Study of Selected Campaigns, Corporate Social Responsibility, Edited by David Crowther & Nicholas Capaldi, Ashgate Research Companion to Corporate Social Responsibility, Chapter 15, pp 287-303.

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• 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, 19–23

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### IMPACT OF WORKING CAPITAL MANAGEMENT ON THE PROFITABILITY OF LISTED CEMENT COMPANIES IN TANZANIA

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### **ABSTRACT**

This study analyses the impact of working capital management efficiency on profitability of cement companies listed in Dar Ea Salaam Stock exchange of Tanzania. The study is carried out on the basis of 8 years (from 2006 to 2013) data of two DSE listed companies viz; Tanga Cement Company Ltd(TCCL) and Portland Cement Company Ltd(PLCCL). The measures of working capital efficiency and their expected relationships with profitability are ascertained by review of literature. The measures include the Receivables Turnover Ratio (RTR), Inventory Turnover Ratio (ITR), and Payments Turnover Ratio (PTR). One additional variable, Cash Conversion efficiency (CCE) is also included in this study as it affects operational performance and also profitability. All these measures are taken as independent variables. Current Ratio (CR), size of the firm [measured in terms of natural logarithm of sales(CSLn)] have been used as control variables. Log Gross operating income is taken as dependent variable (GOPLn). Descriptive statistics of variables chosen are calculated and their Pearson's correlations are analyzed. Further OLS regression applied for analyzing the relationship between measures of working capital efficiency and operating profitability. As per the descriptive analysis, the performance of TPCCL is comparatively better in the case of RTR, PTR, CR and CCE when compared to industry and also TCCL. The performance of TCCL is comparatively better in the case of ITR. The correlation analysis showed mixed results. Though most of the relationships between independent variables and dependent variable are as expected but not significant. Industry correlations between RTR CSLn, CCE, PTR and GOP are in required direction. The relationship between ITR and GOP is negative which is against to expectation. The OLS regression analysis results showed that RTR, CCE caused expected positive impact on GOP but significant only in the case of RTR.. In the case of the impact of PTR and ITR on GOP the results are against expectation but not significant.



### A STUDY ON COST OF REJECTION (REJECTED SAMPLES) IN A NABL ACCREDITED LABORATORY AT A POST GRADUATE TEACHING HOSPITAL IN DEHRADUN, UTTARAKHAND

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#### **ABSTRACT**

The Laboratories are committed towards providing the highest quality test results. Quality specimens/samples are integral to quality results. By laying down certain quality indicators (QI) for the same, laboratory management system can monitor continual improvement (e.g., pre-analytical, analytical and post-analytical phases) in the laboratory. In order to get quality samples (may be defined as the blood samples that are true reflection of the actual status of the patient's condition at that moment, when the sample is drawn), almost all laboratories opt for rejecting the blood samples which are not the Quality samples. The Aim was to study the Cost of Rejection (Rejected Samples) in a NABL Accredited Lab in a Tertiary Care Hospital. Further objectives were to a) study the reasons for sample rejections b) to prioritize the reason for rejection samples of the lab in a given period of time through ABC Analysis c) To measure the cost of rejection using the costing method and d) Suggesting ways to reduce the rejection so that the percentage of rejection and then overall cost to the patient and hospital can be reduced. Setting and Design : An Observational Cross Sectional Study was done in the NABL accredited lab of a 700 beds Post Graduate teaching Hospital at Dehradun district, in the state of Uttarakhand, from the period of March – May 2013. Methodology: Total rejected samples which were obtained in the three month period of data collection (inclusive of both inpatients and outpatients) were studied. Results: There were various reasons for sample rejections. The largest number of Sample rejections were in Biochemistry (n= 191 of 599 samples obtained, i.e. 32%), followed by Serology (n = 131 of 599 samples, i.e. 22%) and Hematology (n = 92 of 599 samples, i.e. 15 %). Overall the total Rejection rate in the three month period was less than 1% (= .45 %), which amounts to 599 rejections of total 130877 samples obtained in Lab. The maximum contributing factor for sample rejection was a) sample got hemolysed due to large time gap between collection times and processing time (40%), b) sample collected not matching with the Test requisition form (19%) and c) Vacutainers label not matching with the requisition form (12%). The average cost of rejection of a lab sample was Rs 124/sample.

