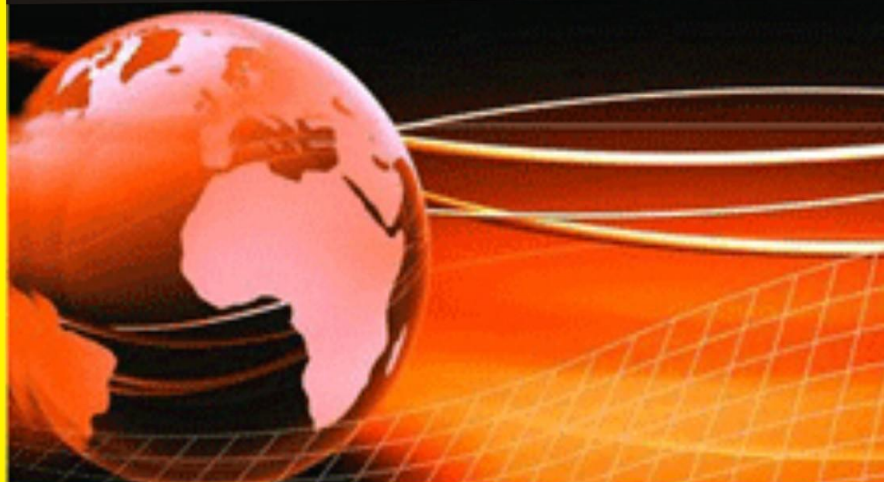


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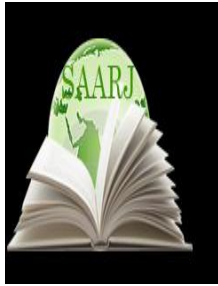
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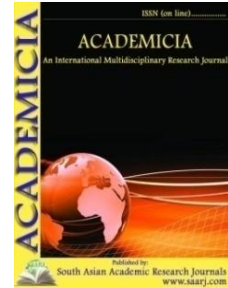


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**INFLUENCE OF BRAND EQUITY ON CONSUMER PURCHASE
BEHAVIOUR. SPECIAL REFERENCE TO CARGILLS BRAND NAME IN
JAFFNA DISTRICT****Mr. E. Ratnam*; Mrs. Sabina Dinesh Kumar**; Mr. Sivapragasam Sivanenthira*****

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**Assistant Lecturer,

Faculty of Management Studies and Commerce,
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Sri Lanka.

***Assistant Lecturer,

Faculty of Management Studies and Commerce,
University of Jaffna, Sri Lanka.**ABSTRACT**

Brand equity is the intangible value added to a product by the effective use of promotion and other marketing tools. On dimensions like image, distribution and physical design, it can provide strong competitive advantages in product categories where most alternatives provide the same benefits. Consumer behavior is an important consideration when constructing a marketing plan. While revenue, sales numbers and all profit generating departments are important, when it comes down to it consumer behavior is a big part of the marketing puzzle. The present study investigates the Influence of brand equity on consumer purchase behaviour. The sample was selected from the population of consumers in Cargills branded products. For the purpose of data collection from the respective consumers, the 200 consumers were selected as sample from consumer's population. Based on the mean value, the influence of the brand equity on purchase behaviour are categorized into two levels. Brand element and brand perceived quality are in higher influence to purchase of Cargills branded products. Brand awareness, brand imagery, brand performance, brand resonance and brand association are in moderate influence to purchase of Cargills branded products.

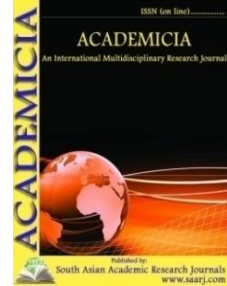
KEYWORDS: Brand Equity and buyer behavior.



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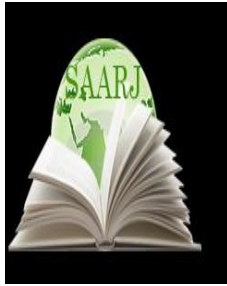
**HE'S VARIATIONAL ITERATION METHOD FOR SINGULAR****PROBLEMS OF TYPE** $u''(x) + \frac{1}{x}u'(x) + f(x, u) = 0, u(0) = a, u'(0) = b.$ **Manoj Kumar***

*Research Scholar,
Department of Mathematics,
NIT,
Kurukshetra, India.

