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# A STUDY ON CAPITAL STRUCTURE AND PROFITABILITY OF SELECTED CEMENT INDUSTRIES IN INDIA

**Dr. N. ESWARAN**  
**PROFESSOR & HEAD**  
**AKSHAYA INSTITUTE OF MANAGEMENT STUDIES**  
**COIMBATORE**

**Dr. M. MEENAKSHISUNDARAM**  
**ASSOCIATE PROFESSOR**  
**AKSHAYA INSTITUTE OF MANAGEMENT STUDIES**  
**COIMBATORE**

## ABSTRACT

*The cement industry has played a significant role in the growth of the Indian economy during the post-independence period. The present study evaluated the capital structure and profitability of selected cement companies in India. This research article was based on secondary data collected from annual report of industries and profile of the industries. Financial analysis is a powerful tool which helps in determining the problems in the operation and financial position of the industries. Hence this study analyzed only the financial problem of the company. Study liquidity and profitability analysis of the cement companies based on their balance sheet and profit and loss a/c. The company should enrich its performance for meeting challenges and exploiting change in future and help the management to take financial decisions. This study also finds out the extents where the industries can expand the position of its asset and funds.*

**BAYESIAN NETWORKS STRUCTURE LEARNING USING CLASSIFICATION**

**HEENA TIMANI**  
**ASST. PROFESSOR**  
**SCHOOL OF COMPUTER STUDIES**  
**AHMEDABAD UNIVERSITY**  
**AHMEDABAD**

**Dr. MAYURI PANDYA**  
**HEAD & PROFESSOR**  
**DEPARTMENT OF STATISTICS**  
**MAHARAJA KRISHNAKUMAR SINHJI BHAVNAGAR UNIVERSITY**  
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**ABSTRACT**

*Data mining is becoming main stream technology used in business intelligence and applications. Data mining offers tools for discovery of relationship, patterns and knowledge from a massive database in order to guide decision about future activity. Probabilistic Graphical Models also known as Bayesian networks are popular and powerful tool in data mining. Bayesian networks provide a general and effective frame work for knowledge representation and reasoning under uncertainty. It is one of most effective theory models in expression of uncertainty knowledge because it has a strong ability for probabilistic reasoning and the characteristic of easy understanding to humans. A Bayesian network is a combination of a qualitative and a quantitative component. Structural information of domain can be represented in form of qualitative part and causality, relevance or (in) dependence relationships between variables. Using quantitative part, we can add uncertainty in to model and represents probability distributions that quantify these relationships. Once a complete Bayesian network has been built, it is an efficient tool for performing inferences. However, there still remains the previous problem of building such a network, that is, to provide the graphical structure and the numerical parameters necessary for characterizing it. As it may be difficult and time-consuming to build Bayesian networks using the method of eliciting opinions from domain experts, and there are various different domains that provides data. Learning Bayesian networks from this domain is challenging. Bayesian networks have received considerable attention from the machine learning community. There are many machine learning algorithms for automatically building Bayesian networks from data. In this paper algorithms based on Bayesian classification approach Bayes net, log score and structure learning are used for combinatorial optimization problem for commercial big data. Practical machine learning and data mining open source software weka 6.3.2 is used for knowledge discovery and data mining.*

**USERS' CONSCIOUSNESS AND PRACTICES REGARDING SMARTPHONE SECURITY  
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ACCRA**

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HUNI-VALLEY SENIOR HIGH SCHOOL  
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LECTURER  
ACADEMIC CITY COLLEGE  
KUMASI**

**Dr. THOMAS YEBOAH  
HEAD  
DEPARTMENT OF ICT  
CHRISTIAN SERVICE UNIVERSITY COLLEGE  
KUMASI**

**ABSTRACT**

*Mobile phone; which in some few years past was nothing more than a call-making tool, and at best for text messaging, has evolved to be very powerful device, hence the modern name: Smartphone. Smartphone's unique computing capabilities, varied catalogue of software applications, fast connectivity, intuitive tendency and user-friendliness, blended with portability make it a fully-fledged miniaturized computer that fit into the user's pocket. Owing to the enormous functionalities and wealthy information a smartphone can hold, it has become an attractive mine field for attackers and malware creators. As smartphone gain unprecedented admiration and international usage statistics swells exponentially, hackers are enticingly lured to maliciously prey on the unsecured device of the uninformed user. This research focuses on smartphone user's consciousness towards mobile security threats, vulnerabilities and user's security culture and countermeasures taken to avert any mobile threat. The interpretation of results revealed that most of the smartphone users were not conscious of the need for security on their mobile handset nor do users enable the necessary security features.*

