

INTERNATIONAL JOURNAL OF RESEARCH IN COMPUTER APPLICATION & MANAGEMENT

IJR
CM



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 Infibnet 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 4456 Cities in 177 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.	AWARENESS AND RISK PERCEPTION OF ATM CARD USERS: AN EMPIRICAL INVESTIGATION <i>PRIYODARSHINI DHAR & SAMIRENDRA NATH DHAR</i>	1
2.	BRAND LOYALTY AND CUSTOMER SATISFACTION OF INTERNET SERVICE PROVIDERS <i>R.MUTHUKUMAR & DR. V. VIJAYALAKSHMI</i>	7
3.	LINKAGE BETWEEN ATTITUDE, PERCEIVED DESIRABILITY AND THE ROLE OF SELF EFFICACY AS A MODERATING VARIABLE OF SUBJECTIVE NORM ON INTENTION OF ENTREPRENEURSHIP <i>SYAHRAN, MUGI HARSONO & TULUS HARYONO</i>	12
4.	ESTIMATION OF DAILY EXCHANGE RATE VOLATILITY: A COMPARATIVE STUDY OF INDIAN CURRENCY WITH TOP TRADABLE CURRENCIES OF THE WORLD <i>NISCHITH. S & DR. MAHESH.R</i>	17
5.	INVESTOR SAFEGUARDS ACTIONS IN CAPITAL MARKET <i>DR. K.VS.N.JAWAHAR BABU & K. GIRIDHAR</i>	24
6.	A STUDY ON CUSTOMER SATISFACTION TO BSNL 3G MOBILE SERVICES IN MYSORE <i>KIRANA D.V & SRI RANJINI S</i>	28
7.	COMMITMENT OF INDUSTRIAL HOUSES TO NEIGHBOURING WORLD <i>DR. MARIYA T CHEERAN, GEORGE JOSEPH & RENJITH T A</i>	32
8.	IMPACT OF ANNUAL INFLOW OF FOREIGN DIRECT INVESTMENT WITH SELECTED ECONOMIC GROWTH FACTORS <i>R.MAHESH & A.PALANISAMY</i>	35
9.	FUNDAMENTAL ANALYSIS OF OLD GENERATION PRIVATE SECTOR BANKS IN INDIA <i>R. CHANDRASEKARAN & C. KANDASAMY</i>	39
10.	A COMPARATIVE ANALYSIS OF EMPLOYEES WORK VALUES OF GEN X AND GEN Y IN COMPANIES <i>DR. BHAGIRATHI NAYAK & DR. PRATIMA SARANGI</i>	44
11.	A STUDY ON PERCEPTION OF PU STUDENTS TOWARDS EATING JUNK FOOD WITH SPEICAL REFERENCE TO BANGALORE CITY <i>ASHA RANI.K</i>	49
12.	INCLUSIVE GROWTH IN INDIA: ISSUES AND CHALLENGES <i>PADALA SANDYA RANI</i>	56
13.	EVALUATION OF THE REALIZATION OF SCIENTIFIC SPECULATIONS ON FUTURE ADVANCEMENT IN COMPUTER TECHNOLOGY <i>FITHANEGET KASSA DAGNEW</i>	61
14.	PROBLEMS AND PERFORMANCE OF SHGs IN SHIVAMOGGA DISTRICT <i>SHIVAPRASAD D T</i>	64
15.	ONLINE BUYING AND CONSUMER BEHAVIOUR: AN ANALYSIS OF FLIPKART.COM SHOPPERS <i>RAMYA R & JYOTHI A N</i>	72
16.	A COMPARATIVE STUDY ON PHARMACEUTICAL COMPANIES' SHARE PRICES <i>PRATHYUSH VISWANATH & VIDHYA AVADHANI</i>	77
17.	CUSTOMERS' PERCEPTION TOWARDS e-BANKING SERVICES OF THE COMMERCIAL BANKS IN KOLLAM DISTRICT <i>DR. PRADEEPKUMAR, K.S</i>	81
18.	THE IMPACT OF THE INTERNET NETWORK TECHNOLOGY ON ACCOUNTING INFORMATION SYSTEMS <i>CARLITO BILI CAEIRO</i>	85
19.	EFFICIENCY OF THE SUGAR MANUFACTURING FIRMS OF INDIA <i>RAMA RANI</i>	88
20.	A STUDY ON CUSTOMER SATISFACTION OF FASTRACK WATCHES IN MYSORE <i>PRAVEEN KUMAR L</i>	98
	REQUEST FOR FEEDBACK & DISCLAIMER	104

