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CLOUD BASED TECHNO-ECONOMY MODEL FOR RURAL SECTOR

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ABSTRACT

The study suggests framework for rural sectors exclusively the rural people to assist them in agro requirements. Model offered a new mode of communication using a mobile phone with camera and Internet connectivity. MCC is proposed to exploit all the advantages of cloud computing technologies on to a single mobile device. The framework helps people of rural regions in almost all the sectors of health, education, crop analysis, and demand supply related information. Rural sector plays vital role in Indian economy. Mobile Cloud Computing is actually a huge technology, which has many benefits. Indian economy needs these technologies to uplift overall economy of country.

EVALUATION OF FINANCIAL PERFORMANCE OF STEEL INDUSTRY OF INDIA

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ABSTRACT

Iron and Steel Industry is importance for the economic development of a country in terms of foreign exchange, employment generation, infrastructure development and technology. It is one of the most energy intensive sectors in Indian economy. The Steel Industry is a fundamental sector for development of nation. The level of per capita consumption of steel is treated as an important index of the level of socioeconomic development and standard of living of the people in any country. At present, India is world's second largest producer of steel. High demand of Iron and steel by sectors like, Infrastructure, Automobile and Real estate have given a boost to Iron and Steel Industry in India. Combined with huge production to the export of Iron and steel has also grown by 12.5%.

IMPACT OF I.T. IN HUMAN RESOURCE PRACTICES AND COMPETENCY

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ABSTRACT

Information Technology as a basic factor and instrument transforms architect of business process, organization & communication and increasingly integrated into human resource management. When IT has impact on HR, for the same time managers, Customer, employees and suppliers increase their expectation for human resource functions. The importance of human capital and knowledge make extra suppression on human resource functions and new competencies for HR professionals are expected. In this research paper, the impacts of information technology on human resource practices and competencies of human resource professionals are studied.

A STUDY OF CUSTOMER PREFERENCES OF MOBILE BANKING AND BARRIERS IN ADOPTION OF MOBILE BANKING SERVICES IN SELECTED CO-OPERATIVE BANKS IN PUNE CITY

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ABSTRACT

Our country has the fastest growing telecom network in the world with its high population and development potential. The major operators the mobile space are Airtel, Vodafone, idea, Telenor, Reliance, Tata DOCOMO, BSNL, Aircel, Tata Indicom, MTNL are India. The total number of mobile phone subscribers reached 930.20 million as the September 2014 However, rural India still lack strong infrastructure. India's public sector telecom company BSNL is the 7th largest telecom company in the world Thus, the increase prevalence of mobile phone in India provides exiting opportunities for the growth of the mobile banking (m-banking). Financial services are generally complex and consumer demands lot of security and trust before the customer can even think of using the technology. Over time and due date to adoption of new technologies bank have changed from paper-based banking solutions providers to the providers of latest of the technologies like online banking, Mobile banking etc. Even now, in India traditional branch-based banking remains the most widely adopted method of conduction banking transactions. The picture is slowly set to change with commercial banks are undergoing a rapid change majorly driven by the information and telecommunication (ICT) technology. The private banks like ICICI bank were pioneers in Mobile banking services in India. Co-operatives banks are following the commercial banks and private banks at a much slower pace. Today many commercial and co-operative banks have launched mobile banking using ICT Technology and now they can reach out to customers and provide them with not only general information about services but also offers the opportunity of performing interactive retail banking transaction anytime, anywhere. Today, State bank of India is the market leader in mobile banking services in India with 1.35 crore users and a market share of 46 Percent in terms of number of transactions. "Mobile Banking is an application of mobile computing which provide customers with the support needed to be able to bank anywhere, anytime, using a mobile handled device and a mobile service such as a Short Message Services (SMS)". Mobile banking facility removes the space and time limitations form banking activities. Unlike traditional form of banking, mobile banking has emerged as more convenient and user friendly form of banking. Technology plays an important role in banking sector. Mobile Phone is the common technology that becomes part of every individual in this information era. As India is the second largest telecom market in the world and have high potential for expanding banking services using mobile. Mobile banking focuses on customer requirement of anytime, anywhere banking concept into reality. Yet there are a number of issues and threats in mobile banking system and major problem in the non-adoption by the customers.

