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CONTENTS

Sr. No.	TITLE & NAME OF THE AUTHOR (S)	Page No.
1.	ADEQUACY OF KNOWLEDGE AND ATTITUDE TOWARDS INFORMATION TECHNOLOGY OF STUDENT LIBRARY USERS AT SELECTED COLLEGES AND UNIVERSITIES IN CALABARZON, PHILIPPINES <i>DR. MA. LINDIE D. MASALINTO, DR. MA. CONSUELO M. OBILLO, RUFO S CALIXTRO JR., JOSEFA G. CARRILLO & MA. XENIA Z. BITERA</i>	1
2.	MOBILITY IN HETEROGENEOUS WIRELESS NETWORK USING HMAC <i>C. SUGANTHI & DR. C. MANOHARAN</i>	2
3.	A STUDY ON CONSUMERS PERCEPTION TOWARDS THE PURCHASE DECISION OF TWO WHEELER MOTORCYCLES IN NELLORE DISTRICT, ANDHRA PRADESH <i>D.V.RAMANA & DR. PARA SUBBAIAH</i>	3
4.	OPTIMIZING THE DE-DUPLICATION FOLIAGE IMAGE ACCESS IN STORAGE SYSTEMS <i>CHITTALA RAMA SATYA & B.VIJAYA KUMAR</i>	4
5.	A STUDY ON THE IMPACT OF E TAILERS ON UNORGANISED AND ORGANISED RETAILERS WITH REFERENCE TO ELECTRONIC GOODS <i>KALAVATHY K.S & DR. BINA PANDEY</i>	5
6.	A MODERN CLASSIFICATION OF PRICING STRATEGIES OF RETAILERS <i>SREELATA, N. V. NARASIMHAM & DR. M. K. GUPTA</i>	6
7.	LEADERSHIP CONCEPT: AN OPINION SURVEY IN A PRIVATE SECTOR AND GOVERNMENT SECTOR <i>DR. E. LOKANADHA REDDY & DR. G HARANATH</i>	7
8.	MARKETING MIX: A REVIEW ON THE 'P'S OF MARKETING <i>M.VASUDEVAN, DR. V. M. SENTHILKUMAR & K.SASIKUMAR</i>	8
9.	SECURING A BIOMETRIC TRAIT: A CASE STUDY ON FINGER PRINTS <i>MADHU CHAUHAN & DR. R. P. SAXENA</i>	9
10.	INFORMATION AND COMMUNICATION TECHNOLOGY AND THE PERFORMANCE OF SMALL AND MEDIUM ENTERPRISES IN NASARAWA STATE, NIGERIA <i>UMARU DANLADI MOHAMMED & CHINELO GRACE OBELEAGU-NZELIBE</i>	10
11.	RELIABILITY TEST PLANS BASED ON LOG-LOGISTIC DISTRIBUTION <i>R.R.L.KANTAM, B.SRIRAM & A. SUHASINI</i>	11
12.	MIGRATION AND SUSTAINABLE DEVELOPMENT <i>DR. H.R.UMA, MADHU G.R. & MAHAMMAD HABEEB</i>	12
13.	THE ANTECEDENTS OF BRAND LOYALTY: AN EMPIRICAL STUDY ON AIRTEL CELLULAR SERVICES <i>DR. P. SUJATHA</i>	13
14.	STATUS OF BI SOLUTIONS AT SELECTED BRANCHES OF BANKS IN RAJASTHAN <i>DR. AZIMUDDIN KHAN</i>	14
15.	A STUDY ON USAGE OF GEOSPATIAL TECHNOLOGIES IN POWER UTILITY <i>VARUN PRAKASH</i>	15
16.	AN IMPROVED INVISIBLE WATERMARKING TECHNIQUE FOR IMAGE AUTHENTICATION <i>DASU VAMAN RAVI PRASAD</i>	16
17.	ORGANIZATIONAL STRUCTURE, RESPONSIBILITY, MOTIVATION LEVEL AND JOB SATISFACTION OF SELF-FINANCING ENGINEERING COLLEGES BY USING MATHEMATICAL MODELING <i>RAVI DATT, DR. SUNIL DUTT, DR. SITA RAM & SANTOSH KUMARI</i>	17
18.	DESIGN AND IMPLEMENTATION OF A REAL-TIME VEHICLE TRACKING SYSTEM <i>MAITANMI OLUSOLA STEPHEN, OGUNLERE SAMSON OJO, DR. ADEKUNLE YINKA, GREGORY ONWODI & MALASOWE BRIDGET</i>	18
19.	PERFORMANCE EVALUATION OF MANET ROUTING PROTOCOLS WITH SCALABILITY FOR E-MAIL THROUGHPUT TRAFFIC USING OPNET MODELER <i>MANDEEP SINGH & BALWINDER SINGH</i>	19
20.	DETAILED INVESTIGATION OF RESIDENTIAL SATISFACTION IN APARTMENT'S MANAGEMENT SERVICE <i>P. BALATHANDAYUTHAM & DR. R. SRITHARAN</i>	20
21.	A STUDY ON THE PSYCHOLOGICAL IMPACT OF REDUNDANCY ON SURVIVORS <i>S.SOWJANYA</i>	21
22.	A STUDY ON SECURITY THREAT AWARENESS AMONG STUDENTS USING SOCIAL NETWORKING SITES, BY APPLYING DATA MINING TECHNIQUES <i>A.PAPPU RAJAN</i>	22
23.	ELECTRONIC REMITTANCE SYSTEM IN INDIA: CHANGING PARADIGMS OF PAYMENT MECHANISMS IN INDIA <i>SAMIR</i>	23
24.	E-SATISFACTION AND E-LOYALTY OF CONSUMERS SHOPPING ONLINE <i>R. SATHISH KUMAR</i>	24
25.	STUDENTS PERCEPTION TOWARDS e-BANKING: SPECIAL REFERENCE TO KOLLAM DISTRICT IN KERALA <i>NIJAZ NIZAR</i>	25
26.	TECHNOLOGICAL DRIFT TOWARDS SMART DEVICES: AN OVERVIEW <i>MUKESH H.V & HALASWAMY D. NAIK</i>	26
27.	MOTIVATION AS AN EFFECTIVE TOOL FOR ORGANIZATIONAL DEVELOPMENT IN NIGERIA <i>DR. ABDULSALAM JIBRIL & YUSUF SAJO</i>	27
28.	AN UNDERSTANDING OF DUNNING'S OWNERSHIP-LOCATION-INTERNALISATION (OLI) ECLECTIC THEORY OF MULTINATIONAL COMPANIES <i>JABES GABBIS ODHIAMBO KOTIENO</i>	28
29.	AUTHORING TOOL: KEY FOR E-LEARNING SYSTEM DEVELOPMENT <i>JAVED WASIM</i>	29
30.	ANTECEDENTS AND CONSEQUENCES OF WORK-EXHAUSTION (IT SECTOR) <i>UMAIR NAJAM & FAISAL ABBAS</i>	30
	REQUEST FOR FEEDBACK	31

