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CONTENTS

Sr. No.	TITLE & NAME OF THE AUTHOR (S)	Page No.
1.	IDENTIFICATION OF KEY MOTIVATIONAL FACTORS; AN IMPLEMENTATION OF MASLOW'S HIERARCHY OF NEEDS IN PAKISTANI ORGANIZATIONS MUHAMMAD TAHIR AKBAR & DR. MUHAMMAD RAMZAN	1
2.	PROFITABILITY OF POTATO BASED CROPPING PATTERNS COMPARED TO RICE BASED CROPPING PATTERNS IN MYMENSINGH REGION ROMAZA KHANUM, MD.SHARIFUL ISLAM & D. AFROZA	2
3.	THE IMPACT OF ACCOUNTING INFORMATION SYSTEMS IN THE QUALITY OF FINANCIAL INFORMATION IN THE PRIVATE JORDANIAN UNIVERSITIES: AN EMPIRICAL STUDY DR. ATEF A. S. AL-BAWAB	3
4.	THE ROLE OF SNNPRS MARKETING AND COOPERATIVE BUREAU IN THE EXPANSION AND DEVELOPMENT OF COOPERATIVES IN SNNPR REGION, ETHIOPIA, AFRICA DR. S. BALAMURUGAN	4
5.	STUDY ON THE HEALTH LIFESTYLE OF SENIOR LEARNERS IN TAIWAN JUI-YING HUNG & CHIEN-HUI YANG	5
6.	EFFECT OF INFORMATION TECHNOLOGY ON CORPORATE FINANCIAL REPORTING IN NIGERIA AKINYOMI OLADELE JOHN & DR. ENAHORO JOHN A.	6
7.	DIAGNOSTIC STUDY ON INTERACTIVE ADS AND ITS RESPONSE TOWARDS THE FM RADIO EMON KALYAN CHOWDHURY & TAHMINA REZA	7
8.	ACCOMMODATION OF ETHNIC QUEST FOR SELF-GOVERNANCE UNDER ETHNIC FEDERAL SYSTEM IN ETHIOPIA: THE EXPERIENCE OF SOUTHERN REGIONAL STATE TEMESGEN THOMAS HALABO	8
9.	UNIVERSITY PERFORMANCE MEASUREMENT USING THE BALANCED SCORECARD METHOD – SPECIAL FOCUS TO THE LEARNING AND GROWTH PERSPECTIVE W.M.R.B.WEERASOORIYA	9
10.	INDEPENDENT DIRECTORS IN LISTED INDIAN PUBLIC SECTOR ENTERPRISES: AN ANALYTICAL STUDY MOHINDER SINGH TONK	10
11.	RELATIONSHIP BETWEEN EMOTIONAL & SOCIAL COMPETENCES AND TRANSFORMATIONAL LEADERSHIP STYLE BADRI BAJAJ & DR. Y. MEDURY	11
12.	ICT DEVELOPMENTS IN HIGHER EDUCATION IN INDIA: THE ROAD MAP AHEAD DR. M. K. SINGH & DR. SONAL SHARMA	12
13.	CONSUMER SENSITIVITY TOWARDS PRICING OF COSMETIC PRODUCTS: AN EMPIRICAL STUDY DR. D. S. CHAUBEY, LOKENDRA YADAV & HARISH CHANDRA BHATT	13
14.	CONVENIENCE YIELD: EMPIRICAL EVIDENCES FROM INDIAN CHILLI MARKET IRFAN UL HAQ & DR. K CHANDERASEKHARA RAO	14
15.	CELLULAR PHONES: THE HUB OF MODERN COMMUNICATION - AN ANALYTICAL STUDY DR. A. RAMA & S. MATHUMITHA	15
16.	WOMAN LEADERSHIP IN AXIS BANK: A COMPARISON OF WOMAN AND MAN LEADER USING CAMEL MODEL ARTI CHANDANI & DR. MITA MEHTA	16
17.	A STUDY OF ANTS TEAMBUILDING TECHNIQUES AND ITS APPLICATION IN ORGANIZATIONAL WORK TEAMS AMAR DATT & DR. D. GOPALAKRISHNA	17
18.	BASEL II AND INDIAN CREDIT RATING AGENCIES – IMPACT & IMPLICATIONS RAVI KANT & DR. S. C. JAIN	18
19.	A STUDY ON THE CONSUMPTION PATTERN OF BAKERY PRODUCTS IN SOUTHERN REGION OF TAMIL NADU DR. A. MARTIN DAVID, R. KALYAN KUMAR & G.DHARAKESWARI	19
20.	e-COMMERCE: AN INVISIBLE GIANT COMPETITOR IN RETAILING IN EMERGING COUNTRIES NISHU AYEDEE.	20
21.	THE GREAT MATHEMATICIAN SRINIVASA RAMANUJAN G. VIJAYALAKSHMI	21
22.	ISSUES RELATING TRANSITION IPv4 TO IPv6 IN INDIA ANANDAKUMAR.H	22
23.	QUALITY OF WORK-LIFE: A TOOL TO ENHANCE CONFIDENCE AMONG EMPLOYEES JYOTI BAHL	23
24.	GLOBAL RECESSION: IMPACT, CHALLENGES AND OPPORTUNITIES SHAIKH FARHAT FATMA	24
25.	IMPACT OF CELL PHONE ON LIFESTYLE OF YOUTH: A SURVEY REPORT MALIK GHUFRAN RUMI, PALLAVI TOTLANI & VINSHI GUPTA	25
26.	EFFECTIVENESS OF TRAINING IN AUTO COMPONENT INDUSTRY – AN EMPIRICAL STUDY R.SETHUMADHAVAN	26
27.	THE IMPACT ON MARKETING BY THE ADVENT OF WEB 2.0 INTERNET TOOLS JAYAKUMAR MAHADEVAN	27
28.	MARKET INFLUENCE ON THE TECHNOLOGY IN THE ENERGY SECTOR - A STUDY OF INDIAN SCENARIO MANOHAR SALIMATH C	28
29.	SPOT ELECTRICITY PRICE MODELLING AND FORECASTING G P GIRISH	29
30.	AN ANALYTICAL STUDY OF RURAL MARKETING IN INDIA - OPPORTUNITIES AND POSSIBILITY BASAVARAJAPPA M T	30
	REQUEST FOR FEEDBACK	31