DATA MINING AND INTRUSION DETECTION SYSTEM (IDS)

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ABSTRACT

In today's world where nearly every company is dependent on the Internet to survive, it is not surprising that the role of network intrusion detection has grown so rapidly. While there may still be some argument as to what is the best way to protect a company's networks (i.e. firewalls, patches, intrusion detection, training, ...) it is certain that the intrusion detection system (IDS) will likely maintain an important role in providing for a secure network architecture. That being said, what does current intrusion detection technology provide us? For the analyst who sits down in front of an IDS, the ideal system would identify all intrusions (or attempted intrusions), and take or recommend the necessary actions to stop an attack. Unfortunately, the marketplace for IDS is still quite young and a "silver bullet" solution to detect all attacks does not appear to be on the horizon or necessarily even plausible. So what is the "next step", albeit the "next phase" for intrusion detection? A strong case could be made for the use of data mining techniques to improve the current state of intrusion detection.

IDENTIFICATION OF HIPOS AMONGST HIGH PERFORMING EMPLOYEES AND THEIR DEVELOPMENT

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ABSTRACT

The ongoing 'war for talent' and increasing volatility of contemporary business environment has made it imperative for companies to invest in developing individuals with higher learning agility and adaptability through consistent and objective 'high-potential programs'. Also it is critical for organisations to clearly define the difference between high performers and high potentials to ensure an effective identification process for HIPOs. The purpose of this paper is to elicit and present information on areas like identification of high-potential employees, development of HiPos, retention of HiPos and whether to openly disclose their status or not. In addition to this, the paper also plans to focus on the effect of such high-potential programs on the non-identified employees, which have not been given due importance by most previous publications on this subject. The paper also recommends the organisations on how to identify, develop and retain their high-potential employees.

DIGITAL MARKETING: THE SUCCESS MANTRA

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ABSTRACT

The rapidly emerging digital economy is challenging the relevance of existing marketing practices, and a radical redesign of the marketing strategies consistent with the emerging business needs of the 21st century. To remain relevant, businesses must evolve with both the changing technological environment and the way marketing is perceived by its consumers. The article focuses on the concept of digital marketing, how it is different from traditional marketing, gaining importance of Digital Marketing, its framework and the major challenges faced by digital marketers today.

TEXTILE EXPORTERS IN INDIA: A CASE STUDY OF TIRUPUR

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SALEM

ABSTRACT

The apparel industry in India includes woven and knitted garment industry. Tirupur is a dominant player in the knitting garment sector. This industry is also called as hosiery sector, hosiery garment sector, knitted garment apparel sector and knitted garment sector. Tirupur is known for the cluster activity and mostly each activity of garment making is being carried out in the outside units viz., knitting units, dyeing & bleaching units, fabric printing, garmenting, embroidery, compacting and calendaring and other ancillary units. To study the socio-economic profile of the exporters, the researcher used a validated questionnaire and survey method was employed to collect the first hand information from 600 sample respondents (apparel exporters) who are members of Tirupur Exporters Association (TEA). Tirupur Exporters Association, popularly known as TEA, was established in the year 1990. Today, TEA has a membership of 897 life members. The data thus collected were tabulated for easier analysis and interpretation. Statistical tools like Percentage, Average, Standard Deviation, Two-way table and Chi-square test were employed. The research was carried out during 2012 to 2013. The study found that there are 3.3% of apparel exporters with annual turnover of less than Rs.1 crore, 68.8% of apparel exporters with annual turnover of Rs.1-10 crore, 20.2% of apparel exporters with annual turnover of Rs.10-20 crore and 7.7% of apparel exporters with annual turnover of more than Rs.20 crore. The study also found that the exporters lack professionalism the fact that majority of the exporters are not professionally qualified. Of late, the entrepreneurs have started to diversify their export business and also have taken efforts to brand their export products. Yet, the infrastructural bottlenecks create hindrance to the growth of export businesses and the government has to speed up the industry modernization process through enhanced promotional measures so as to increase the textile exports from India.