# TECHNOLOGY ADOPTION FOR E-FILING: PERCEPTIONS AND INTENTIONS OF TAXPAYERS IN INDIA

**Dr. SAMIRENDRA NATH DHAR**

**PROFESSOR**

**UNIVERSITY OF NORTH BENGAL**

**DARJEELING**

**PRIYODARSHINI DHAR**

**SOFTWARE ENGINEER**

**DYNAMIC DIGITAL TECHNOLOGIES PVT. LTD. (POLARIS NETWORKS)**

**KOLKATA**

**DURGA PRASAD CHETTRI**

**RESEARCH SCHOLAR**

**UNIVERSITY OF NORTH BENGAL**

**DARJEELING**

## ABSTRACT

*The concept and practice of filing and payment of taxes electronically as an e-government service has been introduced in many countries making it possible for millions of taxpayers to file their tax returns conveniently. Despite the growth in the number of assesseees who have adopted this system in India, there still remains a vast segment who are not yet ready to adopt tax compliance through e-filing system on their own but prefer to depend on tax consultants. The present paper postulates that unless behavioural aspects of adoption of the e-filing system are thoroughly explored into and the system designed accordingly, inclusion of all assesseees within the system will be far flung dream. This study therefore aims at investigating the behavioural aspects which influence the adoption intentions of e-filing system in India based on Technology Adoption Model [TAM] and Theory of Planned Behaviour [TPB]. Structural Equation Modelling [SEM] has been used to explore interrelationships between the variables which affect intentions to adopt e-filing system.*

# **DYNAMISM, THE MANTRA OF POST MODERNISM GURUS: FROM PETER DRUCKER TO STEVE JOBS**

**Dr. PUSHPINDER SINGH GILL**  
**PROFESSOR**  
**SCHOOL OF MANAGEMENT STUDIES**  
**PUNJABI UNIVERSITY**  
**PATIALA**

**PARAMJEET KAUR**  
**RESEARCH SCHOLAR, PUNJABI UNIVERSITY, PATIALA: &**  
**ASST. PROFESSOR**  
**KHALSA COLLEGE FOR WOMEN**  
**LUDHIANA**

## **ABSTRACT**

*The history of management extends to several thousand years back into the past. A number of monumental examples of development and use of management practices can be traced from history. Egyptians (5000 BC), Sumerian (3500 BC), Chinese (1000 BC), Greek (400 BC), Mayan and Roman civilizations have shown significant signs of the use of management practices. The application of management practices is as old as human race, but the documentation of its theories and conceptual framework started in eighteenth century. The systematic management thought voyage travelled through Classical era, Neo- Classical era and Modern era. Thinkers in each era focused on different perspectives. Classical theorists advocated the economic rationale, while the Neo classists kept the human element as the central figure. The modern thinkers kept the complex man view point as a focus of their management thoughts. In the last some decades of twentieth century the management thinkers supported the view of Dynamism in their theories. As the whole world became a global village, post modernism thinkers realized that organisations can't survive without being dynamic and innovative. This paper concentrates on the thinkers who advocated the concept of Dynamism in the post modern era of management. By considering the contributions of six pioneering thinkers (Peter Drucker, Tom Peters, Michael Hammer, C.K. Prahalad, Peter Senge, Steve Jobs) the major thoughts that appeared after 1980s have been discussed. The first section of paper describes the brief history of management thought. The second section deals with six thinkers who proposed new ideas and really made a difference through their thinking in post modern era.*

**ROLE OF CORPORATE ORGANIZATIONS IN RURAL HEALTH SCHEMES – AN  
EMPIRICAL ANALYSIS  
(A STUDY WITH REFERENCE TO SELECT VILLAGES IN GUNTUR DISTRICT,  
ANDHRA PRADESH)**