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IDENTIFICATION OF KEY MOTIVATIONAL FACTORS; AN IMPLEMENTATION OF MASLOW'S HIERARCHY OF NEEDS IN PAKISTANI ORGANIZATIONS

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ABSTRACT

Motivation is vital for individuals to boost their moral satisfaction and performance level at workplace. This study aims to identify the key moving factors related to work environment using Maslow's Hierarchy of Needs pyramid and seek motivational factors those influence an employee to excel. The purpose of this paper is to seek implementation of hierarchy of needs theory in Pakistani organizations to identify levels of satisfaction of Pakistani employees. The study explored the efficacy of five-stage humanist model of Maslow's Hierarchy of Needs to predict current and future state of human need system in developing countries environment such as Pakistan. Maslow's motivation theory offers profound implications for society to develop self-actualized individuals. To Maslow, both intrinsic and extrinsic motivation factors contribute to motivate employees to excel in performance and improve their professional behavior. There is a great scope of development in Maslow's theory as the concepts are constantly changing to conduct research studies on positive psychology of employees in different parts of world. This theoretic research study is limited to Abraham Maslow's Hierarchy of Needs motivational model and two motivational theories IM & EM. The study has far reaching implications for future exploration in human needs and social psychology. Diagnosing the needs and expectations of employees has been less researched area in Pakistani organizations. This study is unique to find key motivational factors those prop up employees to generate remarkable performance output.

PROFITABILITY OF POTATO BASED CROPPING PATTERNS COMPARED TO RICE BASED CROPPING PATTERNS IN MYMENSINGH REGION

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ABSTRACT

The study was carried out to evaluate the performance of different cropping patterns for identification of the most profitable cropping pattern during April to May; 2010. The area selected for the study covered four villages. Two villages from Shakhipur upazila of Tangail district and two villages from Bhaluka upazila of Mymensingh district were purposively selected. Sixty (60) farmers were selected randomly for this study. There were four major cropping patterns selected in the study area, namely, Jute-Aman rice-Wheat, Aus rice-Potato-Fallow, Jute-Potato-Fallow and Aus rice-Aman rice-Wheat. It was found that per hectare total human labor used in cultivation of aforesaid patterns were 215, 291, 254 and 253 respectively. Farmers responded to have applied the dose of 469.34, 425.26, 388.21 and 506.39 kg Urea, 318.76, 283.51, 214.83 and 387.44 kg TSP, and 292.32, 351.16, 316.58 and 326.90 kg MP per hectare for the selected patterns, respectively. In terms of economic viability, the Aus rice-Potato-Fallow pattern appeared to have the high potential as replacement for the farmers' other existing cropping patterns having the highest net return of Tk. 57143.82 per hectare. Based on findings Aus rice-Potato-Fallow pattern might be recommended to the farmers as the economically pattern.

