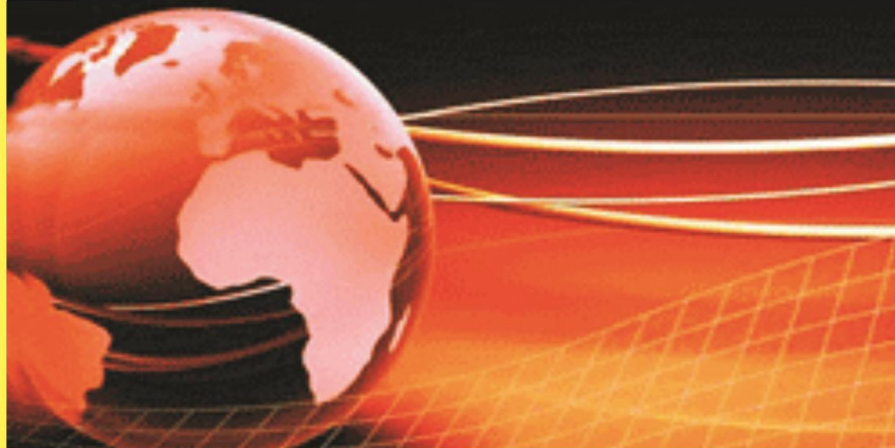


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VISION

The vision of the journals is to provide an academic platform to scholars all over the world to publish their novel, original, empirical and high quality research work. It propose to encourage research relating to latest trends and practices in international business, finance, banking, service marketing, human resource management, corporate governance, social responsibility and emerging paradigms in allied areas of management including social sciences , education and information & technology. It intends to reach the researcher's with plethora of knowledge to generate a pool of research content and propose problem solving models to address the current and emerging issues at the national and international level. Further, it aims to share and disseminate the empirical research findings with academia, industry, policy makers, and consultants with an approach to incorporate the research recommendations for the benefit of one and all.

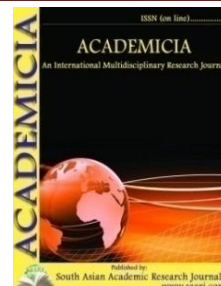


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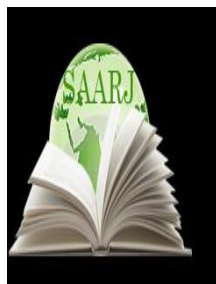
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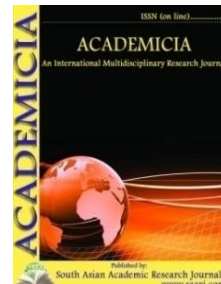


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MINING KNOWLEDGE FROM A DATABASE: AN APPROACH WITH SMART AGENTS

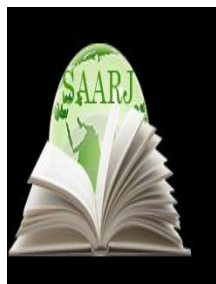
Manu Sehgal*

*Assistant Professor,
IT Department,
GGDSD College,
Chandigarh, India.

ABSTRACT

Data mining is a study of applications in a database that finds for unknown patterns in data that can be used to forecast prospected behavior of various statistics in a database. Basically data mining is a tool not to change the appearance but to notice unknown interrelation between the data.

KEYWORD: *mobile agents, collaborative agents, collaborative learning agents, interface agents.*



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**POVERTY AND ITS DETERMINANTS IN SRI GANGANAGAR
DISTRICT OF RAJASTHAN STATE, INDIA**

Mada Melkamu*; Lal Sohan**

*Ph.D Scholar,
College of Agriculture,
S.K Rajasthan Agricultural University,
Bikaner, India.

