

# INTERNATIONAL JOURNAL OF RESEARCH IN COMMERCE, IT & MANAGEMENT

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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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- Garg, Sambhav (2011): "Business Ethics" Paper presented at the Annual International Conference for the All India Management Association, New Delhi, India, 19-22 June.

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# THE INTERMEDIATE COMMUNITY: A BEHAVIORAL/BARGAINING APPROACH FOR CONFLICT RESOLUTION AT THE LOCAL LEVEL/BAYESIAN ANALYSIS

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## ABSTRACT

*The paper explores the Nash' equilibrium point and the "Non Cooperative Games Theory" for extension of bargaining solution analyses, applied in the local development field. Social trust and social cohesion conditions (sensitization process) within the Community develop the necessity of building social capital at a local level. That presupposes that the local community builds up a "new local standard," based on local people's sensitized instant reflection behaviour. By its turn, sensitized behaviour must be considered in the frame of any "bargain", between two, taking place inside the Community. "Instrumental rationality" has been proved to be the main obstacle toward the socio-sensitized behaviour in the bargain process. Hence, a scientific dialogue in the socio-philosophical level has been developed on how "instrumental rationality" should co-exist with the "sensitized behaviour" at local levels leading to a "society of citizens." Nash' "bargaining solution" is based on binomial probabilities ( $p, 1-p$ ) distribution, corresponding 1-1 with those utility functions "prices" (disagreement fear factor). In its extension, which may be the paper's contribution in this academic dialogue, the author hypothesizes that the Intermediate Community (the "C" factor) produces a new behavioural type that converges the interests of both sides at a local level. By converting a binomial distribution ( $p, 1-p$ ) into a trinomial distribution, ( $p_1, p_2, 1-p_1-p_2$ ) combined with 3 utility function "prices", the dynamic behavioural sensitization process may converge into the integrated local development limit-end. Thus, the resulted behaviour leads into the absolute cooperation, which steps on the same rules of globalization. The paper, then, argues that this resulted behaviour reflects the end point of the local development process.*



**IMPACT OF NEW REFORM ON PRODUCTIVITY OF ETHIOPIAN COTTON TEXTILE INDUSTRY**

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**ABSTRACT**

*Although the concept of productivity is a widely used subject by politicians, economists, engineers, and media, it is often vaguely defined and poorly understood. In practice, this lack of knowledge results in productivity being ignored by those who are preaching about it in order to influence production process. Thus, the objective of this study is to discuss the basic meaning of the term "productivity" and its relation to employees' motivation and performance. Moreover, the study attempted to see whether a new reform has brought about any significant change on employees' performance and resulted in higher productivity than ever before. To this effect, the study employed secondary data collected from various sources as may be shown under methodology. The collected data were substantiated using structured interview to officials at different posts. As the study used two matched samples pre- and post- liberalization periods, a paired t-test is used to verify the set hypothesis using Microsoft Office Excel for computations. Finally, the study results indicated that a new economic reform has brought about a significant change on productivity of employees of Ethiopian Cotton Textile Industry.*



**SIGNIFICANCE OF TOTAL QUALITY MANAGEMENT IN ORGANIZATIONAL PERFORMANCE: AN EMPIRICAL ANALYSIS FROM SMES SECTOR**

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**ABSTRACT**

*Significance of TQM in SME Sector of Pakistan as being catalyst for economic development is undeniable, nevertheless this is unfortunate that despite these implications, little research is undertaken to comprehend the complex nature of SME. Focus of this research is to access the significance of TQM on Organizational Performance (OP). The effects of five dimensions of TQM were individually examined on the OP. Findings of research show significant positive relationship of TQM with OP.*



**INDEPENDENCE AND IMPARTIALITY OF AUDITORS FROM THE VIEWPOINTS OF INDEPENDENT  
AUDITORS AND INVESTMENT COMPANIES**

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SHAHROOD, IRAN**

**ABSTRACT**

*This research reviews those viewpoints of independent auditors in auditing institutions that are members of the official auditors society from Iran and the staff of Holding Investment companies accepted in Iran Stock Exchange in regard to how to select auditors for auditing financial statements lists, the effect of independent auditors' practices on their independence, the effect of employers' practices on the independence of independent auditors and also the role of laws and professional standards on the independence of the auditors. The results showed that, there is a difference between two viewpoints about how to select independent auditors and the independence of functions to independent auditors. However, there has been no differences between two kinds of viewpoints regarding the impact of the employer' performance and the role of laws and standards of independence in the auditors.*