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ADEQUACY OF KNOWLEDGE AND ATTITUDE TOWARDS INFORMATION TECHNOLOGY OF STUDENT LIBRARY USERS AT SELECTED COLLEGES AND UNIVERSITIES IN CALABARZON, PHILIPPINES

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ABSTRACT

Technology plays a very vital role in almost aspect of life. In fact it has completely changed the way we live. There are many manual tasks that have been automated, thanks to new and innovative technology. Modern day technology has the ability to carry out a wide range of critical and complex processes quite efficiently. Just as technology has created an impact on almost all walks of life, it also has had a major impact in the field of education. In fact the impact of information technology in education has been very positive, thereby leading to huge changes in the entire education industry for the better. The modern world has reacted strongly to the fast pace of the advancement of science and technology which has affected the various dimensions of living and lifestyles. It has likewise affected all types of organizations, the business, government, and most of all the school. In management operation, automation has taken place of clerks and computers have pervaded all types of organization, and have become an inherent feature. Methods of operations, communications have been revised to suit what are current of the times. Not only have lifestyles of people been affected with the use of cell phones as a mode for communication, it has also affected the classroom processes including structure This study sought to answer the following questions: How adequate is the knowledge of personnel on IT? What are the attitudes of student respondents towards the following: Technical knowledge of the computer, Capabilities of the computer, and Importance of the computer; and To what extent are attitudes of the respondents significantly related to: knowledge of computer and demographic variables? Descriptive method and random sampling was used in this study. The researchers utilized a quota samples of five hundred (500) student library users of selected colleges and universities in (Cavite, Laguna, Batangas, Rizal and Quezon) CALABARZON during first semester of the school year 2012-2013, and focus only on attitudes of respondents in terms of technical knowledge of computer, capabilities and importance. Descriptive method of research with the questionnaire as the main source of data. Based on the results the importance of information technology to the respondents, showed positive attitudes, followed by the capabilities of the computer, but attitudes were neutral on the technical knowledge of the computer. On relationship between attitudes with adequacy of knowledge of information technology in its technical aspect, capabilities and importance was determined the summary of the values on such relationship with attitudes as the independent variables and adequacy of knowledge as the criterion measures; technical aspect showed negligible but positive and direct relationship, technical knowledge of information technology does not contribute much to attitudes towards information technology; Capabilities of the computer showed almost significant but very negligible relationship which means that knowledge of computer does not contribute much to the attitudes of the students towards information technology and importance of computers showed substantial and it was very significant which means that importance of the computers result in positive attitudes towards them.

