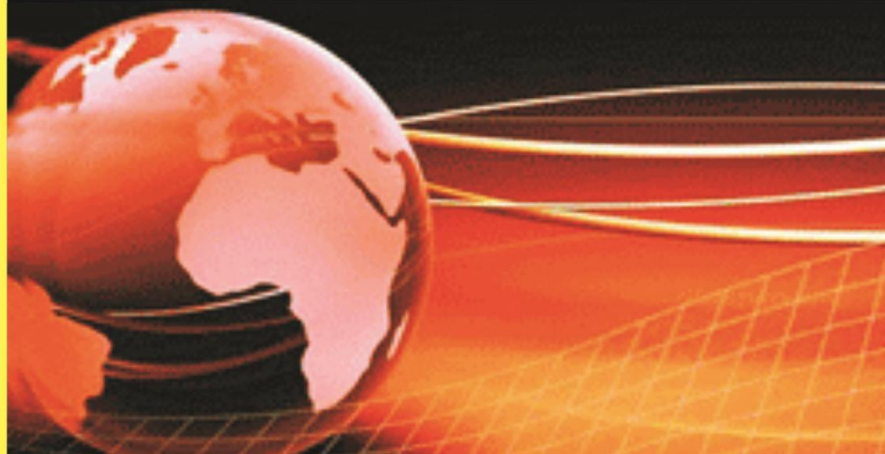


ACADEMICIA

ISSN (online) : 2249-7137

ACADEMICIA

An International
Multidisciplinary Research
Journal



Published by

South Asian Academic Research Journals

A Publication of CDL College of Education, Jagadhri
(Affiliated to Kurukshetra University, Kurukshetra, India)

ACADEMICIA

An International Multidisciplinary Research Journal

ISSN (online) : 2249 –7137

Editor-in-Chief : Dr. B.S. Rai

Impact Factor : SJIF = 5.099

Frequency : Monthly

Country : India

Language : English

Start Year : 2011

Indexed/ Abstracted : Ulrich's Periodicals Directory, ProQuest, U.S.A.
EBSCO Discovery, Summon(ProQuest),
Google Scholar, CNKI Scholar, ISRA-JIF, GIF, IJIF

E-mail id: academia@saarj.com

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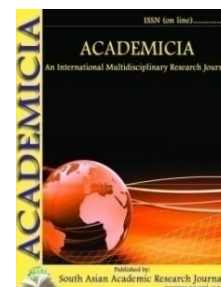


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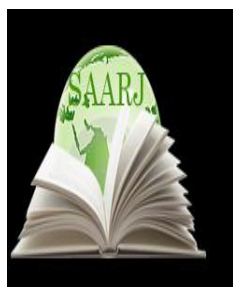
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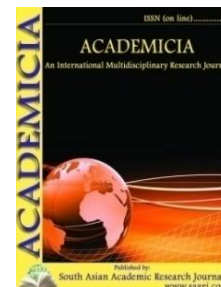
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MEASURING THE CUMULATIVE ADAPTIVE CAPACITY FOR CLIMATE CHANGE IN SRI LANKA

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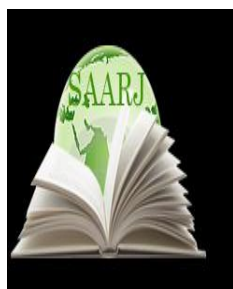
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ABSTRACT

Climate change is considered as the major threat to the human beings in the future. Vulnerability to the climate change refers to the potential of a system to be harmed by an external threat and it is a function of exposure, sensitivity to impacts and the ability or lack of ability to cope or adapt. Adaptive capacity represents the ability of a region or community to cope and thrive in the face of change. In this context, an attempt has made to construct an index to measure the adaptive capacity using five assets as economic, social human, physical and natural. The data set obtained from Sri Lanka Household and Expenditure Survey covering 25000 households. The algorithm used to construct index of adaptive capacity in this paper follows as Weighted Principal Component (WPC. Positive relationship between adaptive capacity and social assets is clear followed by economic assets and physical assets, but human assets have been attributed a negative association. Batticaloa, Jaffna, Ampara, Moneragala, Trincomalee, Vavuniya and Puttlam districts had lower adaptive capacity, alone with Colombo and Gampaha had a higher level of adaptive capacity.

