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CONTENTS

| Sr. No. | TITLE & NAME OF THE AUTHOR (S) | Page No. | | |
|-------------|---|--------------|--|--|
| | MACHINE USAGE BASED ON PRODUCT MIX IN MANUFACTURING CLASSIFICATIONS | 1 | | |
| | DR. SURESH TULSHIRAM SALUNKE & SHWETA SURESH TULSHIRAM SALUNKE | | | |
| 2. | A STUDY ON THE CHALLENGES FACED BY TIRUPUR GARMENT EXPORTERS DR. S. SARANANAN & S. MOHANRAJ | 5 | | |
| 3. | HEALTHCARE AND MEDICAL TOURISM: RETROSPECT AND PROSPECT | 8 | | |
| • | R. VEERAPPAN, J. SASIGANTH, FR. ANGELO JOSEPH & A. JOE ROBINSON | | | |
| 4. | TRADE BETWEEN INDIA AND ASEAN COUNTRIES FOR AGRICULTURAL AND MINERAL PRODUCTS: EXPLORING COMPATIBILITY THROUGH | 11 | | |
| | REVEALED COMPARATIVE ADVANTAGE | | | |
| _ | DR. B. P. SARATH CHANDRAN | 47 | | |
| 5. | RELEVANCE OF ISLAMIC BANKING TO INDIAN ECONOMY S. NAYAMATH BASHA & DR. BADIUDDIN AHMED | 17 | | |
| 6. | AXIOMATIZATION OF THE PREFERENCE CORE IN MULTICRITERIA COOPERATIVE GAMES | 21 | | |
| | A. SUGUMARAN & P. VISHNU PRAKASH | | | |
| 7. | CORPORATE GOVERNANCE & INFORMATION SECURITY: AN ANALYTICAL STUDY | 25 | | |
| 0 | DR. BADIUDDIN AHMED, SYED HAMID MOHIUDDIN QUADRI & IRFANUDDIN RUPEE FALLING: DOLLAR IS ON HORSE RIDE | 20 | | |
| 8. | M. RAMU, M. S. K. VARMA & S.SUDHEER | 28 | | |
| 9. | AN ANALYSIS OF INDIAN AUTOMOBILE INDUSTRY: SLOWDOWN AS AN OPPORTUNITY FOR NEW DEVELOPMENT | 36 | | |
| | DR. ANKUR KUMAR RASTOGI & NITIN GOPAL GUPTA | | | |
| 10 . | A PROPOSED THEORY OF NEURAL NETWORKS IN KNOWLEDGE MANAGEMENT FOR AN EXPERT SYSTEM | 41 | | |
| 44 | V. SUMALATHA | | | |
| 11. | THE INFORMATION MANAGEMENT PRACTICES OF BHIRDAR UNIVERSITY DR. MATEBE TAFERE | 45 | | |
| 12. | VEBLENIAN SOCIO-PSYCHOLOGICAL MODEL: AN ETHNOGRAPHIC STUDY | 51 | | |
| | DR. K. ABRAHAM & DR. M. RAJASEKHAR | | | |
| 13 . | INNOVATIVE TEACHING AND LEARNING TO ENHANCE CRITICAL THINKING AND REFLECTIVE PRACTICE, FOR QUALITY AND RELEVANCE OF | 56 | | |
| | HEALTH EDUCATION | | | |
| 1.1 | DR. BIRHANU MOGES ALEMU A STATISTICAL ANALYSIS OF PHYSICALLY DISABLED POPULATION: DEVELOPMENT IN REHABILITATION SCHEMES | 60 | | |
| 14. | DR. CHINNA ASHAPPA | 68 | | |
| 15. | USE OF E-JOURNALS IN THE DISCIPLINES OF LIFE SCIENCE IN K.U.K: AN ANALYTICAL STUDY | 72 | | |
| | ANIL KUMAR | | | |
| 16. | ISLAMIC MICROFINANCE-FINANCING THE POOREST OF THE POOR | 79 | | |
| 17 | USE OF CLOUD COMPUTING IN MANUFACTURING COMPANIES | 83 | | |
| 17. | SHEETAL MAHENDHER & SUBASHREE | 83 | | |
| 18. | CLIMATE CHANGE AND VECTOR BORNE DISEASES: THE ROLE OF GIS & REMOTE SENSING | 88 | | |
| | DIVYA GEORGE & DR. R. RAJKUMAR | | | |
| 19. | FEASIBILITY STUDY FOR IMPLEMENTATION OF AN ACTIVITY- BASED COSTING SYSTEM (ABCS) IN ALLOY STEEL INDUSTRIES (ASI) | 96 | | |
| 20 | MAJID NILI AHMADABADI & ALI SOLEIMANI AN IMPACT OF SERVICE QUALITY ON LOYAL CUSTOMER AND ITS SATISFACTION: A STUDY OF PRIVATE BANKS IN KANPUR CITY (INDIA) | 101 | | |
| 20. | RAVINDRA KUMAR KUSHWAHA, GURPREET SINGH, NEERAJ JOSHI & NEHA PUSHPAK | 101 | | |
| 21. | A STUDY ON EMPLOYEE PERFORMANCE APPRAISAL IN CEMENT INDUSTRY IN TAMILNADU | 107 | | |
| | DR. M. RAGURAMAN, R. VEERAPPAN, S. ALBERT, M. SUGANYA & S. HEMAVATHY | | | |
| 22 . | DETERMINANTS OF MOBILE BANKING TECHNOLOGY ADOPTION OF COMMERCIAL BANKS IN ETHIOPIA | 110 | | |
| 22 | ZEMENU AYNADIS, TESFAYE ABATE & ABEBE TILAHUN | 117 | | |
| 23. | EVALUATION OF LIC'S EFFICIENCY IN GENERATING CAPITAL FUNDS UNDER ULIP'S SCHEMES MANJUSHREE S | 117 | | |
| 24. | EVALUATION OF COST MANAGEMENT TOOLS: A STUDY ON MULTINATIONAL PHARMACEUTICAL COMPANIES OF BANGLADESH | 120 | | |
| | TAHMINA AHMED | | | |
| 25 . | AN EVALUATION OF NEW ZEALAND'S EXPORT COMPETITIVENESS USING SHIFT-SHARE ANALYSIS | 126 | | |
| | DR. SATYA GONUGUNTLA | | | |
| 26. | INCREASING INTERNATIONAL COLLABORATIONS IN SCIENCE AND TECHNOLOGY AROUND THE WORLD, AND ITS PATTERNS IN INDIA WITH SPECIAL REFERENCE TO INDO-GERMAN COLLABORATION | 131 | | |
| | MUNEEB HUSSAIN GATTOO & MUJEEB HUSSAIN GATTOO | | | |
| 27. | A STUDY ON THE ETHICAL INVESTMENT DECISION MAKING IN INDIAN RELIGIOUS ORGANISATIONS | 135 | | |
| | BINCY BABURAJ KALUVILLA | | | |
| 28 . | GREEN MARKETING MIX: A STRATEGY FOR SUSTAINABLE DEVELOPMENT | 138 | | |
| 20 | L. NANDA GOPAL CONSIDERING DEL ATIONSHIP RETWEEN CASH WITH CARITAL COST AND EINANCIAL ELEVIRILITY | 140 | | |
| 29. | CONSIDERING RELATIONSHIP BETWEEN CASH WITH CAPITAL COST AND FINANCIAL FLEXIBILITY AHMAD GHASEMI & DR. ROYA DARABI | 140 | | |
| 30. | UNDERSTANDING THE GREEKS AND THEIR USE TO MEASURE RISK | 146 | | |
| | SANJANA JUNEJA | $oxed{oxed}$ | | |
| | REQUEST FOR FEEDBACK | 150 | | |
| | | _ | | |

