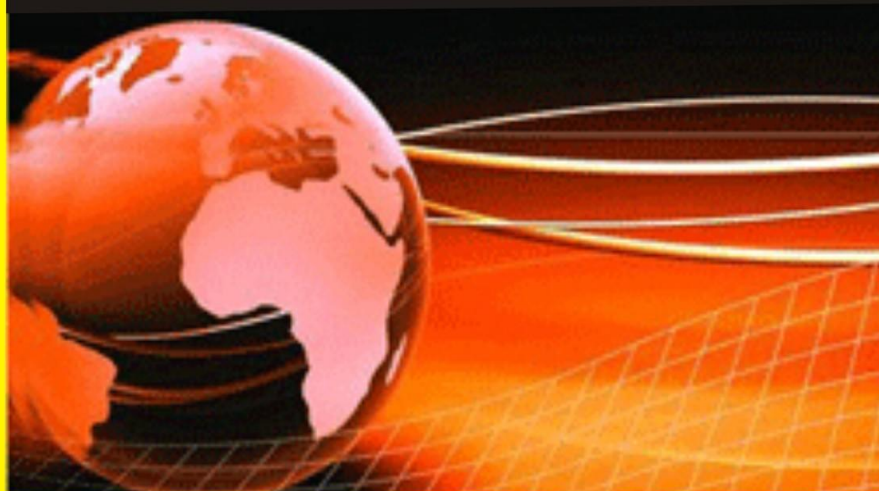


ACADEMICA

ISSN (online) : 2249-7137

# ACADEMICA

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

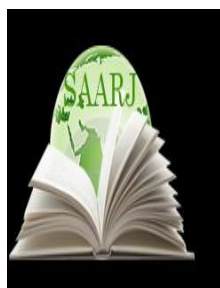
Start Year : 2011

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: [academicia@saarj.com](mailto:academicia@saarj.com)

**VISION**

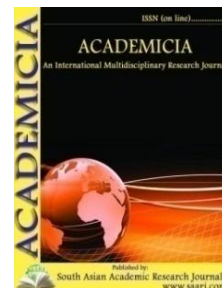
The vision of the journals is to provide an academic platform to scholars all over the world to publish their novel, original, empirical and high quality research work. It propose to encourage research relating to latest trends and practices in international business, finance, banking, service marketing, 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.



# ACADEMICIA:

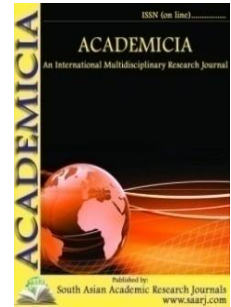
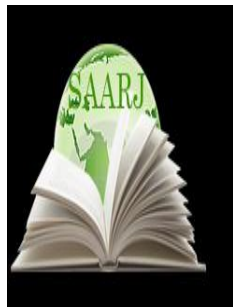
An International  
Multidisciplinary  
Research Journal

(Double Blind Refereed & Reviewed International Journal)



SR. NO.	PARTICULAR	PAGE NO	DOI NUMBER
1.	LEADERSHIP STYLE AND ITS IMPACT ON EMPLOYEE'S JOB RELATED STRESS A STUDY BASED ON JAFFNA DISTRICT SECRETARIAT IN JAFFNA DISTRICT, SRI LANKA  Sorubini Murugiah	5-14	10.5958/2249-7137.2017.00084.2
2.	EMOTIONAL BURNOUT TEACHER  Akhmedova Sh.B	15-23	10.5958/2249-7137.2017.00085.4
3.	INDUSTRIAL SCENARIO AT THE TIME OF INDEPENDENCE: AN OVERVIEW  Dr. P. K. Srivastava	24-32	10.5958/2249-7137.2017.00086.6
4.	THE FREEDOM OF PERSON AS THE FACTOR OF SOCIAL SOLIDARITY  Tagieva Gulsum Gafurovna	33-38	10.5958/2249-7137.2017.00087.8
5.	HYBRIDIZATION OF ABC FOR CONTINUOUS FUNCTION OPTIMIZATION- A SURVEY  Nahed Mansour & Ameera Jaradat	39-47	10.5958/2249-7137.2017.00088.X
6.	ROLE AND FUNCTIONS OF THE INSTITUTIONAL HEAD FOR QUALITY ASSURANCE AND ENHANCEMENT IN HIGHER EDUCATION	48-64	10.5958/2249-7137.2017.00089.1