ABSTRACT

This paper applies He's variational iteration method for solving singular differential equation with initial condition of special type. The solution process is illustrated and various results obtained by examples.

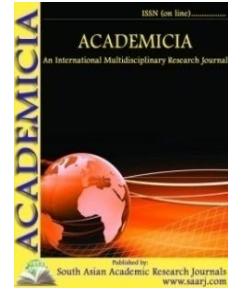
KEYWORDS: *He's variational iteration method, singular problems.*



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**COMPARATIVE STUDY ON EFFECTIVENESS OF FINANCIAL
CONTROL SYSTEM BETWEEN DIVISIONAL SECRETARIAT
DIVISIONS OF JAFFNA AND KILINOCHCHI DISTRICTS****Mr. Sivapragasam Sivanenthira*; Mrs. Sabina Dinesh Kumar****

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Faculty of Management Studies and Commerce,
University of Jaffna,
Sri Lanka.

**Assistant Lecturer,
Faculty of Management Studies and Commerce,
University of Jaffna,
Sri Lanka.

ABSTRACT

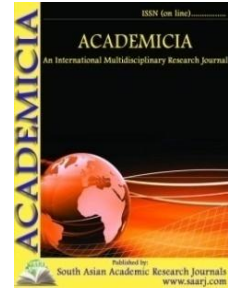
The success and survival of an organization depends on effective utilization of resources. Every organization needs to adopt effectiveness of financial control system in order to get optimum utilization from their resources. Financial control is at the core of every organizations fulfilling its mission and achieving its goals while providing safeguards to protect organizational resources. The objectives are to evaluate on the prevailing effectiveness of financial control system, to identify which factors are mostly influencing the effectiveness of the financial control system and to recommend a crackdown action and suitable structured changes. Conceptualization model includes control environment, internal control, financial planning, budgetary control and auditing to evaluate the effectiveness of financial control system in Jaffna and Kilinochchi DS divisions. To analyse the effectiveness of financial control system, 124 employees were taken as sample from the seven DS division for each district. Data were collected from 109 employees of Accounting Department related with accounting works by questionnaires. Method of analysis specifically considered unilabiate analysis and independent sample t test. The study reveals that there are high level of implemented financial control system in both districts. But, implemented financial control system in kilinochchi is higher than Jaffna and there is a significant difference between both districts. Further, some recommendations are given to government and police makers to achieve the perfect level of financial control system.



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**THE STUDY ON EFFECT OF BRAND CONSCIOUSNESS AMONG
CHILDREN ON FAMILY'S BUYING BEHAVIOR**

Sunita Yadav*; Neha Agarwal; Ajit Singh*****

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University of Delhi,
India.

ABSTRACT

Consumer behavior is the study of when, why, how, where and what people do or do not buy products. It blends elements from psychology, sociology, social, anthropology and economics. It attempts to understand the buyer decision making process, both individually and in groups. It studies characteristics of individual consumers such as demographics and behavioural variables in an attempt to understand people's wants. It also tries to assess influences on the consumer from groups such as family, friends, reference groups, and society in general.

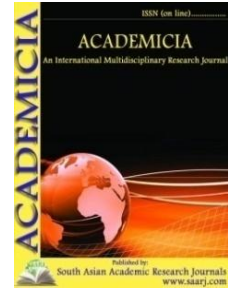


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DESIGN AND ANALYSIS OF HANDWRITTEN CHARACTER RECOGNITION USING NEURAL NETWORKS

Gabbeta Rajaiah*; **P.Srinivas****; **B.Gandhi Lal*****

*Professor & Head of the Department,
Electronics and Communication Engineering,
Abdulkalam Institute of Technological Sciences,
Kothagudem, A.P., India.

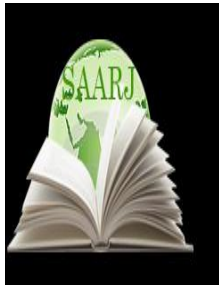
**Associate Professor,
Electronics and Communication Engineering,
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Kothagudem, A.P., India.

***Assistant Professor,
Electrical and Electronics Engineering,
Abdulkalam Institute of Technological Sciences,
Kothagudem, A.P., India.