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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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A PROPOSED THEORY OF NEURAL NETWORKS IN KNOWLEDGE MANAGEMENT FOR AN EXPERT SYSTEM

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ABSTRACT

The paper stresses on the concept of Neural Network in Knowledge Management. It gives a detailed insight on Neural Network and also on Knowledge Management . A review on the application of Neural network in Knowledge Management, in several areas has been discussed. The paper also consists of Proposed theory of using Neural Network in Knowledge Management for an Expert System. The proposed method will be highly advantageous in a decentralized computer –assisted patent system which can be used via the internet system. A Proposed Theory of using Neural Networks in Knowledge Management when applied over Expert system, results in effective search patterns, enhanced accurate results and time reduction towards processing. It also includes an application of the proposed theory of applying Neural Network in Knowledge Management for the Operating Research, mathematical problems solving (Expert System) where the solution results in the reduction of redundancy. Thus the proposed theory of using Neural Networks in Knowledge Management for an Expert system, gives a new dimension and encourages over several areas of application such as Graphs, Algebraic calculations, Intelligent system, Decision Support System.

KEYWORDS

neural networks, knowledge management.

PROPOSED THEORY OF APPLYING NEURAL NETWORK IN KNOWLEDGE MANAGEMENT FOR AN EXPERT SYSTEM

se of the proposed theory of using Neural Networks in Knowledge Management for an Expert system, characterized in that, for patent matters, it is used as an expert system for substantial decisions, for administration or for analyses, with the interaction pair being formed between solutions and tasks or means and effects in the technical field, or in that it is used in the macro-economy as an expert system for financial decisions, for administration or for analyses, with the interaction pair being formed between individual economies which can be separated financially and activity fields, or in that it is used in marketing as an expert system for marketing decisions, for administration or for analyses, with the interaction pair being formed between products and customer requirements, or in that it is used in gene technology as an expert system for DNA sequencing, for administration or for analyses, with the interaction pair being formed between gene sequences and bio-functions, or in that it is formed in the innovation requirement for protective rights application by innovative developments at protective rights receiving points.