**COMPARATIVE ANALYSIS OF SELECTED HOUSING FINANCE COMPANIES IN INDIA**

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**ABSTRACT**

*The result of the new policy regarding housing culminated in public and private sector banks entering into housing finance segment through the establishment of their subsidiaries. Some banks took-up the housing financing as a means of deploying their additional investible funds. As such today there are a number of institutions which are offering housing finance to individuals and corporates. The overall objective of the paper is to study the comparative analysis of financial performance of selected housing finance companies. Against the backdrop of overall objective, hypotheses were formulated and tested. A sample of four housing finance companies was selected at random for a study. The four companies which constituted the sample were Housing Development Finance Corporation Ltd., LIC Housing Finance Ltd., Can Fin Homes Ltd., and Vysya Bank Housing Finance Ltd. The database for the study consists of secondary data. The comparative analysis based on rankings leads to conclude that it was LIC Housing Finance Ltd., which stood as an excellent housing finance company since it had the highest counts i.e., 25 out of 40. This was followed by HDFC with 23 out of 40 counts. It means that these two organizations had almost the same efficiency and thus they were the real competitors in the field.*



**MUNICIPAL SERVICE QUALITY IN SOUTHERN THAILAND: AN EMPIRICAL INVESTIGATION OF CUSTOMER PERCEPTIONS****SAFIEK MOKHLIS****SR. LECTURER****FACULTY OF MANAGEMENT AND ECONOMICS****UNIVERSITI MALAYSIA TERENGGANU****21030 KUALA TERENGGANU****MALAYSIA****ABSTRACT**

*Critical to the improvement of municipal service quality is the determination of those service quality dimensions considered important by customers. This study investigates the service quality of a local authority in southern Thailand on the basis of customer perceptions and explores how key demographic differences affect customers' perceptions of service quality dimensions. The questionnaires were distributed to 234 respondents in Khok Pho, a subdistrict of Khok Pho in Pattani Province of southern Thailand. Descriptive statistics, exploratory factor analysis, t-test and ANOVA were conducted to analyze the data. The results suggest that (1) "tangibility", "reliability", and "empathy" are the top three service quality dimensions considered as being very important, and (2) some significant differences are apparent in customer perceptions of service quality with respect to gender, age range and education. These factors have to be taken into consideration by municipal managers when they develop quality-improvement strategies.*



**THE IMPERATIVES OF LEADERSHIP QUESTION IN MEDIA MANAGEMENT**

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**ABSTRACT**

*The problems of most organisations in Nigeria irrespective of their business and other parts of the world stem from inefficient and ineffective leadership. The reason being that not all the so called leaders have what it takes to manage the affairs of a people or organisations successfully especially media organisations. As observed, some leaders run their organisations like conducting a symphony orchestra, bossing people around rather than guiding the followership towards achieving the organisational goals and objectives which is the essence of leadership. For this reason, many media organisations, both the print and the broadcast (electronic) media, have been caught in legal web, suffered irreparable human capital flight, low productivity, near closure and other issues bothering on bad management. Importantly, the fact remains that leaders are made and sometimes born but good leadership develops a never-ending process of study, education, training and experience. This paper therefore takes a scholarly attempt to examine the concept of leadership and its make ups; the overwhelming values good leadership tends to offer media organisations and the otherwise of bad leadership with a theoretical framework on leadership. The challenges of managing media organisations in Nigeria is also examined with policy prescriptions upon which media organisations could get it right in Nigeria.*



