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# ACADEMICIA

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Journal



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E-mail id: [academica@saarj.com](mailto:academica@saarj.com)**VISION**

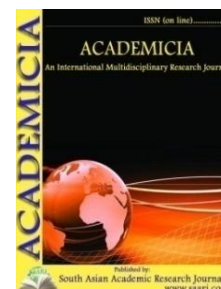
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# ACADEMICIA:

## An International Multidisciplinary Research Journal



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**MANPOWER DEVELOPMENT THROUGH RELEVANT  
TECHNOLOGY EDUCATION CURRICULUM FOR SUSTAINABLE  
POVERTY ALLEVIATION**

**S.T.PUYATE\***

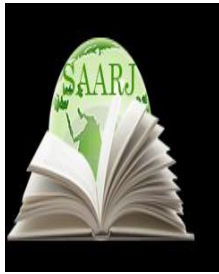
\*Faculty of Technical and Science Education,  
Department of Science and Technical Education,  
Rivers State University of Science and Technology,  
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**ABSTRACT**

*The purpose of this study was to investigate whether the present curriculum being used to the development of technological manpower in our technical colleges is relevant, adequate in content, effective and enough to make the recipients self-employed for sustainable poverty alleviation. A total of 50 respondent comprising 20 technical teachers and 30 final year students from technical colleges formed the sample of the study. A set of questionnaire was used for data collection while the target population was all teachers and students. A total of three research questions were and simple percentage was used to analyze the data collected. The findings revealed that, the currently used curriculum in technical colleges is inadequate, not very relevant, no enough time for practical and cannot earn the products self-employment for sustainable poverty alleviation.*





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**FIRM SIZE AND INVESTMENT-CASH FLOW SENSITIVITY: THE  
DEVELOPING COUNTRY EVIDENCE**

**MARINA MUSTAPHA\*; NG HUEY CHYI\*\***

\*Taylor's Business School,  
Taylor's University.

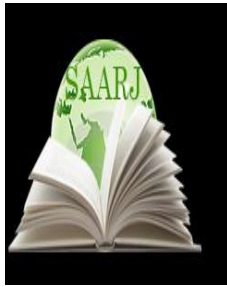
\*\*Taylor's Business School,  
Taylor's University.

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**ABSTRACT**

*Literatures argue that investment behavior is presumably different between small and large firms. Small firms have less access to external capital markets and are expected to be more financially constrained. Large firms, on the other hand, are known to be fundamentally and financially strong. This paper seeks to examine the impact of similar factors on investment among companies in a developing country. The authors employed the top 20 and bottom 20 multi-sector performers listed in the FTSE 100-index of the Malaysian Bourse for this purpose. Research results demonstrate similarities with results from earlier researchers. The study confirms the presence of investment-cash flow significant relationship. Besides a positive relationship, investment is highly sensitive to cash flow among large size firms, as compared to small size firms. These firms are more dependent on their internal funds availability for investments and growth. Large size firms also possess the ability in adjusting or delaying their projects when experiencing financial constraints. Small size firms, in contrast, consistently execute costly investments, primarily for survival. This research framework makes a significant contribution that could be used as a platform for management, as well as, governments of developing countries to focus on their investment efforts for sustainability and growth. Additionally, it further engenders awareness and better understanding of their roles.*

**KEYWORDS:** *financial constraints, firm size, investment, cash flow, investment-cash flow sensitivity.*



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**COUPLES-BASED COPING TRAINING ON THOUGHT CONTROL  
STRATEGIES OF SPOUSES OF CANCER PATIENTS**

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Karaj Branch, Iran.

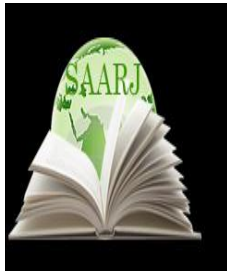
\*\*Assistant Professor,  
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---

**ABSTRACT**

*The stress of a patient's cancer can easily be felt by her partner so that the cancer becomes a shared stress or a "we-disease." In this article, we look at how couples experience the cancer diagnosis and treatment and the ways they cope together with the illness. As practitioners, we are particularly interested in understanding the process of mutual support and the characteristics associated with a couple's coping that lead to a positive adjustment to cancer. A total of 187 spouses of cancer patients attending oncology clinics of two hospitals in Tehran, Iran, participated in the research program. Data collection was done using the Zung Self-Rating Anxiety Scale, Thought Control Questionnaire and Beck Depression Inventory. The research sample consisted of 29 married spouses of cancer patients. The prevalence of probable mixed anxiety depression disorder (MADD) among the spouses was 15.5 %. In the present study, we examined changes in thought control strategies for MADD patients who underwent couples-based coping training. The couples-based coping training sessions extended for 45 minutes and were held once weekly. All of the thought control strategies were positively associated with MADD. Mutual support for couples with cancer can substantially benefit family and patient functioning and caregiver burden.*

**KEYWORDS:** *Couples-Based Coping Training, Cancer, Mixed Anxiety Depression Disorder (MADD), Thought Control Strategies.*



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## **OBESE SUDANESE WOMEN WEIGHT CHANGES DURING DIFFERENT STAGES OF LIFE**

**DR. NAGAH A. A. MOHAMED\***

\*Assistant Professor,  
Sudan University of Science and Technology,  
Faculty of Animal Production Science and Technology.