	Dr.Pradeep Kumar Panda		
7.	<b>LENGTH OF HAIR OF ASTRAKHAN OF KARAKALPAKSTAN</b>  Turganbaev Ruzimbay Urazbaevich	<b>65-71</b>	<b>10.5958/2249-7137.2017.00090.8</b>
8.	<b>JOB STRESS, SOCIAL SUPPORT AND JOB PERFORMANCE: A STUDY ON NURSES</b>  Rakhee Shah	<b>72-96</b>	<b>10.5958/2249-7137.2017.00091.X</b>
9.	<b>AN EMPIRICAL STUDY ON FACTORS INFLUENCING TO INTERORGANISATIONAL KNOWLEDGE SHARING</b>  Nilesh kumar M Patel & Dr. Naresh K Patel	<b>97-113</b>	<b>10.5958/2249-7137.2017.00092.1</b>
10.	<b>INFLUENCE OF SOCIAL MEDIA IN VACATION TRAVELS</b>  S. Murugan & Dr. P.S. Nagarajan	<b>114-124</b>	<b>10.5958/2249-7137.2017.00093.3</b>
11.	<b>SCIENTIFIC AND METHODOLOGICAL DEVELOPMENT OF BIOLOGICAL PROTECTION SYSTEM OF AGRICULTURAL RESOURCES</b>  Erkhonova Malokhat Absaitovna	<b>125-129</b>	<b>10.5958/2249-7137.2017.00094.5</b>
12.	<b>PROBABLE IMPACT OF JOINING OF THE CENTRAL ASIA COUNTRIES TO “EURASIA” CUSTOM UNION ON THEIR ECONOMIC DEVELOPMENT</b>  Ziyoydin Israilov	<b>130-140</b>	<b>10.5958/2249-7137.2017.00095.7</b>



DOI NUMBER: **10.5958/2249-7137.2017.00084.2**

**LEADERSHIP STYLE AND ITS IMPACT ON EMPLOYEE'S JOB  
RELATED STRESS A STUDY BASED ON JAFFNA DISTRICT  
SECRETARIAT IN JAFFNA DISTRICT, SRI LANKA**

**Sorubini Murugiah\***

\*Tutor Mentor,  
BBM Online Degree Programme,  
University of Jaffna, SRI LANKA  
Email id- Sorubini06@gmail.com

---

**ABSTRACT**

*This research is carried out to find out whether there is a relationship between leadership style and its impact on employees job related stress. Researcher considered Transformational leadership style & Transactional leadership style. This study was conducted at Jaffna District Secretariat office where 100 employees were selected through random sampling method out of two hundred. The data were collected from selected sample. Then these data were presented and analyzed by using statistical techniques (SPSS). These analysis was used to find out (a) Transformational leadership has negative impact on employees job related stress (b) Transactional leadership has positive impact on employees job related stress. Analysis showed negative correlation between transformational leadership & employees job related stress. The positive correlation between transactional leadership & employees job related stress. Further F test, ensured that there is a relationship between two variables. This result is true with 95%. Therefore, it was identified that job related stress of employees has negative impact on their transformational leadership style. That is job related stress; transformational leadership and transactional leadership lead to enhancement of employees' job related stress. T test proved that there is negative relationship between transformational leadership and employees' job related stress at 5% significant.*

**KEYWORDS:** Transformational leadership style, Transactional leadership, Job related stress

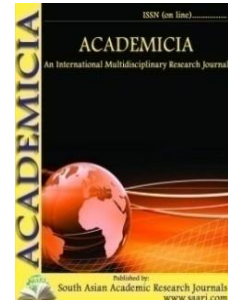
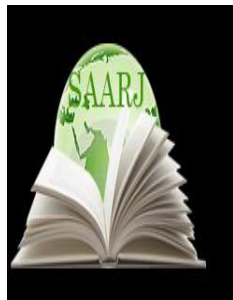