THE IMPACT OF ACCOUNTING INFORMATION SYSTEMS IN THE QUALITY OF FINANCIAL INFORMATION IN THE PRIVATE JORDANIAN UNIVERSITIES: AN EMPIRICAL STUDY

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ABSTRACT

This study aimed to identify the impact of accounting information systems in the quality of financial information in the Jordanian private sector, universities, and to identify the level of awareness of accountants and financial importance to the use of those systems and their impact in improving the quality of the information, financial reporting and accounting. To achieve the objective of the study, was designed questionnaire to study the effect of accounting information systems in the quality of financial information, was distributed to (92), has recovered from (78) identify the rate of recovery was (84.7%), and after analyzing the data using descriptive analysis methods through the program (SPSS) was tested hypotheses and to reach many of the results was the most important: Information systems used by employees at private Jordanian universities, and varying degrees of these systems. also There are Accounting systems related to accounting students, purchases, stores, supplies, wages and salaries, and the General Accounting. Based on the results of the study was provided several recommendations, including: The researcher recommends that the private Jordanian universities have to computerize the financial accounting systems, including suits the sector of the private Jordanian universities, in order to improve the performance of accounting and financial. also Must follow technical developments, modern technology, and information communication, and use it to perform various tasks, with the need to link all internal systems to a network of internal and central database, and this would raise the work efficiency and get the reports in a timely manner.

THE ROLE OF SNNPRS MARKETING AND COOPERATIVE BUREAU IN THE EXPANSION AND DEVELOPMENT OF COOPERATIVES IN SNNPR REGION, ETHIOPIA, AFRICA

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ABSTRACT

The overall purpose of the study is to investigate the role of Southern National Nationalities Peoples Regional State marketing and cooperative bureau in the expansion and development of cooperatives in Southern National Nationalities Peoples Regional State. This research analyzed in the three ways such as the role of the bureau in co-operatives development in terms of organizational and promotional, to find out what are the problems and what are the gaps associated with the performance of the bureau for the development of cooperatives, and to find how marketing and cooperative bureau has given due emphasis in the expansion and development of cooperatives. The research was based only secondary data which involved interview schedule and document analysis. The study conclude that cooperative bureau plays a vital in the development of cooperatives in different ways such as giving cooperative trainings, cooperative education, providing financial support, accounting and auditing, and capacity building of cooperatives. The study also identified that the bureau has been facing some problems such as, lack of finance, lack of cooperation from society, inadequate human resources, and lack of efficient staff. In view of the problem facing, the bureau has established close collaboration with cooperative support institution.

STUDY ON THE HEALTH LIFESTYLE OF SENIOR LEARNERS IN TAIWAN

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ABSTRACT

Taiwan has quickly become an aging society and the dependency burden of the elderly will become increasingly heavy (Statistics Department, Executive Yuan, 2010). This study is the application of "the WHOQOL-BREF on Taiwan version questionnaire to understand the cognitive concept of the central and southern areas senior learners' health lifestyle, and hope that the analysis of the questionnaire collected data to investigate the actual situation of the health lifestyle of senior learners' in Taiwan as important reference in the subsequent study. The study finding that senior learners' generally physical health the domain and the social relationships of the domain of positive awareness level is higher than the psychological domain and environment domain.

EFFECT OF INFORMATION TECHNOLOGY ON CORPORATE FINANCIAL REPORTING IN NIGERIA

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ABSTRACT

This study examines the effect of information technology on corporate financial reporting in Nigerian Banking Sector. The study employed correlation survey research design to investigate the relationship between information technology and corporate financial reporting. One hundred questionnaires distributed to staff of Zenith Bank Nigeria Plc were analysed using coefficient of correlation, while the two hypotheses were tested for significance using the t- test. The result revealed that information technology is critical in ensuring the credibility of corporate financial reports. The main recommendations include that management of banks should invest in modern information technology in the interest of the banking public and the shareholders; and that the regulatory authorities especially the Central Bank of Nigeria (CBN) should stipulate minimum standards of information technology infrastructure for banks so as to avoid making Nigerian Banking Sector a dumping ground for outdated technological infrastructures.

DIAGNOSTIC STUDY ON INTERACTIVE ADS AND ITS RESPONSE TOWARDS THE FM RADIO

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ABSTRACT

Interactive Ads is the commercial part for the radio stations. It is a value added services for the radio station. Radio is a learning bridge. Radio has been found to be an effective medium, which can cover large population packets within low cost and in short span of time (Li, Hairong; Leckenby, John D. 2004) Its use in educational settings has been reported by many researchers. It can act as a community telephone, fostering information exchange at community level, and as an effective catalyst towards formal and non-formal education. Owing to the usefulness of radio in education, entertainment and other sectors of life, it has shown good signs of growth in developing countries as well, if compared to access to telecom or internet (Cross, R., & Smith, J. (1997). Radio reaches a wider audience than any other medium. For example there are an estimated 94 radios per thousand people in the least developed countries, ten times the number of televisions. Off late, the FM radio has been gaining momentum in the developing countries. Many developed countries such as the USA and India have set up specialized FM Radio Stations exclusively for Education. The research objectives include: To know about the listening habits of FM radio in Chittagong, to know about profile of respondents for interactive ads in leisure activities with the demography of listeners in Chittagong and also the language in which the respondents prefer the interactive ads.