**Ph.D Scholar,
College of Agriculture,
S.K Rajasthan Agricultural University,
Bikaner, India.

ABSTRACT

The study used primary data from 100 households following multistage random sampling process. Minimum consumption expenditure per person was used as standard of measurement to categorize households into poor and non-poor. To address principal determinants of household poverty in the study area, the study used, logit model. In the district the poverty headcount is 15%, the poverty gap index was 0.025 and the squared poverty gap index was 0.0048. Logit analysis results show, as family size increases by one adult equivalent, ceteris paribus, the probability that a household falls into poverty increases by 3 percent. As irrigated landholding increases by one hectare, the probability of the household falling into poverty decreases by 11.4 percent and as farm size increases by one hectare, the probability that a household falls into poverty decreases by 4.1 percent. Similarly, as livestock ownership increases by one TLU, the probability that a household falls into poverty decreases by 5.4 percent. If income increases by one lakh, probability of household falling into poverty will decrease by 0.02 percent. As decision maker education measured by years of schooling increases by one unit, the probability that a household falls into poverty decreases by 3.5 percent and similarly, as decision maker wife education increases by one unit the probability that a household falls into poverty also decreases by 3 percent.

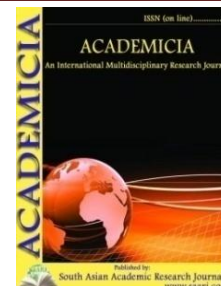
KEYWORDS: Poverty, determinants of poverty, logit, Poverty gap index, headcount index, Poverty severity index.



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**MENTAL HEALTH OF FIRST GENERATION LEARNERS AS
COMPARED TO THIRD GENERATION LEARNERS WITH RESPECT
TO VALUE PREFERENCE**

Dr. Deepa Sikand Kauts*; Ms. Gurpreet Kaur**

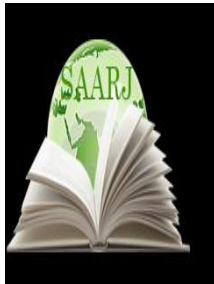
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**Assistant Professor,
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Jalandhar, India.

ABSTRACT

Education is consistently becoming the prime factor in measuring the growth of the country. Thus it becomes very important for a nation to have not only an efficient but also a flexible educational framework that allows the students to go for their interested field in education and provides complete support to them from all perspectives. But it is sad to recognize the fact that most of the youth are unable to utilize their potential in an appropriate way due to lack of guidance and motivation. They are forgetting the moral values due to the materialistic attitude that emerged with scientific and technological advancements. The present paper highlights the difference between the Mental health and Value preference of the First generation learners and Third generation learners. For the present study 100 students of 9th standard were selected under first and third generation learners' categories. Scale for the identification of the First generation and Third generation learners (prepared by the investigator), Mental Health Battery by Dr. Arun Kumar Singh and Dr. Alpna Sengupta and Study of Values Test by Dr. Raj Kumar Ojha and Dr. Mahesh Bhargave were used as tools. Mean, Standard deviation and one way ANOVA were employed. The results of the study showed that the mental health of the first generation learners was found to be poor as compared to third generation learners. On the contrary when we see the value preference scores, we found that the third generation learners give preference to Social and Political values whereas the first generation learners give importance to the theoretical, Economic and Aesthetic values.

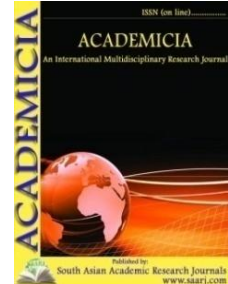
KEYWORDS: *Mental Health, Value Erosion, Value Preference.*



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**PORTRAYAL OF WOMEN IN ADVERTISING:
AN INDIAN PERSPECTIVE**

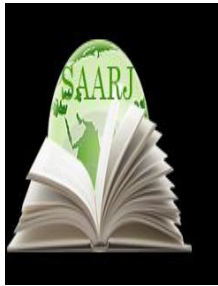
Manali Bhattacharya*; Prof. Dev Malya Dutta**

*Assistant Professor,
NSHM, Kolkata, India.