ABSTRACT

Handwriting-based writer identification is a hot research topic in the pattern recognition field. Now a day, person identification has become a major problem to counterfeit the forgery. The identification of a person on the basis of scanned images of handwriting is a useful biometric modality with application in forensic and historic document analysis and constitutes an exemplary study area within the research field of behavioral biometrics. Writer recognition is the task of determining the author of sample handwriting from a set of writers and verifying the writer from the sample. Text-independent offline writer recognition is more challenging than online writer recognition. Here we propose a system which extracts the simple writer specific features from the scanned character images written by different writers and use them to recognize the writer.

KEYWORDS: *Offline character handwriting recognition, Neural Network, Training the system, Testing the system.*



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**PRELIMINARY STUDY OF ATTITUDE AND PRACTICES
REGARDING PRE-CONCEPTUAL NUTRITION AMONG FEMALE
STUDENTS****Mohammed Abdulridha Merzah****Technical Institute of Karbala,
Karbala, Iraq.

ABSTRACT**BACKGROUND**

Diet is associated with five of the 10 leading causes of death in the U.S. Currently the greatest increase in overweight and obesity in the U.S. has occurred in 19-24 year olds. Those youth age groups are 43-times more likely to develop cardiovascular disease, as well as other risk factors such as high blood pressure and cholesterol, and Type 2 Diabetes, which poses a concern for the future health of Americans as well as the already excessive health care costs. This study was proposed in order to assess female-students' attitude and practices regarding healthy diet during preconceiving period. Method: The information was collected from eighty female students who enroll on fall courses at SIUC using a survey with 13 questions. The questions asked about the attitude and practices regarding nutrition such as attitude to a healthy diet, attitude to receive pre-conceptual care counseling, exercise, and some daily habits.

RESULT

Eighty female students participated in this survey with the mean age of 24.5 (M= 24.5). The results show that most of the participants have attitude forward eating healthy food, attitude toward healthy practices such as exercise, and attitude to get more information regarding healthy diet during pre-conception period as well. Conclusion: There is a slight trend to an attitude to a healthy diet and practices during preconception period, but it is not highly significant. Since only 80 people participated on the survey, the results only present slight tendencies. Additional studies are required in order to get more reliable and accurate results.

KEYWORDS: *Attitude, Conceiving, Infertility, Pre-conceptual nutrition.*



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**A SEARCH FOR COGNITIVE DIMENSION OF EVERYDAY LIFE
ACTIVITIES****Arindam Bhattacharjee*; Dr. Lopamudra Choudhury****

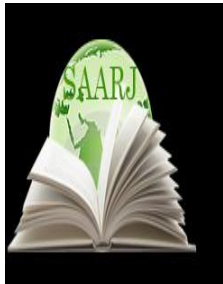
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UGC (UPE-II),
School of Cognitive Science,
Jadavpur University,
India.

** Director,
Department of Philosophy,
School of Cognitive Science,
Jadavpur University,
India.

ABSTRACT

The aim of this paper to determine the Cognitive dimension of Everyday Life Activities. For measuring everyday life activities, an attempt has made to construct a scale. The scale named as Daily Life Cognitive Efficiency scale. Initially 45 statements were taken concerning 6 conceptual fields. These conceptual subscales are i) systematic, ii) target fulfillment, iii) self-affordance, iv) evaluation of task v) object placement and vi) multitasking. Each dimensions further consisted of several key cognitive features. In particular, the paper reported the responses of 100 Bengali students (both UG and PG) from different departments of Jadavpur University. The results of the present study provide the final scale, which consists of all the 37 items of the initial Daily Life Cognitive Efficiency scale (DLCES) and for which strong evidence was ascertained. The result reveals that, our daily life activities encompass several cognitive abilities which are rooted in categorization.

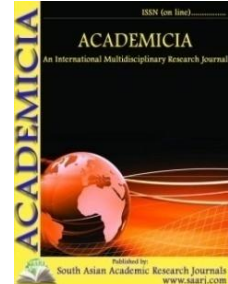
KEYWORDS: Cognitive Efficiency, Cognitive Dimension, Scale.



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TECHNOLOGIES IN DATABASE MANAGEMENT SYSTEM

Mr. S. B. Khandagale*

*Assistant Professor,
Kisan Veer Mahavidyalaya,
Wai, Maharashtra, India.