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

FORMER CO-ORDINATOR

DR. S. GARG

Faculty, Shree Ram Institute of Business & Management, Urjani

ADVISORS

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. SHIVAKUMAR DEENE

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

DR. BHAVET

Faculty, Shree Ram Institute of Engineering & Technology, 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

FORMER 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/Mkt./HRM/General Mgt./Engineering/Economics/Computer/IT/ Education/Psychology/Law/Math/other, please specify)

DEAR SIR/MADAM

Please find my submission of manuscript entitled ' _____ ' for possible publication in one of 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 co-authors of this manuscript have seen the submitted version of the manuscript and have agreed to their inclusion of names as co-authors.

Also, if my/our manuscript is accepted, I agree to comply with the formalities as given on the website of the journal. The Journal has discretion to publish our contribution in any of its journals.

NAME OF CORRESPONDING AUTHOR :

Designation :

Institution/College/University with full address & Pin Code :

Residential address with Pin Code :

Mobile Number (s) with country ISD code :

Is WhatsApp or Viber active on your above noted Mobile Number (Yes/No) :

Landline Number (s) with country ISD code :

E-mail Address :

Alternate E-mail Address :

Nationality :

NOTES:

- a) The whole manuscript has to be in **ONE MS WORD FILE** only, which will start from the covering letter, inside the manuscript. **pdf. version is liable to be rejected without any consideration.**
- b) The sender is required to mention the following in the **SUBJECT COLUMN of the mail:**
New Manuscript for Review in the area of (e.g. Finance/Marketing/HRM/General Mgt./Engineering/Economics/Computer/IT/ Education/Psychology/Law/Math/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 expected to be below **1000 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 within twenty four hours** 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 a separate mail to the journal.
- g) The author (s) name or details should not appear anywhere on the body of the manuscript, except the covering letter and the cover page of the manuscript, in the manner as mentioned in the guidelines.

2. **MANUSCRIPT TITLE:** The title of the paper should be **bold typed, centered and fully capitalised**.
3. **AUTHOR NAME (S) & AFFILIATIONS:** Author (s) **name, designation, affiliation (s), address, mobile/landline number (s), and email/alternate email address** should be given underneath the title.
4. **ACKNOWLEDGMENTS:** Acknowledgements can be given to reviewers, guides, funding institutions, etc., if any.
5. **ABSTRACT:** Abstract should be in **fully italicized text**, ranging between **150 to 300 words**. The abstract must be informative and explain the background, aims, methods, results & conclusion in a **SINGLE PARA. Abbreviations must be mentioned in full.**
6. **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 stop at the end. All words of the keywords, including the first one should be in small letters, except special words e.g. name of the Countries, abbreviations.
7. **JEL CODE:** Provide the appropriate Journal of Economic Literature Classification System code (s). JEL codes are available at www.aeaweb.org/econlit/jelCodes.php, however, mentioning JEL Code is not mandatory.
8. **MANUSCRIPT:** Manuscript must be in **BRITISH ENGLISH** prepared on a standard A4 size **PORTRAIT SETTING PAPER. It should be free from any errors i.e. grammatical, spelling or punctuation. It must be thoroughly edited at your end.**
9. **HEADINGS:** All the headings must be bold-faced, aligned left and fully capitalised. Leave a blank line before each heading.
10. **SUB-HEADINGS:** All the sub-headings must be bold-faced, aligned left and fully capitalised.
11. **MAIN TEXT:**

THE MAIN TEXT SHOULD FOLLOW THE FOLLOWING SEQUENCE:**INTRODUCTION****REVIEW OF LITERATURE****NEED/IMPORTANCE OF THE STUDY****STATEMENT OF THE PROBLEM****OBJECTIVES****HYPOTHESIS (ES)****RESEARCH METHODOLOGY****RESULTS & DISCUSSION****FINDINGS****RECOMMENDATIONS/SUGGESTIONS****CONCLUSIONS****LIMITATIONS****SCOPE FOR FURTHER RESEARCH****REFERENCES****APPENDIX/ANNEXURE****The manuscript should preferably range from 2000 to 5000 WORDS.**