MOBILITY IN HETEROGENEOUS WIRELESS NETWORK USING HMAC

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ABSTRACT

These NG wireless terminals must provide seamless access while roaming between different wireless networks. For a seamless integration, the mobile terminal must be capable of accessing each network when needed. Each network structure performs resource allocation according to various techniques such as Time Division Multiple Allocation (TDMA) slots, Code Division Multiple Allocation (CDMA) codes, and random allocation in order to achieve high network utilization in accessing different networks. Therefore, to address the diverse Quality of Service (QoS) requirements, NG wireless terminals must be able to adapt to the heterogeneous access schemes. To achieve this Hexagon based Medium Access Control (HMAC) Layer is proposed to model heterogeneous access schemes. Based on this, HMAC provides architecture independent decision and guarantees QoS requirements. The six parameters are analyzed to evaluate the performance of the heterogeneous wireless network. The simulation result shows that HMAC provides a seamless access, achieves high network utilization and guarantees QoS requirement.

A STUDY ON CONSUMERS PERCEPTION TOWARDS THE PURCHASE DECISION OF TWO WHEELER MOTORCYCLES IN NELLORE DISTRICT, ANDHRA PRADESH

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ONGOLE

ABSTRACT

Successful marketing requires that companies must fully relate themselves to their customers and adopt a holistic marketing orientation towards their consumers and should gain a 360 degree view of both their daily lives and the changes that occur during their lifetimes. Gaining a thorough in-depth consumer understanding helps to ensure that the right products are marketed to the right customers in the right way. India is the second largest producer of two wheelers in the world. It stands next only to Japan in terms of number of two-wheelers produced, with the entry of multinational players the competition in the two wheeler segment is increasing. As a result customers are getting a wider choice of brands at different price slots and at high standards of quality. Under this scenario this study explores individual consumer buying dynamics and consumer buying behavior of motorcycle users and allows the marketers to gain insights into why individuals act in certain consumption related ways and with learning what internal and external influences compel them to act as they do. It will be helpful to producers to design and redesign marketing strategies to influence consumption decision of buyer. The present study is undertaken to access the most influencing factors of the motorcycle and its response over the respondents, and to understand their perceptions about different motorcycle brands in the market. Analytical study was carried out by using a questionnaire and the collected data were analyzed by using percentage, factor and ANOVA. The study reveals that Hero Honda is the most preferred brand followed by Bajaj. And it highlights that there is significant influence of demographic factors over the purchase decision of customers.

WORLD

OPTIMIZING THE DE-DUPLICATION FOLIAGE IMAGE ACCESS IN STORAGE SYSTEMS

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ABSTRACT

We are now in the era of the Big Data revolution where nearly every aspect of computer engineering is being driven by large-data processing and analysis. The vast volume of data is used on Personalized Searches in normal or internet applications. Valid of data is important for accessing system without De-duplication. In this paper, we proposed to optimize the de-duplicated data using Map Reduce with the help of similarity based methodology that are used for comparable system. To access the data are in data storage applications using point-to-point process. The experimental results are conducting the probability testing is applied on large data sets on ternary clusters.

A STUDY ON THE IMPACT OF E TAILERS ON UNORGANISED AND ORGANISED RETAILERS WITH REFERENCE TO ELECTRONIC GOODS

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ABSTRACT

The proliferation of internet shopping has attracted a lot of attention and has spawned a heated debate about its impact on traditional retailing. Internet has changed the methods of retailing as well as the purchasing habits of consumers .E commerce has put a significant amount of control in the hands of shoppers, who have become habituated to both the speed and convenience of purchasing online. The internet provides consumers with the capabilities to shop around the clock, from any location , as well as easily access research about products' attributes and competitive pricing. This article makes an attempt to explore the impact on both organized and unorganized retailers. It was found that the impact of e tailers on organized retailers is considerable when compared to unorganized retailers.