ACCOMMODATION OF ETHNIC QUEST FOR SELF-GOVERNANCE UNDER ETHNIC FEDERAL SYSTEM IN ETHIOPIA: THE EXPERIENCE OF SOUTHERN REGIONAL STATE

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ABSTRACT

This study explored the ethnic quest for self-governance and their management under Ethiopian federal system by focusing on experience from the Southern Regional State. The FDRE constitution has created a positive interrelationship between practicing the right to self-determination and ethnic identity thereby recognizing this right to ethnically defined groups. Therefore, it is justifiable and legitimate for all ethnically defined groups to claim the right to self-determination. The main objective of this study was to examine the ethnic claims for self-governance in multi-ethnic Southern Regional State within the context of Ethiopian ethnic federal system. This study was based on qualitative method approach and the study employed a number of data collection methods such as data from primary and archival sources and secondary literature. The finding of the study revealed that by merging very diverse ethno-linguistic groups into one federated unit, the Southern Nation Nationalities and Peoples Regional State, the existing political system has created minority-within-minority. As a result, those ethnic groups who have been given their own sub-regional administrative units have acquired political majority over the subsumed ethnic groups. This, in turn, has created a feeling of being dominated and marginalized by the subsumed ethnic groups. This is the basic cause for continuing dynamics of ethnic claims for self-governance at Regional, Zonal and Woreda status in this Regional State. The study recommended that the Southern Regional State should be restructured to accommodate continuing dynamics of ethnic claims for self-governance.

UNIVERSITY PERFORMANCE MEASUREMENT USING THE BALANCED SCORECARD METHOD – SPECIAL FOCUS TO THE LEARNING AND GROWTH PERSPECTIVE

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ABSTRACT

The performance measurement is important aspect within the higher education system in Sri Lankan and all over the world. When considering education, quality of educational service and stakeholder satisfaction can be taken as more important. Most of the performance measurement systems are fails to address and consider the entire stakeholder needs after considering the importance and contributions of all stakeholders to the organization. Robert Kaplan and David Norton (1992) present the Balanced Scorecard (BSC) is widely used method to improve on an organizations performance. It is a management tool that translates an organization's mission and strategy into a comprehensive set of performance measure that provide a framework for strategic management and measurement system. In this paper with consideration of BSC strength in strategic evaluation, it is used for analyzing the Management Faculties in Sri Lankan Universities and study based on the 11 universities out of 15 universities with selecting of 46 departments. The data collection through the questioner and it consist of 28 questions relating to the Learning and Growth Perspective as well as Mission and Strategies in universities and analysis done through the SPSS statistical package. In today's knowledge based economy and dynamic environment, it is essential for universities as the center of education, knowledge creation and knowledge worker evolvment. The findings could be used in developing strategic plans for the management faculties in each universities and encourage to achieving organizational objectives and creating highly performed academic and research centered organization through the Learning and Growth Perspective. The results of correlation analysis that the: coefficient between Learning and Growth Perspective has a significant positive influence on the Mission and Strategies.

INDEPENDENT DIRECTORS IN LISTED INDIAN PUBLIC SECTOR ENTERPRISES: AN ANALYTICAL STUDY

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ABSTRACT

Board of Directors in a company comprise of executive and non-executive directors. Executive directors are full-time employees of the company. They are responsible for managing the affairs of the company. However, given the day to day pressures it can be sometimes extremely difficult for executive directors to remain independent and ensure necessary accountability. Non-executive directors on the other hand bring balance and credibility to the management decisions. The attributes of a non-executive director are independence of mind, integrity and the courage to question the executive members. Non-executive directors can add value to the Boards of companies of all size by ensuring transparency in the operations of a company, maintaining independent checks and balances on the authority of executive directors and CEO, bringing in specific skills and expertise, providing strategic vision, participating in the Audit and Nomination Committees and carrying out other responsibilities assigned from time to time. In order to objectively monitor, non-executive directors must be independent. This implies that non-executive directors are not connected with the company or its promoters or directors on the basis of family relationship and do not have any other relationship, whether pecuniary or otherwise, with the company or its directors or related parties. To be able to effectively monitor, it is imperative that independent directors are given significant representation on the Board.