The invention relates to a method and a neural network for computer-aided knowledge management, based on a neural network formed by a computer, in particular for use for decentralized computer-aided patent matters, which can be operated via the Internet, in the wider sense.

The neural network forms an artificial intelligence (AI) system since it extends over a fundamental knowledge base in the form of computer-legible data. The neural network is itself advantageously in the form of a specific type of vertically structured neural network similar to the harmony theory, in which each node or neuron, as an element in the network, has an associated significance. Each element is governed by a number of weighted conditions (references) to various hierarchically higher elements.

A further aspect of this invention is the support all users for patent matters and substantial documentation for the focusing, processing and priority-based protective-right storage of their development as an innovation.

Expanded analysis options are advantageous for service providers, and separate neural networks are advantageous for relatively large companies, with these neural networks being connected to the central neural network via a communication link, and optionally being half-mirrored.

In addition to examination authorization, superior structures advantageously have specific systems which are matched to the respective specific knowledge field to describe the real world, for example for patent matters, macro-economy, marketing and gene technology. In the advanced specific application of gene analysis, gene sequences are read together with the associated identified bio-functions, individual economies and associated activity fields are read for macroeconomy, and products and associated customer requirements are read for market analysis.

A processing system for a knowledge base in an expert system, in which the knowledge entered by a user is stored related to the level of the original relationship, and the expert system resulting from this is modified, and is thus maintained, with computer assistance by a knowledge engineer via a knowledge base processing system.

The identified knowledge set (referred for short as the knowledge set in the following text) that describes the real world is for these purposes governed by developments which hierarchically originate from one another in terms of sets. The knowledge management in this invention relates to such knowledge sets. Briefly, the present invention relates to a method and a neural network for knowledge management, and is based on a neural network that is formed by a computer in its memory location. The inventive method and neural network are especially for use in a decentralized, computer-assisted patent system that can be used via the Internet system, in the broad sense. The neural network forms a system of artificial intelligence, covering a fundamental knowledge base in the form of computer-readable texts.

FIGURE 1: RELATIONSHIP BETWEEN KM, ANN & EXPERT SYSTEM Databases Reports & No Intelligent stop analysis Activate ANN Yes Call the Integrated system ANN Knowledge Creation through **Analyse Historical** learning, Capture and Data, Recognize Explication, Sharing, Access, Use Pattern in data & Reuse.Archiving **Expert System** Investigate the Problems, Identify causes of problems, make

The Figure 1 shows the Relationship between Knowledge Management (KM), Artificial Neural network (ANN) and Expert System . it is possible to achieve a best solution First Collect the information from Database. With the information check whether a a intelligence analysis required ,if need process further . Call the integrated System (KM,ANN) activate KM and ANN the analysis done by integrated system is implemented with expert system . Finally Test recommended made in KM or any other AI.

recommendation

Test Recommendation

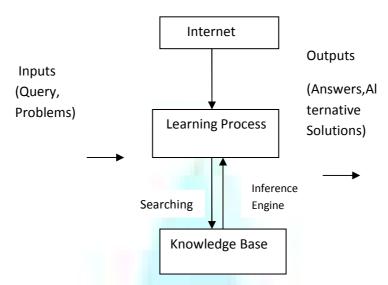
NEURAL NETWORKS IN KNOWLEDGE MANAGEMENT FOR AN EXPERT SYSTEM THROUGH INTERNET

The neural networks in knowledge management, characterized in that the neural network is a component of a server, in that it is connected to a user via a dialog system, optionally via the internet and optionally with the inclusion of a secure e-commerce system, in that inputs for the neural network are optionally entered via a chronological stream, in that separate decentralized neural networks are optionally connected to the central neural network via a communication link and are optionally half-mirrored, and in that the dialog system optionally has an intuitive interface which, as an input for the neural network, allows a definition of the interaction pair, from a selection of references selected via switches, and optionally allows a short title and a short description and, as an output, allows the graphical display of a local environment of directly connected and/or unconnected elements in the associative data structure, and has further tools.

The user inputs and outputs to and from the neural network Figure 2 make use of an intuitive dialog system, to which the neural network contained in a server is connected via communication links for data, particularly advantageously including the Internet.

