

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., Google Scholar,

Indian Citation Index (ICI), 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 (2012) & number of libraries all around the world.

Circulated all over the world & Google has verified that scholars of more than 5771 Cities in 192 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.	A STUDY ON CAPITAL STRUCTURE AND PROFITABILITY OF SELECTED CEMENT INDUSTRIES IN INDIA <i>Dr. N. ESWARAN & Dr. M. MEENAKSHISUNDARAM</i>	1
2.	BAYESIAN NETWORKS STRUCTURE LEARNING USING CLASSIFICATION <i>HEENA TIMANI & Dr. MAYURI PANDYA</i>	8
3.	USERS' CONSCIOUSNESS AND PRACTICES REGARDING SMARTPHONE SECURITY THREATS, VULNERABILITIES AND SECURITY MEASURES: A RESEARCH IN THE TARKWA-NSUAEM MUNICIPALITY OF THE WESTERN REGION, GHANA <i>MAHENDRA KUMAR SHRIVAS, SAMUEL ANYIMAH, JAMES BADU & Dr. THOMAS YEBOAH</i>	17
4.	TECHNOLOGY ADOPTION FOR E-FILING: PERCEPTIONS AND INTENTIONS OF TAXPAYERS IN INDIA <i>Dr. SAMIRENDRA NATH DHAR, PRIYODARSHINI DHAR & DURGA PRASAD CHETTRI</i>	24
5.	DYNAMISM, THE MANTRA OF POST MODERNISM GURUS: FROM PETER DRUCKER TO STEVE JOBS <i>Dr. PUSHPINDER SINGH GILL & PARAMJEET KAUR</i>	31
6.	ROLE OF CORPORATE ORGANIZATIONS IN RURAL HEALTH SCHEMES – AN EMPIRICAL ANALYSIS (A STUDY WITH REFERENCE TO SELECT VILLAGES IN GUNTUR DISTRICT, ANDHRA PRADESH) <i>M. NAGA LAKSHMI & Dr. G. V. CHALAM</i>	35
7.	JOB SATISFACTION AND MENTAL HEALTH OF IT PROFESSIONALS <i>Dr. D. SRINIVASA RAO & B. ANUSHA</i>	39
8.	BULLWHIP EFFECT AND RFID IN SUPPLY CHAIN <i>HIMABINDU M</i>	45
9.	A STUDY ON CUSTOMER PERCEPTION TOWARDS ONLINE ADVERTISEMENTS AN EMPIRICAL STUDY IN VIJAYAWADA <i>Dr. D. PRASANNA KUMAR & K. SAI VARA PRASAD</i>	47
10.	STORY TELLING METHOD: AN INSTRUCTION AID FOR TEACHING & LEARNING: A LITERATURE REVIEW <i>Dr. RAVINDRA KUMAR PRAJAPATI, BOSKY SHARMA & Dr. DHARMENDRA SHARMA</i>	58
11.	LIBRARIES Vs. INTERNET <i>Dr. VIBHAVARI BALAJI HATE</i>	60
12.	CASHLESS SYSTEM: CHALLENGING STEP - A CASE STUDY OF SURIYA REGION <i>Dr. SANTOSH KUMAR LAL</i>	62
13.	ROLE OF SEBI IN INVESTORS' PROTECTION IN INDIA - CURRENT SCENARIO <i>Dr. R. SENTHILKUMAR</i>	67
14.	IMPACT OF DIVIDEND POLICY ON THE MARKET PRICE OF SHARE-A CASE STUDY OF ASIAN PAINTS FROM FMCG SECTOR IN INDIA <i>AMALESH PATRA</i>	70
15.	A STUDY ON UNEMPLOYMENT AND TRAINING PROGRAMME OFFERED FOR EMPLOYMENT IN INDIA <i>T. RAMESH KUMAR</i>	74
16.	CURBING BRAIN DRAIN: THROUGH SKILL DEVELOPMENT <i>SUKHWINDER KAUR</i>	77
17.	IMPROVING CLASSIFICATION PERFORMANCE USING ENSEMBLE LEARNING APPROACH <i>JYOTSANA GOYAL & Er. AMIT VAJPAYEE</i>	81
18.	A STUDY ON DETERMINANTS OF ONLINE ADS QUALITY <i>KURAPATI SAI NIKHIL & P V VIJAY KUMAR REDDY</i>	88
19.	NEW DIMENSIONS IN TRAINING AND DEVELOPMENT OF PUBLIC SECTOR ENTERPRISES OF INDIA <i>MOHD. YOUNUS ALI KHAN</i>	94
20.	EFFECTS OF STRESS AND IT's IMPACT ON ACADEMIC PERFORMANCE <i>S. SHARMILA</i>	98
	REQUEST FOR FEEDBACK & DISCLAIMER	100