**PERCEIVED PURCHASE RISK IN THE TECHNOLOGICAL GOODS PURCHASE CONTEXT: AN INSTRUMENT DEVELOPMENT AND VALIDATION**

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**DEPOK-WEST JAVA**

**ABSTRACT**

*Each purchase decision is most likely to be a risky decision. Woodside and DeLozier (1976) proposed that consumer purchase-related behaviors correspond to the perceived level of risk in the purchase. Therefore, understanding consumer's perceived purchase risk is paramount for marketers –especially marketers of high risk products. This study intends to develop a valid and reliable instrument in measuring consumer's perceived purchase risk using the concept of perceived risk by Peter and Ryan (1976). This study does not intend to infer conclusions regarding the population of respondents used in the research, but only conclusions regarding the sample of items used in the instrument. The instrument was validated using two purchase context, smartphone and netbook purchase. An item is considered valid only if it tested valid in both contexts. The nomological validity of the instrument was tested using Confirmatory factor analysis as the primary method of analysis. Correlations between instruments were also tested to analyze convergent and concurrent validity of the instrument. This study employs LISREL for WINDOWS 8.51 Full Version (Jöreskog and Sörbom, 2001) as software used for the analysis. The result of this study is that all instrument used in the study have good nomological validity. However, some item were found to be not valid in at least one purchase context, thus was excluded from the measurement model. The newly developed instrument has better convergent validity, even though with slightly weaker concurrent validity than existing instrument.*



**STUDY ON TRADITIONAL VERSUS CONTINUOUS ACCREDITATION PROCESS & EXPLORING LEADERSHIP  
DISPARITY****HARINI METHUKU****LECTURER****DEPARTMENT OF ADMINISTRATIVE AND FINANCIAL SERVICES****OMAN COLLEGE OF MANAGEMENT & TECHNOLOGY****BARKA, SULTANATE OF OMAN****HATIM R HUSSEIN****LECTURER****BUSINESS DEPARTMENT****HIGHER COLLEGE OF TECHNOLOGY****AL KUWAI, MUSCAT, SULTANATE OF OMAN****ABSTRACT**

Accreditation plays a key role in assuring quality and promoting accountability in higher education. Limited accountability exists under the traditional accreditation method, the Program to Evaluate and Advance Quality (PEAQ). In 1999, the Higher Learning Commission (HLC) created the Academic Quality Improvement Program (AQIP) as an alternative method of accreditation specifically designed to address weaknesses of educational quality in traditional education. However, there has been a slow adoption of AQIP, which reflects best practices in higher education. The purpose of this non-experimental retrospective comparative design study was to examine the extent to which leadership strength and school characteristics differ based on accreditation type. Leadership strength was measured by the Leadership Practice Inventory LPI, which was developed to measure leadership strength using five subscales: (a) Modeling the Way; (b) Inspiring a Shared Vision; (c) Challenging the Process; (d) Enabling Others to Act; and (e) Encouraging the Heart. School characteristics were assessed in terms of the size of the institution, leader's tenure, institution location, institution type, and the age of the institution.



**VOLATILITY OF AGGREGATE MARKET INDICES**

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**ABSTRACT**

*The purpose of the paper is to establish and validate the long term relationship of stock prices in Indian context. This gives a strong subjective background to test the existence of relationship between market index and other sector indices. The paper primarily deals with an empirical method by combining different statistical techniques to check the presence of co-integration between the stock index (Sensex) and other sector indices. Co-integration is a well accepted indicator of a long term relationship between more than one time series variables. Concepts of time series modeling and regression are also visited to the extent required for the study. A step by step process was followed, though a basic one, to bring out the conclusion regarding the existence of co-integration between the given time series variables. The study takes into consideration past ten years data which reflected in the stock index. A causal relationship could not be established without the existence of co-integration between the selected indices. The paper also tries to combine the techniques with sophisticated statistical software by using E- views for all the statistical processes used. At the end, the paper also explains various other factors which may affect the outcome of the quantitative techniques used. It also puts emphasis on the strong subjectivity of the inferences drawn from the results.*



**STUDENT FEED BACK: A TOOL TO ENHANCE QUALITY IN ENGINEERING EDUCATION**

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**ABSTRACT**

*In an environment of global competitiveness it is important to see that our products of technical education institutions are as competent as graduates of any other country, not only in their scholastic attainment but also in terms of the value system and richness of their personality. Unless the quality and standard of our technical education institutions are enhanced zealously and sustained at a high level through innovation, creativity and regular monitoring. One of the most difficult problems in engineering education is concerned with the evaluation of the effectiveness of teaching. Teaching is complex process which involves the selection of ideas like concepts, values, skills and planning of experiences designed to foster mastery of these ideas in the people subjected to the educational process. Evaluation is inevitable in education and is required in all phases and at all levels of the education. There are different methods to evaluate a teacher; this paper concentrates on the faculty appraisal by students to enhance the quality in technical education.*