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### **ABSTRACT**

*The present study is to detect weight changes during different stages of life of obese Sudanese women aged 40-50 years. A total of 200 apparently healthy adult Sudanese females aged 40-50 years were invited to participate in this study. Participants were classified into two groups, non-obese, and obese ( $BMI-C < 25$  and  $> 30 \text{ kg/m}^2$ ) based on WHO, 1997. The prevalence of weight gain of non-obese and obese women during their late stage of childhood and adulthood as follows: fifth, fourth and third decade of age. 71%: 51%, 29%: 40% and 0: 9% respectively. At ( $P < 0.05$ ) most of non-obese women had weight change when they were at fifth decade. Mean while, forty percent of obese women started to gain weight when they were in the fourth decade. Obese women started to gain weight earlier than non-obese ones. So efforts to promote healthy eating behaviors may be more effective if focused on younger children, and parents should be involved.*





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**MIS AND MANAGEMENT**

**PROF. K.V.S.N. JAWAHAR BABU\*; S.ISMAIL BASHA\*\***

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\*\*Assistant Professor,  
KMM Institute of Postgraduate Studies,  
Tirupati.

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**ABSTRACT**

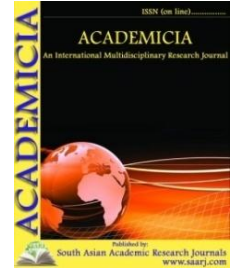
*In today's business world, there are varieties of information systems such as TPS, DAS, KWS, MIS, DSS, ES, CSCWS, GDSS and ESS. Each plays a different role in organizational hierarchy and decision making process. In this article the authors have selected two main information systems, namely, MIS and DSS. After discussing the decision making process based on each concept, its characteristics, relations, connections of each concept to decision-making process have been determined. At the same time, different models and figures are presented to enrich the discussion and to highlight precisely the status of each MIS and DSS information system in organizational decision making.*

**KEYWORDS:** *Management information system, Decision support system, Managers, Decision making process.*



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**EMPOWERING WOMEN THROUGH MICRO FINANCE:  
ROLE OF SHGS**

**P. SREELAKSHMI\***

\*Assistant Professor,  
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Kengeri, Bangalore.

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**ABSTRACT**

*Poverty has been degrading human lives since centuries. One of the greatest achievements of any economy is reduction of poverty. As we are aware, India's performance in the recent years has been among the best in the world. The prowess of India in IT, bio tech, pharmacy and various other manufacturing segments, in short India inc. is being recognized the world over. It is the money that rules the entire world. Empowerment is automatically achieved with financial stability. A number of different types of poverty alleviating strategies have been implemented by the government. One particular type micro credit, has been sweeping across in the south. Most microfinance institutions use some groups to distribute their services to their clients, referred to as Self Help Groups. SHGs are small thrift groups that make small interest bearing loans to its members mainly to encourage and inculcate savings discipline among the members. The results from these SHGs have been promising and have become an effective method of empowerment by alleviating poverty. This paper attempts to show how women in the rural areas are empowered in both quantitative and qualitative terms by joining and working in the SHGs. The status of women has generally improved as they have developed stronger confidence which has changed gender dynamics and their role in the household. In south India, significant improvements in fertility rates, female literacy, participation in development programmes and economic independence are evident.*



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**INFLUENCE OF FAMILY ENVIRONMENT AND SELF-ESTEEM ON  
HOSTILITY OF ADOLESCENTS**

**DIVYA. T. V\*; MANIKANDAN. K.\*\***

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Department of Psychology,  
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Calicut University,  
Kerala.

\*\*Associate Professor,  
Department of Psychology,  
University of Calicut,  
Calicut University,  
Kerala.

---

**ABSTRACT**

*The current study examines the influence of family environment and self-esteem on hostility of adolescents. Four hundred participants were selected participated in this study, which includes 138 males and 262 females. The variables Family environment, Self-esteem and Hostility were assessed by using Family Environment Scale, Self-esteem Inventory and Multiphasic Hostility Inventory. Data were processed by ANOVA (2x3) followed by Scheffe's test. The results revealed that Family Environment and Self-esteem have a major role in the development of Hostility among adolescents.*

**KEYWORDS:** *Family Environment, Self-Esteem, Hostility.*



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**AN ENHANCED HIERARCHICAL CLUSTERING ALGORITHM USING  
WEKA TOOL**

**MS. SUNILA GODARA\*; PAWAN KUMAR\*\***

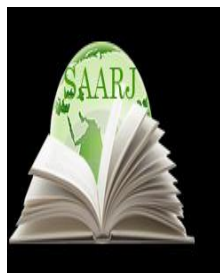
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\*\*Student.