12. **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.**
13. **EQUATIONS/FORMULAE:** These should be consecutively numbered in parenthesis, horizontally centered with equation/formulae number placed at the right. The equation editor provided with standard versions of Microsoft Word should be utilised. If any other equation editor is utilised, author must confirm that these equations may be viewed and edited in versions of Microsoft Office that does not have the editor.
14. **ACRONYMS:** These should not be used in the abstract. The use of acronyms is elsewhere is acceptable. Acronyms should be defined on its first use in each section: Reserve Bank of India (RBI). Acronyms should be redefined on first use in subsequent sections.
15. **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. **Also check to make sure that everything that you are including in the reference section is duly cited in the paper.** 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 parenthesis.
 - **Headers, footers, endnotes and footnotes should not be used in the document.** However, **you can mention short notes to elucidate some specific point**, which may be placed in number orders after the references.

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, 19–23

UNPUBLISHED DISSERTATIONS

- 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 Gas Policy, Political Weekly, Viewed on January 01, 2012 <http://epw.in/user/viewabstract.jsp>

COMMITMENT OF INDUSTRIAL HOUSES TO NEIGHBOURING WORLD**DR. MARIYA T CHEERAN****ASST. PROFESSOR****SCHOOL OF MANAGEMENT AND ENTREPRENEURSHIP
KERALA UNIVERSITY OF FISHERIES AND OCEAN STUDIES
PANANGAD****GEORGE JOSEPH****ASST. PROFESSOR****SCHOOL OF MANAGEMENT AND ENTREPRENEURSHIP
KERALA UNIVERSITY OF FISHERIES AND OCEAN STUDIES
PANANGAD****RENJITH T A****ASST. PROFESSOR****SCHOOL OF MANAGEMENT AND ENTREPRENEURSHIP
KERALA UNIVERSITY OF FISHERIES AND OCEAN STUDIES
PANANGAD****ABSTRACT**

Corporate social responsibility is a concept whereby business organizations consider the interest of society by taking responsibility for the impact of their activities on customers, suppliers, employees, shareholders, communities and other stakeholders as well as their environment. Social workers in the field of community development can be found in many areas of practice and a variety of settings. This paper analyse theories connected with CSR and examine the role of social workers in CSR activities

KEYWORDS

Corporate, Social, Responsibility, industry, labour.

INTRODUCTION

In present-day the Social worker as to play a perspective role in CSR (also called corporate responsibility, corporate citizenship, responsible business and corporate social opportunity) is a concept whereby business organizations consider the interest of society by taking responsibility for the impact of their activities on customers, suppliers, employees, shareholders, communities and other stakeholders as well as their environment. Community practice can involve community economic development such as improving local economies in rural areas experiencing out-migration. Social workers in the field of community development can be found in many areas of practice and a variety of settings. The identity of "community" varies widely and changes depending on the context of the specific issue or social problem. Social workers who practice from a community development or community organizing perspective attempt to address the systemic issues that create social problems. The work is often not situated within legislated programs, and workers may or may not be required to be registered with the provincial regulatory body, or it can include working with citizens, groups, and organizations to interface with large systems, institutions, and the political process. In many cases, they may also be engaged in the kinds of individual problem-solving practices embodied in many social work positions.

THEORIES OF CSR**UTILITARIAN, MANAGERIAL AND RELATIONAL THEORIES OF CSR****THEORIES ON SOCIAL COSTS**

- Functionalism
- Corporate social performance
- Social accountability, auditing and reporting (SAAR)
- Social responsibility for multinationals
- Business and society Stakeholder approach
- Corporate global citizenship
- Social contract theory

CORPORATE SOCIAL RESPONSIBILITIES THEORIES AND RELATED APPROACHES

- Maximization of shareholder value
- Strategies for competitive advantage
- Cause-related marketing
- Long term value of maximization
- Altruistic activities socially recognized as marketing tool
- Political theories (focusing on a responsible use of business power in the political arena)
- Corporate constitutionalism
- Integrative social contract
- Corporate citizenship
- Social responsibilities of businesses arise from the social power the firms have
- Assumes that a social contract between business and society exists
- The firm is understood as being like a citizen with certain involvement in the community
- Integrative theories Management issues Public responsibility
- Stakeholder management
- Corporate social performance
- Corporate response to social and political issues