CHIEF PATRON**Prof. (Dr.) 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

ADVISOR**Prof. S. L. MAHANDRU**

Principal (Retd.), Maharaja Agrasen College, Jagadhri

EDITOR**Dr. R. K. SHARMA**

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

CO-EDITOR**Dr. BHAVET**

Faculty, Shree Ram Institute of Engineering & Technology, Urjani

EDITORIAL ADVISORY BOARD**Dr. CHRISTIAN EHIOBUCHÉ**

Professor of Global Business/Management, Larry L. Luong School of Business, Berkeley College, USA

Dr. SIKANDER KUMAR

Chairman, Department of Economics, Himachal Pradesh University, Shimla, Himachal Pradesh

Dr. JOSÉ G. VARGAS-HERNÁNDEZ

Research Professor, University Center for Economic & Managerial Sciences, University of Guadalajara, Guadalajara, Mexico

Dr. RAJENDER GUPTA

Convener, Board of Studies in Economics, University of Jammu, Jammu

Dr. D. S. CHAUBEY

Professor & Dean (Research & Studies), Uttaranchal University, Dehradun

Dr. TEGUH WIDODO

Dean, Faculty of Applied Science, Telkom University, Bandung Technoplex, Jl. Telekomunikasi, Indonesia

Dr. S. P. TIWARI

Head, Department of Economics & Rural Development, Dr. Ram Manohar Lohia Avadh University, Faizabad

Dr. BOYINA RUPINI

Director, School of ITS, Indira Gandhi National Open University, New Delhi

Dr. KAUP MOHAMED

Dean & Managing Director, London American City College/ICBEST, United Arab Emirates

SUNIL KUMAR KARWASRA

Principal, Aakash College of Education, ChanderKalan, Tohana, Fatehabad

- Dr. MIKE AMUHAYA IRAVO**
Principal, Jomo Kenyatta University of Agriculture & Tech., Westlands Campus, Nairobi-Kenya
- Dr. M. S. SENAM RAJU**
Professor, School of Management Studies, I.G.N.O.U., New Delhi
- Dr. NEPOMUCENO TIU**
Chief Librarian & Professor, Lyceum of the Philippines University, Laguna, Philippines
- Dr. PARVEEN KUMAR**
Professor, Department of Computer Science, NIMS University, Jaipur
- Dr. ANA ŠTAMBUK**
Head of Department of Statistics, Faculty of Economics, University of Rijeka, Rijeka, Croatia
- Dr. H. R. SHARMA**
Director, Chhatrapati Shivaji Institute of Technology, Durg, C.G.
- Dr. CLIFFORD OBIYO OFURUM**
Professor of Accounting & Finance, Faculty of Management Sciences, University of Port Harcourt, Nigeria
- Dr. SHIB SHANKAR ROY**
Professor, Department of Marketing, University of Rajshahi, Rajshahi, Bangladesh
- Dr. MANOHAR LAL**
Director & Chairman, School of Information & Computer Sciences, I.G.N.O.U., New Delhi
- Dr. SRINIVAS MADISHETTI**
Professor, School of Business, Mzumbe University, Tanzania
- Dr. ANIL K. SAINI**
Professor, Guru Gobind Singh Indraprastha University, Delhi
- Dr. VIRENDRA KUMAR SHRIVASTAVA**
Director, Asia Pacific Institute of Information Technology, Panipat
- Dr. VIJAYPAL SINGH DHAKA**
Dean (Academics), Rajasthan Institute of Engineering & Technology, Jaipur
- Dr. NAWAB ALI KHAN**
Professor & Dean, Faculty of Commerce, Aligarh Muslim University, Aligarh, U.P.
- Dr. EGWAKHE A. JOHNSON**
Professor & Director, Babcock Centre for Executive Development, Babcock University, Nigeria
- Dr. ASHWANI KUSH**
Head, Computer Science, University College, Kurukshetra University, Kurukshetra
- Dr. ABHAY BANSAL**
Head, Department of Information Technology, Amity School of Engg. & Tech., Amity University, Noida
- Dr. BHARAT BHUSHAN**
Head, Department of Computer Science & Applications, Guru Nanak Khalsa College, Yamunanagar
- MUDENDA COLLINS**
Head, Operations & Supply Chain, School of Business, The Copperbelt University, Zambia
- Dr. JAYASHREE SHANTARAM PATIL (DAKE)**
Faculty in Economics, KPB Hinduja College of Commerce, Mumbai
- Dr. MURAT DARÇIN**
Associate Dean, Gendarmerie and Coast Guard Academy, Ankara, Turkey
- Dr. YOUNOS VAKIL ALROAIA**
Head of International Center, DOS in Management, Semnan Branch, Islamic Azad University, Semnan, Iran
- P. SARVAHARANA**
Asst. Registrar, Indian Institute of Technology (IIT), Madras
- SHASHI KHURANA**
Associate Professor, S. M. S. Khalsa Lubana Girls College, Barara, Ambala
- Dr. SEOW TA WEEA**
Associate Professor, Universiti Tun Hussein Onn Malaysia, Parit Raja, Malaysia
- Dr. OKAN VELİ ŞAFAKLI**
Professor & Dean, European University of Lefke, Lefke, Cyprus
- Dr. MOHINDER CHAND**
Associate Professor, Kurukshetra University, Kurukshetra