A MODERN CLASSIFICATION OF PRICING STRATEGIES OF RETAILERS

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ABSTRACT

Retail is one of the fastest changing sectors in India. Price promotion tools are very integral to a retailer. The current research paper analyzes the pricing strategies of retailers in India and abroad. These strategies are categorized into shopping event pricing strategies and non- shopping event pricing strategies. By considering these various price related promotion strategies, the emerging retail calendar of Indian retailers is derived. An extensive study of foreign retailers' and Indian retailers' pricing strategies has been done through following the retail related news in Indian and Foreign retail market for a period of 3 years from 2010-13. These have helped to frame a price promotion related categorization and develop a retailer's calendar.

LEADERSHIP CONCEPT: AN OPINION SURVEY IN A PRIVATE SECTOR AND GOVERNMENT SECTOR

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ABSTRACT

The importance of leadership has been realized by the management owing to various revelations brought out by different researchers in various related fields of management. The present study is conducted in Government General Hospital and Indo National Limited in Nellore district. The objective of the study is to examine the views of the employees on leadership, an ideal leader and leadership qualities. The study is mainly based on primary data collected from the employees of Government General Hospital and Indo National Limited in Nellore district, by making personal visits through a schedule prepared for this purpose. The present study confines to doctors, managers, assistant officers and clerical staff employees. The data collected through the schedules from primary source have been processed and the results obtained by employing appropriate statistical tool like percentage. It is found that 'guiding' is the preferred meaning for the leadership; 'father' was preferred as leader; the desirable quality of a leader is knowledge and undesirable quality of a leader is pride.

MARKETING MIX: A REVIEW ON THE 'P'S OF MARKETING

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ABSTRACT

The marketing mix concept is an essential part of marketing theory. Marketing mix is the vehicle through which the marketers' strategies are delivered to the customers. Marketers should design the marketing mix effectively to create and sustain competitive advantage in addition to customer satisfaction. The main focus of this article is to identify the elements of marketing mix in the perspective of different authors. The study has examined the views of eminent personalities and experts in marketing with respect to the number of elements that is 'P's of marketing mix. The study presents an idea to the marketers regarding the marketing mix elements while designing the marketing mix.

SECURING A BIOMETRIC TRAIT: A CASE STUDY ON FINGER PRINTS

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ABSTRACT

Today's inevitable need is getting the correct information within specified time frame. For satisfying our requirement, it is very important to make the information secured from being damaged or tempered by any unauthorized user. There are many upcoming techniques in the field of information security. This paper enlighten us about possible methods of securing an information, starting from the most basic and traditional method i.e. password based, ID based and biometric trait based. As we all know that there are various possible biometric traits like fingerprint, hand recognition, iris based, retina scan, face recognition etc. In this paper we have chosen finger print for further research. Based on the study about these methods i.e. password based, ID based and biometric trait based, the better method is also suggested. We also discuss various threats prevailing in the field of securing a biometric trait like latent print attacks, Trojan horse and fake feature attacks. We also state literature review as much of the work is already done in this field. After mentioning the already existing work, we discuss the current issues and challenges like robustness, performance, interoperability etc. We also discuss research objective to elaborate the work done in field of securing a biometric trait, followed by future scope and conclusion.

INFORMATION AND COMMUNICATION TECHNOLOGY AND THE PERFORMANCE OF SMALL AND MEDIUM ENTERPRISES IN NASARAWA STATE, NIGERIA

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ABSTRACT

The adoption of Information and Communication Technology (ICT) has precipitated accelerated performance in the Small and Medium Enterprises (SMEs) sub-sector despite its disadvantage of pushing people out of job. It has made rapid changes in global production, work and business methods, and trade and consumption patterns in and between enterprises and consumers. This study examines the impact of the adoption of ICT on the Performance of SMEs in terms of productivity, profitability, turnover, efficiency, customer's satisfaction, employment opportunity, cost reduction and time saving. Questionnaires were administered to 100 SMEs in Nasarawa State which were randomly selected as the study sample and Pearson Product Moment Correlation Coefficient (PPMCC) was used as the method of analysis to find the correlation between ICT and the performance indicators in addition to the descriptive statistics. The findings of the study showed that, the adoption of ICT is positively and significantly correlated to productivity, profitability and employment generation but, negative and significant relationship to cost savings. This means that the adoption of ICT increases productivity, profitability and employment generation by the SMEs and decreases operation costs. The study concludes a significant correlation between the adoption of ICTs and the performance of SMEs in Nasarawa State. This inspires the study to recommend for the future an integration of ICT in day-to-day activities and/or general operations of the SMEs in Nasarawa state.