ABSTRACT

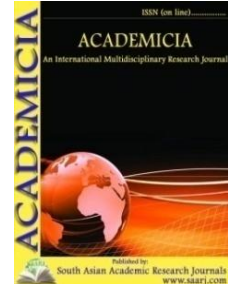
This research paper is an honest attempt to focus on current status of DBMS. This includes DBMS Technologies, Applications and their Objectives. In review of research papers they were focus on types of databases and different trends of database but in this research paper the goal is focus on current technologies used in Database management System and types of Database Management System.



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**EVOLUTION AND GLOBALISATION OF ENGLISH LANGUAGE****Mohit Dwivedi****VIT University,
India.**ABSTRACT**

English is a language that has kept the whole world bonded together in present times. In 1500 years, after its origin it has become a lot more than just a language; it has evolved into a global institute itself. English language's importance today can be compared to salt whose presence is seldom felt but absence is recognized instantly.

In this article, I have sought out to trace the evolution and globalisation of English language over the years since it has originated.

KEYWORDS: *English, evolution of English, globalization of English, global language, origin of English.*

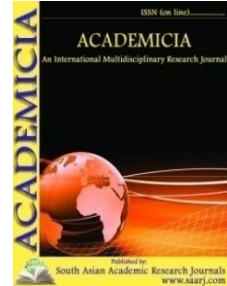


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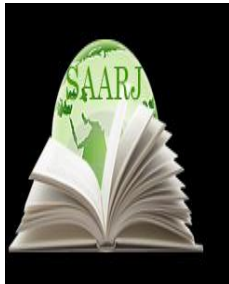
THE ADMINISTRATION OF JAFFNA DURING THE DUTCH PERIOD - A HISTORICAL PERSPECTIVE

-
Dr. K. Arunthavarajah*

*Senior Lecturer,
Department of History,
Universtiy of Jaffna,
Sri Lanka.

ABSTRACT

Jaffna kingdom was functioning as an independent state. Kings of those times, Created and followed the administration to suit their purpose without any dependence on any other power. But following the conquest of maritime regions Ceylon by the Portuguese Jaffna lost its independence and came under their direct rule. The Portuguese established their administration favourable to them. Even in the times of Dutch who followed the Portuguese the same situation prevailed. Dutch in Jaffna followed the policy of thrift in all possible ways and formulated the policy to exploit the economy of Jaffna.



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HE'S VARIATIONAL ITERATION METHOD FOR SINGULAR INITIAL VALUE PROBLEMS OF SPECIAL TYPE

$$u''(x) + \frac{2}{x}u'(x) + f(x, u) = 0, u(0) = a, u'(0) = b.$$

Manoj Kumar*

*Research Scholar,
Department of Mathematics,
NIT,
Kurukshetra, India.

ABSTRACT

This paper applies He's variational iteration method for solving singular initial value problems of special type. The solution process is illustrated and various results obtained by examples.

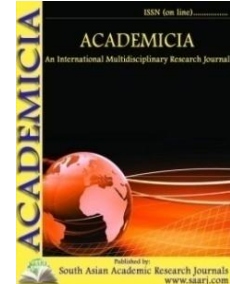
KEYWORDS: *He's variational iteration method, singular initial value problems.*



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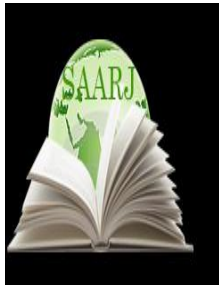
**CRITICAL APPRAISAL OF ASPECT OF BEHAVIOR OF COUNTRY
RESIDENTS FOR TOURIST DESTINATION COMPETITIVENESS OF
INDIA AND SINGAPORE****Dr. Archana Bhatia***

*Associate Professor,
Head and Dean,
Department of Commerce,
DAV C. College,
Faridabad, India.

ABSTRACT

Tourism today is a leisure activity of the masses. People today travel to international destinations to break the regular monotony of life. They are mainly attracted by either the scenic beauty of its nature or by fascinating leisure, sports and adventure activities offered by the destination. But the competitiveness of the destination is also affected by the behavior of country residents of the destination. The paper makes an attempt to compare the competitiveness of India as well as Singapore on behavior of country residents' issue. The foreign tourists' perception of various variables of this attribute of Indian tourism industry is compared with that of Singapore tourism which are based on different articles of destination competitiveness, the Travel and Tourism Competitiveness Report (TTCR) issued by World Economic Forum and also from various published media. Primary data through questionnaires containing 5 point Likert scale and secondary data from web resources and books are used in the paper. The findings show that the behavior of government officials, taxi/auto rickshaw drivers, level of education of service providers is found to be much better in case of Singapore and the society is also found to be more open and friendly. This finding is also supported by the secondary data as on the pillar of human resources of TTCI index, 2011 Singapore bags 2nd position and India is on the 96th position and on the pillar of affinity for travel and tourism industry Singapore secures 12th position and India is poorly placed on 116th position.