Dr. BORIS MILOVIC

Associate Professor, Faculty of Sport, Union Nikola Tesla University, Belgrade, Serbia

Dr. IQBAL THONSE HAWALDAR

Associate Professor, College of Business Administration, Kingdom University, Bahrain

Dr. MOHENDER KUMAR GUPTA

Associate Professor, Government College, Hodal

Dr. ALEXANDER MOSESOV

Associate Professor, Kazakh-British Technical University (KBUTU), Almaty, Kazakhstan

Dr. MOHAMMAD TALHA

Associate Professor, Department of Accounting & MIS, College of Industrial Management, King Fahd University of Petroleum & Minerals, Dhahran, Saudi Arabia

Dr. ASHOK KUMAR CHAUHAN

Reader, Department of Economics, Kurukshetra University, Kurukshetra

Dr. RAJESH MODI

Faculty, Yanbu Industrial College, Kingdom of Saudi Arabia

WILLIAM NKOMO

Asst. Head of the Department, Faculty of Computing, Botho University, Francistown, Botswana

YU-BING WANG

Faculty, department of Marketing, Feng Chia University, Taichung, Taiwan

Dr. SHIVAKUMAR DEENE

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

Dr. MELAKE TEWOLDE TECLEGHIOGIS

Faculty, College of Business & Economics, Department of Economics, Asmara, Eritrea

Dr. BHAVET

Faculty, Shree Ram Institute of Engineering & Technology, Urjani

Dr. THAMPOE MANAGALESWARAN

Faculty, Vavuniya Campus, University of Jaffna, Sri Lanka

Dr. ASHISH CHOPRA

Faculty, Department of Computer Applications, National Institute of Technology, Kurukshetra

SURAJ GAUDEL

BBA Program Coordinator, LA GRANDEE International College, Simalchaur - 8, Pokhara, Nepal

Dr. SAMBHAVNA

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

Dr. LALIT KUMAR

Faculty, Haryana Institute of Public Administration, Gurugram

FORMER TECHNICAL ADVISOR**AMITA****FINANCIAL ADVISORS****DICKEN 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 the 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 titled ' _____ ' for likely publication in one of your journals.

I hereby affirm that the contents of this manuscript are original. Furthermore, it has neither been published anywhere in any language fully or partly, nor it is 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 inclusion of their 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/Post*

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

* i.e. Alumnus (Male Alumni), Alumna (Female Alumni), Student, Research Scholar (M. Phil), Research Scholar (Ph. D.), JRF, Research Assistant, Assistant Lecturer, Lecturer, Senior Lecturer, Junior Assistant Professor, Assistant Professor, Senior Assistant Professor, Co-ordinator, Reader, Associate Professor, Professor, Head, Vice-Principal, Dy. Director, Principal, Director, Dean, President, Vice Chancellor, Industry Designation etc. **The qualification of author is not acceptable for the purpose.**

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 the 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) Only the **Abstract 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 the manuscript, within two days of its 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 on 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 typed in **bold letters, 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 italic printing**, ranging between **150 to 300 words**. The abstract must be informative and elucidating 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 etc.
 7. **JEL CODE:** Provide the appropriate Journal of Economic Literature Classification System code (s). JEL codes are available at www.aea-web.org/econlit/jelCodes.php. However, mentioning of 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 be in 2000 to 5000 WORDS, But the limits can vary depending on the nature of the manuscript.**