**JOB SCHEDULING OF NURSE STAFFING: A DYNAMIC PROGRAMMING APPROACH**

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**ABSTRACT**

*Optimization of employee scheduling is of prime importance in healthcare sectors as they operate on shifts seven days a week round the clock. Several research investigations have been carried out to explore the possibilities of employee scheduling in compressed workweeks. Such research has translated into several positive outcomes in the healthcare organizations with a resultant increase in the productivity and reduction in the absenteeism of employees. Mathematical algorithms for varying compressed workweeks such as 5-day, 4-day have been proposed in the literature. However, there is dearth of literature in compressed workweek job scheduling which considers half-day work. Hence, the present study deals with the development of mathematical algorithm for solving workforce scheduling problem with 4.5-days workweek. The objective is to find a minimum staff size ensuring that each employee is entitled for 2.5 days as off-days. The results indicated the feasibility of using such workforce modeling with each employee being eligible for 2.5 off-days. The proposed algorithm is simple and will be useful in organizations working 7-days a week with multiple shifts such as general healthcare. The present model also ensures that no employee in the organization works continuously more than 5 days in a week. Even though the algorithm presented has been developed for a healthcare sector, it can be used for any organization operating in shifts with a requirement of overlapping of shifts in sectors such as call centers, workshops, etc. The algorithm presented can be implemented manually, or if desired, it can be computerized easily.*



**INFLUENCE OF PERSONAL FACTORS ON ORGANISATIONAL CLIMATE IN IT COMPANIES**

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**ABSTRACT**

*Organisations in the 21<sup>st</sup> century are facing more challenges than ever before. These challenges are not unique to any specific organisation or industry, but affect all organisations, regardless of their structure or size. Organisational climate in particular is constantly challenged by changes impacting organisations today. To survive and outdo their competitors, organisations are constantly seeking to improve their performance. The employees of IT companies have been selected by adopting random sampling and the data and information have been collected from 300 employees and pertain to the year 2011-2012. The foregoing analysis shows that about two-third of employees are males and more than one-third of employees belong to the age group of 36-40 years. One third of employees are B.E. graduates and half of the employees are programmers. Nearly one-third of employees belong to the monthly income group of Rs. 35001-40000 and the majority of employees have the working experience of 3.1.-5.0. The age is positively correlated with innovation and socio-emotional support and education is positively associated with decision making. The monthly income is positively associated with socio-emotional support and decision making and experience is positively correlated with role conflict, conflict management, innovation and organizational structure. The regression analysis shows that age, education and experience are positively, significantly influencing the total organizational climate. Hence, the effective organizations are increasingly realizing that of the varied factors that contribute to performance, the human element is clearly most critical. Regardless of the size or nature of an organisation, the activities it undertakes, and the environment in which operates, its success is determined by the decisions its employees make and the behaviour they engage. There is no one method in developing creative environment; rather, the choice of the correct principle or technique is contingent upon the combination of situations facing the employees. Policies produced by managers must be contingent upon the situation in which they will operate both its organisational aspects and the personal factors of the workforce.*



**ANALYSIS OF CUSTOMER SATISFACTION OF THE HOTEL INDUSTRY IN INDIA USING KANO MODEL & QFD**

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**ABSTRACT**

*The hotel industry is a new developing growing service with huge potential in India for next decade. So far, it has already been an industry of highly ripe development, and the orientation is served in hotel Industry. However, with the improvement in the competition, hotel industry must offer good quality services to customers. In this study an investigation is carried out about quality of service being received by the customers from hotel industry. Unlike other traditional approaches of measuring product or service quality, a method is used which integrates the Kano model into the quality function deployment (QFD) to identify the critical quality elements. This study conducts a survey about customers' perception by using a questionnaire which consists of 34 service quality factors of hotel industry. The quality factors are classified according to Kano categories and the satisfaction increment index (SII) and dissatisfaction decrement index (DDI) are calculated, which in turn those indices are applied to compute the weights of the QFD for a better understanding of the voice of the customer (VOC). To do so, QFD engineers can use the analytical results to build the house of quality (HOQ) and to further identify the critical quality techniques.*