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**ABSTRACT**

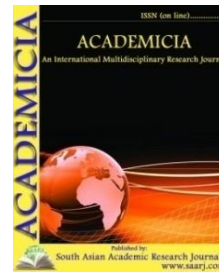
*Clustering is one of the unsupervised learning method in which a set of essentials is separated into uniform groups. The Hierarchical clustering method is one of the most widely used clustering techniques for various application..In this paper we applied Squared Euclidean distance formula in Hierarchical algorithms for clustering of UCI Data sets using WEKA machine learning tool. WEKA is a popular tool for machine learning which was written in java. The WEKA provides a collection of visualization tools and algorithms for data analysis and predictive modeling through a graphical user interface. Experimental results on UCI data show that the Hierarchical algorithms when implemented using Squared Euclidean distance formula can make better cluster in minimum time, and have good performance as well as least number of iteration for building the clusters.*

**KEYWORDS:** *Clustering, Hierarchical clustering, Squared Euclidean distance, UCI data sets, WEKA.*



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**CHALLENGES IN HUMAN RESOURCE MANAGEMENT IN RETAILING  
INDUSTRY WITH SPECIAL REFERENCE TO BIG AND MEDIUM  
LEVEL RETAILERS**

**A.R.NITHYA\***

\*Assistant Professor,  
Saveetha Engineering College.

---

**ABSTRACT**

*Even though 'Human Resources' is a relatively modern management term coined in the 1960s, the importance of Human Resource Management can be traced back to Vedic ages! Yes, in The Bhagavad Gita, Lord Krishna not only makes Arjuna spiritually enlightened, but also teaches him the art of self management, anger management, stress management, conflict management, transformational leadership, motivation, goal setting and many other aspects which are now essential parts of any HRM curriculum.*

*In fact, many B-Schools today consider The Bhagavad Gita a guide to developmental strategies that are so essential in modern management. However, unlike the western approach to HRM, which entirely focuses on external world of matter and energy, The Bhagavad Gita explores the inner self.*

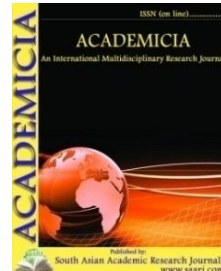
*In this competitive world, retailing industry is much exposed to environmental threats, although retailing employees may face physical hazards due to the long standing, work pressure but now due to the foreign investment in retail industries the employees are pressure to face international environmental threats. Constantly they emphasis on training and development needs so the remedies can be*





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**AN ANALYSIS OF CAUSES FOR STRESS AMONG POLICE WITH  
SPECIAL REFERENCE TO GRADE II (POLICE CONSTABLES),  
TUTICORIN DISTRICT**

**M. SHUNMUGA SUNDARAM\*; DR.M.JAYA KUMARAN\*\***

\*Assistant Professor,  
Department of Business Administration,  
Kalasalingam University,  
Krishnan Kovil.

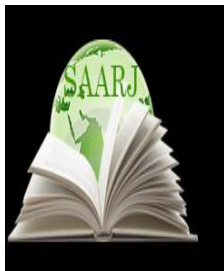
\*\*Head/Professor,  
Department of Business Administration,  
Kalasalingam University,  
Krishnan Kovil.

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**ABSTRACT**

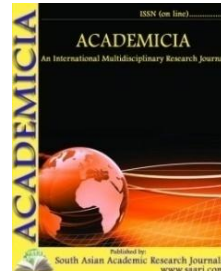
*This research tries to study the reasons leading to stress among Grade II police in Tuticorin District. Also aims in analysis the demographical factors of police personnel and their influence in the occupational stress. In this study the researcher collects data form 200 police belonging to 52 police stations in Tuticorin District. A structured questionnaire is used to collect the information from the respondents .The questionnaire contains questions related to demographical data and factors leading to stress. Likert Scale is used to measure the opinion on various stress factors. The researcher has applied descriptive analysis, factor analysis, weighted average and ANVOA for data analysis. This research explores the sources of stress and level of stress among the grade II police constables in Tuticorin district, Tamilnadu.*

**KEYWORDS:** *Coping Strategies, Motivation, Nature of Work, Personality and Stress.*



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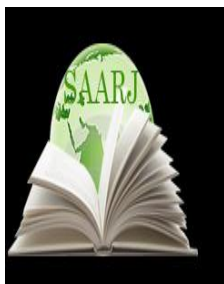