RELATIONSHIP BETWEEN EMOTIONAL & SOCIAL COMPETENCES AND TRANSFORMATIONAL LEADERSHIP STYLE

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ABSTRACT

The objective of this paper is to examine the relationship between Emotional Intelligence and Transformational leadership style. The study hypothesizes that the Emotional and social competencies of emotional intelligence positively affect the supervisors' Transformational leadership style. This study's hypotheses are empirically tested using a survey of supervisors of Indian Software organizations. The empirical findings show that Emotional and social competences of supervisors are significantly positively related with their transformational leadership. Practical implications of the findings are discussed together with limitations and ideas for future research.

ICT DEVELOPMENTS IN HIGHER EDUCATION IN INDIA: THE ROAD MAP AHEAD

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ABSTRACT

ICT come as a revolutionary effect on the educational sector in particular and higher education in general. It makes the world a small village. It bridges the gap between teaching, learning and research. Use of ICT resources make education widely available at reduced cost. This paper focuses on how ICT impact on higher education sector in India in terms of infrastructural requirements, funding requirements, organizational change, acceptance by teachers, students and university administration, and performance. The government is spending a lot of money on ICT. In the higher education sector, the National Mission on Education is emphasizing on the role of ICT in increasing the enrolment ratio in higher education. India is developing as a knowledge economy and it cannot function without the support of ICT. The gap between demand and supply of higher education has necessitated the governments and institutions to formulate the policies for the better use of ICT.

CONSUMER SENSITIVITY TOWARDS PRICING OF COSMETIC PRODUCTS: AN EMPIRICAL STUDY

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ABSTRACT

The increasing market size is the direct result of the changing socio-economic status of the Indian consumers, especially women. Higher paying jobs and increasing awareness of the Western world and beauty trends there have served to change the tastes and customs of the middle class and higher strata of the society, with the result that a woman from such social strata now is more conscious of her appearance and is willing to spend extra cash on enhancing it further. With the permutation and combination of different element of marketing mix, Cosmetic manufacturer tries to attract customers in their favour. Present paper analyse the consumer sensitivity towards pricing of cosmetic product. The study reveals that more number of consumer are price sensitive and they adjust their consumption either by reducing consumption or by changing the brand. Few suggestions are also given to position thir product effectively.

CONVENIENCE YIELD: EMPIRICAL EVIDENCES FROM INDIAN CHILLI MARKET

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ABSTRACT

The paper examines the convenience yield to explain the future prices of chilli in Indian markets. The concept of Convenience yield is widely used to explain the market backwardation. We have seen Convenience Yield widely used concept in market backwardation helps in better understanding of Chilli Futures Prices.

CELLULAR PHONES: THE HUB OF MODERN COMMUNICATION - AN ANALYTICAL STUDY

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ABSTRACT

The communication process is complete once the receiver has understood the sender. The information technology has been successful in building a super high way for communication and people resort to more advanced communication strategies like fax, e-mail, and cellular phones. Telecommunication companies talk of their customers being their most important asset, just like companies in other business domains. But this is rarely reflected in a company's strategy operations. The customer is the theme of all business functions. The purpose of business is to create and retain customers. The customers should be put at the center of all business activities, cutting across function and hierarchical boundaries. Customer satisfaction is a must in business. Satisfaction is a person's feeling of pleasure or disappointment resulting from comparing a product perceived or a performance in relation to his or her expectations. The customers of telecom service like cellular telephony are moving ahead with times and have started carrying cellular services just like daily households.

WOMAN LEADERSHIP IN AXIS BANK: A COMPARISON OF WOMAN AND MAN LEADER USING CAMEL MODEL

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ABSTRACT

The banks, predominantly staffed by men saw the spurt of women in the sector since 1950s and steadily and gradually the journey has been fruitful. In other words, women have broken the glass door ceiling and have entered in the esteemed league of board members and few have become managing directors and CEOs of the banks. The objective of the paper is find out whether the woman leadership has made significant impact on the financial performance of the bank over man leadership by studying the financial statements of the bank. A comparison is being done in two different time periods of the same bank to draw meaningful conclusion with respect to woman leadership. The paper uses CAMEL (Capital, Asset, Management, Earning, Liquidity) analysis to determine the financial performance of a bank and it is used by the apex bank to monitor the performance and overall condition of domestic banks. This paper analyses whether the CAMEL score of Axis bank has improved or not after the leadership of the bank has been overtaken by a woman. The CAMEL score of the Axis bank from the financial year 2006-07 to 2011-12 has not improved per se but the management efficiency ratios have shown a tremendous surge. It is worth mentioning that the time when the leader of the bank changed in the year 2009, the entire globe was caught in the recession and banks were no exception. It is credible for a bank not to succumb to the level when other banks and financial institution have suffered a major loss.