**BEHAVIOUR OF STOCK MARKET VOLATILITY IN DEVELOPING COUNTRIES**

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**ABSTRACT**

*BRICM (Brazil, Russia, India, China, and Mexico) economies are the largest developing countries which provide the profitable opportunities to the investors in the future. Mexican economy is also considered in the same line. The present study is an attempt to know the risk and return relationship and nature of stock market volatility of these countries' stock market by applying GARCH, GARCH-M, and EGARCH models over a period of January 1999 to May 2010. The study found a significant asymmetry effect in all the selected countries but no significant relationship was found between expected return and conditional variance. Recent news and historical volatility plays a significant role in explaining the current volatility.*



**FINANCIAL DERIVATIVES IN INDIA: DEVELOPMENT PATTERN AND TRADING IMPACT ON THE VOLATILITY OF NSE**

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**ABSTRACT**

*In India, the emergence and growth of derivatives market is relatively a recent phenomenon. Since its inception in June 2000, derivatives market has exhibited exponential growth both in terms of volume and number of traded contracts. The market turnover has grown from Rs.2365 crore in 2000-2001 to more than Rs. 4356754.53 crores in 2010-2011. Within a short span of nine years, derivatives trading in India has surpassed cash segment in terms of turnover and number of traded contracts. The present study encompasses in its scope an analysis of historical roots of derivative trading, types of derivative products, trend and growth, future prospects and challenges of derivative market in India. This paper is an attempt to examine the time varying properties of volatility of India's stock index futures market. The application of GARCH class models provides the evidence of the persistence of time varying volatility, and its asymmetric effect. It is also inferred that in India's stock index futures market, bad news increases the volatility substantially. This volatility behavior of Indian capital market may be due to recent global financial meltdown that originated from US subprime crisis. Such empirical evidence keeps much relevance to policy makers and regulators of India in devising prudential norms and implementing warranted policy reforms.*



**CHANGING FACE OF CAR MARKET: A REVIEW OF MARKET GROWTH AND CHANGING SALES TRENDS IN INDIAN PASSENGER CAR MARKET**

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**THRIKKAKARA, EDAPPALLY ERNAKULAM**

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**ABSTRACT**

Indian car market has undergone drastic change during last one decade in terms of volume of sales and variety of options available to the consumers. This paper examines the growth of the Indian passenger car market in relation to the factors facilitated the growth and analyses the sales trends in the recent past. Authors viewed that the change in economic vibrancy due to the change in Government policy after 1991, increase in purchasing power, changes in lifestyle and availability of car finance had encouraged the change and growth of Indian car market. The sale of the passenger car increased to 1,48,681 units in December 2010 from 1,15,337 units in the same month in 2009<sup>1</sup>. Based on the length SIAM has classified the passenger cars into six categories and all segments have been showing increase in sales. Increase in sale of compact car segment is comparatively large when compared to other segments. Maruthi is maintaining the market leadership and far ahead from other competitors in terms of market share. Other important brands such as Hyundai Motors, Tata Motors, etc., are showing a fluctuating trend in their sales. It is sure that the Indian car market is going to be highly competitive and promising to both sellers and buyers as many foreign players are putting a lot of capital investment to grab the growing potential of Indian Car market.



**PERFORMANCE APPRAISAL: ALIGNING PERSONAL ASPIRATIONS TO ORGANIZATIONAL GOALS  
(A SPECIAL REFERENCE TO DAIRY SECTOR IN RAJASTHAN)****DR. SHWETA TIWARI (MISHRA)****ASST. PROFESSOR****INSTITUTE FOR INTERNATIONAL MANAGEMENT & TECHNOLOGY  
GURGAON****ABSTRACT**

*The role of Individual feedback in human resource management practice has encouraged a strong debate about the need for performance appraisal in any organization. .“ Performance Appraisal is used as a tool to identify, observe, measure and develop human resources within the organization (Gillen 2007). According to (Jaekson & Schuler 2003) Performance Appraisal (PA) usually involves evaluating performance based on the judgments and opinions of subordinates, peers, supervisors, other managers and even workers themselves. The study explores the effectiveness of Performance Appraisal as one of the extremely important factor in achieving organizational objectives. The paper is based on a survey of 55 employees and management staff of Udaipur Dugdh Utpadak Sahakari Sangh (UDUSS) which is a cooperative organization registered under Rajasthan Cooperative Act on August 26, 1972. The analysis revealed evidences that suggest a positive statistical significant relationship between Performance Appraisal and Organizational Goals. The paper concludes that Performance Appraisal unquestionably plays a very constructive role in aligning personal aspirations to organizational goals.*