**MUSINGS ON MAGIC OF NATURE IN ARBIND CHOUDHARY'S  
POEMS**

**N.D.R. CHANDRA\***

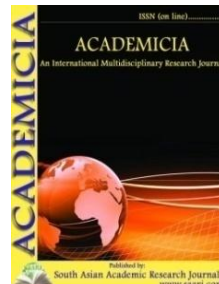
**ABSTRACT**

*The respected editor of that excellent Indian English International Literary Journal, Kohinoor, Arbind Kumar Choudhary, has long been a celebrated luminary within India's burgeoning poetry scene, and has subsequently been making manifold contribution of his works to numerous prominent poetry societies and publishing outlets abroad, over the years, having the distinction of his poems being published as far a field as England, Greece, Malta, Mongolia and Cyprus respectively. Within the educational field he has also taken a leading role, with a demanding mantle of responsibility, for he heads the Department of English at a well established college in Majuli (Assam). It hardly remains for me to pertinently observe that A.K.C. has an extensive knowledge of vocabulary, giving prodigious greater depth to his literary output, a circumstance that even had this reviewer reaching for his dictionary on occasions. This exemplary collection, a virtual treasure chest of some 210 vibrant quatrains, inspired entirely by a poet's all-embracing love of the Natural world, gives spontaneous mainspring to seasonal change and effects topographical detail, the charm of flora and fauna within his familiar environs, and all many other simple glories". (Bernard.M.Jackson [www.contemporaryliteraryreviewindia.com](http://www.contemporaryliteraryreviewindia.com), 1) Majuli, the biggest holms, is also situated on its bank where hundreds of Satras are spreading the divine mantras to the sufferers. The river is the fever for the favour of the servour. The sun, the moon, the river etc. rarely deviate from its natural course, while Man searches spiritual pleasure in the wealth, and other materialistic matters.*



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## WORK LIFE BALANCE OF WOMEN NURSES IN COIMBATORE CITY

**DR.A.ASHRAF ALI\***; **PROF. P. DEEPA ANANDA PRIYA\*\***;  
**D.SATHISH KUMAR\*\*\***

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Department of Management Studies,  
Hindusthan College of Engineering and Technology,  
Coimbatore.

\*\*\*Student,

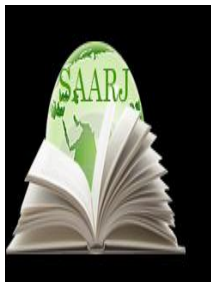
Department of Management Studies,  
Hindusthan College of Engineering and Technology,  
Coimbatore.

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### ABSTRACT

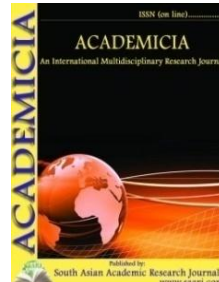
*The study entitled “Work Life Balance of Women Nurses in Coimbatore City” is intended to determine the cantonment area of Coimbatore city. The source was collected within the women nurses from the Coimbatore area. This study consists of two parts which includes the i) factors that affect the work life balance of women nurses and ii) the impact of work life balance of women nurses. This study find out the importance of work life balance especially the women nurses. Primarily the well-defined objectives are framed according to the study. Then questionnaire is prepared based on the defined objectives. The prepared questionnaire is used to get the direct response from the respondents. The response given by the respondents are analyzed and interpreted by using different types of statistical tools such as percentage analysis, chi-square test analysis, weighted average analysis and analysis of variance (ANOVA). From the analysis some general findings are raised related with the framed objectives of the study. According to the findings, recommendations are given and the conclusions are also based on the findings which will be helpful to the women nurses having work life balance with their life. Major conclusion of this study is women nurses who have work life balance she work with efficiency, manage physical and mental health, minimum stress and enjoy the life.*

**KEYWORDS:** Nurses, Women, Work Life balance.



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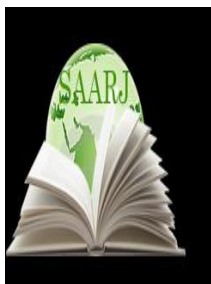
**S. T. PUYATE\***

\*Department of Science and Technical Education,  
Faculty of Technical and Science Education,  
Rivers State University of Science and Technology,  
Port Harcourt, Rivers State, Nigeria.

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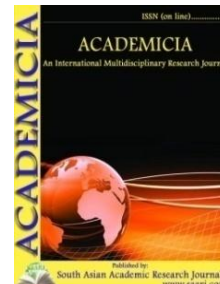
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**SMALL SCALE ENTREPRENEURSHIP DEVELOPMENT IN INDIA:  
A GLANCE ON DETERMINANTS AND DIFFICULTIES**

**DR. P. SARITHA\***

\*Assistant Professor,  
Department of Business Administration,  
Yogi Vemana University,  
Kadapa, A.P. India.