A STUDY OF ANTS TEAMBUILDING TECHNIQUES AND ITS APPLICATION IN ORGANIZATIONAL WORK TEAMS

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ABSTRACT

Ants represent one of evolution's most successful and instructive developments. They are one of the nature's most effective biological team. The most inspiring aspect of ants is their cooperative and collective behavior and their ability to work together with amazing efficiency. Ants based team is looked at because today's modern organizational teams are sometimes successful and sometimes unsuccessful in their performance. Teams are not consistent and effective for several reasons. The reasons for the failure of teams, among others, are inappropriate models used to build teams. The study of ants social organization and key characteristics reveal a useful set of principles and can act like guidelines on how teams need to operate to be truly successful, consistent and adaptable to changing environment. Based on the insights from ants behavior and its social organization, selective ants teamwork techniques have been applied in teams and its impact on the team performance as reflected in team synergy and effectiveness is evaluated. The devolved but integrated strengths of the nature's team with the directive and strategic abilities of human can enable organizational team to transform itself into high performing and responsive team, meet the organizational goals effectively and serve the society efficiently at large.

BASEL II AND INDIAN CREDIT RATING AGENCIES – IMPACT & IMPLICATIONS

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ABSTRACT

With Basel II implementation in India, the bank borrowers are rushing to get themselves rated by the credit rating agencies. The business of the rating agencies is growing in multiples. The individual size of these new clients is small and the credit profile is perceived to be weak. The structure of the client portfolio of rating agencies has deteriorated with the dominance of low rated clients from AA to BB. Rating agencies opine that influx of low grade clients would redefine transition probabilities of these grades. This means rating agencies are perhaps assigning conservative ratings which would improve the rating stability at low levels. Low client ratings adds cost to the banks in terms of higher risk capital and increased borrowing costs to their clients. Under this scenario, due to the differential of risk weights prescription for BB ratings and 'no ratings' at 150% & 100% respectively, banks do not gain by insisting external ratings to their clients, albeit external ratings protect the bank managers for their lending decisions! The quality of ratings is failing on the test of ordinality for both Cumulative Default Rates and stability.

A STUDY ON THE CONSUMPTION PATTERN OF BAKERY PRODUCTS IN SOUTHERN REGION OF TAMIL NADU

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ABSTRACT

This article is an outline of the study conducted on the topic "A study on the consumption pattern of bakery products in southern region of Tamil nadu" The main objectives of the study is to study the consumer preference towards bakery products and to analyse the perception of consumers towards the bakery and bakery products. The present study has been confined to Study consumption pattern of bakery products. The study will cover only from the point of consumers from southern region of Tamil Nadu. The present study is an empirical research based on survey method. The researchers have collected primary data by comprehensive interview schedule and Secondary data have been collected from websites, books and journals. This study was carried out for a period of two months. The data which were collected from the respondents were analysed by using percentage analysis. Five point scales that are Likert's scale analysis, weighted average ranking and chi-square test are used.

e-COMMERCE: AN INVISIBLE GIANT COMPETITOR IN RETAILING IN EMERGING COUNTRIES

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ABSTRACT

The objective of this paper is to show that how E-commerce is rising and it is the main competitor of the shopping markets and mall which is invisible and not present amongst it. Its giant stature is covering many shopping arcade and changing its customers way of shopping. More and more customers are becoming loyal to the shops which are not visible and shopping from the shopkeepers which are not physically present. It was found that the online companies are grabbing more and more of customers as compared to the brick and mortar companies. Online shopping is becoming a leading trend in many emerging countries. This is becoming a threat to the physical shops which they cannot even see. Confirmatory research needs to be conducted to establish the stability of these factors. More surveys needs to be conducted by the brick and mortar companies to understand the need of todays customers and in turn format a business model where they can compete with the online invisible giants. The online companies are expanding rapidly both in the remote as well as developed cities. The brick and mortar companies needs to identify their invisible competitor and try to build a model which is giving an equal and opposite competition to them also. The need of the hour is to shake and wake up the customer and force them to drive into the physically present shop rather than changing them to lazy customers shopping online without the feel and touch of the product. Earlier studies have not shown the threats of the online companies to the brick and mortar companies. It is rising and expanding in emerging companies but does not show that it is rising in the remote areas more rapidly the developed cities. Also it shows that it can be big and huge threat to not only to small shops but also to huge giants.