**M. NAGA LAKSHMI  
RESEARCH SCHOLAR  
DEPARTMENT OF COMMERCE & BUSINESS ADMINISTRATION  
ACHARYA NAGARJUNA UNIVERSITY  
NAGARJUNA NAGAR**

**Dr. G. V. CHALAM  
PROFESSOR  
DEPARTMENT OF COMMERCE & BUSINESS ADMINISTRATION  
ACHARYA NAGARJUNA UNIVERSITY  
NAGARJUNA NAGAR**

**ABSTRACT**

*The article titled “A study on the role of corporate participation in the health schemes initiated by the government in the rural areas of Andhra Pradesh” intends to bring into limelight the business opportunities existing in the rural areas and villages in the coastal Andhra Pradesh to promote the medical and health schemes by the government. The main objective of this study is to throw some light on the present functioning of the government medical and health services and the state of affairs prevailing in promoting these much needed and applauded health schemes in these areas. It is found from the survey that one-third of the respondents were unable to get any medical assistance to address their health issues, which are very much primary in nature. When examine the relationship between the dependency of people on governmental schemes, it is observed that there is a negative relationship between the different income groups and their dependency on governmental schemes. It is also found from the study when asked the medical support on decease-wise, majority of them expressed that they are not receiving the medical help at their expected level.*

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**JOB SATISFACTION AND MENTAL HEALTH OF IT PROFESSIONALS**

**Dr. D. SRINIVASA RAO**  
**PROFESSOR**  
**KL UNIVERSITY BUSINESS SCHOOL**  
**KL UNIVERSITY**  
**VADDESWAREM**

**B. ANUSHA**  
**STUDENT**  
**KL UNIVERSITY BUSINESS SCHOOL**  
**KL UNIVERSITY**  
**VADDESWAREM**

**ABSTRACT**

*The present paper examines the relationship between Job Satisfaction and Mental Health of employees in Indian IT sector. Mental health of employees is hypothesised to be determined by depression, anxiety, burn-out and self-esteem. A simple random sample of 154 IT employees from South India were considered and a structured questionnaire consisting of 29, five point Likert's Scale items were used to gather data on the variables of the study. Multiple Regression Model was used to track the significant impact of Depression, Anxiety, Burnout and Self Esteem on Mental health and there by on Job Satisfaction. Results of the study indicates that Depression, Anxiety, Burnout are significantly influencing the Job satisfaction levels of sample respondents. The impact of Self Esteem on Job Satisfaction is not statistically significant.*

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## **BULLWHIP EFFECT AND RFID IN SUPPLY CHAIN**

**HIMABINDU M**  
**ASSOCIATE PROFESSOR**  
**DEPARTMENT OF BUSINESS MANAGEMENT**  
**AMJAD ALI KHAN COLLEGE OF BUSINESS ADMINISTRATION**  
**HYDERABAD**

### **ABSTRACT**

*Bullwhip effect in supply chain management poses a lot of challenges to the managers in optimizing supply chain performance. Distorted demand information is a major factor causing bullwhip effect. Ensuring accurate information sharing can reduce if not totally eliminate a lot of problems in a supply chain, including the bullwhip effect. Radio Frequency Identification (RFID) is a technological innovation that has made accurate information sharing easier and faster than ever before. This paper is a review work highlighting the link between bullwhip effect and RFID by connecting extant research in these areas.*

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# A STUDY ON CUSTOMER PERCEPTION TOWARDS ONLINE ADVERTISEMENTS AN EMPIRICAL STUDY IN VIJAYAWADA

**Dr. D. PRASANNA KUMAR**  
**ASSOCIATE PROFESSOR**  
**KLU BUSINESS SCHOOL**  
**K L UNIVERSITY**  
**VADESWAREM**

**K. SAI VARA PRASAD**  
**MBA STUDENT**  
**KLU BUSINESS SCHOOL**  
**K L UNIVERSITY**  
**VADESWAREM**

## ABSTRACT

*Online advertising used to be synonymous with print and TV ads. But mobile, programmatic, and online advertising have created new ways to engage with consumers. Explore the latest digital advertising trends and insights from industry leaders to build a cutting-edge marketing strategy. Advertising has come a long way today. More and more new medium is being explored each day to make a successful advertising campaign. Internet that has in recent times picked up as advertising medium has become the favourite of the advertiser in no time. Online advertisement, also called internet advertising uses the internet to deliver promotional marketing messages to consumers. It includes email marketing, search engine marketing, social media marketing, many types of display advertising (including web banner advertising), and mobile advertising. Online advertising will help the customers to check the local businesses to their flexible time and no need to wait to see newspapers and TV for offers. This paper dives into the study on customer perception towards online advertisements an empirical study on Vijayawada.*