**Professor,
Centre for Management Studies,
Burdhaman University,
India.

ABSTRACT

Advertising is sometimes perceived as the index of social development. Its impact on the process of social change cannot be denied. There is a general belief that 'advertising' reflects norms prevailing in the society and promotes cultural values. There is, however, a never ending debate as to whether the scope of advertising is just to reflect what is happening in the society or it should ideally act as a weapon to set trends. Advertisements are reflected in the media and media itself is an influential institution. It has a pervasive presence in modern society and it is capable to interpret and construct reality. Portrayal of men and women in advertisement is highly influenced by their role in the society. The way they are presented in the society same way they are represented in advertisements. With the change in society role and its projection also changes. In 70's and 80's women are mainly shown as house wives busy in taking care of home and its member, listening to men's decision and adding only glamour to the screen. Now the concept has changed. They are no more treated or shown as a decorative object rather they take important decision in the family affairs. The recent Bournvita Advertisement Cleary shows that even a mother can be a trainer to their kids. This paper tries to see the change in the role of women in advertisement, mainly in the Indian context. Advertisements are properly scanned to see whether the role of women in the advertisements has changed at all or not.



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**THE HEALTH STATUS OF TRIBAL WOMEN IN KERALA:
SOME MICRO LEVEL OBSERVATIONS**

Dr. Meera Bai M*

*Professor,
Department of Applied Economics,
Director,
Women's Studies Centre,
Cochin University of Science and Technology,
Kochi, Kerala, India.

ABSTRACT

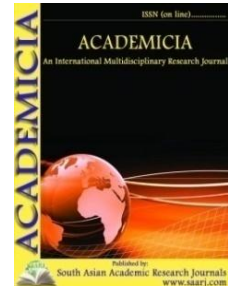
Tribal women belong to one the most vulnerable groups in Kerala. Socially, economically and culturally these women are oppressed and suppressed. They are not fully included in the main stream developmental activities of either the state or the national economy. They are not formally educated, employed and empowered. They are not only income poor but ability poor also.



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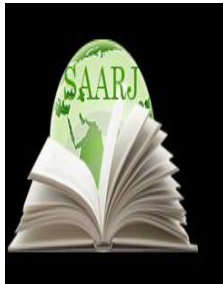
**ACCOUNTING TENDENCIES AND SHORTCOMINGS IN
TELECOMMUNICATION AND INFORMATION COMMUNICATION
TECHNOLOGIES SECTOR**

UCHKUN SHIRINOV*

ABSTRACT

The purpose of this paper is to explicate the role of accounting while using technological services in order to accomplish modifications within suppliers and stakeholders, as whole. We draw on recent extension to communicative theory that gives greater emphasis to agency including concepts while making facilitations. As part of the consequences of new public management reforms, we illustrate how accounting services de-established an older state-run bureaucratic and engineering-based routine and replaced it with a business- and accounting-based routine. Eventually, new accounting routines were reproduced and taken for granted by telecommunications management and employees. The paper contributes to elaborating the role of accounting as vital in order to establish services with the help of technology.

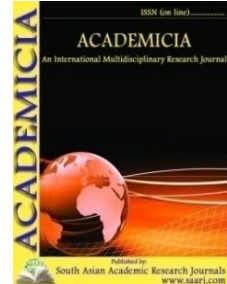
KEYWORDS: *Accounting, Contradictions, Telecommunication, Economic development.*



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**SPIRITUAL PERSONALITY AS RELATED TO PERFECTIONISM
AMONG UNDERGRADUATE STUDENTS**

Akbar Husain*; Ashfia Nishat; Musaddiq Jahan*****

*Professor,

Department of Psychology,
Aligarh Muslim University,
Aligarh.

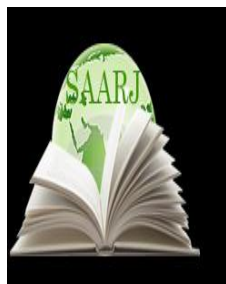
**Research Scholar,

Department of Psychology,
Aligarh Muslim University,
Aligarh.