RELIABILITY TEST PLANS BASED ON LOG-LOGISTIC DISTRIBUTION**R.R.L.KANTAM****PROFESSOR****DEPARTMENT OF STATISTICS
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S.D.M.SIDDHARTHAMAHIKALASALA
VIJAYAWADA****ABSTRACT**

The well known Log-Logistic Distribution as suggested by Balakrishnan et al.(1987) is considered with a known shape parameter($\beta = 3$). In reliability studies the item that are put to test, to collect the life of the items in order to decide upon accepting or rejecting a submitted lot, are called reliability test plans. For a given producer's risk, sample size, termination number and waiting time to terminate the test plan are computed. The preferability of the test plan over similar plans existing in the literature are established.

MIGRATION AND SUSTAINABLE DEVELOPMENT

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ABSTRACT

Migration process is one of common trends in globalized economy. It may be international or internal migration, migration helpful to the improve the living standard as individual and achieving development and growth of the economy. In this paper try to analyze the relationship between regional migration and sustainable development .

THE ANTECEDENTS OF BRAND LOYALTY: AN EMPIRICAL STUDY ON AIRTEL CELLULAR SERVICES

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ABSTRACT

The Mobile market in India is very robust and is the second largest mobile telecom market in the world, adding nearly 20million subscribers every month. This rapid growth in the mobile segment has been driven by an enabling policy framework and intense competition. With up to 12 competing operators in a circle, the tariffs in India are the lowest as compared to global benchmarks. In such a hyper-competitive scenario service providers make an all out effort to attract and retain customers. There is an ongoing effort from the service providers to improve the service and enhance customer delight. Even though the literature on customer satisfaction is normally related to customer loyalty, a formal model explaining the steps between customer satisfaction and customer loyalty is missing. It has been mentioned that customer satisfaction is necessary, but not a sufficient condition for improving customer loyalty. There are evidences that despite favorable customer satisfaction, companies are losing important buyers of their products and services every day. If there is no straight forward relationship between customer satisfaction and customer loyalty, then what is there in the middle? How can we explain that customer satisfaction does not always lead to customer loyalty? The present study will address these primary problems by establishing relationship between mobile service quality, customer satisfaction, switching costs and brand loyalty.

STATUS OF BI SOLUTIONS AT SELECTED BRANCHES OF BANKS IN RAJASTHAN

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ABSTRACT

In the wake of global financial crises the efficiency of the banking sector has also come under scrutiny. The mainstay of Indian economy has been the strength of its banking system. With rapid development in the field of information technology, the use of business intelligence practices in banking sector has increased many folds. In an empirical study of 25 selected Indian banks in the state of Rajasthan, the status of Business Intelligence and its applicability at branch level due to implementation of Business Intelligence (BI) solutions have been studied. The major finding is that public sector banks are lagging in implementation of business intelligence solutions compare to private banks. Branch Manager does not make much use of Dashboard and scorecard tools. They are confined to use standard and ad-hoc reporting tools only. At Branch level, fraud prevention and detection analysis and Key Performance Indicators (KPI) analysis are highest application being utilized by the respondent's bank. Execution of regulatory compliances is highest benefit perceived by the respondents. New banks are in better position to implement business intelligence solutions compare to old banks. The research is particularly useful for practitioners in the banking field and suggestions have been given toward the end of paper.

A STUDY ON USAGE OF GEOSPATIAL TECHNOLOGIES IN POWER UTILITY

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ABSTRACT

Electricity Act 2002 was land mark in history of Indian Power sector, which paved the way for unbundling of power sector into Discoms and also led to participation of private players in all three phases i.e.; generation, transmission and distribution of this sector. The power utilities since then has travelled long journey from a just hardcore 'sarkari' govt organisation to now being slowly transformed to service industry. The power utilities since being service provide to consumers/citizens has adopted various innovative technologies which has enabled them to provide better and faster service; one such technology is GeoSpatial Technology. Still not all power utilities has adopted these technologies but still paper investigates the usage pattern , their problems related to usage and know how of Geospatial Technologies in one such power utility through discussions and unstructured interviews of the focussed group executives. The study can be of great help and learning for other utilities to define their strategy in rectification of problems of user departments and make use of this technology in full fledges scale. The study will also help the utilities who are just in nascent stage of implementation of GIS, as they can link the same with users right from the start of the project.