### **BORDER GUARDS SYSTEMS USING HYBRID WIRELESS SENSOR NETWORKS**

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### **ABSTRACT**

Early days, the conventional border guards systems suffer from intensive human involvement. Recently, unmanned border guards systems employ high-tech devices such as unmanned aerial vehicles, unattended ground sensors and surveillance towers equipped with camera sensors. However, any single technique encounters that cannot be solved the problems such as high false alarm rate and line of sight constraints. There lacks a logical system that coordinates various technologies to improve the system accuracy. In this paper, we discuss the concept of hybrid wireless sensor network architecture for border guards systems, is introduced. It utilizes the most advanced sensor network technologies including the wireless multimedia sensor networks and the wireless underground sensor networks.



### INDEPENDENT ACCESS TO ENCRYPTED CLOUD DATABASES

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### **ABSTRACT**

Placing critical data in the hands of a cloud provider should come with the guarantee of security and availability for data at rest, in motion, and in use. Several alternatives exist for storage services, while data confidentiality solutions for the database as a service paradigm are still immature. We propose a novel architecture that integrates cloud database services with data confidentiality and the possibility of executing concurrent operations on encrypted data. This is the first solution supporting geographically distributed clients to connect directly to an encrypted cloud database, and to execute concurrent and independent operations including those modifying the database structure. The proposed architecture has the further advantage of eliminating intermediate proxies that limit the elasticity, availability, and scalability properties that are intrinsic in cloud-based solutions.



### SECURE IMAGE TRANSMISSION USING LOSSLESS ARITHMETIC CODING

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### **ABSTRACT**

Image compression addresses the problem of reducing space required to represent a digital image yielding a compact representation of an image, and thereby reducing the image storage and transmission time requirements. The key idea here is to remove redundancy of data presented within an image to reduce its size without affecting the essential information of it. In this, an efficient lossless image compression arithmetic coding is used to compress the resultant mosaic image to transfer it securely to the receiver. Here, a secure image transmission technique is used which transforms automatically a given large-volume secret image into a so-called secret-fragment-visible mosaic image. The mosaic image is the outcome of arranging of the tile fragments of a secret image in different way so as to disguise the other image called the target image which is already selected from a database. The mosaic image, which looks similar to a randomly selected target image, which is used for hiding of the secret image by color transforming their characteristics similar to the tile fragments of the target image. Such technique is necessary so for the lossless recovery of the transmitted secret image. The information required for recovering the secret image is embedded into the created mosaic image by a lossless data hiding scheme using a key. At the end, the decompression method is performed on the mosaic image to obtain the original secret image.



### SPAM ZOMBIE DETECTION SYSTEM

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### **ABSTRACT**

Compromised machines are one of the key security threats on the Internet. The key security threats on internet is compromised machines, which are used to launch security attacks such as spamming and spreading malware, Distributed Denial of Service and identity theft. The compromised machines in the network are identifying using SPOT algorithm. SPOT algorithm is designed on a powerful statistical tool called as Sequential Probability Ratio Test (SPRT). SPOT algorithm is declared as effective and efficient system in automatically detecting compromised machines in network. Spam Zombie Detection and Blocking Mechanism is an online spam zombie detection system in network. Along with the detection it also blocks the zombie system detected within the network. Zombie is defined as a compromised machine within the botnet. SPOT system is mainly implemented over the private mailing system. It also provides the enhanced security mechanism in which if the system which has been hacked gets blocked within the network and the legitimate owner of the system is provided with the secure password changing mechanism so that the possibility of the system getting hacked next time will be reduced. It also provides the strong mechanism which identifies whether the current user is legitimate user of the system or not with the help of some question answer mechanism. The overall proposed system is simply given a name as a Spam Zombie Detection and Blocking Mechanism.