***Professor of Psychology,
Women's College,
Aligarh Muslim University,
Aligarh.

ABSTRACT

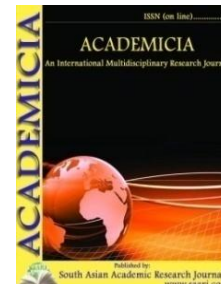
The present investigation was undertaken to examine the relationship between spiritual personality and perfectionism among under graduate students of Aligarh Muslim University. Two hundred fifty students (125 male and 125 female) were randomly selected from the undergraduate classes of Aligarh Muslim University, Aligarh. They were asked to complete the measures of the Spiritual Personality Inventory (SPI) developed by Husain, Luqman and Jahan (2012) and Perfectionism Inventory by Hill, Huelsmann, Furr, Kibler, Vicente, and Kennedy (2004). Pearson Product Moment Correlation was used to analyze the data. Results revealed that spiritual personality was significantly positively related to perfectionism.



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**A STUDY ON FOREIGN LANGUAGE CLASSROOM ANXIETY AND
FOREIGN LANGUAGE READING ANXIETY AMONG INDIAN ESL
LEARNERS**

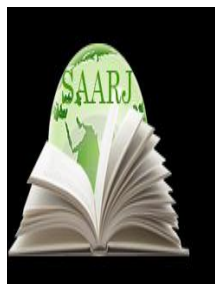
Maria Lisa Mathew*

*Ph.D Scholar,
Department of English,
Pondicherry University,
India.

ABSTRACT

This study identified the level of foreign language anxiety and foreign language reading anxiety among Indian ESL learners and their correlation with foreign language reading performance. It also explored whether gender differences of learners had any impact on the level of anxiety and reading achievement in Indian ESL learners. The present study employed a survey research design among twenty first year integrated Economics students of Pondicherry University. The primary data source came from the two anxiety instruments, namely FLCAS (Horwitz et al, 1986) and FLRAS (Saito et al, 1999), a background questionnaire and a reading comprehension test score. The results indicate a significant negative correlation between foreign language reading anxiety and foreign language reading performance among the participants; whereas there was no significant effect of gender on the foreign language reading anxiety and foreign language classroom anxiety of the participants.

KEYWORDS: *anxiety, English language reading anxiety, foreign language anxiety, FLCAS, FLRAS.*



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**SHRINKING SPACE IN UNIVERSITY LIBRARIES:
CHALLENGES & SOLUTIONS**

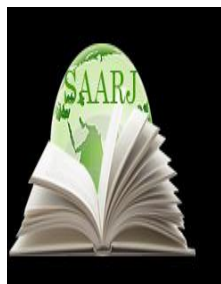
Dr. Jyoti Misra*

*Deputy Librarian,
Tagore Library,
University of Lucknow,
Lucknow, Uttar Pradesh, India.

ABSTRACT

It is a universal fact that these days, librarians are under pressure for maintaining a hybrid library, i.e. traditional library as well as digital library. Librarians have to make space for accommodating physical collection of books and at the same time, they have to make provision for cyber library, storing electronic formats of information, storing torn books, electronic scrapes etc. within their limited space and budget. As a result, space in library is shrinking. It is becoming very difficult for librarians to maintain a hybrid library in such a situation. Conservation of library space is one of the biggest problems in present time. These issues are discussed in the context of the university library of Lucknow University, Uttar Pradesh. Tagore library is the central research library of the Lucknow University. It is passing through the transition phase and facing the challenges posed by ICT. Some solutions in form of weeding out the collection and establishment of collaborative repositories are suggested to tackle the problem of shrinking space in University Libraries.

KEYWORDS: Collaborative-repositories, Cyber-library, E-books, Inflibnet, Shodh-Ganga, Soul, Tagore Library, Weeding Policy.