**STORY TELLING METHOD: AN INSTRUCTION AID FOR TEACHING & LEARNING:  
A LITERATURE REVIEW**

**Dr. RAVINDRA KUMAR PRAJAPATI**  
**CONSULTANT COURSE COORDINATOR**  
**THE UNIVERSITY OF SOUTH PACIFIC**  
**SUVA**

**BOSKY SHARMA**  
**COUNSELLOR**  
**FIJI NATIONAL UNIVERSITY**  
**SUVA**

**Dr. DHARMENDRA SHARMA**  
**COUNSELLOR**  
**FIJI NATIONAL UNIVERSITY**  
**SUVA**

**ABSTRACT**

*It is found that the story telling method, is indeed an effective instruction aid for teaching and learning. Storytelling is a viable method for stimulating children's imaginations and ultimately leading to a higher cognitive level in student responses. Therefore, the present education system should encourage the use of the aid in the classroom settings in higher classes too so as to further enhance leaning to take place in students along with other teaching aids and methods. Teacher education should be encouraged to further research and explore the wide areas of storytelling method, with other related variables.*

**LIBRARIES Vs. INTERNET**

**Dr. VIBHAVARI BALAJI HATE**  
**LIBRARIAN**  
**KARMAVIR MAHAVIDYALAYA**  
**MUL**

**ABSTRACT**

*Internet is playing very important role in human life, anyone can access required information within second through Internet, but it cannot become substitute of Libraries because internet information is not always authentic or reliable. Also internet involves huge amount to require for purchasing instrument for accessing internet and it is unable to reach the masses. Library can use Internet Services as a helping hand to get share information but it cannot replace the signification of newsgroup, discussion form, sharing of books, which makes libraries exceptional.*

**CASHLESS SYSTEM: CHALLENGING STEP - A CASE STUDY OF SURIYA REGION**

**Dr. SANTOSH KUMAR LAL**  
**ASST. PROFESSOR**  
**SARIYA COLLEGE**  
**SURIYA**

**ABSTRACT**

*A Cashless Economy is defined as a situation where there is very little flow of cash in the society and thus much of the purchase is done by the electronic sources. These sources can be debit cards, electronic fund transfer, mobile payment, internet banking etc. The system in which all the transactions are made using digital means. The circulation of physical currency is minimal. The RBI and the Govt. of India are making several efforts to reduce the use of cash in the economy by promoting the digital payments devices including prepaid instruments and cards. RBI's effort to encourage these new varieties of payment and settlement facilities aims to achieve to goal of a 'less cash' society. Here, the term less cash society and cashless transaction economy indicate the same thing of reducing cash transaction and settlement rather doing transaction digitally.*

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**ROLE OF SEBI IN INVESTORS' PROTECTION IN INDIA - CURRENT SCENARIO****Dr. R. SENTHILKUMAR****ASST. PROFESSOR****PG & RESEARCH DEPARTMENT OF COMMERCE & MANAGEMENT STUDIES****PERUMANADU POST****ABSTRACT**

*Investor protection is one of the most important elements of a thriving securities market or other financial investment institution. The study mainly focuses, Investor protection focuses on making sure that investors are fully informed about their purchases, transactions, affairs of the company that they have invested in and the like. SEBI had issued guidelines for the protection of the investors through the securities and exchange board of India (Disclosure and Investor protection) Guidelines, 2000. The SEBI is the regulator for the security market in India. In 1988 the Securities and Exchange Board of India (SEBI) was established by the Government of India through an executive resolution, and was subsequently upgraded as a fully autonomous body on April 12, 1992 the Securities and Exchange Board of India was constituted. It was constituted in accordance with the provisions of the Securities and Exchange Board of India. The basic functions of the Securities and Exchange Board of India is to Protect the Interests of Investors in securities and to promote the development of and to regulate the securities market and for matters connected therewith or incidental thereto.*