### SECURE AND SCALABLE DATA SHARING IN CLOUD STORAGE WITH KEY-AGGREGATE CRYPTOSYSTEM

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### **ABSTRACT**

Cloud storage means storing of data online in cloud which is accessible from multiple and connected resources. Cloud storage is having important functionality i.e. securely, efficiently, flexibly sharing data with others. Cloud storage can provide good accessibility and reliability, strong protection, disaster recovery, and lowest cost. New Encryption Scheme public–key encryption which is called as Key- aggregate cryptosystem (KAC) is introduced. Key-aggregate cryptosystem produce constant size cipher texts such that efficient organization of decryption rights for any set of cipher text are possible. Any set of secret keys can be aggregated and make the m as single key, which incorporate power of all the keys being aggregated. This aggregate key can be sent to the others for decryption of cipher text set and left over encrypted files outside the set are remains confidential.



### IDENTIFYING LISTENING SKILLS AMONG BOYS AND GIRLS OF ARTS AND SCIENCE COLLEGE STUDENTS

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### **ABSTRACT**

This study aimed at exploring the Listening skills of boys and girls at college level under different managements and locations. The results revealed that there is a slight significant difference between aided and government college students; urban girls from aided college and rural boys from aided college in their Listening Skill.



### A STUDY ON FINANCIAL HEALTH OF SELECTED SOFTWARE COMPANIES IN INDIA

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### **ABSTRACT**

This study investigates the financial health of the selected software companies in India. Using the Capitaline Plus database developed by the BSE and Prowess developed by the Centre for Monitoring Indian Economy from 2004-2005 to 2013-2014 for the software companies and employ the data to estimate financial strength. Altman's Z- score analysis has been applied to evaluate the general trend in financial health of the companies over a period. The financial health is analyzed with the help of five accounting ratios such as working capital to total assets, retained earnings to total assets, earnings before interest and taxes to total assets, Book value of equity to the book value of debt and net sales to total asset of the Tata consultancy services, Infosys, Wipro, HCL Technologies. The findings of the study revealed that the companies selected for the study is in the extremely healthy zone.



### BORDER PATROL SYSTEMS-USING ADVANCED WIRELESS SENSOR NETWORKING DEVICES

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### **ABSTRACT**

Early days, the conventional border patrol systems suffer from intensive human involvement. Recently, unmanned border patrol systems employ high-tech devices, such as unmanned aerial vehicles, unattended ground sensors, and surveillance towers equipped with camera sensors. However, any single technique encounters inextricable problems, such as high false alarm rate and line-of-sight-constraints. There lacks a coherent system that coordinates various technologies to improve the system accuracy. In this paper, the concept of hybrid wireless sensor network architecture for border patrol systems, is introduced. It utilizes the most advanced sensor network technologies, including the wireless multimedia sensor networks and the wireless underground sensor net-works. The framework to deploy and operate is developed.



### THE NEW SOCIAL CONTRACT FOR GREEN BUSINESS

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### **ABSTRACT**

Over the past few decades, concepts that focus on environmental stewardship have gripped the collective intellect of humankind, and established a common global imperative to respond to critical issues that arise from world- wide climate change and natural resources conservation. The article explores, the way events occurring in the business environment has generated public awareness and reactions towards sustainability. The changed attitude of people finds resonance in the voice of various public action groups. It is further reflected in the government's actions which are sometimes in the form of legislations. Simultaneously, certain leading businesses and brands start initiating changes to fulfill 'the new social contract' for green business as a response to the environment.