KEYWORDS: *behavior of country residents, competitiveness, perception, travel and tourism.*



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AN ALTERNATIVE PERSPECTIVE ON RECESSION: HUMAN RESOURCE MANAGEMENT INJUNCTIVES

Dr. L. K. Tripathy*

*Director,
SIIBM,
Pune, India.

ABSTRACT

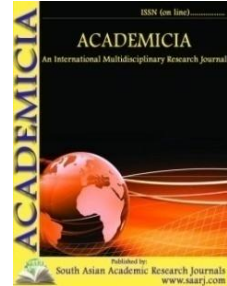
In the present professional world freshers join an organization with lot of enthusiasm and inspiration to outperform the past records. After a prolonged busy schedule and tough assignments, gradually he grows old in his professional career and makes all attempt to meet life's demands. Suddenly and undesirably there comes the recession and due to his unpreparedness either he becomes jobless or is left with no major assignments. In extreme case, he becomes confused, indecisive and find it difficult to carry forward his life further within the midst of uncertainty.



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EVALUATING WOMEN'S ATTITUDE TOWARDS BUYING APPARELS ONLINE

Laxmi*

*Research Scholar,
Department of Commerce,
DSE, University of Delhi,
New Delhi, India.

ABSTRACT

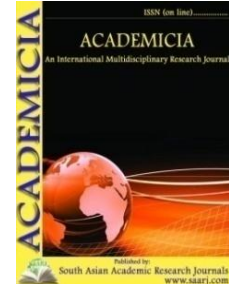
The use of web is increasing for doing online shopping. This paper investigates the women's attitude towards purchasing apparels online. The results show that women have a positive attitude for shopping online for apparels but they are few factors (such as safety, trust on e-retailers) which discouraging the some women to use web for apparels purchasing. Questionnaire method is employed in this study.



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**LINKAGES OF REAL EFFECTIVE EXCHANGE RATE FLEXIBILITY
AND ECONOMIC GROWTH IN INDIA: AN EMPIRICAL STUDY****Dr. Namita Rajput*; Ms. Saachi Bhutani****

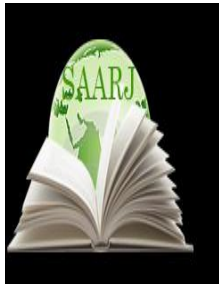
*Associate Professor,
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New Delhi, India.

**Associate Professor,
Kalindi College,
University of Delhi,
New Delhi, India.

ABSTRACT

In this paper we analyze the relationship between exchange rate flexibility and economic growth in India. Undervaluation of the currency (a high real exchange rate) stimulates economic growth. This finding is robust to using different measures of the real exchange rate and different estimation techniques. A formal model elucidates the linkages between the real exchange rate and the rate of economic growth. Economists have long known that poorly managed exchange rates can be disastrous for economic growth. Avoiding significant overvaluation of the currency is one of the most robust imperatives that can be gleaned from the diverse experience with economic growth around the world, and is true in case of India. The objective of the paper is to investigate co-integration between REER and economic growth under the VAR framework using Co integration, VECM, Variance Decomposition Analysis, Impulse Response and Granger causality. The results reveal that relationship between exchange rates and GDP are complex and can have severe implications for economic growth. The results of co integration confirm this fact that they share long term relationships, with more adjustments done in REER to move towards equilibrium. Granger Causality shows unilateral granger relationships from GDP to REER. These results have some policy implications, Real exchange rate should be kept at competitive levels as they can be critical for jump-starting growth excessive volatility. It can also facilitate efforts to benefit from on these fundamentals by encouraging the Re- deployment of resources into manufacturing and reaping immediate productivity gains by encouraging the redeployment of resources into manufacturing and acquiring immediate efficiency gains.