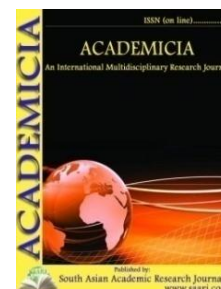
KEYWORDS: Adaptive Capacity, Cumulative, Weighted Principal Component, Climate Change.



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MINSUM GOAL PROGRAMMING APPROACH FOR OPTIMAL FARMING IN BURDWAN DISTRICT

Jayanta Dutta*

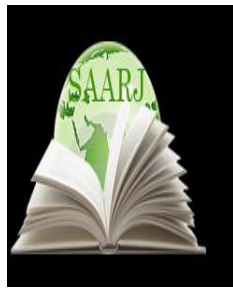
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ABSTRACT

This paper presents the potential use of goal programming (GP) approach for modeling and solving agricultural planning problems for optimal production of various seasonal crops cultivated in a plan period. In the proposed approach, the target levels for utilization of total cultivable land, achievement of production levels of different seasonal crops, budget allocation, and the overall profit achievement throughout the planning year, are described as their aspiration levels. In the model formulation, the objective goals with the fixed target levels are converted into the standard form of goals in GP approach by introducing under- and over-deviational variables to each of them. In the goal achievement function, minsum GP is addressed to minimize the sum of weighted under- and over-deviational variables for achieving satisfactory level financial profit in the decision making context.

The agricultural planning of Burdwan district, West Bengal, India is considered as a real-case example to illustrate the proposed approach. The model solution is compared with the district existing cropping structure to establish the efficiency of the approach.

KEYWORDS: *Cropping plan; goal programming; farm management; minsum goal programming.*



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CONSUMERS' ATTITUDE AND BEHAVIOUR TOWARDS INTERNET ADVERTISING

Dr. Mrs. G.Kavitha*

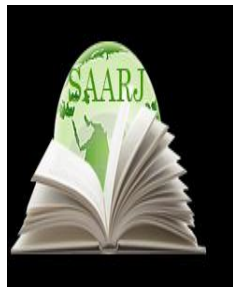
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ABSTRACT

Internet has become an ongoing emerging source that tends to spread out more and more. The growth of this particular media attracts the minds of advertisers as a more dynamic source to bring in consumers. Internet advertising is highly suitable for 'consumer-segmentation', a process that helps in creating well defined consumer groups making it easier for advertisers to create specially designed messages for specific consumer-segments. Today people often use internet to gain knowledge and information but now a day's most of the people like to purchase through internet with the help of internet advertising. It makes the consumer to easy shopping at their place. The main scope of the research was to identify the purchase behaviour of the consumer and problems faced by the consumer. A sample of 200 respondents has been selected from Coimbatore city using random sampling technique. The result test shows that the attitude on internet advertising makes the respondents to help in purchase decision and important attribute on internet advertising among the respondent is visual appeal.

KEYWORDS: Advertising, Behaviour, Internet users.



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MATERIAL FLOW COST ACCOUNTING DOES IT IMPROVE PERFORMANCE? - A LITERATURE REVIEW

Dr. (Ms.) Heena S.Oza*; Ms. Farida R.Mandviwala**

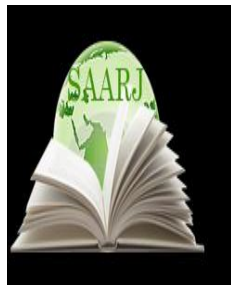
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ABSTRACT

Sustainability is moving from margin to mainstream in the corporate world across the globe. This requires to put in place mechanisms that make the sustainability an integral part of decision making in the business organization. In this context, Material flow cost accounting (MFCA), an Environmental Management Accounting system is emerging as one of the promising system. International Organization for Standardization (ISO) has also issued ISO 14051 standard recently. This paper makes an attempt to give summary of early finding of case studies published highlighting the improvement in economic and environmental performance to stress the potential it offers and the need for its adoption by proactive Indian manufacturing firms industries that are in pursuit of sustainable development of their business. The early findings suggest that the MFCA offer great potential for improvement in economic and environmental performance and therefore, it is recommended that proactive manufacturing firms facing the global competition shall adopt it to achieve the sustainable development of the businesses.