The neural network is itself advantageously generated exclusively by inputting a standardized, strictly chronological stream, in that the interaction pair <quantity | quality> which is used for definition is directly suitable, or is stored indirectly via pointers, for each element, which is advantageously identified by an associated unique time index the stated references to other elements are stored and generated, and are advantageously cross-referenced via pointers backward in time, or else optionally additionally forward in time.

FIGURE 2: INTERNET USAGE OF NEURAL NETWORKS IN KNOWLEDGE MANAGEMENT



This neural network in knowledge management is contained, in particular, in a central server, which is available at no cost via the Internet to the majority of users or, optionally, is available, subject to a cost with the inclusion of a secure e-commerce system for information and financial services, and which takes care of corresponding actual entries or requests for knowledge.

BOOLEAN OPERATORS OF NEURAL NETWORKS IN KNOWLEDGE MANAGEMENT FOR AN EXPERT SYSTEM

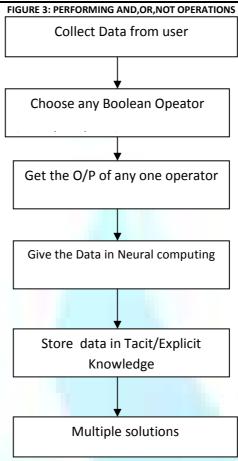
The method for a neural networks for computer-aided knowledge management as , characterized in that all the elements are stored dynamically, and are administered dynamically via a list concatenated via pointers, in that each element has a uniquely associated NOT element, which optionally has a pointer to the same interaction pair and is optionally generated with the generation of the element, with the NOT element optionally differing from the associated element in the LSB of the time index, in that the generation of the references themselves is optionally carried out via interval interleaving to determine that memory area of the reference element which is associated with the time index in the specific associative data structure, and in that this is optionally concatenated at one end or alternately via pointers, which are optionally administered via dynamic reference lists, in that the references are themselves optionally provided with dynamically stored, optionally user-specific weightings, which are optionally formed via the LSB of the unique user index and which are optionally administered via dynamically concatenated weighting lists, in that the operators for calculating the metrics, norm and scalar product in Hilbert space from the neural network are applied to recursively determined coordinates and/or to coordinate vectors of the elements, and the analyses are optionally based on vector calculation methods, and in that a classification system is optionally generated by the neural network from the most significant references of the associative data structure and from the associated elements.

The development systems originate hierarchically from one another via oriented references from a root system by means of set operations (OR, AND, NOT), with the development system which identifies the development being defined via the subset of all the subsets <quantity | quality> of the reference systems, and the generic type being determined via a set relationship which contains this, for example via the subset of all the combination sets of quantity and quality or the subset of in each case one of these sets of all the reference systems.

The developments and the references or the reference developments are defined using a subset relationship Figure 8.3 in the form of an interaction pair in the form <quantity | quality> with respect to the significance content, with this being done verbally using terms which are optionally linked via AND, OR, NOT operators.

The development and/or the element are/is advantageously provided with a short title Figure 8.3. It is also advantageous to improve the legibility for the user for a brief description of the specifically intended development, contained in the knowledge set, to be added. It is likewise advantageous to define the terminology for new defining quantities or qualities on the basis of the quantities or qualities already known from stated references, for which purpose logical operators AND, OR, NOT can be used.





The elements are advantageously stored dynamically, and are administered dynamically via a list that is concatenated via pointers. Each element has a uniquely associated NOT element, which is advantageously administered by a pointer to the same interaction pair.

The neural network in knowledge management is characterized in that an operator is implemented for calculating a scalar product between each of the two elements, and is optionally in the form of the Euclidean for the n-dimensional space, in that an associated NOT element with a negative weighting for the element can be generated by the neural network for each element, which NOT element accurately denotes the knowledge set excluded from the knowledge set of the associated element, and is optionally generated as a pair with the element, in that a new entry of an element is implemented in the neural network as an addition, and a weighting of a reference is implemented as a multiplication in Hilbert space, and in that a mass can be calculated for each element by the neural network, and is optionally stored with i

CONCLUSION

The proposed theory of using Neural Networks in Knowledge Management for an Expert system, is the application of Neural Network in a knowledge-base that is formed by a computer in its memory location. The proposed method will be highly advantageous in a decentralized, computer-assisted patent system which can be used via the Internet system.

A Proposed Theory of using Neural Networks in Knowledge Management when applied over Expert system, results in effective search patterns, enhanced accurate results and time reduction towards processing.

In real-time application of A proposed theory of using Neural Networks in Knowledge Management for an Expert system in the operating Research, mathematical problem solver(Expert system), where the solution results in reduction of redundancy.

Thus the proposed theory of using Neural Networks in Knowledge Management for an Expert system, gives a new dimension and encourages over several areas of application such as Graphs, Algebraic calculations, Intelligent system, Decision Support System.

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