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**ABSTRACT**

*Entrepreneurs are the backbone of any economy. By initiating new ventures, they not only produce various goods and services but also provide employment opportunities to many thereby accelerating the pace of economic development. The concept of “entrepreneur” and the “entrepreneurship” have gone through various stages before they came to signify the content being put into them now. The word “entrepreneur” is derived from the French verb “entreprendre” means to undertake. Entrepreneurship is equivalent to ‘entreprise’ which involves the willingness to assume risks in undertaking an economic activity, particularly a new one. There are various factors and determinants related to growth and development of small entrepreneurship in India. They are Socio-economic factors, Motivating factors and Growth factors. The socio-economic factors are form of ownership, age, education, caste and the economic status of the entrepreneur. The motivational factors include entrepreneurship motivation, motivation for starting up of business, training programmes and government assistance and schemes. Under growth factors, investment, government assistance, profit, sales and advertising. There is a positive impact of Globalisation and Liberalisation on Entrepreneurship development in India. These difficulties may be multi-dimensional relating to small scale entrepreneurs are:*

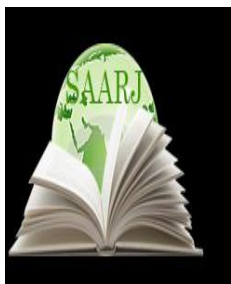
- *high prices of raw materials,*
- *competition from small and MNCs,*
- *ineffective consultancy service provided by the Government,*
- *scarcity in raw material and labour and capital*
- *shortage of transport facilities and*
- *High rates of loan interests*



*The following recommendations are proposed to the growth and development of small scale entrepreneurship development in India*

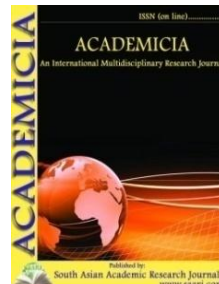
- *The SSIs can become more meaningful and more effective if the foundations of entrepreneurship are laid at the level of family and the educational institutions.*
- *A good number of schemes and programmes launched by the State and Central Governments in India for entrepreneurship development.*
- *For developing and inculcating entrepreneurial talent among the people, besides Entrepreneurial Development Programme (EDP), Government may use the media slogans like “Be an entrepreneur and serve the nation” and “Be the master and not the servant” and the like.*
- *In order to deal with complaints of entrepreneurs the District Industries Centres and the Directorate of Industries have to appoint a specialized staff to operate these activities and to have quick results.*
- *Entrepreneurship development programmes could be more pro active, broad based and of a continuous in nature.*

**KEYWORDS:** *Entrepreneurship, Growth factors, Motivating factors, MNCs and Socio-economic factors.*



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**WOMEN IN LABOUR MARKET – A SPECIAL EMPHASIS ON FACTORS  
LEADING TO GENDER DIVISION**

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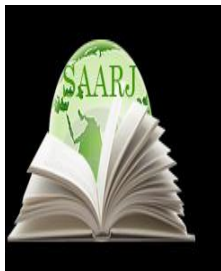
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**ABSTRACT**

*The present study focussed on women participation in labour force with the specific objectives of analysing gender dimension of rural poverty and identifying the key factors leading to gender division. The study was based on primary data only and was confined to rural and urban areas of Jammu division of J&K state only. The results indicated that overall the gender ratio in case of APL families is greater than the BPL families. The gender division of labour is a key tool of women's aggravation in labour market. There are many factors which lead to gender division of labour. These are physical capability (with a mean score of 4.09), Sexual Discrimination (with a mean score of 3.51), Participation in decision making (with a mean score of 3.43), Access to Health (with a mean score of 3.13) followed by Status Inequity (with a mean score of 3.04), Access to Education (with a mean score of 2.88), Ignored Women Services (with a mean score of 2.81), Emerging disproportionate Opportunities in the New Era (with a mean score of 2.79), Earnings biased (with a mean score of 2.3) and Mental Attitude (with a mean score of 2.16). Thus there is a need to recognize the women's reproductive and other unpaid work, and working the informal sector.*



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**A BEGINNING OF ENTREPRENEURSHIP EDUCATION IN OUR  
COUNTRY**

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**ABSTRACT**

*Entrepreneurship education has just entered the country. It will take a long way in helping India to churn out job-generators instead of job-seekers. It is playing a vital role in the country and recently many institutes have started introducing entrepreneurship programs in their regular academics. Especially, the top B-Schools in India offer the entrepreneurial courses. For a candidate to become eligible to apply for the entrepreneurship programs, the candidate is supposed to have completed a basic graduation. In certain cases non-graduates also become eligible to apply for the entrepreneurship programs considering the interest and commitment as a criteria for assessing a prospective student. Entrepreneurship is kind of holistic subject and it is a portfolio of knowledge. It provides two vital components, the first one is the business component and the second one is the entrepreneurship component. The business component is considered as a safety one for those students who might not feel like starting their own business operations immediately and the entrepreneurship component form to be an inspirational aspect which is going to instill the passion and the required skills for the student. If an entrepreneur who comes from a marketing background, he will probably spend more time in understanding finance and the business of managing money and if the entrepreneur comes from accounting background he will probably spend more time in understanding human resources and marketing. The entrepreneur has to pick and choose from the portfolio that is offered to him. In certain cases, like that of the family managed business programs, there are additional criteria like the applicant should have a role in a family business and should have spent some time understanding it. Thanks to the low-level of awareness about such courses, many institutes don't feel the need for an entrance test either.*