# IMPACT OF DIVIDEND POLICY ON THE MARKET PRICE OF SHARE-A CASE STUDY OF ASIAN PAINTS FROM FMCG SECTOR IN INDIA

**AMALESH PATRA**  
**ASST. PROFESSOR**  
**DEPARTMENT OF COMMERCE**  
**CALCUTTA GIRLS' COLLEGE**  
**KOLKATA**

## ABSTRACT

*Dividend payment is a major component of stock return to shareholders. Dividend payment could provide a signal to the investors that the company is complying with good corporate governance practices (Jo and Pan, 2009). Good corporate governance practices are valuable for a company as it implying that the company is able to raise funds from capital market with attractive terms. By distributing dividend, it able to attract investors and indirectly increase the company market price of shares. This sort of company could easily raise funds through new share issuance for expansion which then would increase profits and increase market price of share. MM documented that firm value is independent on dividend policy. He argued that value is driven only by future earnings and risk of its investments. In reality investors will be paying high taxes on dividend instead of capital gains. The investors will be taxable once their shares are sold. A company that pays no dividends will be more attractive to investors than a company that gives dividends payment (Black, 1976). Thus, stock price for non-dividend paying company tend to increase. For this reason, most of companies will be tempted to eliminate dividend payments. My paper is searching "does dividend policy have any impact on the Market price of the share of Asian Paints?" To search the impact of dividend policy on market price of the share of Asian paints, Multiple Regression analysis is used as tools through SPSS-20*

## **A STUDY ON UNEMPLOYMENT AND TRAINING PROGRAMME OFFERED FOR EMPLOYMENT IN INDIA**

**T. RAMESH KUMAR**  
**ASST. PROFESSOR**  
**DEPARTMENT OF COMMERCE WITH COMPUTER APPLICATIONS**  
**DR. S N S RAJALAKSHMI COLLEGE OF ARTS & SCIENCE**  
**CHINAVEDAMPATTI**

### **ABSTRACT**

*Unemployment casts some short term ripples throughout the economy by reducing an individual's contribution in terms of services and taxes. The unemployed also does not possess the power of purchase, thus in effect contributing to bringing down demand of goods in the market and creating more unemployment. This vicious cycle creates a cascading effect throughout the economy and trickles down to different social strata. India currently (2016) has a population of about 1.3 billion. Indian economy has experienced maximum growth and yet less than half number of Indians seeking jobs has managed to land one during this period. State wise figures reveal that Tripura has the highest unemployment rate in the country at 19.7% while Gujarat has the lowest at 0.9% in 2015-2016. On the other hand, unemployment rate is higher among women at 8.7 percent versus 4.3% among men. Women unemployment rate is higher in the rural areas than in urban sectors of the country. Experts fear that at present, India is experiencing a jobless growth with not enough jobs being created for its working age population (15-64 years). There is ample skepticism afloat about the country not being able to cash in on its demographic bonus, predicted to be 869 million by year 2020 – world's largest.*

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**CURBING BRAIN DRAIN: THROUGH SKILL DEVELOPMENT****SUKHWINDER KAUR****ASST. PROFESSOR****SANT BABA BHAG SINGH MEMORIAL GIRLS COLLAGE****SUKHANAND****ABSTRACT**

*Brain Drain is "The movement of highly skilled and qualified people to a country where they can work in better conditions and earn more money". The Government of India estimated that there are 30 million Indian Diaspora spread across the world. To overcome this, Government of India has launched various skill development initiatives. Today all economies need skilled workforce so as to meet global standards of quality, to increase their foreign trade, to bring advanced technologies to their domestic industries and to boost their industrial and economic development. Thus, skills and knowledge becomes the major driving force of socio-economic growth and development for any country. This paper mainly focuses on NSDE and Indian ministry who provides various schemes for the skill development in county and curbing the brain drain in country.*