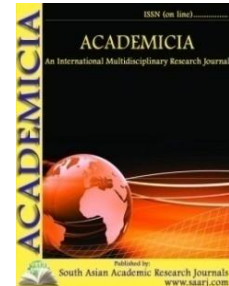
KEYWORDS: *REER, Real GDP, Co-integration, VECM, Granger Causality Variance Decomposition Analysis.*



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**A STUDY BY JOB SATISFACTION OF DELHI UNIVERSITY FACULTY
ACROSS DISCIPLINES****Narander Kumar Nigam*; Saumya Jain****

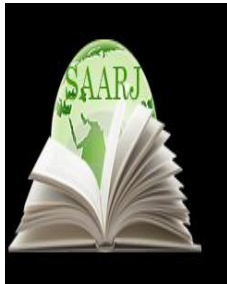
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ABSTRACT

The relationship between job satisfaction and performance can never be undermined. Job satisfaction is an inherent component in occupation of any nature. It is particularly important amongst teachers who are endowed with the task of imparting education to the future of the country and have great influence on their attitude and thinking. Little empirical research has been done till date regarding the job satisfaction level of teachers in higher education in developing countries like India. The present study was designed to assess the job satisfaction level of faculty working in Delhi University, one of the consistently high ranked universities of the world and to find out whether level of job satisfaction was same across different streams. An attempt was also made to identify that factors that contribute to the satisfaction/dissatisfaction. The study was a descriptive study and made use of standardized job satisfaction scale as a research tool. 163 faculty members working in Delhi University in 18 different colleges were selected between September to November 2013. The findings of study showed that most faculty members of Delhi university were satisfied with their jobs. However, there is significant difference in satisfaction level of faculty members in Arts and commerce/economics and in Arts and Science.

KEYWORDS: Arts, Commerce, Delhi University, Faculty, Job Satisfaction (jst), Science.

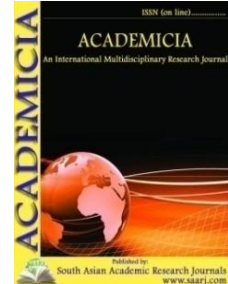


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VIRAL MARKETING AS A PROMOTIONAL TOOL

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ABSTRACT

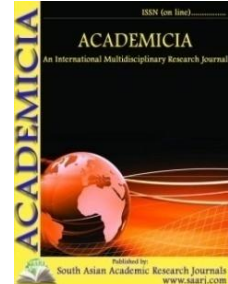
Marketing phenomenon that facilitates and encourages people to pass along a marketing message. Viral marketing depends on a high pass-along rate from person to person. If a large percentage of recipients forward something to a large number of friends, the overall growth snowballs very quickly. If the pass-along numbers get too low, the overall growth quickly fizzles.



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**THE IMPACT OF THE SERVICE QUALITY ON CUSTOMER SATISFACTION (SPECIAL REFERENCE TO NDB AND NTBBANKS IN JAFFNA PENINSULA)****Mr. Sivapragasam Sivanenthira*; Mrs. Sabina Dinesh Kumar****

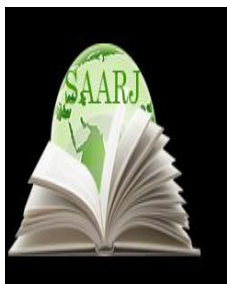
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ABSTRACT

Service quality has been viewed as a determinant of customer satisfaction. Different dimensions of service quality have been considered by various researchers. This study identifies components of service quality of banks in Jaffna. (Especially NDB&NTB)The study is exploratory in nature and uses factor analysis to identify the most important factors of customer satisfaction with service quality. The research methodology is Empirical, and a survey of customers as conducted. The findings reveal that five factors are considered important for determining satisfaction with banks, the most important of which are refreshments and behavioral factors. Managerial and theoretical implications are drawn and discussed in the paper, and a model is proposed.

KEYWORDS: *Service quality, customer satisfaction, banks.*

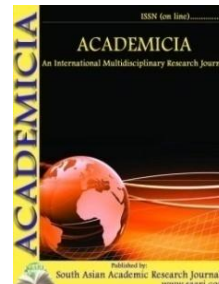


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HE'S VARIATIONAL ITERATION METHOD FOR TWELFTH-ORDER INITIAL VALUE PROBLEMS

Manoj Kumar*

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ABSTRACT

In this paper, He's variational iteration method is applied to solve twelfth-order initial value problems. The numerical results obtained with minimum amount of computation are received only in two or three approximations. The results show that the variational iteration method is of high accuracy, more convenient and efficient for solving high order initial value problems.