**KEYWORDS:** Business, Entrepreneurship, Education, India, Student, Skill.



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**TO JUDGE AN INTERDISCIPLINARY APPROACH FOR STOCK  
MARKET PREDICTION: EVIDENCE FROM INDIA**

**TUHIN MUKHERJEE\***

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**ABSTRACT**

*This interdisciplinary paper is an attempt towards financial prediction in Indian stock market over recent years, using Artificial Neural Network (ANN). I have tested this newly created model against traditional ARCH/GARCH models using z-test. Different error metrics like Average Absolute Error (AAE), Mean Square Error(MSE), Max AE are used towards prediction of opening, maximum, and minimum daily stock prices respectively. This paper concludes the difference of predictive ability of the proposed model with that of traditional ARCH/GARCH models.*

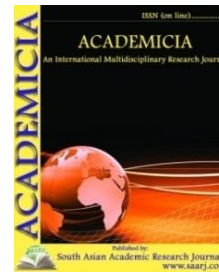
**KEYWORDS:** *Artificial Neural Network (ANN) forecasting models, ARCH/GARCH models.*



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### A STUDY ON BUSINESS ETHICS IN ADVERTISING

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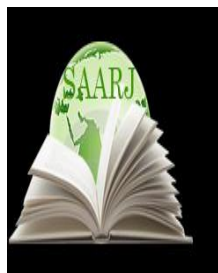
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#### ABSTRACT

*The field of advertising is extremely broad and diverse. In general terms, of course, an advertisement is simply a public notice meant to convey information and invite patronage or some other response. As that suggests, advertising has two basic purposes: to inform and to persuade, and — while these purposes are distinguishable — both very often are simultaneously present. Advertising is not the same as marketing (the complex of commercial functions involved in transferring goods from producers and consumers) or public relations (the systematic effort to create a favorable public impression or 'image' of some person, group, or entity). In many cases, though, it is a technique or instrument employed by one or both of these. Advertising can be very simple — a local, event? Neighborhood, 'phenomenon' — or it can be very complex, involving sophisticated research and multimedia campaigns that span the globe. It differs according to its intended audience, so that, for example, advertising aimed at children raises some technical and moral issues significantly different from those raised by advertising aimed at competent adults. Business ethics refers to the application of ethics to business. It is the study of good and evil, right and wrong and just and unjust actions of business. In this present scenario business ethics constitutes right and wrong. For example, would it be right for a store manager to break a promise to a customer and sell same to someone else, whose need for it is greater? What, if anything should a moral employee do when his or her superiors refuse to look into apparent wrong doing in a branch office? If you innocently came across secret information about a competitor, would it be permissible for you to use it for your own advantage? What is moral and immoral? In present scenario business ethics are not followed by many companies in their advertisements and as well as some companies are following un-ethical practices so as to increase their profits by fraudulent activities towards the consumers. The present study gives glimpse on ethics in advertising, how it is useful for the business, what is negative impact and positive impact by the society. It also focuses on the Indian organizations up to what extent the ethical values are being followed in business operations and how the consumers are being affected by the fraudulent business activities.*

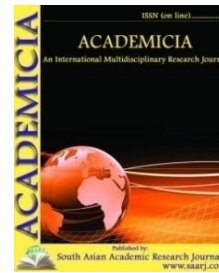


**KEYWORDS:** *business ethics, advertisements, consumers, moral and immoral.*



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**VIRTUAL MARKET - AN ANALYSIS OF WEB IMPACT ON RETAIL  
MARKET OF INDIA**

**PROF. DR. S.K. BARAL\***

\*Director,

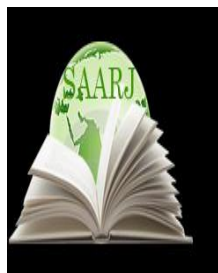
Kushagra Institute of Information & Management Science (KIIMS),  
Cuttack, Odisha, India.