KEYWORDS: *Environmental Accounting, ISO 14051, Material Flow Cost Accounting (MFCA), Sustainable development.*



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QUARTERLY EARNINGS ANNOUNCEMENT AND STOCK PRICES: AN EVENT STUDY APPROACH

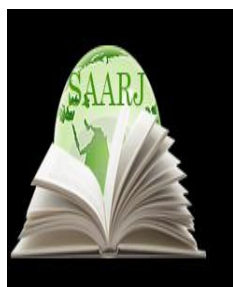
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ABSTRACT

With the advent of corporate governance norms, companies communicate their financial performance to their stakeholders through quarterly audited results. Listed companies face greater scrutiny by stock exchange, institutional investors, analysts, etc. Such information is frequently used by traders to formulate profitable trading opportunities. However, in an efficient market, these earnings announcements are instantaneously absorbed and reflected in stock prices through continuous trading on the stock exchange and thus shall not create any profitable stances. This study analyzes the effect of quarterly earnings announcement on stock prices at National Stock Exchange [NSE] by using standard event study methodology on a sample of 50 companies listed on NSE. Recent quarterly earnings announcement for Q4FY15 was chosen as the event for the study. Abnormal returns for a 41-day event window were computed using the market model and tested for significance at 5% probability level using inferential statistics. The results suggest that NSE is a semi strong form efficient market. Also, the abnormal returns before earnings announcement and after it are not significantly different from each other. Furthermore, AR (1) process was used to estimate the speed of information adjustment at NSE. It was found that prices adjust slowly to any new information flowing into the markets and this creates a time lag which can be capitalized by traders to earn abnormal gains till the share prices achieve their equilibrium or intrinsic value which fully reflects the new information. The results of this study would be useful for investors, traders, stock exchange, market regulators, etc. in making investment strategies, framing reform structure, etc to enhance efficiency of stock markets.

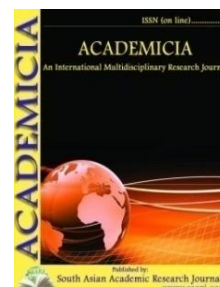
KEYWORDS: *Earnings announcement, Efficient Market Hypothesis [EMH], Event study methodology, Market efficiency.*



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STRESS MANAGEMENT THROUGH EXERCISE AND YOGA

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ABSTRACT

Mental health includes our emotional, psychological, and social well-being. It affects how we think, feel, and act. It also helps determine how we handle stress, relate to others, and make choices. Mental health is important at every stage of life, from childhood and adolescence through adulthood. According to World Health Organization (WHO) mental health includes "subjective well-being, perceived self-efficacy, autonomy, competence, intergenerational dependence, and self-actualization of one's intellectual and emotional potential, among others. Although world is changing at rapid pace, every individual is wrapped in the coveted cover of techniques, spirit of competition, forces of emotion and ultimately put under the word "stress". It has affected each and every individual of different age groups. The present paper unfolds the reasons of stress, the various tools of understanding, managing and controlling it.



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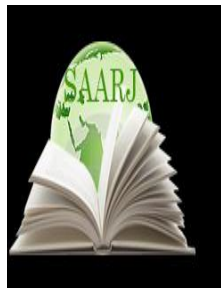
TODAY'S LIFESTYLES AND ITS EFFECT ON HEALTH

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Phagwara, India.

ABSTRACT

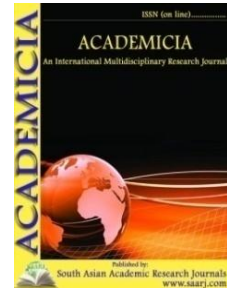
Today's lifestyle is changing very rapidly. Life is becoming fast and furious. There are so many factors which are the part of our lifestyle. Which we cannot leave by our will. From school going children to adult and old age person are affected by such factors. The main factors are over burden in school, lengthy syllabus; school curriculum creates mental stress on school going children's and same in case of working men work is over burden which causes many types of mental tensions which are directly to effects our health. Today's fast lifestyles have negative effect on family relationships. The junk food which becomes the fashion of today's lifestyle and create so many health related problems. In the same way social networking like facebook, whatsapp, twitter, we chat, tango etc. have the bad effect on mental status. We conclude that the new invention gave us comforts but not the satisfaction which is the outmost thing for happy and healthy life.