12. **FIGURES & TABLES:** These should be simple, crystal **CLEAR, centered, separately numbered** & self-explained, and the **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, left aligned with equation/formulae number placed at the right. The equation editor provided with standard versions of Microsoft Word may 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 e.g. 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 may follow Harvard Style of Referencing. **Also check to ensure 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 italic printing. 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 before 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>

EFFECTS OF STRESS AND IT'S IMPACT ON ACADEMIC PERFORMANCE

S. SHARMILA
RESEARCH SCHOLAR IN MANAGEMENT
BHARATHIAR UNIVERSITY
COIMBATORE

ABSTRACT

The objective of the study is to examine the stress level of college students and to identify the relationship between stressors and coping strategies of the students. The Students Stress Scale (SSS) was the instrument used to assess the stress level of college students which consists of four major factors such as emotional, social, Academic and Financial stressors. Both positive and negative coping was the instrument used to validate the coping strategies of the students. The Questionnaire was administered on 356 college students both from Arts and science stream. The study revealed that academic stress is highly correlated with social and financial stress and it also found out positive coping strategies helps to combat academic stress

KEYWORDS

coping skills, college students, social support, stress, students, positive coping, negative coping.

INTRODUCTION

College students have many obstacles in order to perform and achieve their optimal academic performance. College life is the one of the most memorable experience of Adolescents life. College students face different kinds of stressors in their path of curriculum studies & in life. They experience a number of challenges in their day to day life. They are exposed to considerable amount of stress which necessitates with coping strategies. Previous researchers found that the college students perceive a high level of stress during their academic education. According to Lazarus stress is the result of an individual's perception that they do not have the resources to cope with a perceived situation from the past, present & future. Stress is a situation that occurs when an individual is confronted with a situation which is perceived as overwhelming. Many studies found that too much of stress or chronic stress can cause & harm physical & mental health of the students & increase the risk of effects in our body. Coping strategies are classified into active & avoidant coping strategies. Avoiding coping strategies either be behavior or psychological response designed to change the nature of stress ors. Active coping is considered as a better way to deal with the stress while avoiding coping I considered as a psychological factor for stressful events. Therefore, ineffective coping can lead to Anxiety, depression, stress, using of drugs, smoking, a lot of mental illness among college students.

According to Carver: Active Coping strategies include active Coping which means taking action or exerting efforts to remove the stressors, planning, thinking about how to confront the stressors & planning ones coping efforts, acceptance, accepting the fact that the stressful event has occurred and is real & positive reframing. Approaches in coping with stress are influenced by ethnic, cultural & socio- economic characteristics.

Thus elevated stress level of college students can lead to decline in Academic performance and can affect both physical and mental health of the students. Stress among students has not gained with attention in comparison to work related stress. Only a few studies have assessed the perception of stress among students & coping strategies. In recent times, many study found that students encounter all kinds of stressors such as Vague future, unattainable target and goals, problems in adapting new college environment etc. The learning abilities are often affected when they encounter challenges as social, academic, emotional, physical and family problems [Fish & Niles, 1996]

LITERATURE REVIEW

Kamarudin Rafidah, (2009) found in the research the relationship that exist between stress factors, Perceived Stress & Academic performance. Perceived stress scale (PSS) developed by Cohen, Kmarack & Mermelstein, (1983) were the instrument used for the study. The result of the study indicates many of the students experience stress but at moderate level. But significantly between the level of Perceived stress at the beginning of the semester. The study also suggested parents must in better position t give advice, motivate the students & to have moral support to reduce & to overcome stress.

Archer & Lamnin (1955) examined and identified tests, grade competition, lack of time, are the primary causes of academic stressors while intimate relationship, parents relationships and finance related ranked as the highest personal behavior.

Levin, Ilgen & Moos (2007) examines the mediating effect of Coping, personal belief & Social support which is directly or indirectly associated with stress, depression & coping strategies.

Vamadevappa (2009) examined the study revealed there is a positive and significant relationship between parental involvement and academic stress among students. The study found good parental involvement to higher Academic stress.

RESEARCH METHODOLOGY**RESEARCH INSTRUMENT**

The Structured Questionnaire is used as the research instrument for the study. To validate the study students stress scale (SSS) questionnaire were used. Folkman & Lauzarus Coping response (1988) were the instrument used to measure the coping both positive and negative response of the students.