## BIBLIOGRAPHY

- Amarjit .G, Alan B.F, Smith.B, The Impact of Transformational Leadership and Empowerment on employee job stress, Business & Economic Journal, Volume 2010: BEJ-3
- Karina.N,Raymond.R,Joanna.Y, & Sten – Olof B, The effects of Transformational leadership on followers' perceived work characteristics & psychological well being, International Journal of work, Health & Organizations Volume 22, No1 January –March 2008,16 -32
- Umer.P, Adnan.Q,Anam.M,Inam-ul-H.,Hamid.W (2012), Global Journal of Mangement & Business Research volume XII issue IV version.
- Alban-Metcalf, R. J. & Alimo-Metcalf, B. (2007), Development of a private sector version of the (Engaging) Transformational Leadership & Organization Development Journal, 28, 104-121
- Antonakis, J., Avolio, B. J., & Sivasubramaniam, N. (2003). Context and leadership: An examination of the nine-factor full-range leadership theory using the Multifactor Leadership Questionnaire. *Leadership Quarterly*, 14, 261-295.
- Avolio, B. J., Bass, B. M., & Jung, D. I. (1999). Re-examining the components of transformational and transactional leadership using the Multifactor Leadership Questionnaire. *Journal of Occupational & Organizational Psychology*, 72, 441-462.
- Avolio, B. J., Zhu, W., Koh, W. L., & Bhatia, P. (2004), Transformational leadership moderating role of structural distance. *Journal of Organizational Behavior*, 25, 951-968.
- Avolio, B. J., & Gardner, W. L. (2005), Authentic leadership development: Getting to the root of the problem. In B. M. Bass, B. M. (1981). *Stodgill's handbook of leadership: A survey of theory and research*. New York: Free Press
- Bass, B. M. (1985). *Leadership and performance beyond expectations*, New York: Free Press & Bass, B. M., & Avolio, B. J. (1990). Developing transformational leadership: 1992 and beyond. *Journal of European Industrial Training*, 14, 21-27.
- Bass, B. M., & Avolio, B. J. (1994), *Improving organizational effectiveness through transformational leadership*, Thousand Oaks, CA: Sage & Bass, B. M. (1998). *Transformational leadership: Industrial, military and educational impact*. Mahway, NJ: Lawrence Erlbaum Associates.
- Bass, B.M & Steidlmeier, P. (1999), Ethics, character and authentic transformational leadership behaviour. **Leadership Quarterly**, 10, 181-217.
- Bass, B. M. & Avolio, B. J. (2000). MLQ Multifactor Leadership Questionnaire.
- Bower, D. G.. 1969. Predicting organizational effectiveness with a four - factor theory of leadership, In Gibb C. A., *Leadership: Selected Readings*, Baltimore, Maryland: Penguin.
- Chen, Su-Zhang. 1981, An empirical case study on employees job stress, Department of Management Science,National Chiao Tung University & Chen, G., Goddard, T. G., & Casper, W. J. (2004). Examination of the relationships among general and work-specific self-evaluations, work-related job control beliefs, and attitudes. *Applied Psychology: An International Review*, 53, 349-370.

Cheng, Li-Fang. 2004. The effect of leadership style and job satisfaction on affective commitment. Department of Information Management. National Central University.

Chung, Y. Y., & Ding, C. G. (2002). Development of the Sales locus control Scale. Journal of Occupational and Organizational Psychology, 75, 233-245.



DOI NUMBER: **10.5958/2249-7137.2017.00085.4**

## EMOTIONAL BURNOUT TEACHER

**Akhmedova Sh.B.\***

\*Ph.D. Candidate,  
Samarkand State University, Samarkand, UZBEKISTAN.  
Email id: shahzodaaxmedova@gmail.com

### ABSTRACT

*In this paper, pedagogical issues of teaching sector were revealed with major feedbacks in order to make better developmental implementations as whole. Moreover, this article exposes the dimensions of burnout, factors for and prevention of burnout in teachers. Last but not the least, major outcomes and vital issues of the investigation were stated in order to make further investigation in the future. Spinoza under the spiritual strength understood the ability to say "no" when the whole world wants to hear "yes." The ability to find new meanings in the profession, to overestimate your role and discover new facets in it, to set new goals for yourself - these are all factors that overcome professional burnout. "Life by 10% consists of what you do in it, and 90% - from how you perceive it," "If you cannot change the situation, change your attitude towards it." Each person has a choice: to drop his hands, allow himself to "burn at work" or, conversely, make every effort to rule out the possibility of the syndrome. It is important to remember that our life and health.*