THE GREAT MATHEMATICIAN SRINIVASA RAMANUJAN

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ABSTRACT

The aim of this paper is to introduce Srinivasa Ramanujan and his work in mathematics .In this paper we have given Introduction,Contributions in Algebra,Geometry,Bernoulli's numbers and so on.. The most significant contributions are Ramanujan Prime, Ramanujan Theta function, Ramanujan-Soldner constant, Ramanujan's sum etc. In order to calculate the value of 'pi' up to 17 million places using a computer, the present day mathematicians actually use Srinivasa Ramanujan's method.



ISSUES RELATING TRANSITION IPv4 TO IPv6 IN INDIA

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ABSTRACT

Although there appears to have been increased interest in routing IPv6 over the public Internet since mid 2007, the adoption and deployment of IPv6 has been relatively limited. The issues relating to IPv4-to-IPv6 migration will be re-addressed, from where respective solutions will be proposed along with decision-making guidelines. This article does not focus on IPv6's contribution to wireless and mobile networks; attention is placed on its deployment in the Internet backbone and enterprise networks. The findings aim to evaluate the needs and requirements of IPv6 in order to ascertain the extent to which it can be made common place.

QUALITY OF WORK-LIFE: A TOOL TO ENHANCE CONFIDENCE AMONG EMPLOYEES

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ABSTRACT

The term Quality of Work Life refers to perception of people working in an organisation regarding the work environment characterised by humanistic and life enhancing work experience. The present study was undertaken to assess the relevance of various Quality of Work Life factors in an organisation and to identify variation in perception of employees on the basis of demographic variables. Two hundred regular employees of the different branches of HDFC Bank, Bajaj Alliance, and Punjab National Bank situated in Jammu City of the Jammu and Kashmir State constituted the target population of this study. The results indicate that job security is the most important factor affecting the Quality of Work Life in an organisation followed by fringe benefits and welfare measures. Supervision and Safe and healthy environment are the least considered factors.

GLOBAL RECESSION: IMPACT, CHALLENGES AND OPPORTUNITIES

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ABSTRACT

A recession is a decline in a country's gross domestic product (GDP) growth for two or more consecutive quarters of a year. A recession is also preceded by several quarters of slowing down. An economy which grows over a period of time tends to slow down the growth as a part of the normal economic cycle. A recession normally takes place when consumers lose confidence in the growth of the economy and spend less. This leads to a decreased demand for goods and services, which in turn leads to a decrease in production, lay-offs and a sharp rise in unemployment. Investors spend less as they fear stocks values will fall and thus stock markets fall on negative sentiment. The financial crisis that began in the US in the year 2007 became a full-scale crisis in the year 2008 and 2009 which, in turn, affected each and every economy in some way or the other including the ones which were not directly related to the crisis. There has been considerable slowdown in most developed countries. Investment banks have collapsed, rescue packages were drawn up involving more than a trillion US dollars, and interest rates have been cut around the world in what looks like a coordinated response. Leading indicators of global economic activity, such as shipping rates, had declined at alarming rates. The objectives of the present paper are: (i) to learn about the causes of global recession and financial crisis (ii) to understand the nature & implications of global recession on the business (iii) to learn more about the impact of global recession on the developed countries as well as emerging countries.

IMPACT OF CELL PHONE ON LIFESTYLE OF YOUTH: A SURVEY REPORT

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ABSTRACT

Mobile phones have such a deep impact on our lives, youngsters in particular, that we cannot imagine a day without our mobile phones. From morning alarm in our mobile phone, to ordering breakfast, for scheduling our meetings or planning outing with friends, from buying movie tickets to travel tickets, from downloading songs and listening to music to clicking pictures and uploading them on some social networking site. In short, mobile phone is an integral part of our life. Youngsters have become addicted to this tool of communication. They want latest mobile handsets, want to carry it to school and use during lectures in colleges. They get scolded by their parents, ignore health hazards, arrange money for paying the bills for mobile services by cutting other expenses, carry their mobile phone to the bathroom and restroom, keep it with them while sleeping... This research tries to look into the minds of this school/college going young generation, and ask them how much they are addicted to mobile phone and if they can live without mobile phone.

EFFECTIVENESS OF TRAINING IN AUTO COMPONENT INDUSTRY – AN EMPIRICAL STUDY

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ABSTRACT

This project work is undertaken with a view to study and analyse the effectiveness of the training program conducted for the employees of auto component companies in Tamilnadu state. The main objective of the study is to study about training given to the employees particularly staff, study the training methodology and the effectiveness of the training on employees. In this study, research design is descriptive and the Stratified sampling technique is adopted. The data is collected through questionnaire method from the employees of auto component companies in Tamilnadu state. The Percentage method is used to analyse the data, the Pearson's Correlation is used to find the dependency of variables on each other. ANOVA is used to find out the mean variance between the different variables. Based on the analysis the major findings are majority of the respondents are given good opinion about the training effectiveness, training period, and enhancement of skills after the training. Based on the findings, the suitable suggestions are given. The companies can conduct more number of training programs, and also give more training to improve employee morale.