- Law and the existing public policy process

ACCOUNTABILITY AND RISK MANAGEMENT

When a case is allocated to a social worker community, he/she is directly responsible through their line management arrangements for the management and delivery of care to the user. In addition, as lead professionals they may receive information and assistance from colleagues and other professionals in meeting their responsibilities. They will retain professional accountability for their own contribution and for the overall coordination and management of cases allocated to them.

- We have defined autonomy as meaning the exercise of professional judgment by competent and confident professionals within a framework of accountability.
- There is a need to ensure that social work professional practice is based upon evidence of effectiveness, promotes professional autonomy within a legislative and organizational framework with access to professional consultation.
- This means that individual social workers will exercise and act on professional judgment.
- Organizations need to be able to support the practice of social workers within a clear framework of accountability, ensuring that the organization is able to deliver its statutory duties, whilst giving practitioners sufficient flexibility to practice innovatively. This requires clear, well developed and user friendly practice guidelines, policies and procedures as well as a sound professional understanding of accountability at all levels within the organization.
- There must also be a proactive approach to professional consultation and management which promotes reflective practice explores and where appropriate, challenges decision making and identifies development needs. Newly qualified social workers require an approach which allows them to grow professionally and promotes confidence and independence whilst allowing their practice to be closely supervised during the development phase.
- Social workers are responsible for the assessment and management of complex and inter-connecting risks rather than simply risk avoidance. This requires social workers to work with individuals to help them assess the risks they face and may present to others and to promote the independence of service users while helping to protect them as far as possible from danger or harm. • At the same time they must respect their rights while seeking to ensure that their behavior does not harm themselves or other people
- Social workers need to be able to develop and maintain their skills in this field throughout their careers, and in all settings

RECOMMENDATION: THE ROLE OF SOCIAL WORKER COMMUNITY

- They should also have a range of methods to assess and manage risk, based on evidence that can be used to support professional judgment and where necessary, to explain it. While managing risk is a key skill of social workers, other professionals are required to accept shared responsibility also. They need to improve their skills in addressing the needs of individuals who challenge their services
- The level of complexity and responsibility carried by social workers community should be reflected in the career structures and remuneration available to them.
- Employing organisations must have arrangements in place to ensure the workload of social workers is commensurate with the tasks required of them. This will include ensuring sufficient time is made available to allow the development of helping relationships which is an essential part of social work practice.
- Social workers community must have access to professional consultation. support and advice from appropriate, experienced social workers. This consultation and management should focus on assisting social workers to reflect critically on their practice, use their powers effectively and make complex decisions.
- Social workers community must implement development and appraisal processes that give due recognition to service requirements and individual development needs.
- Social workers community must ensure effective workforce planning and development at local level to meet emerging need, maintain a competent and effective workforce and contribute to workforce planning at a national level.
- Social worker Community needs a strong common value, skills and knowledge base.
- Certain functions should be reserved to social workers community and should be set out in Regulations. This is to ensure the protection of the public.
- The Review Group Social work community should define the role, responsibility and status of the Chief Social Work Officer and require organisations to locate the post appropriately to safeguard the public.

THE PROFESSIONAL PRACTICE OF SOCIAL WORKERS COMMUNITY PRINCIPLES

- The primary responsibility of the social worker is the protection and promotion of the welfare and well being of children, vulnerable adults and communities
- Social workers should use their professional knowledge and expertise to make judgments and decisions for which they are professionally accountable.
- Social workers must have access to professional consultation through line management arrangements which provides support and advice from appropriate, experienced social workers.
- This consultation should focus on assisting practitioners to reflect on their practice, use their powers effectively and make complex decisions for which they are personally and professionally accountable.
- The level of complexity and responsibility carried by social workers should be reflected in the career structures and remuneration available to them, and the continuing professional development they undertake.
- Leadership within local government for social workers undertaking protected functions should be exercised by the Chief Social Work Officer.