DATA SET

The source of data is collected from the primary data through Questionnaire.

SAMPLE SIZE

The populations for the study were 356 undergraduate students from top five Arts and Science colleges in Chennai city. The response rate for this study is 78%. Convenience Sampling is used for this study.

STATISTICAL TOOLS

- 1) Demographic Analysis
- 2) Descriptive Analysis
- 3) Correlation Analysis

MEASUREMENT SCALE

A Likert Scale is used & the respondents can select a numerical score ranging from 1 to 5 for each statement.

- 1) Demographic Analysis

TABLE 1

Gender (Variable)	Number	Percentage
Male	210	60%
Female	146	41%

2) Descriptive Analysis (level of stress)

TABLE 2

Stressors Domain	Mild (0-1.00)	Moderate (.01-2.00)	High (2.01-3.00)
Emotional Stress	0%	0.5%	87%
Social Stress	3%	1.6%	45%
Academic Sources	3%	87%	23%
Financial Sources	2%	35%	7%

3) Interrelationship between Academic stress and other stressors

stress	Social stress 'r' value	Emotional Stress 'r' value	Financial Stress 'r' value
Academic Stress	0.170	00.567	0.213

D) Correlation Analysis: Association of Academic stress with coping strategies of students.

S.NO.	COPING STRATEGIES	ACADEMIC STRESSORS 'R' VALUE
	positive coping	0.112
1	Mediate & pray	0.67
2	Sleep	3.56
3	Listening to music	-0.34
4	Talking to parents	-0.009
5	Yoga/ meditation	0.098
6	Hobby/interest	3.56
	Negative Coping	
1	Spending time	0.055
2	Using drugs	-0.79
3	Smoking	-0.21
4	Alcohol	0.022

FINDINGS

The main findings of this study therefore concluded that Academic stress was highly correlated with social and financial stress. Coping techniques such as proper utilization of time, involving in leisure related activities, optimistic appraisal and support from friends and family often relieves in stress of students. Different coping strategies such as finding help, solving problems, leisure, exercise, found to be beneficial (Donaldson & Prinstein et al, 2000)

RECOMMENDATION

It is highly recommended that parents should support & inspire students. They should support, motivate & develop self- confidence & self-discipline & the students need to develop balance state of mind. On the part of teachers, they should develop & inculcate interest among students. Better guidance should be provided to develop confidence among the students. Planning plays a major role in Academic work. Therefore, planning during examination & Time Management of students play a vital role to reduce stress.

REFERENCES

- Agolla, J. E. (2009). Occupational Stress among Police Officers: The case of Botswana Police service, Res. J. Bus. Manage. 2 (1): 25-35.
- ALDWIN, C. M. (1994). *Stress, coping, and development: An integrative perspective*. New York: Guildford.
- ANSHEL, M. H., & DELANY, J. (2001). Sources of acute stress, cognitive appraisals, and coping strategies of male and female child athletes *Journal of Sport Behavior*, 24, 329-353.
- ANSHEL, M. H., KIM, K. W., KIM, B. H., CHANG, K. J., & EOM, H. J. (2001). A model for coping with stressful events in sport: Theory, application, and future direct. *International Journal of Sport Psychology*, 32, 43-75.
- BURNS, K. R., & EGAN, E. C. (1994). Description of a stressful encounter: Appraisal, threat and challenge. *Journal of Nursing Education*,
- Ellison, K. W. (2004). Stress and the Police Officer, 2nd Ed., Charles C. Thomas Publishers, Springfield, IL, 71-86.
- Ongori, H & Agolla, J. E. (2008). Occupational Stress in Organisations and Its Effects on Organisational Performance, J. Manage. Res. 8(3): 123-135.
- Rees, C. J., & Redfern, D. (2000). Recognising the perceived causes of stress – a training and development perspective, Ind. and Commerce.
- Smith, A. (2002). The scale of perceived occupational stress, *Occup. Med.* (50): 294-8.
- Tweed, R.G., White, K., & Lehman, D.R. (2004). Culture, stress, and coping. Internally and externally- targeted control strategies of European Canadians, East Asian Canadians, and Japanese, J. Cross Cult. Psychol., (35) 652.
- Tweed, R.G., White, K., & Lehman, D.R. (2004). Culture, stress, and coping. Internally and externally- targeted control strategies of European Canadians, East Asian Canadians, and Japanese, J. Cross Cult. Psychology.

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 to 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