AN IMPROVED INVISIBLE WATERMARKING TECHNIQUE FOR IMAGE AUTHENTICATION

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ABSTRACT

Digital Watermarking is a technique which embeds a watermark signal into the host image in order to authenticate it. In their previous work, a binary watermark pattern was constructed from the information content of the image by selecting the minimum value from every block of size 2×2 , and was disordered with the help of Arnold Transform but which was not showing a fine robustness against compression and rotation operation. As a solution to this issue, an innovative watermarking scheme is proposed. According to this, the low frequency sub-band of wavelet domain and the rescaled version of original image are utilized in the watermark construction process. A scrambled version of watermark is obtained with the help of Arnold Transform. The operation of embedding and extraction of watermark is done in high frequency domain of Discrete Wavelet Transform since small modifications in this domain are not perceived by human eyes. This watermarking scheme deals with the extraction of the watermark information in the absence of original image, hence the blind scheme was obtained. Peak Signal to Noise Ratio (PSNR) and Similarity Ratio (SR) are computed to measure image quality. In addition, the competency of the proposed method is verified under common image processing operations and a comparative study is made against the previous technique.

ORGANIZATIONAL STRUCTURE, RESPONSIBILITY, MOTIVATION LEVEL AND JOB SATISFACTION OF SELF-FINANCING ENGINEERING COLLEGES BY USING MATHEMATICAL MODELING

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ABSTRACT

The present study falls in the category of applied research being descriptive one; therefore, it has educational implications for principals, heads of the department, educational administrators and educational planners. In this study an attempt was made to find out the perceptions of teachers with high and low job satisfaction regarding their organizational climate so as to enable the principals and administrators to bring about suitable changes in the organizational climate of the institute. This may be helpful to enhance job satisfaction of teachers and thereby improve student-learning.

DESIGN AND IMPLEMENTATION OF A REAL-TIME VEHICLE TRACKING SYSTEM

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ABSTRACT

Security in general is a major concern in our society today and over time, the security of vehicles has become a priority. Various inventions and technologies have been brought about to put minds at rest, but the complete eradication of theft of cars is much of a tedious task. A solution to knowing the location of vehicles either when they are stolen or for any other reasons. To know this location, it involves the installation of a vehicle tracker in a hidden position in the vehicle so that it is not easily seen while providing essential clues as to the location of the vehicle and also a remote tracking server that receives the location information of the car in longitude and latitude and converts it to a physical address and sends it to the authorized user.

PERFORMANCE EVALUATION OF MANET ROUTING PROTOCOLS WITH SCALABILITY FOR E-MAIL THROUGHPUT TRAFFIC USING OPNET MODELER

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ABSTRACT

Mobile ad hoc network is a collection of wireless nodes that can dynamically be set up anywhere and anytime to exchange information without using any pre-existing network infrastructure. It is a self organized and self configurable network where the mobile nodes move randomly. In MANET mobile nodes can receive and forward packets as a router and each node operates not only as an end system, but also as a router to forward packets. The nodes are free to move i.e. the nodes are mobile. These nodes change position frequently. So there is no fixed infrastructure, which results in addition and exclusion of any number of nodes from the network for relatively small networks routing protocols may be sufficient. However, in larger networks either hierarchical or geographic routing protocols are needed. In this Thesis three routing protocols AODV (Ad-Hoc On-Demand Distance Vector), OLSR (Optimized Link State Routing Protocol) and DSR (Dynamic Source Routing Protocol) are compared. Most of the previous research on MANET routing protocols have focused on simulation study by varying various parameters, such as network size, pause times etc. The performance of these routing protocols is analyzed with Scalability for E-Mail in terms of their Throughput Traffic and their results are shown in graphical forms. The comparison analysis will be carrying out about these protocols and in the last the conclusion will be presented, that which routing protocol is the best one for mobile ad-hoc networks.