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**RURAL NON-FARM SECTOR IN PUNJAB:
REVIEW OF GOVT. PROGRAMS AND POLICIES**

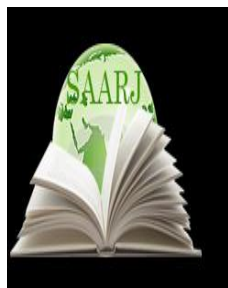
Preetinder Randhawa*

*Research Fellow,
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ABSTRACT

For the effective planning of human resources, it is essential to understand the regional patterns of employment of different kinds. In this regard the study of rural non-farm sector is of much significance. In rural areas agriculture alone cannot be considered as ultimate solution to the problem of unemployment. The work force in these areas is increasingly getting attracted to non-agricultural sector also termed as non-farm sector. Non-farm sector includes all economic activities in rural areas except agriculture, livestock, fishing and hunting. The aim of the present study is to analyze the spatial pattern of rural non-farm employment in Punjab and to review the various govt. policies and programs on promoting such types employment. In this study the district wise data of Punjab has been taken from the census of India, 2011. It has been found that district Mansa (39.5 percent) has lowest share in this regard where as district Mohali (82.3 percent) has maximum proportion of non-farm employment. For this trend, several schemes to promote the non-farm sector, mostly initiated by Government of India have been looked into. In the development agenda for non-agricultural activities the labour intensive activities are at the prime focus of the policies and programs. There are schemes for creating entrepreneurship through subsidized loans (IRDPA, SGSY, PMRY), schemes to provide skills (TRYSEM, ITIs), and schemes to strengthen the gender component (DWCRA, RMK). Many of these self-employment schemes have now been merged as SGSY, which is the latest avatar of IRDPA. Then there are schemes to provide wage-employment (JRY, EAS, Food for Work, SJRY) on rural works, programmes to boost the marketing of rural products, thus indirectly helping the non-farm, employment and incomes.

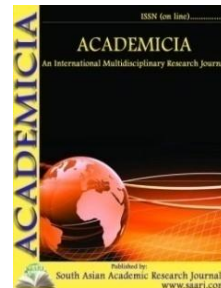
KEYWORDS: Non-Farming, Rural employment, Punjab.



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A SIGNIFICANT EFFECT OF CLOUD COMPUTING IN BIOMETRIC SYSTEMS

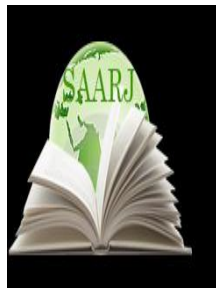
Kawalpreet Kaur*

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ABSTRACT

Cloud computing is a model for enabling ubiquitous, convenient, on-demand access to a shared pool of configurable computing resources. Cloud computing and storage solutions provide users and enterprises with various capabilities to store and process their data in third-party data centers. It relies on sharing of resources to achieve consistency and economies of scale over a network. Biometrics refers to metrics related to human characteristics. Biometrics authentication is used in computer science as a form of identification and access control. It is also used to identify individuals in groups that are under surveillance.

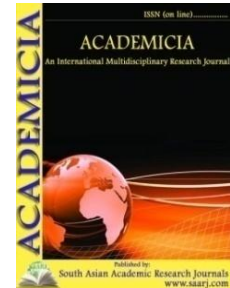
KEYWORDS: *Cloud computing, Biometric systems.*



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**DECOLONIZATION OF MINDS VS CULTURAL GENOCIDE IN
TIBETAN POETIC EXPRESSIONS**

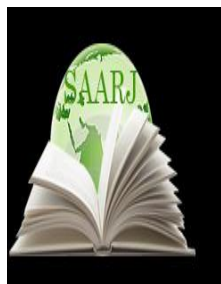
Lois Jose*

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India.