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TEMPERATURE VARIATIONS AND ITS IMPACT ON DNA CONTENT OF FRESH WATER FISH OREOCHROMIS MOSSAMBICUS

P.N.Chavan*; R.B.Barde**; R.P.Mali***

*Assistant Professors,
S.G.B. College,
Purna.

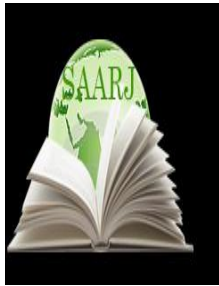
**Assistant Professors,
S.G.B. College,
Purna.

***Professor and Head,
Yeshwant Mahavidyalaya,
Nanded, India.

ABSTRACT

Aquatic biota is affected by the temperature of the surrounding water which influences the biochemical and physiological activities including food intake, growth rate, body temperature and other body functions. The present work deals with the effect of temperature on DNA content of fresh water fish Oreochromis mossambicus. The fishes were exposed to different temperatures such as 20°C, 24°C, 28°C, 32°C 36°C, and 40°C for 24, 48, 72 and 96 hours exposures respectively. The DNA content were decreased at both low temperature and high temperature as compared to control. The values of DNA content were expressed in mg/gm wet wt. of tissue and plotted graphically.

KEYWORDS: Temperature, DNA, Oreochromis mossambicus.



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MODELLING AND FORECASTING OF TOURISM DEVELOPMENT TRENDS IN UZBEKISTAN

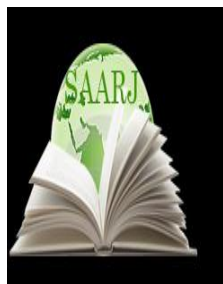
ALISHER ESHTAEV ABDUGANIYEVICH*

*SAMARKAND STATE UNIVERSITY.

ABSTRACT

This article is devoted to the analysis of tourism development trends in Uzbekistan and its influencing factors, and it establishes empirical correlation between the number of tourists arriving in the republic and its influencing factors. Besides, the article covers the comparative analysis of such correlation with other countries and the forecasts of development prospects of the area in Uzbekistan by means of the worked out econometric models.

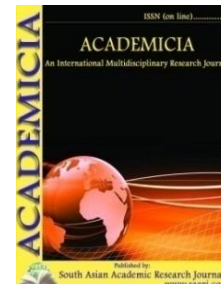
KEYWORDS: *tourism competitiveness, tourism in Uzbekistan, modelling in Uzbekistan, development of tourism.*



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**RATES OF TOURISTIC FAIRS AND ITS SIGNIFICANCE IN THE
DEVELOPMENT OF DOMESTIC TOURISM SECTOR. CASE OF
UZBEKISTAN**

D.I. Abidova*; D.M. Rahimova**

*Senior Lecturer,
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International Tourism Faculty,
Tashkent State University of Economics,
Uzbekistan Squire, Uzbekistan.

**Teacher,
Service (tourism) Chair,
International Tourism Faculty,
Tashkent State University of Economics,
Uzbekistan Squire, Uzbekistan.

ABSTRACT

Uzbekistan as a major Central Asian Silk Road tourism destination has a great opportunity of deployment in the sector of hospitality and tourism. On this basis, country's potential touristic resources, like greenhouses, reservoirs and relevant ones could be one of the vital sources in the way of sustainable development that has faced exponential growth globally. This article presents the author's attempt to form the theoretical basis of domestic tourism, as it is vital both in theoretical and practical ways. Analysis of the current state of the conceptual apparatus of the tourism industry, based on which the conclusions and proposals formulated by the creation of categorical apparatus of tourism. Moreover, tourism competitiveness of destinations will investigate speculatively through the case of Uzbekistan. The results serve to point out key trends and gaps in which to focus future research on this topic and they might be useful in formulating public policies and strategies for tourism industry development. Paper concludes major drawbacks of tourism competitiveness with the further analyses of sub-sectors.