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**ABSTRACT**

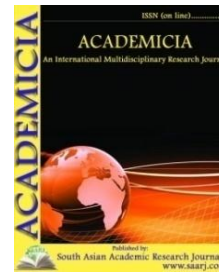
*In the last few years, Internet shopping and E-Commerce has been doing well, offering both economy of time and money, with most shopping ventures on TV also carrying online portals for web transactions. These days, Internet-based electronic marketplaces (EMs) are getting more and more popular. They emerge in different industries, supporting the exchange of goods and services of different kinds, with and for different types of actors, and are following different architectural principles. Most observers have assumed that EM would come to dominate the e-business landscape. Shopping is in our DNA, India e-retail boom catapults the country into a global shopping phenomenon. We love to window shop as well as go through the whole shebang of choosing, bargaining and buying just that the right thing that makes us light in mood if not in pocket. Not only by passing the headache of shopping and bargaining, but by coming to call with a bag full of discounts and gift cards, they have managed to increase their base beyond die-hard shoppers to those for whom shopping was an exercise best avoided. In this way, they are virtually stealing a march over their counterparts in the real world. This paper focuses on the present and future trends in e-marketing looking into the impact of web in retail market of India. This paper emphasises the impact of web marketing and sustaining competitive advantages in virtual retailing. This attempt develops and presents a useful practical guide to the virtual retailers. To study the objectives and purpose secondary sources are used to analyse the paper.*

**KEYWORDS:** e-Marketing, EMs, Retail Therapy, Shopping and Bargaining, Virtual Market.



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**THE PARADIGAM SHIFT IN WORK ENVIRONMENT A THREAT TO  
QUALITY OF WORKLIFE OF WOMEN EMPLOYEES**

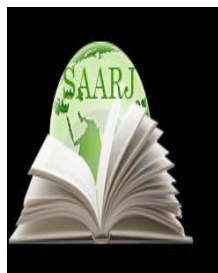
**NEVILLE C PRADEEP\***

\*Assistant Professor,  
\*PSN College of Engineering and Technology,  
Tirunelveli, Tamilnadu, India.

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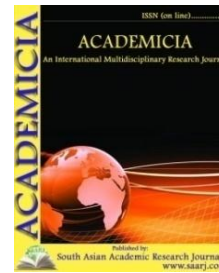
**ABSTRACT**

*The Indian society is by tradition patriarchal in nature. The workplace and social systems have been predominantly male dominated. But over the period there has been a gradual acceptance of women into the workforce. With the changed economic policy there has been a rapid increase in the employment opportunities and a change in their outlook. The traditional model of women guarding the hearth while the man earns his wages has taken backseat with the new age woman making her presence felt in the workplace. The challenge of changing work patterns are visible as extended hours of work shift work, unpredictable work schedules, high work demands, unmatchable work deadlines, job insecurity, poor or dangerous working conditions change in gender norms and values poor quality of work life high competition, new technological changes inability to meet family demands change work culture harassment and violence (Wilson, Fiona, 2003) This shift in the work pattern invariably affect the health and safety if the women employees in the organization (Reese, Charles, 2000)*



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## EMPIRICAL RESEARCH – A JOURNEY TOWARDS DEVELOPMENT

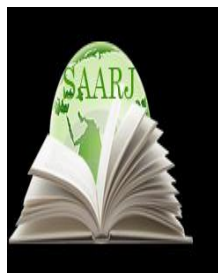
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\*Assistant Professor,  
Rishi Bankim Chandra Evening College,  
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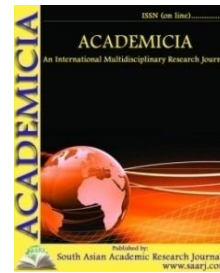
### ABSTRACT

*The term empirical was originally used to refer to certain ancient Greek practitioners of medicine who rejected adherence to the dogmatic doctrines of the day, preferring instead to rely on the observation of phenomena as perceived in experience. Later empiricism referred to a theory of knowledge in philosophy which adheres to the principle that knowledge arises from experience and evidence gathered specifically using the senses. In scientific use the term empirical refers to the gathering of data using only evidence that is observable by the senses or in some cases using calibrated scientific instruments. What early philosophers described as empiricist and empirical research have in common is the dependence on observable data to formulate and test theories and come to conclusions. In practice, the accumulation of evidence for or against any particular theory involves planned research designs for the collection of empirical data, and academic rigor plays a large part of judging the merits of research design. Several typographies for such designs have been suggested, one of the most popular of which comes from Campbell and Stanley (1963). They are responsible for popularizing the widely cited distinction among pre-experimental, experimental, and quasi-experimental designs and are staunch advocates of the central role of randomized experiments in educational research.*



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**CONVERGENT JOURNALISM: A WALK TOWARDS FUTURE  
MULTIMEDIA INTEGRATION**

**DR. SURESH CHANDRA NAYAK\***

\*Assistant Professor,  
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Manav Rachna International University,  
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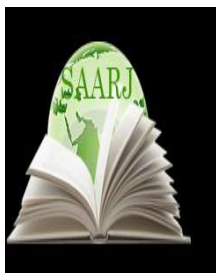
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**ABSTRACT**