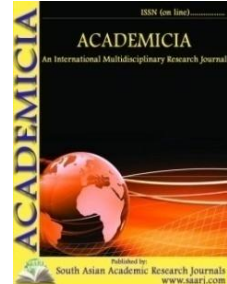
KEYWORDS: *He's variational iteration method, linear, non-linear problems, integral equations.*



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**TOURISTS' ONLINE INFORMATION SEARCH BEHAVIOR****CA Amit Kumar Sahu***

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ABSTRACT

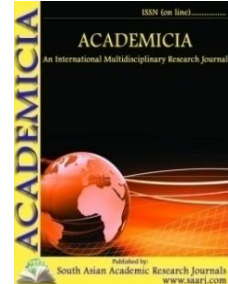
Internet has revolutionized the world. Today, in every field, internet is used. Majority of the population use the internet for searching information. The purpose of this paper is to understand the antecedents of tourists' online information search behavior. In this paper, a self constructed model is used to explain their search behavior. This model is developed with the help of secondary sources and also some new refinements are made in the original model.



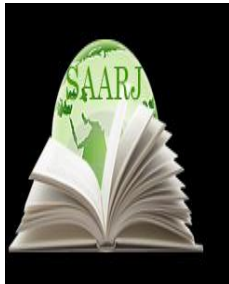
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**FACTORS AFFECTING QUALITY OF WORKLIFE****Garima Jindal***Delhi University,
New Delhi, India.**ABSTRACT**

Quality of Work life refers to the quality of relationship between employees and the total working environment. It means having a work environment where an employee's activity become more important by implementing procedures or policies that make the work less routine and more rewarding for an employee. Quality of work life brings a sense of satisfaction to employees towards their work. There are various factors which affect the Quality of Work-Life such as Work Environment, Health & Safety, Job Security, Job Satisfaction, Job Stress, Work-Life Balance, Human Relations etc. In this article the concept and origin of QWL and the factors affecting QWL have been discussed. These factors have been divided into different categories for the purpose of study.

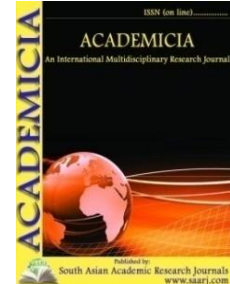


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THE FUTURE PROSPECTIVE OF ONLINE SHOPPING IN INDIA (A STUDY OF PUNJAB AND HARYANA STATES OF INDIA)

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ABSTRACT

Today, the market place is flooded with several e-commerce options for shoppers to choose from. A variety of innovative products and services are being offered spoiling customers for choice. Online shopping is no more a privilege enjoyed by your friends and family living in the US or UK. Today, it is a reality in India. In the last couple of years, the growth of e-commerce industry in India has been phenomenal as more shoppers have started discovering the benefits of using this platform. There is enough scope for online businesses in the future if they understand the Indian shopper's psyche and cater to their needs. Internet is changing the way consumers shop and buys goods and services, and has rapidly evolved into a global phenomenon. Many companies have started using the Internet with the aim of cutting marketing costs, thereby reducing the price of their products and services in order to stay ahead in highly competitive markets. Companies also use the Internet to convey, communicate and disseminate information, to sell the product, to take feedback and also to conduct satisfaction surveys with customers. Customers use the Internet not only to buy the product online, but also to compare prices, product features and after sale service facilities they will receive if they purchase the product from a particular store. Many experts are optimistic about the prospect of online business. In addition to the tremendous potential of the E-commerce market, the Internet provides a unique opportunity for companies to more efficiently reach existing and potential customers. Although most of the revenue of online transactions comes from business-to-business commerce, the practitioners of business-to-consumer commerce should not lose confidence. It has been more than a decade since business-to-consumer E-commerce first evolved. Scholars and

practitioners of electronic commerce constantly strive to gain an improved insight into consumer behaviour in cyberspace. Along with the development of E-retailing, researchers continue to explain E-consumers' behaviour from different perspectives. Many of their studies have posited new emergent factors or assumptions that are based on the traditional models of consumer behaviour, and then examine their validity in the Internet context.

KEYWORDS: *E-commerce, Optimistic, E-retailing, Business-to-Business (B2B), Cyberspace.*

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2. The articles passed through screening at this level will be forwarded to two referees for blind peer review.
3. At this stage, two referees will carefully review the research article, each of whom will make a recommendation to publish the article in its present form/modify/reject.
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