DETAILED INVESTIGATION OF RESIDENTIAL SATISFACTION IN APARTMENT'S MANAGEMENT SERVICE

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ABSTRACT

The purpose of this research is to investigate the residential satisfaction of apartment management service. Simple random sampling was carried out. Questionnaires were collected from 105 respondents. Data required was collected from apartment residents of Chennai city. Analysis was done through ANOVA. Taking the age factor into consideration, it is proven that below 30 age group respondents are highly satisfied when compared to above 50 age group respondents.

A STUDY ON THE PSYCHOLOGICAL IMPACT OF REDUNDANCY ON SURVIVORS**S.SOWJANYA****ASST. PROFESSOR****RAJEEV GANDHI MEMORIAL COLLEGE OF ENGINEERING & TECHNOLOGY****NANDYAL****ABSTRACT**

The challenging economic times facing many countries over the last few years has resulted in many changes as like making redundancies. Whilst this clearly has major impact on those being made redundant, there also impacts for those left behind. The impact on those remaining can also be traumatic and can further hinder a company's ability to survive if not managed effectively. 'Survivor Syndrome' describes the physical and psychological impact of redundancies on the remaining staff that who does not lose their jobs. Redundancies often come with survivor syndrome and form massive downsizing to just one or two employees; redundancies have a negative effect on the workforce. For the 'survivors' there needs to be strategies and measures in place to restore the work place back to its previous state or at least a state of optimum productivity and engagement.

A STUDY ON SECURITY THREAT AWARENESS AMONG STUDENTS USING SOCIAL NETWORKING SITES, BY APPLYING DATA MINING TECHNIQUES

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ABSTRACT

In an era of technology with increasing number of smart gadgets and decreasing cost of internet service has led people to interact in virtual worlds, universally known as social networking sites. Sites like Facebook, Twitter, LinkedIn, Hi5, Myspace, etc., have made use of internet as a communication point which surpassed the traditional communication platform of the real world. The ease of sharing information in the field of education, social and professional had made it still more popular. Seventy five per cent of internet users in India are in the age group of 15-34. Adding to it the young population all over the world see it as a newest online trend to express all their feelings, emotions, humiliation, sadness and joy in the form of post, tweet, status, videos, pictures, etc without considering the aftermath of their actions. The objective of this paper is to throw lime light on user's perception of security and privacy when interacting in Social Networking Sites [SNS] with respect to students in Tiruchirapalli, Tamil Nadu, India. This paper concludes with the set of guidelines for social networking users to recognize the threats and methods to devoid the same.

ELECTRONIC REMITTANCE SYSTEM IN INDIA: CHANGING PARADIGMS OF PAYMENT MECHANISMS IN INDIA

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ABSTRACT

The payment system in India has seen unprecedented growth since the inception of electronic payment mechanisms. RBI has played a pivotal role in the development of India's payment and settlement systems for both large-value and retail payments. Over the last decade, most of the banks completed the transformation to technology-driven organizations. Developments in the field of information Technology (IT) have strongly come to the rescue by infusing growth and inclusiveness into the banking sector. IT has enhanced the competitive proficiency of the Banking sector by strengthening back end administrative processes. While improvement in the front-end operations has helped in reducing the cost of operations. This paper examines the current status and various aspects relating to electronic based payment systems in scheduled commercial banks for the period ended March 2003-2012 in India.

E-SATISFACTION AND E-LOYALTY OF CONSUMERS SHOPPING ONLINE

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ABSTRACT

The objective of this research is to study the impact of emotional state and perceived risk of remote purchase on e-satisfaction during the Internet shopping. As well, it aims to study the influence of e-satisfaction on e-loyalty. The data gathering was carried out by a laboratory experiment followed by a questionnaire. The results show that three dimensions of the emotional state during Internet shopping (the pleasure, stimulation and dominance) have a significant positive impact on e-satisfaction. Dimensions of the perceived risk of remote purchase, (the total risk, the financial risk, the social risk, the psychological risk, the functional risk, and the physical risk) don't have a significant impact on e-satisfaction, except the risk of loss of time has a negative impact. Finally e-satisfaction influences positively and significantly the e-loyalty of the cyber consumers.

STUDENTS PERCEPTION TOWARDS e-BANKING: SPECIAL REFERENCE TO KOLLAM DISTRICT IN KERALA

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ABSTRACT

The changing relationship between consumers and banks has escalated the competition in the banking industry. Information and communication technology is considered as one of the key driver for innovative banking services around the world. This study focus on determining the perception of student's towards e-banking services. The questionnaire was developed considering the five dimensions of e-banking services. The study was conducted in Kollam district of Kerala state, in India which has high penetration level of banking services among students. The result shows there is positive perception towards e-banking services among students but there is issues related to security.