# IMPROVING CLASSIFICATION PERFORMANCE USING ENSEMBLE LEARNING APPROACH

**JYOTSANA GOYAL**

**STUDENT**

**DEPARTMENT OF COMPUTER SCIENCE**

**LAKSHMI NARAIN COLLEGE OF TECHNOLOGY**

**RGPV UNIVERSITY**

**INDORE**

**Er. AMIT VAJPAYEE**

**ASST. PROFESSOR**

**LAKSHMI NARAIN COLLEGE OF TECHNOLOGY**

**DEPARTMENT OF COMPUTER SCIENCE**

**RGPV UNIVERSITY**

**INDORE**

## ABSTRACT

*The data mining techniques are used for evaluation of the data in order to find and represent the data in such manner by which the applications are becomes beneficial. Therefore, different kinds of computational algorithms and modeling's are incorporated for analyzing the data. These computational algorithms are help to understand the data patterns and their application utility. The data mining algorithms supports supervised as well as unsupervised techniques of data analysis. This work is aimed to investigate about the supervised learning technique specifically performance improvements on classification techniques. The proposed classification model includes the multiple classifiers namely Bayesian classifier, k-nearest neighbor and the c4.5 decision tree algorithm. By nature of the outcomes and the modeling of the data these algorithms are functioning differently from each other. Thus, a weight based classification technique is introduced in this work. The weight is a combination of outcomes provided by the implemented three classifiers in terms of their predicted class labels. Using the weighted outcomes, the final class label for the input data instance is decided. The implementation of the proposed working model is performed with the help of JAVA and WEKA classes. The results obtained by experimentation of the proposed approach with the vehicle data set demonstrate the high accurate classification results. Thus, the proposed model is an effective classification technique as compared to single model implementation for classification task.*

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**A STUDY ON DETERMINANTS OF ONLINE ADS QUALITY**

**KURAPATI SAI NIKHIL  
MANAGEMENT STUDENT  
K L UNIVERSITY BUSINESS SCHOOL  
K L UNIVERSITY  
GREEN FIELDS**

**P V VIJAY KUMAR REDDY  
ASST. PROFESSOR  
K L UNIVERSITY BUSINESS SCHOOL  
K L UNIVERSITY  
GREEN FIELDS**

**ABSTRACT**

*Recent years are a testimony to the astonishing development of the Internet, an increasingly important factor in current lifestyle. Internet advertising, as well, has seen a similar development, since marketers' online advertising budgets are growing as the years go by. In this study, I also characterized the respondents with respect to their preferred type of advertisement. The online ads quality should be measured based on the various factors like content, time limit and location factors. Everyone feels irritated by online ads that they think ads are distractive and misleads them. The results of the latter showed that the number of clickers on banner advertisement is higher than that of pop-up advertisement, and that its efficiency rates are higher as well. Clearly, Internet advertising is different in some fundamental ways from other forms of advertising. Researchers and practitioners seem to have identified four key differences. Traditionally, marketers have talked about the need for setting different kinds of objectives for advertising and marketing based on the notion that advertising works on the communication aspects of the hierarchy (e.g. awareness, attitude) while marketing works on the higher-level behavioral goals (e.g. purchase, brand loyalty). Advertising traditionally took place in the media while the retail environment was the place to focus on changing behaviors.*

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**NEW DIMENSIONS IN TRAINING AND DEVELOPMENT OF PUBLIC SECTOR  
ENTERPRISES OF INDIA**

**MOHD. YOUNUS ALI KHAN**  
**POST GRADUATE TEACHER (COMMERCE)**  
**S. H. S. S. SCHOOL**  
**ALIGARH MUSLIM UNIVERSITY**  
**ALIGARH**

**ABSTRACT**

*Organizational Training and development is undergoing a transformation in wake of technological advancement, mainly the computer/internet. The present study is an attempt to explore the changes in the methods of training and development in public sector enterprises and identifies the trends governing these practices. It then discusses the current technological impact on Training and Development in Indian Scenario. The process of training and development in India has hinged effectively on the development of public sector. The Indian public sector is continuously going through a process of transformation since nineties, due to the introduction of Liberalization, Privatization and Globalization (LPG). The first objective of present paper is to study existing status of training and development programmes in public sector enterprises for their employees. The second objective is to examine the effectiveness of training and development programmes for employees in fulfillment of their duties. The present paper explained some suggestions to enhance training and development strategies, and to cope up with the existing challenges in the wake of severe competition in the training and development. The findings of the study suggest that training and development is inevitable and unavoidable in any sector.*

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**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*

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