### DATA SECURITY AND PRIVACY PROTECTION IN CLOUD COMPUTING

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### **ABSTRACT**

Cloud computing bears everything as a service over the web supports user demand. The benefits of cloud storage are easy access means access to your knowledge anyplace, anyhow, anytime, scalability, resilience, cost efficiency, and high reliability of the data. So each and every organization is moving its data to the cloud, means it uses the storage service provided by the cloud provider. So there is a need to protect that data against unauthorized access, modification or denial of services. Cloud refers to storing, processing and usage of data on server ports rather than local machines. Cloud reduces the load on user's machine significantly. Only thing one needs is a working data connection cloud computing system's interface software. However data handling from a distant port does raise data security concerns which cannot be compromised with. This report deals with the various encryption algorithms used to authenticate and validate the access to the cloud.



### **SURVEY OF VARIOUS CRYPTOGRAPHIC TECHNIQUES**

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### **ABSTRACT**

Cryptography and encryption have been used for secure communication for thousands of years. Throughout history, military communication has had the greatest influence on encryption and the advancements thereof. The need for secure commercial and private communication has been led by the Information Age, which began in the 1980's. Although the Internet had been invented in the late 1960's, it did not gain a public face until the World Wide Web was invented in 1989. The World Wide Web is an electronic protocol which allows people to communicate mail, information, and commerce through a digital medium. This new method of information exchange has caused a tremendous need for information security. A thorough understanding of cryptography and encryption will help the people to develop better ways to protect valuable information as technology becomes faster and more efficient.



### **CYBER SECURITY TRENDS, ISSUES AND ANALYSIS OF TOOLS**

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### **ABSTRACT**

As a response to the changing threat landscape today, most governments are looking to establish some form of Cyber security strategy. This report aims to study trends and issues in cyber security and analyze the cyber security tools. These cyber security tools are basically to overcome one major type of cyber crime known as malware attack. Here we focus on one of the malware known as Rootkit which resides in the kernel of the operating system and study various types of Rootkits. Based on the Rootkit malware, study and analysis of various anti-rootkit tools is performed. Comparative study of various anti-rootkit tools is done to select best tools based on different parameters used for comparison. Finally tools best for naïve users as well as IT professionals are analyzed based on the analysis of different tools in the report.



### DETERMINANTS OF THE CUSTOMER LOYALTY IN ETHIOPIAN BANKING INDUSTRY (WITH REFERENCE TO PRIVATE COMMERCIAL BANK)

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### **ABSTRACT**

The main purposes of present stuey are to identify determinants of the customer loyalty in Ethiopian banking industry with reference to private commercial bank. To collect the necessary data the researcher mainly conducted using primary data collected using a questionnaire survey conducted with 168 samples selected customers in Addis- Ababa and employed a descriptive statics for data analysis. The findings result from this study discloses that customer satisfaction, service quality, customer value corporate image, and trust were the most determinant of customer loyalty in the bank.



### **KNOWLEDGE DISCOVERY IN DATABASES**

### ANANT KUMAR LECTURER NOBLES PG COLLEGE RAMGARH

### **ABSTRACT**

Knowledge discovery in databases((Data Mining) is a rapidly growing field, whose development is driven by strong research interests as well as urgent practical, social, and economical needs. While the last few years knowledge discovery tools have been used mainly in research environment. Sophisticated software products are now rapidly emerging. In this, we provide an overview of common knowledge discovery tasks and approaches to solve these tasks. We propose a feature classification scheme that can be used to study knowledge and data mining software. This scheme is based on the software's general characteristics, database connectivity and data mining characteristics. Finally, we specify features that we consider important for knowledge discovery software to possess in order to accommodate its users effectively. This research work, first of all, focuses on analyzing different processes of supervised learning. Secondly, it proposes a new improved process for developing knowledge extraction.