SOCIAL WORKER COMMUNITY PERSPECTIVE

Community social work involves understanding the power dynamics and social relations that govern the relationships between various structures and diverse communities and working to achieve social justice through structural change. If the issue is poverty, for example, a social worker practicing from a community perspective may focus on the political economy that creates these conditions. This may include trying to address the policies that perpetuate poverty or organizing groups around the issue to lobby decision makers for change. The main approach to this work is a belief that people acting together have a great capacity to improve their own circumstances, as they have first-hand knowledge of the situation and what needs to happen to change things for the better. In fact, this reflects the fundamental values of the social work profession generally. Some of the tools utilized by community social workers are developing community awareness, leadership identification and development, creating strategic alliances, adult education, fostering collaboration, and building community capacity. The community social worker can be involved in various large-scale social movements and broad issues such as homelessness, or in the development of programs or projects and research.

To achieve a better understanding of conditions from social, economic, and political perspectives, social workers practising at the community level concern themselves with matters of public policy and often engage with others in policy analysis. The analysis assists in developing strategies towards achieving some form of sustainable change. In any situation, the communities of focus must play a leading role in defining the issues and developing the solutions. Community social workers spend much time working with leaders and allies to identify common goals among community members. The social worker becomes a leading organizer to generate a strategic direction in the context of goals identified and defined by the group and that the group works toward. The social worker shares any and all information related to the presenting problem or issue so that stakeholders are better able to participate in formulating solutions. Social workers who practice as community organizers or developers are guided by the ethics and standards of the profession and by principles of sustainable community development. Research approaches most commonly used in this area of practice are qualitative, such as participatory action or ethnographic research. From a community perspective, the social work role is to conduct assessments and share information with the identified community of interest. Research knowledge is

often used to formulate the steps needed in developing a strategy. In turn, the social worker learns from the people in their communities, enhancing collaboration and partnerships that lead to achieving real social change.

CONCLUSION

The social worker's Community task is to work alongside people to help them build resilience, maintain hope and optimism and develop their strengths and abilities. It is also to confront and challenge behavior and manage situations of danger and uncertainty. Social workers must meet people on their own terms, in their own environment whilst retaining the professional detachment needed to help service users to understand, come to terms with or change their behavior. Social Worker Community contributions to strengthen the role of the social worker in the context of a modern Organization on saving of Eco Friendly products promotions. The intention of this paper is to set out a new vision for social work, based on existing values and to strengthen social workers' capacity to practice efficiently and effectively and ultimately bring about better outcomes for people who use their services.

REFERENCES

1. Carroll, A.B. (1991): "The pyramid of corporate social responsibility: toward the moral management of organizational stakeholders" *Business Horizons*, Vol 34(4) pp 39-48, July/August
2. Denzin, Norman K. & Lincoln, Yvonna (Eds.) (2000). *Handbook of Qualitative Research, Second Edition*. London: Sage
3. Doh, J., and Guay, T. (2006): "Corporate Social Responsibility, Public Policy, and NGO activism in Europe and the United States: An institutional-stakeholder perspective" *Journal of Management Studies*, Vol 43(1), pp 47-73
4. Freeman, R., Martin, K., and Parmar, B. (2007): "Stakeholder Capitalism" *Journal of Business Ethics*, Vol 74(4), pp 303-314
5. Hartman, L., Rubin, R.S., and Dhanda, K.K. (2007): "The Communication of Corporate Social Responsibility: United States and European Union Multinational Corporations" *Journal of Business Ethics*, Vol 74(3-4), pp 373-389
6. Hess, D., Rogovsky, N. and Dunfee, T. (2002): "The next wave of Corporate Community Involvement" *California Management Review*, 44(2), pp 110-125
7. Hillman, A. and Keim, G. (2001): "Shareholder Value, Stakeholder Management, and Social issues: What's the bottom line?" *Strategic Management Journal*, Vol 22(2), pp 125-139
8. Hofstede, G (1985): "The Interaction between national and organizational value systems" *Journal of Management Studies*, 22(4), pp 347 – 356, July
9. Hood, J. and Logsdon, J. (2002): "Business ethics in the NAFTA countries: A cross-cultural comparison" *Journal of Business Research*, Vol 5(11), pp 883-890

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, neither 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 are 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