**INDIA'S BANKING SECTOR REFORMS FROM THE PERSPECTIVE OF BANKING SYSTEM**

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**ABSTRACT**

*On the back of the improved the GDP forecast for the economy by the IMF at 9.4%, and a cautious 8.5% projection by the government, the Indian banking sector is expected to play pivotal role in supporting and being a part of the growth of the emerging Indian economy. The RBI in its policy statement has projected the M3 and non-food credit growth for the Indian bank in 2010- 11 to be 17% and 20% respectively. The money supply (M3) growth on a y-o-y basis stood at 15.3%, in July 2010, reflecting a slight slowdown in the growth in bank deposits. Time deposits decelerated mainly because of withdrawal of deposits by public sector undertakings and mutual funds. On the other hand, y-o-y non-food credit growth accelerated from 17.1% in March 2010 to 22.3 % as on July 2, 2010, (higher than the indicative trajectory of 20% set out in the April 2010 by RBI in their Monetary Policy Statement). This was a reflection of the combined impact of a pick-up in industrial activity and financing of the 3G and broadband wireless access (BWA) spectrum auctions. In order to finance higher credit growth in the face of declining deposit growth, banks unwound their investments in mutual funds and accessed the repo window of the Reserve Bank. Continued efforts in the direction of maintaining the strong asset quality, transparency, capital adequacy and strong corporate governance will however be the key for the sector to emerge as one of the leading domestic banking systems in the world.*



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**ABSTRACT**

*It is widely acknowledged today that new technologies, in particular access to the Internet, tend to modify communication between the different players in the professional world, notably: relationships between the enterprise and its clients, the internal functioning of the enterprise, including enterprise-employee relationships, the relationship of the enterprise with its different partners and suppliers. The term "e-Business" therefore refers to the integration, within the company, of tools based on information and communication technologies (generally referred to as business software) to improve their functioning in order to create value for the enterprise, its clients, and its partners. E-Business no longer only applies to virtual companies (called click and mortar) all of whose activities are based on the Net, but also to traditional companies (called brick and mortar). The term e-Commerce (also called Electronic commerce), which is frequently mixed up with the term e-Business, as a matter of fact, only covers one aspect of e-Business, i.e. the use of an electronic support for the commercial relationship between a company and individuals. The purpose of this document is to present the different underlying "technologies" (in reality, organizational modes based on information and communication technologies) and their associated acronyms. Some common security concerns for e-Businesses include keeping business and customer information private and confidential, authenticity of data, and data integrity. Some of the methods of protecting e-business security and keeping information secure include physical security measures as well as data storage, data transmission, anti-virus software, firewalls, and encryption to list a few. While some use e-commerce and e-business interchangeably, they are distinct concepts. In e-commerce, information and communications technology (ICT) is used in nter-business or inter-organizational transactions (transactions between and among firms/organizations) and in business-to-consumer transactions (transactions between firms/organizations and individuals). In IT business world, ICT is used to enhance one's business. It includes any process that a business organization (either a for-profit, governmental or non-profit entity) conducts over a computer-mediated network. A more comprehensive definition of e-business is: "The transformation of an organization's processes to deliver additional customer value through the application of technologies, philosophies and computing paradigm of the new economy."*



**IMPACT OF ORGANIZED RETAIL ON UNORGANIZED SECTOR: A STUDY IN JAMMU REGION**

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**ABSTRACT**

India with 15 million outlets is rightly referred to as a nation of shopkeepers. Retailing is the second largest employer after agriculture in the country. Indian organized retail sector is clocking impressive growth; currently valued at \$450 billion and is expected to reach \$640 billions by 2015. Currently, the organized retail constitutes around 9% of the total retail sector and may touch 16% by 2011-12. Government of India study besides many others on the effect of organized retailing on traditional retailers (pop-n-mom / Kiranas / Nukkad stores) have revealed that pop-n-mom/Kirana stores experienced a decline in business volume and profits especially in the vicinity of organized retailing outlets though the impact may weaken over time. ASSOCHAM study has also suggested that mall culture has not been able to penetrate as per the expectations. At present, limited research on retailing has been reported in India. Keeping in view the increasing importance of organized retail and its penetration in select product category (food, grocery, FMCG & apparels) a preliminary study examine demographic profile of customers and impact of organized retail on Kiranas establishments was carried out in Jammu. While Jammu has yet to feel the impact of organized retail yet some tremors felt in this study are reported and discussed in this paper.



