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# CONTENTS

<b>Sr. No.</b>	<b>TITLE &amp; NAME OF THE AUTHOR (S)</b>	<b>Page No.</b>
<b>1.</b>	<b>CONFLICT RESOLUTION TACTICS IN 'IT' SECTOR: LEADERSHIP VIEW</b>  <i>Dr. V. RAMAKRISHNAM RAJU</i>	<b>1</b>
<b>2.</b>	<b>DEVELOPMENT DIMENSION OF CHARS IN ASSAM AND ITS CONSTRAINTS</b>  <i>Dr. PRAFULLA HAZARIKA</i>	<b>2</b>
	<b>REQUEST FOR FEEDBACK &amp; DISCLAIMER</b>	<b>3</b>

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

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- Schemenner, R.W., Huber, J.C. and Cook, R.L. (1987), "Geographic Differences and the Location of New Manufacturing Facilities," Journal of Urban Economics, Vol. 21, No. 1, pp. 83-104.

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- Garg, Sambhav (2011): "Business Ethics" Paper presented at the Annual International Conference for the All India Management Association, New Delhi, India, 19–23

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**CONFLICT RESOLUTION TACTICS IN 'IT' SECTOR: LEADERSHIP VIEW**

**Dr. V. RAMAKRISHNAM RAJU**  
**ASSOCIATE PROFESSOR**  
**DEPARTMENT OF MBA**  
**WESLEY POST GRADUATE COLLEGE**  
**BEGUMPET**

**ABSTRACT**

*The work from home scenario made a drastic change in work culture in entire world especially the IT sector change its working nature and major work done in remote area. When kept within tolerable limits, conflict can be a source of creativity and performance enhancement; it becomes destructive when these limits are exceeded. An optimum level of conflict needs to be maintained by an organization, i.e. there should be enough conflict to prevent stagnation, stimulate creativity, allows release of tension and initiate the seeds of change and rejuvenation, yet not so much as to be disruptive or deter co-ordination of activities. Conflict surface due to limitation of resources, competition and differences in values, goals, attitudes, expectations, etc. If conflicts are not managed properly they may adversely affect the organization. Effective Management of conflict requires the understanding of the concept of conflict. Various attempts to understand the conflict show that the conflict it is a process and moves from one stage to another and finally takes the form of individual, group or class conflicts. Conflict between individuals takes place owing to several factors, but most common are personal dislikes or personality differences. When there are only differences of opinion between individuals about task-related matters, it can be construed as technical conflict rather than interpersonal conflict. Conflicts between an Individual and Groups or intra group conflicts arise frequently due to an individual's inability to conform to the group norms. The present paper focus of what type of leadership qualified can resolve these problems in IT Projects.*

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## DEVELOPMENT DIMENSION OF CHARS IN ASSAM AND ITS CONSTRAINTS

**Dr. PRAFULLA HAZARIKA**  
**ASSOCIATE PROFESSOR (RETIRED)**  
**DEMOW COLLEGE**  
**SIVASAGAR**

### ABSTRACT

*Chars in Assam are floating sand areas on the banks of the river Brahmaputra. These are temporary deposit of sands. Immigrants, failing to occupy suitable agricultural land in the state, have concentrated in such Chars with high density. With higher rate of fertility, population size in Chars has been tremendously inflating putting much pressure on the economy, agriculture and environment. The paper highlights the development constraints of these Chars caused by excessive growth of immigrants.*

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