A STUDY ON INVESTMENT PATTERN OF GOVERNMENT EMPLOYEES AND PRIVATE EMPLOYEES IN COIMBATORE CITY

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ABSTRACT

Investment is the employment of funds on assets with the aim of earning income or capital appreciation. People are earning more but are not aware about proper investment. They allocate their savings in various aspects of investment avenues without having a proper knowledge about investment avenues. Most of the respondents look for safety rather than higher returns. This research aims to study and understand the pattern of investment among the government employees and private employees and the difference in the perception of an individuals related to various investment alternatives. The study was based on both primary and secondary data. Primary data are collected using a structured interview schedule method and secondary data are collected from various books, journals and website. The simple percentages analysis and scaling technique were used for analysis. The study revealed that both the government and private employees prefer to invest their money in bank deposits and life insurance. Though they have knowledge about the various investment options, they are not ready to invest their money in securities, bonds and debentures due to risk. Only few private employees are ready to take risk to get high return by investing in securities, debentures and commodity markets.

IMPACT OF TURNOVER RATIOS ON PROFITABILITY: SPECIAL REFERENCE TO TWO AND THREE WHEELERS SECTOR IN INDIA

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ABSTRACT

This paper examines the financial efficiency can be maximized through effective management, especially financial performance. Finance is just like the heart of business. If it becomes weak, the business can hardly prosper and survive. In order to improve the financial management practices, it is essential for the finance manager to adopt a proper approach of working capital decisions making to drive their respective firms towards success in order to generate the value of profitability. The period covered in this study is ten years commencing from 2005-06 to 2014-15. In this paper also focus on impact of turnover ratios on profitability of two and three wheelers sectors in India.

THE CAUSATIVE EFFECT OF ADVERTISEMENT ON SALES**JAKKIREDDY SURESH REDDY****ASST. PROFESSOR****DEPARTMENT OF MANAGEMENT STUDIES****RAJEEV GANDHI MEMORIAL COLLEGE OF ENGINEERING AND TECHNOLOGY****NANDYAL****MULINTI CHINNA PULLAIAH****ASST. PROFESSOR****DEPARTMENT OF MANAGEMENT STUDIES****RAJEEV GANDHI MEMORIAL COLLEGE OF ENGINEERING AND TECHNOLOGY****NANDYAL****ABSTRACT**

The Advertising industry represents an important business sector with respect to national and international economics. An advertising campaign may satisfy a multitude of objectives for a firm. The commercials may be used to inform consumers about the usage features and benefits specific to a brand or a given product, or generate favorable attitudes and preferences amongst customers. Due to less product differentiation and intense industry competition, many marketers heavily involve in advertising and branding tasks. The Nike Inc business which is engaged in the design, development, manufacturing and global wide marketing and sales of footwear, apparel, equipment, accessories and services is one of the fastest growing companies in the global market. The current study examined the linear relationship between the advertising expenses and the sales revenues for the Nike Inc business on the secondary data for the six years. The two main objectives of this study are to i. To analyze the relationship between the advertisement expenditures and the sales revenues on the collected secondary data of Nike's Inc. ii. Providing the analysis of the relationship between advertising and sales in the advertising industry during the observed period. This study controlled for factors expected to affect sales revenues such as population size, price and inflationary effects. Results from the analysis show a positive and significant relationship between advertising expenditures and sales revenues.

DIGITAL DIVIDE: CONSEQUENCES AND REMEDIAL MEASURES

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ABSTRACT

"Digital Divide" is a term that has been around for too long now. It is actually a segregation that discriminates between those who have access to the latest technological tools and those who do not. This divide exists between the developed and underdeveloped countries. But it also exists within different section of Indian society. This divide in India is even more severe. Various strategies for reducing this divide are explored. Libraries are now operating digitally, and their digital services open up a new channel to the universe of knowledge and information connecting cultures across geographical and social boundaries. This paper discusses all about digital divide and possible measures to minimize this discrimination.

SCHEDULING BASED NOTIFIED TRACKING BY RAILWAY NETWORK USING MOBILE USER APPLICATION

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ABSTRACT

The scheduling based notified tracking by railway network is software projecting that supports the railway network track system services as per train schedule. The project is designed with a good GUI that allows monitoring and controlling various trains on the network. It has happened more times that people have been waiting on railway station for some train to arrive. But don't have any exact notification about train arrival timing and other stuff. The tracking by railway network system operates on train schedules and plans appropriate tracks for trains to pass as per their decided route and scheduled time. It has been designed to support and maintain data for multiple trains on the railway network. The train scheduling time and scheduled routes are maintained in a database by admin every time. The train passes on a scheduled track the further track cross or joins are managed properly as per the train scheduled route and time. Once the train passes the track is then configured for the next scheduled train to pass. This system can be used in local stations and junction. This system helps traveler to know about train delays and timing. Existing system not provide accurate details, but this system will provide accurate details about the train scheduling delay and timing in mobile application.