KEYWORDS: *Tourism competitiveness, tourism resources, tourism industry, domestic tourism, tourism destination competitiveness, tourism infrastructure, tourism policy.*



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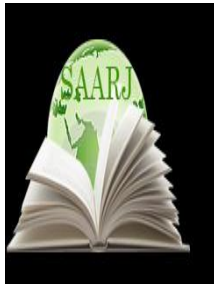
MENTAL DERAILMENT AMONG TRIBAL WOMEN IN KERALA

Meera Bai M*

*Professor,
Department of Applied Economics
Director,
Women's Studies Centre,
Cochin University of Science and Technology,
Kochi, Kerala, India.

ABSTRACT

Poverty, gender discrimination, use of alcohol, stress of modern life, conflicts and natural disasters are the major risk factors identified for mental illness nation-wide. But in the absence of an official mental health survey, there is little data on the number of people who suffer from this illness.



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**VOLATILITY OF THE INTERNATIONAL STOCK INDEXES:
A COMPARATIVE ANALYSIS**

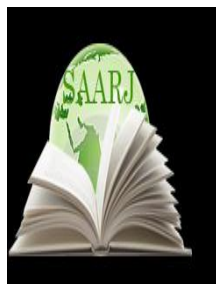
Dr. Ranjan Kumar Patra*

*Head,
Department of Commerce,
Principal,
Vikas College of Arts, Science & Commerce,
Vikhroli, Mumbai, India.

ABSTRACT

Stock prices are changed every day by the market. Buyers and sellers cause prices to change as they decide how valuable each stock is. Basically, share prices change because of supply and demand. Without an efficient stock exchange, the savings of a community, which are essential for economic progress, would be in jeopardy. The year 2008-09 was a dismal year for the stock markets. The global economic conditions deteriorated sharply during the year 2008 with several advanced economies experiencing their sharpest declines. The immediate cause was the declaration of bankruptcy of Lehman brothers; but this was also accentuated by Sovereign debt crisis in many European countries and Japan and the Sub-prime mortgage crisis and the Federal debt of the United States. China is the largest holder of American debt and it is not too concerned that the U.S. can default its debt, which adds to the crisis. The world economy experienced a synchronized downturn extending to the emerging markets with steeper fall in output and trade than earlier anticipated. Significant fall in various asset prices, the end of the housing construction boom in a number of countries, fall in consumer and business sentiments weighed on economic activity. This paper attempts to analyze the Indian stock market vis-a-vis stock markets around the world in this economic backdrop.

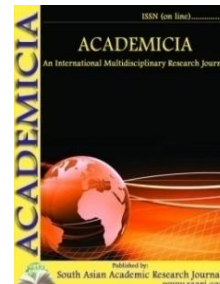
KEYWORDS: *Stock Exchange, Downturn.*



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**THE DISRUPTION AND TRANSFORMATION IN THE SYNAPTIC
SPACE BETWEEN HOME AND LOCATION: BHARATI MUKHERJEE'S
WOMEN IN DIASPORIC CONDITION**

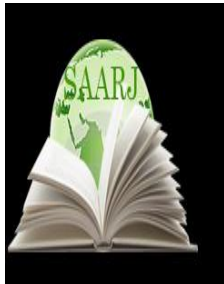
Dr. Rajib Bhaumik*

*Assistant Professor,
Department of English,
Alipurduar College.

ABSTRACT

Bharati Mukherjee through her female protagonists expresses her concern for the problem of dislocation and assimilation, the assimilation of traditional Indian mode of living with new materialistic values encouraged by American society. Fear, constant anxiety, the obsession of not belonging, the panic of the New World, consciousness of Indian spiritualism and assimilative fusionism are the recurrent motives in the novels like Jasmine, The Tiger's Daughter, Wife, Desirable Daughters and The Tree Bride. She is the voice of the immigrants from all over the world, writing about them in tradition of immigrant experience rather than expatriation and nostalgia. To avoid 'otherness' she strongly opposes hyphenation in her national identity as Indo-American or Asian-American writer. Hence it is necessary to interrogate the nature of her work. It is also to examine the strategies she adopts in order to negotiate the boundaries. Instead of hyphenation, exilic or mere immigrant status, she focuses on the immigrants' true search for empowerment, dignity, their identity and a successful survival in the settled country. Her staying on in America and cherishing the 'melting pot' metaphor of America made her a writer of immigrant literature and a writer of Indian diaspora literature.