**ISLAMIC BANKING IN INDIA: RELIGIOUS AND SOCIO-ECONOMIC PERSPECTIVES AFFECTING MUSLIM INVESTORS OF AHMEDABAD DISTRICT IN GUJARAT****URVI AMIN****ASST. PROFESSOR****SHRI JAIRAMBHAI PATEL INSTITUTE OF BUSINESS MANAGEMENT AND COMPUTER APPLICATIONS****NR: INDRODA CIRCLE, GANDHINAGAR****ABSTRACT**

Banking institutions have emerged as very necessary for everyone, poor as well as rich. It is needed to deposit and protect the saving however meagre it may be. Such institutions have built a bond with the people with a handful of services. Even every country's financial security is vested in the hands of the central bank of that country. The banking sector has made a trust in the common people by giving out services starting from lending loans for different activities to being as a security locker of money. With around 15% of the Islamic population living in India, there is a large scope of Islamic banking in India too. This system would provide opportunities to the labourers and the working class belonging to the community. This paper introduces briefly to Islamic banking, where an attempt is made by the researchers to explore the feasibility of Shari'ah banking in India. Islamic banking is still in its stage of infancy in India. The existing legal framework does not permit Islamic Banking. Only selective activities like equity investment is possible, while trade finance aspects like taking title to goods is not possible. Researchers have focused on the some of the religious and socio-economic perspectives which affect the investment of Muslims. Primary studies suggests that Gujarati Muslims are not much inclined towards following the principles of Shari'ah while making investment decision. Yet, they have shown interest in Islamic financial products if made available to them.



**ICT DEVELOPMENT IN INDIA: A CASE STUDY OF INFOSYS LTD.**

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**ABSTRACT**

*The Indian IT sector plays an important role in global market. Now a day's competition has increased with china, Latin America, Eastern Europe and Egypt. Major global firms like Accenture, HP services, IBM global services have established delivery centres in India. This IT sectors have certain limitations also such as constraint of manpower supply, dominance by small number of large firms etc. and for our country to have sustainability and full capitalization growth of IT sector, certain areas must be improved like Human capital quality, infrastructure, communication and so on.*





**DATA WAREHOUSING AND TESTING**

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**ABSTRACT**

*Over the last 20 years, with the advancement in the computing technology, the fall in the computer hardware and change in the nature of business – the value of information has been raised dramatically. The need of making good decisions on the basis of large amount of data, which has the property of diversification among the different units of organization, has risen to a level not comparable to any phase throughout the history of Information Technology. The indispensable requirement to store enormous amount of data lead to the analytic systems which in turn gave birth to the idea of Data Warehousing. In this paper, we discuss about the data warehouse design, implementation and its testing activities, also we classify them in terms of what is tested, how it is tested, and we explain how the test approach can be effectively designed.*



**POLITICAL IMPACT OF MICRO FINANCE ON RURAL POOR IN ANDHRA PRADESH**

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**WARANGAL**

**ABSTRACT**

*This paper outlines political impact of microfinance. Micro finance treated as a key strategy in addressing development issues across nations since the last three decades. This study attempts to explore on the much debated question impact of microfinance? The studies suggest that microfinance has a profound influence on the economic status, decision making power, and knowledge and self-worthiness. The microfinance related loan and its productive utilization found to be causing significant differences empowerment levels, measured empowerment of the loan availed participants. Impact assessment is kind of structured study, which measures the impact on employment, income generation, education, health, consumption, business development. Impact assessment refers to the assessment of "how financial products and services affected of the poor". Impact assessment is the measurement of the income growth, assets growth and vulnerability. The indicators for impact assessment are not limited to economic development but extended to development growth like health, education, empowerment etc., The study interprets and discussed impact of microfinance on political conditions of rural poor in Andhra Pradesh. An attempt has been made to analyse the political impact of micro finance respondent. In this regard an analysis has been made with the help of the following parameters i.e Factors influencing to join MFI group, Year of joining, Size of the membership, Size of the group, Position held in MFI group, Satisfaction towards MFI group, Frequency of meeting, Participation in meeting, Call for meeting, Decision on date of meeting / Agenda, Resolutions in meeting, Impact of training*



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