THE IMPACT OF EMPLOYEE EMPOWERMENT ON JOB SATISFACTION: A COMPARATIVE STUDY BETWEEN PUBLIC AND PRIVATE SECTOR FIRMS IN KERALA

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ABSTRACT

The principal aim of this paper is to explore the impact of Employee Empowerment on Job Satisfaction in ISO Certified Large-Scale manufacturing firms both public and private sectors in Kerala and its sector-wise comparison. Data for this study was collected using a Pre-tested questionnaire that was distributed to 60 ISO certified Large-Scale manufacturing firms (24 from public sector and 36 from private sector) in Kerala selected by purposive sampling method under non-random sampling technique from the database of Kerala State Industrial Development Council, Trivandrum. Two Top level managers (GM/MD/CEO's, DGM etc.) from each firm were the respondent of the survey. 120 top level managers are selected for the study from both sectors (48 from public sector and 72 from private sector). Correlation analysis was used to analyze the collected data with the help of SPSS Software. The study reveals that there is a positive impact of Employee Empowerment on Job satisfaction in manufacturing firms in Kerala and impact of Employee Empowerment on Job satisfaction in private sector higher than public sector. In addition, study also reveals that there is no positive impact of Employee Empowerment on Job Satisfaction in public sector manufacturing firms in Kerala. Data collected for assessing Employee Empowerment and Job satisfaction was from the top level managers of the firm, not from employees directly. The study reflects, only the perceptions of top level managers regarding the Employee Empowerment and Job satisfaction in manufacturing firms in Kerala. So this secondary nature data may lead to the biased results. This paper presents new data and empirical insights into the relationship between Employee Empowerment and Job satisfaction in ISO certified Large-Scale manufacturing firm in Kerala and its differences in Public and Private sectors.

ANALYSIS AND GROWTH OF SIKKIM HANDLOOM AND HANDICRAFTS INDUSTRY

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ABSTRACT

This study analyses the growth of Sikkim Directorate Handicrafts and handloom industry during the past years. Sikkim handicrafts and handloom as on date is a hub of activity, development and progress showcasing the traditional arts and crafts of Sikkim. The growth and expansions of handicrafts and handloom industry in terms of physical assets, infrastructure and manpower has been impressive, having on date as many as 32 branch training centers throughout the state with a total number of 650 trainees, 13 production units with approximately 70-250 paid workers and 260 personnel including officer and support staff. There are different kinds of handicrafts and handloom products made in Sikkim and the growth of this handicraft and handloom industry is moving in a positive direction. For the overall growth of handloom and handicrafts, Directorate of Handicrafts and handloom (D.H.H) has been continuously working for the development of majority of the weavers belonging to the smallholders group living in isolated rural areas. It provides appropriate access to markets for their products and also imparts information about the recent preferences and demands of the customers. Lastly, the study explores the program implemented by the D.H.H. for the Development of handicrafts and handloom industry both in Sikkim and India.

ASSESSMENT OF THE IMPACT OF COMPUTERIZED ACCOUNTING INFORMATION SYSTEMS ON AUDIT RISK: THE CASE OF AUTHORIZED ACCOUNTANTS ENGAGED IN NEKEMTE TOWN

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ABSTRACT

The study has been carried out in Nekemte Town, Oromia, Ethiopia. The need for CAIS is becoming more necessary day after day, but it conveys the potential risk. Audit review for computerized accounting information system will be critical tools for auditors. The system initiates new dimensions for financial transaction. These dimensions need an infrastructure for auditing practices. The review of related literature revealed the existence of various knowledge gaps in site of the impact of implementing computerized accounting information system on audit risk. The degree of adopting computerized accounting information system differs between organizations in all countries. The Influence of Computerized Accounting Information system on audit functions and the potential risk that are associated with auditing in such environment have been approved by the literature relating to Ethiopia, Addis Ababa city, Negeria, Saud Arabia. However, the impact of IT-based accounting system on audit risk has not been assessed in Wollega, particularly, in Nekemte town. So, this research fills the existing gap by assessing empirically the pressure of the utilization of Computerized Accounting Information System on audit risk in the study place. The overall objective of the study was to assess the impact of Computerized Accounting Information Systems on audit risk the case of authorized accountants engaged in Nekemte town. It seeks to identify whether audit risk considerably changed as results of implementing this system by the authorized accountant's clients in this area. The study used both quantitative and qualitative (mixed) approach. Self-administered questionnaire has been carried out to meet the desired objective and to address the study problem. The major findings of this study were that several variables tainted audit risk related to implementing the system. These are: lack of segregation of duties; lack of awareness of the issue, problems and risk associated to the system; disappearance of audit trial; unsuitable audit approach; lack of IT training for both client staffs and auditors in such environment; weakness of client internal control system and audit firm financial cost concern.