KEYWORDS: *dislocation, assimilation, fusionism, expatriation, hyphenation, melting pot, diaspora.*



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**RELATIONSHIP BETWEEN RELIGIOUS COMMITMENT AND
SPIRITUAL PERSONALITY AMONG ADULTS**

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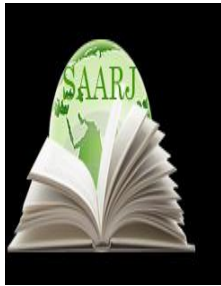
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ABSTRACT

In recent years interest in religion and spirituality has increased considerably within psychology. The main objectives of the present study were to examine the relationship between religious commitment and spiritual personality among Hindu, Muslim, male and female students. Religious Commitment Inventory (RCI) and Spiritual Personality Inventory (SPI) were administered to 200 participants with equal number of Muslims (n=100), Hindus (n=100), males (n=100) and females (n=100) in each group. The mean age of participants was 25.5 years. Significant positive relationships were found between the scores obtained on RCI and SPI among male ($r= 0.440, p<.01$) and among female adults ($r= 0.502, p<.01$). Significant positive relationships were also found between the scores obtained on RCI and SPI among Hindus ($r= .404, p<.01$) and Muslims ($r=.526. p<.01$).

KEYWORDS: Religiousness, Spirituality, Religious commitment, Spirituality personality.



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THE EVOLUTION OF GROCERY SEGMENT

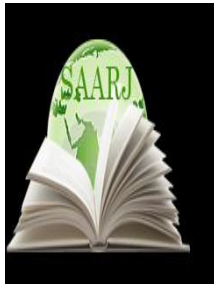
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ABSTRACT

Retail sector has been the key pillar of Indian industry. Our article talks about the evolving landscape in the food and grocery segment especially after the launch of online start-ups. A number of factors like ageing population, convenience, growing internet penetration etc are fuelling the growth of the segment. Rapid expansion, acquisition of related companies, talent hiring, offering private label products are some of the efforts undertaken by companies with a view to ensure greater geographical presence and market share. However several challenges have to be faced and doubts are raised regarding the sustainability of the business model followed in the online retail space.

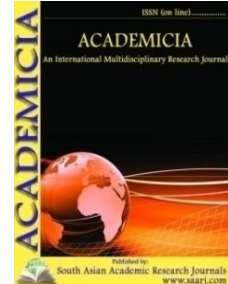
KEYWORDS: *E-commerce, Grocery, India, Online start-ups, Retail.*



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GREEN MARKETING - TRENDS AND CHALLENGES

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ABSTRACT

Polonsky (1994) defines green marketing as, "All activities designed to generate and facilitate any exchanges intended to satisfy human needs or wants, such that the satisfaction of these needs and wants occurs with minimal detrimental impact on the natural environment". According to a recently released global enterprise survey, India is the world leader in green IT potential. Among the companies that have succeeded so far in their green marketing strategies are Apple, HP, Microsoft, IBM, Intel, Sony and Dell. HCL has a comprehensive policy designed to drive its environmental management program ensuring sustainable development. HCL is duty bound to manufacture environmentally responsible products and comply with environmental management processes right from the time products are sourced, manufactured, bought by customers, recovered at their end-of-life and recycled. As resources are limited and human wants are unlimited it is important for the marketers to utilize the resources efficiently and effectively. If we want to pass a worth living world and life to future generations, green marketing is inevitable. The paper examines the present trends of green marketing in India and its future.

KEYWORDS: *Green Products, Recyclable, Eco Friendly, Natural Environment, Sustainable Development, Green Marketing.*

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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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