*More is being asked of prospective broadcast journalists today than ever before. Increasingly, successful job seekers will need to be backpack journalists - not just writing and voicing stories, but shooting and editing them as well. While predecessors wrote for television and radio, but now ones broadcast position will likely also involve blogging or interacting on several media. The responsibility grows day by day on the shoulders of the upcoming Journalists. The dictionary meaning of convergence is the combination of two or more things for creativeness. Each every sector uses the latest technologies to keep in tune with the latest trends so as to survive in this competitive world. In this context this paper is an attempt to know the importance of convergent journalism and the changing style of various news organizations to face the future.*

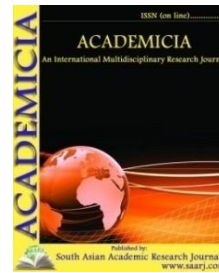
**KEYWORDS:** *Convergent, Online news, Traditional media, Tactical convergence, structural convergence, Multi media, and Technological convergence.*





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**PERSONALITY DEVELOPMENT**

**K.V.S.N JAWAHAR BABU\*; K.VANAMMA\*\***

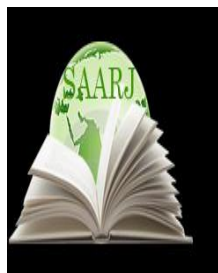
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\*\*Assistant Professor,  
KMM Institute of Postgraduate Studies,  
Tirupati, India.

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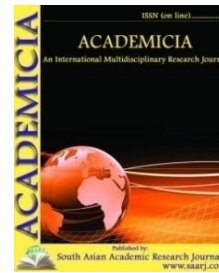
**ABSTRACT**

*Modern education is largely based on an Industrial mindset which views schools as factories and students as raw material. This has led to a mechanization of human society and the gradual decline in emphasis on creativity and real experiential learning. India's approach to education has always based itself on its deeper yogic insights into human psychology. It founded itself on the perception that every child is a soul in evolution. It looked upon the apparatus of human nature and recognized the essential principles and processes by which the human personality develops, learns and grows. Some of these insights of yogic psychology are discussed as well as the mechanism of their result in education.*



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**CROSS CULTURE MANAGEMENT: CONQUERING THE CULTURAL  
ROADBLOCKS IN THE AGE OF GLOBALIZATION**

**GAGANDEEP SINGH\***

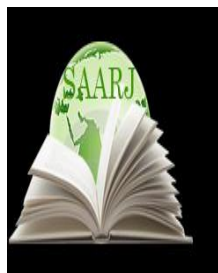
\*Research Scholar,  
Shoolini University,  
Solan.

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**ABSTRACT**

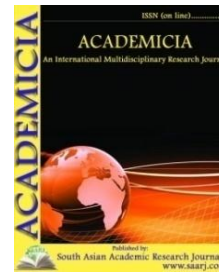
*Present era is the era of globalization, in which companies have to deal with not only different nations, different laws across different nations etc. but also with different cultures. Cross-Cultural Management examines the management of culturally diverse organizations. It explores the effects of cultural diversity on major organizational management processes. Multinational companies are attracted by non-filled markets, cheap qualified labor force, convenient location or tax relief and nowadays they are able to position and move very quickly any source into any territory that bears, in their opinion, the most suitable conditions for increasing their value. In this context it mainly includes opportunities and challenges of developing global society. However, the cooperation advantageous for the partners involved may change into mutual competition. In the area of management it means that management should not be limited only to performing of economic and technical operations and not to pay attention to the influence of cultural environment companies operate in. It is necessary to focus on the ability of managers to manage a company in multicultural conditions. In this paper, the author will discuss in detail the various aspects related to cross culture management & its relevance in today's global world.*

**KEYWORDS:** *Cross Culture Management, Culture, Globalization, Multi-national, Values.*



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**COMPARISON BETWEEN LAND USE AND WORKER STATUS IN  
RURAL AND URBAN AREA IN DELHI (1991 & 2001)**

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**ABSTRACT**

*With the increasing population at high rate in urban India, pressure on the limited natural resources is increasing continuously. Changes in the Pattern of land use and land cover over the period of time is an important factor which affects the environmental attributes of that particular area. In India planning is very important for the sustainable development of limited natural resources. This paper highlighted the relationship between changes in the land use and land cover and workers in rural and urban area of Delhi and correlation between Area \_Un\_Cultivation, Irrigation area and agriculture workers in (rural) Delhi between 1991 and 2001. We have used census of India as data sources. Correlation, growth rate and linier regression are the methodologies used in this paper.*

*In rural area of Delhi agriculture worker and area under cultivation both increased and are positively correlated. More interesting result is that non\_agriculture worker increased in rural area too with high growth rate and this growth rate is higher than the urban Delhi. Area under cultivation and agriculture worker are highly positively correlated in 1991 while in 2001 it is weakly correlated. After understanding the dynamics of land use change and its correlation between with workers we can make better plan for the development Delhi area.*

**KEYWORDS:** Land use/land cover, worker status, Area\_Un\_Cultivation, Sustainable development.

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