BANK SELECTION CRITERIA EMPLOYED BY CORPORATE CUSTOMERS: A CASE STUDY ON TEN SELECTED COMMERCIAL BANKS IN ADDIS ABABA CITY ETHIOPIA

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ABSTRACT

To plan an appropriate marketing strategy for attracting new customers and retain the existing ones, commercial Banks need to identify the criteria on which potential customers determine their Bank selection decision. The study focuses on examining the criteria being employed by current account holder customers in Addis Ababa city that customer consider important when selecting a bank and how these criteria are prioritized according to their importance in order to better serve the customer needs and enable Banks to plan effective marketing strategies and survive in an intense competition exist in the Bank industry. The study was also designed to examine the impact of demographic disparities on the Bank selection criteria applied by diversified customers. A total of 220 customers were served as a sample for the study using systematic probability sampling technique. 21 Bank selection factors extracted from relevant literature, pretest with managers of Ten Bank Managers and from the researcher's point of view were examined in the study. SPSS version-19 was used to analysis and rate Bank selection criteria's based on the average response (mean) of the respondents. Findings show that the most important and top rated factors determining customers' selection are: Confidence on Bank, Provision of fast and efficient services, Bank reputation, Friendliness of Bank personnel and Private Banks. However, the Bank selection factors vary across customer's demographic differences. Finally, the study recommends that Bank Executives and Officials should focus on these Bank selection criteria's while they are designing their effective marketing strategies to better serve and meet the needs of the customers and be strong survival competitor in the market

PANCHAYATI RAJ IN HIMACHAL PRADESH: AN INTRODUCTION

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ABSTRACT

The Himachal region before 1947 consisted of thirty small princely states, all independent of each other but under the suzerainty of the British Crown. Hence, there was no single panchayat act in operation in all these states. But the Punjab Village Panchayat Act 1939, had been adopted where the rulers were enlightened. The state of Himachal Pradesh came into existence on 15 April 1948 with the merger of these thirty princely states of Shimla and other Himalayan regions in and around the Shivalik Hills. It underwent a series of metamorphic changes, both political and administrative, till 25 January 1971, when it became the eighteenth state of the Indian union.

A STUDY ON CONSUMERS' BEHAVIOUR IN BUYING GOODS ONLINE WITH REFERENCE TO THOOTHUKUDI DISTRICT

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ABSTRACT

Internet shopping has been widely accepted as a way of purchasing products and services. It has become a more popular means in the internet world. It also provides consumer more information and choices to compare product and price, more choice, convenience and easier to find anything online. There are billions of people online and each of them is a potential online consumer for a company which provides online services and goods. Competition increases day by day due to increase attention of consumers towards online shopping. Therefore, it is necessary to understand the online purchasing behaviour of consumers so that the online sellers could improve and enhance their customer retention theories. In this paper, the researcher has carefully analyzed the consumers' buying behaviour through online shopping. This paper gives a comprehensive picture of the factors influencing the purchase of goods online by the consumers. A sample size of one hundred and five respondents is selected for the research from Thoothukudi district. The study quantitatively analyses the consumers' buying behaviour, factors influencing the attitudes and behaviours of the consumers in buying various products from internet, satisfaction on the overall quality of goods purchased and the like using primary data. Appropriate findings and suggestions are given in the paper.

URBAN DEVELOPMENT WITH DIVERSIFICATION OF FUND: A CASE STUDY

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ABSTRACT

In this study we have seen that day by day increment of population will affect the services which local government provide because of lack of revenue collection, mostly the fund collection by the local bodies in its own source will not enough to fulfill the proper demand, so some central or state grants were converts to the other are where which is need.

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