### **GREEN MARKETING: PATH TO SUSTAINABLE DEVELOPMENT**

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### **ABSTRACT**

Generally, green marketing is a concept related with products that are presumed to be environmentally safe. Tough, it's very tough to define green marketing, but through this paper it is tried to understand the concept of GREEN MARKETING. Green marketing incorporates abroad range of activities, including product modification, changes to the production process, packaging changes, as well as modifying advertising. Other similar terms used are Environmental Marketing and Ecological Marketing. Thus "Green Marketing" refers to holistic marketing concept wherein the production, marketing consumption, disposal of products and services happen in a manner that is less detrimental to the environment with growing awareness about the implications of global warming, non-biodegradable solid waste, harmful impact of pollutants etc. Both marketers and consumers are becoming increasingly sensitive to the need for switch in to green products and services. In the modern era of globalization, it has become a challenge to keep the customers as well as consumers in fold and even keep our natural environment safe and that is the biggest need of the time. Environmental pollution is a buzz word in today's business environment. The Paper aims at finding out what actually Green Marketing is all about and how can a business firm be more competitive by using green marketing strategies to gain a competitive edge over others.



### IMPLICATION OF REGULATION ON THE DEVELOPMENT OF MICROFINANCE IN THE NIGERIAN ECONOMY

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### **ABSTRACT**

The paper examines the impact of regulation and regulatory framework on the performance of microfinance banks in Nigeria. Findings reveal inconsistency in policy implementation and inflexibility by the Regulators have had adverse effects on the performance of regulated Institutions thereby impeding their capacity to perform statutory roles in the economy. The paper therefore recommends improvement in regulation through progressive policies, flexible regulation, microfinance friendly policies, better policy execution and a more friendly business environment for microfinance institutions to thrive. As the potentials of Microfinance are enormous for the growth and development of the economy through access to finance and also at the same time facilitating financial inclusion. And it is only in a well coordinated environment that these microfinance institutions can thrive to achieve the envisaged goals and objectives. Obviously there is a linkage between regulatory framework and performance of Microfinance Institutions, while over regulation stifles growth and competitiveness on the other hand a liberal and market friendly or progressive regulatory environment build up the systems.



### AN ASSESSMENT OF TAX EVASION LEVEL AMONG NIGERIAN TAXPAYERS

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### **ABSTRACT**

Taxation is a system of a collective effort by individual and corporate entities toward contribution made to the government as income to undertake the affairs of a nation. Tax evasion is a deliberate and wilful intention by a taxpayer not to pay his taxes. The main objective of this study is to assess the level of tax evasion among the Nigerian public and private sector taxpayers. The research adopts survey method. The study was conducted in Gombe state with a population of study 26,313 taxpayers. The sample size was 379 and questionnaires were self-administered in which 303 were retrieved and useable. The findings of the study indicate that many Nigerians are evading tax, and the acceptance level of the tax evasion among taxpayers is very high. It also shows that tax evasion is high among the private sector taxpayers and moderate among the public sector. The study recommends that government should revise its tax policies and laws that will assist to improve the tax system as a whole. Also, the government should increase improvisation of infrastructure and social amenities that will encourage more compliance and discourage tax evasion.



### AUTOMATIC PROFILE CHANGING USING ANDROID PHONES AS PER GPS LOCATION

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### **ABSTRACT**

On the way to educational institutions, corporations, meeting rooms etc. we have to change the profile you need manually. Sometimes we forget to do, we made an automatic application changing profile in android phone application here. We use to monitor the position by GPS (global positioning system). Hypothetically, if you work for a company, forget to keep your phone in silent mode. Automatically mobile changes its profile to silent mode. When we get out of that office, mobile profile will change to General (normal) modes automatically. In the same way it will change the profile by environmental sense (location) in android phones. Our main objective is to design simple, intuitive interface with limited screens for the Automatic Profile Change action.



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Looking forward an appropriate consideration.

With sincere regards

Thanking you profoundly

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Co-ordinator

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