THE IMPACT ON MARKETING BY THE ADVENT OF WEB 2.0 INTERNET TOOLS

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ABSTRACT

Ever since Marketing has emerged as the core of Business Management, there is always quest for finding ways to get connected with customers and consumers. Past centuries saw the Theatre, Printing Press, Public Gathering and Wall Graffiti as the communicating and connecting media. Then came the era, that was dominated by the advent of TV, Radio Broadcasting, Public Address Systems, Photography, Cinema, Newspapers, Magazines and Email. Marketing quickly adapted these emerging technologies for their quest for connecting with the customers. Conventional or Traditional marketing channels were highly controlled as they are mostly one-way messages created by some specific group and directed at the customers. Now with Web 2.0 Tools, everyone can participate in the creation, distribution and use of the messages. Web 2.0 denotes all online tools, platforms, that people use to share opinions, insights, experiences and perspectives with each other that include blogs, wikis, photo and video sharing, podcasts, Twitter, social networking sites like LinkedIn, Facebook, widgets, chat rooms, message boards etc. The Web2.0 tools have significantly altered the Business and Marketing Landscape. Unless corporate and business entities are aware of their existence, their potential, the cost of not adapting or the benefits of leveraging them, future survival and growth will be severely threatened. This research paper aims at capturing these trends and how they have forced the reengineering of the Marketing Landscape with special reference to Indian Markets and a discussion on future outlook.

MARKET INFLUENCE ON THE TECHNOLOGY IN THE ENERGY SECTOR - A STUDY OF INDIAN SCENARIO

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ABSTRACT

The liberalization of economic policies in India, in 1990, effected massive changes in the market scenario right from consumer products to corporate systems and shown remarkable economic growth in past two decades. Marketing management as a business discipline, which focused on the practical application of marketing techniques and the management of a firm's marketing resources and activities, came into its real existence. Rapidly emerging forces of globalization led firms to market beyond the borders of their home countries, making international marketing highly significant and an integral part of domestic market and marketing strategy of individual firm / company in India. Generally, whenever new technology is put in the market, awareness is generated through various types of advertisements and consumers would adopt. In case of Power sector, it is the market which is demanding for the new technology and Power Equipment manufacturers are struggling to bridge this technology gap. Indian Power equipment manufacturers have an additional issue with technology. They have to essentially depend upon the imported technology in the form collaboration or joint ventures. Availability of this advanced technology is very expensive and rare, in the wake of Indian open policy. This paper while looking at the dilemma (whether to depend upon the external technology or develop their own) of the Indian power equipment manufacturers like BHEL, L&T, etc, concludes that Indian Power sector companies should develop their own technology than to depend upon external help all the time. It would be beneficial to total economy of India.

SPOT ELECTRICITY PRICE MODELLING AND FORECASTING

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ABSTRACT

Structural reforms and deregulation since early 1990's around the world has transformed Electricity markets from highly regulated and controlled markets, into, deregulated and competitive markets. Electricity trading is no more a technical business. Today, electricity is treated and traded like any other commodity. A power market participant, who will be in a position to forecast prices correctly, can make an informed decision of adjusting production schedule, buy/sell electricity at an appropriate price from an energy exchange and maximize profits. In this study, literature pertaining to spot electricity price modelling and forecasting is reviewed.

AN ANALYTICAL STUDY OF RURAL MARKETING IN INDIA - OPPORTUNITIES AND POSSIBILITY

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ABSTRACT

The Indian rural market has a huge demand base and offers great opportunities to marketers. More than 68% Indian consumers live in rural areas and almost half of the national income is generated from here. It is not just witnessing an increase in its income but also in consumption and production. It is in this background that rural marketing has emerged as a special marketing. Rural marketing has caught the eye of most corporates even multinational corporations across the globe as a place of opportunity for exploring new markets. This paper presents a review of rural markets "Environment problems and opportunities and possibilities" in India. And discuss the profile of the rural Indian consumer and analyses the characteristics of the diverse and scattered rural market. Using primary and secondary data collected from various market segments such as literacy levels, accessibility, distribution networks, income levels, market penetration, distances from nearest towns, etc. It exhibits linguistic, regional and cultural diversities and economic disparities, increases in purchasing power fuelled lot of interest in rural area.

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With sincere regards

Thanking you profoundly

Academically yours

Sd/-

Co-ordinator

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