ABSTRACT

Development literally means to become or make something larger, more advanced or stronger. Unwritten statute, weak should be helped by strong to get stronger burdened the World's most economic powers who assumed themselves that they are stronger in social constructions, relations, values, ethics, education, cleanliness, health, economy. Reason justified for colonization was fine enough, but within no time it is made obvious that their attempt to 'develop' the world changed the culture, society, relations weaker than ever before. Infact the life intertwined with nature was easier than the world which they 'gifted' us after those sudden developments. Colonization ruined not only the original culture and social life of a particular colony but also the ecosystem leading the life of poor animals and human beings to a miserable state in this Earth. The leap they forced each colony to make within a short span of time is so much so that a thousand years of return journey won't help to restore the same. Still a nation hidden behind those Himalayan ranges silently is trying hard to get their mind not colonized to this consumer world and develop a generation who helps in restoring the beauty of their nation in nature. My attempt is to read inbetween the lines of Tibetan poets' concern about colonization and its deep markings in the nature of their heaven. It also tries to look how successful are their lines to make a generation of their own culture amidst all colonization attempts made by China.

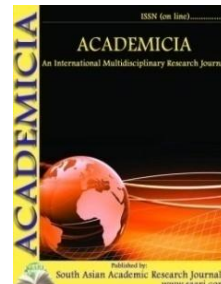
KEYWORDS: Culture, Decolonisation, Ecology, Sinicization, Tibetan Poets



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VALUE PATTERNS AMONG B.ED. & D.ED. STUDENTS

Dr. Nivedita*; Mr. Narender Kumar**

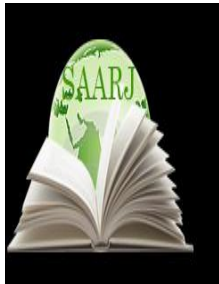
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ABSTRACT

A child learns all the values and manners from the family and society. In this concern school or colleges plays a very significant role to develop values and manners among students. Values are guiding principle of life, which are conducive to all round development. Values play an important role in the life of student. The values are the chief determinants of his behaviour. They make our lives meaningful and give us a sense for direction for our future life. A value makes our life relatively coherent. They influence our life and work. Different types of values like theoretical, social, political, aesthetic, economic etc. act as motivation force in the behaviour of an individual. A life without proper values will become chaotic and disastrous. It will be about without rudder. To guide our life in the right path and to embellish our behaviour with good qualities, we need values. From the above discussion, aboard and simple working concept of value could be evolved. The investigator chooses this study and selected four B.Ed. & D.Ed. colleges of Sirsa district for this study. The sample was delimited to two hundred students So, in the present study the investigator take different type of values and compare them into B.Ed. & D.Ed. students. Both group's urban boys and girls are differing in their values. Boys have highest democratic values and girls have highest social value.

KEYWORDS: *Different values, B.Ed. and D.Ed. students.*



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EFFECT OF CLASS ROOM QUESTIONING BEHAVIOUR (CQB) OF STUDENT TEACHERS ON TEACHING COMPETENCE

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**Research Scholar,
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Ch. Devi Lal University,
Sirsa, Haryana, India.

ABSTRACT

The study investigated effect of classroom questioning behaviour of student teachers on teaching competency. The population of the research was chosen from the students teachers of various colleges of Education. The research sample consisted of 80 student teachers from colleges of Education. The results indicated that Classroom Questioning Behaviour Training helps to improve the structural characteristics e.g. relevance, precision, grammatical correctness and clarity, of questions used by the student teachers in the classroom. Moreover there is no effect of Classroom Questioning Behaviour Training (CQBT) on the incidence of classroom questions at memory level. The Classroom Questioning Behaviour Training makes it possible to modify classroom questioning behaviour of student teachers along the desired lines. Also, CQBT improves teaching competence of student teachers.

KEYWORDS: *Classroom Questioning Behaviour Training, Teaching Competency.*



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SCENARIO OF CORPORATE SOCIAL RESPONSIBILITY IN INDIA

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**Assistant Professor,
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ABSTRACT

Corporate social responsibility (CSR) is gaining more and more importance day by day. Corporate social responsibility (CSR) is the commitment to improve community wellbeing through discretionary business practice and contribution of corporate resources. Business today have realized that in order to continue thriving they have to adopt more holistic and inclusive business model which has direct correlation with business performance. The present article reviews the concept of Corporate Social Responsibility, initiatives taken by prominent corporations towards CSR, and it also highlights the provisions of CSR in Companies Act 2013.

KEYWORDS: *Corporate Social Responsibility, Corporate Citizenship, Companies Act 2013.*



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**MINING KNOWLEDGE FROM A DATABASE:
AN APPROACH WITH SMART AGENTS**

Manu Sehgal*

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IT Department,
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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.

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

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