TECHNOLOGICAL DRIFT TOWARDS SMART DEVICES: AN OVERVIEW

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ABSTRACT

Technology landscape is the major changing factor in all industry with the outlook of technology evolution in the field of electronics & communication; we are witnessing the turnarounds of firms ranking in this industry. Computers and mobile phones are viewed as two different industries which combined to deliver smart devices like smartphones and tablets have taken over the laptops and desktops business. With this technological change, we see new players like Google, Samsung and Apple replacing the dominance of Microsoft and Nokia. The firm with superior technology and suitable strategy to match the new technology will be at front end. Still the smart devices industry is in evolutionary stage most of the firms bet on upcoming technologies to lead the market.

MOTIVATION AS AN EFFECTIVE TOOL FOR ORGANIZATIONAL DEVELOPMENT IN NIGERIA

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ABSTRACT

This paper titled 'Motivation as an Effective Tool for Organizational Development' Motivation which makes managers perform, to inspire, encourage and impel people to take actions that geared toward achieving both individual as well as organizational goal. The need for this paper was informed as a result of worker's dysfunctional attitude when discharging their duties. The major objective of the paper is to identify the importance of motivation and its relevance to the organizational development. Secondary methods of data collection were used. These include text books, journals and net materials. Among others, it was found out that motivation of workers at any level is imperative for organizational success. The researchers based on the study recommends that Management should investigate which incentive is most appealing to groups as well as individuals because some workers are motivated to work hard for salary increases, yet others would work harder for the opportunity to obtain recognition.

AN UNDERSTANDING OF DUNNING'S OWNERSHIP-LOCATION-INTERNALISATION (OLI) ECLECTIC THEORY OF MULTINATIONAL COMPANIES

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ABSTRACT

Multinational companies that seek to enter foreign markets usually make the strategic choice whether to enter the foreign market through Foreign Direct Investment (FDI), exportation, or joint ventures. The Eclectic Model was formed to incorporate the three different forms of international growth/expansion: Licensing, Exports and Foreign Direct Investment (FDI). This model supports the manager's decisions in choosing appropriate strategies for expansion. The so-called OLI-factors are three categories of advantages, namely the ownership advantages, locational advantages and internalization. A precondition for international activities of a company is the availability of net ownership advantages. These advantages can both be material and immaterial. The corporation should analyze the six decisions used to decide whether a market is suitable, that is, managers should make the correct product choice for the particular market. Through market research they will choose the best market. This article aims at exposing the understanding of the Dunning's Eclectic theory and its rationale to a multinational corporation. Alongside this the article examines the process of screening foreign markets and also the potential impact of multinational companies on home and host countries.

AUTHORING TOOL: KEY FOR E-LEARNING SYSTEM DEVELOPMENT

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ABSTRACT

Recently, a growing number of Institutions and business organization have embraced the concept of E-Learning. They use web based learning systems to fulfill their educational needs .E-learning authoring tools (or AT for short) enable trainers to integrate an array of media to create professional engaging ,interactive training content .The choice of the best authoring tools for the right user is very important for the development of content for E-Learning . This paper describes and reviews on authoring tools that represent the part of the e-learning systems and also to find the best authoring tool.

ANTECEDENTS AND CONSEQUENCES OF WORK-EXHAUSTION (IT SECTOR)

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ABSTRACT

This research is an attempt to develop an antecedent and consequential framework of Work Exhaustion. This research helps to measure the work exhaustion which depends on Perceived workload, Work family conflicts, Job autonomy and Fairness of rewards. Moreover the subsequent effect which leads towards Turnover Intentions. Study also explores the main factors which can create cause towards turnover intentions. The sample of this research study has chosen from IT sector of Pakistan. Results shows significant correlation of Perceived workload, Work family conflicts and Work Exhaustion on Turnover intentions among employees. Research suggest that Turnover intentions is a significant factor among employees in a working environment in order to overcome this perceived workload and work exhaustion level must be lower as they are major catalyst of turnover intentions. Also work family conflicts can also enhance turnover intentions, so organizational policies also are made in accordance with balancing work-family matters,

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With sincere regards

Thanking you profoundly

Academically yours

Sd/-

Co-ordinator

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