**KEYWORDS:** Burnout, Teacher, Factor Syndrome, Prevent Stress, Indifference, A Provocation.

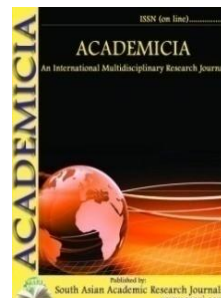
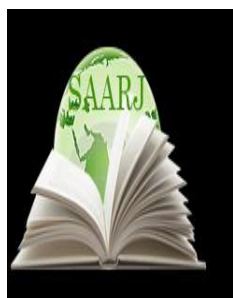
### REFERENCES:

1. Prevention of the syndrome of professional burnout of teachers: diagnostics, trainings, exercises / Aut.-sost. O.I. Babić. Volgograd: Teacher,.
2. Psychology of health: a textbook for universities / Ed. G.S. Nikiforov. - St. Petersburg: Peter, 2003.
3. Fedorenko L.G. Psychological health in school conditions: Psychoprophylaxis of emotional stress. - St. Petersburg, KARO, 2003.
4. Shepel V.M. How to live long and joyfully. - Moscow: ANTIQUE, 2006.



5. An effective teacher / Aut.-sost. O.M. Olshevskaya. - Minsk: Krasiko-Print, 2010.
6. Barth AR (1992) Burnout bei Lehrern. Hogrefe, Göttingen
7. Bauer J, Häfner S, Kächle H (2003) The burn-out syndrome and restoring mental health at the working place. Psychother Psychosom Med Psychol 53:213–222
8. Baumert J, Klieme E, Neubrand M, Prenzel M, Schiefele U, Schneider W, Stanat P, Tillmann KJ, Weiß M (2001) PISA2000. Basiskompetenzen von Schülerinnen und Schülern im internationalen Vergleich. Leske und Budrich, Opladen
9. Becker P (1986) Theoretischer Rahmen. In: Becker P, Hinsel B (eds) Psychologie der seelischen Gesundheit
10. Bergner T (2004) Lebensaufgabe statt Lebens-Aufgabe. Dtsch Arztebl 101(33):2232–2234
11. Derogatis LR (1977) SCL- 90: Administration, scoring and procedures manual. John Hopkins, Baltimore
12. Franke G (1994) SCL -90: Die Symptom- Checkliste von Derogatis (dt. Version)
13. Freudenberg HJ (1974) Staff burnout. JSI 30:159–164
14. Friedman IA (1991) High- and low-burnout schools: school culture aspects of teacher burnout. J Educ Res 84(6):325–333
15. Gold Y, Michael WB (1985) Academic self-concept correlates of potential burnout in a sample of first semester elementary school practice teachers: a concurrent validity study. Educ Psychol Meas 45:909–914
16. Grossi G, Perski A (2003) Physiological correlates of burnout among women. J Psychosom Res 55:309–316
17. Hala'sz G, Santiago P, Ekholm M, Matthews P, McKenzie P (2004) Attracting, developing and retaining effective teachers. [www.oecd.org/teacherpolicy](http://www.oecd.org/teacherpolicy)
18. Lederer P, Weltle D, Weber A (2001) Illness-related premature unfitness for work among civil servants in Bavaria—an evaluation in the social medical field. Gesundheitswesen 63(8–9):509–513
19. Maslach C (1976) Burnout. Hum Behav 5:16–22
20. Maslach C, Jackson SE (1986) Maslach burnout inventory (MBI). Manual. Palo Alto
21. Maslach C, Schaufeli W, Leiter M (2001) Job burnout. Annu Rev Psychol 52:397–422
22. Morgan SR, Krehbiel R (1985) The psychological condition of burned-out teachers with a nonhumanistic orientation. J Hum Educ Dev 24:59–67
23. Schaarschmidt U, Fischer AW (1997) AVEM—ein diagnostisches Instrument zur Differenzierung von Typen gesundheitsrelevanten Verhaltens und Erlebens gegenüber der Arbeit. Zeitschrift für Differenzielle Diagnostische Psychologie 18(3):151–163

24. Schaarschmidt U, Fischer AW (2001) Bewältigungsmuster im Beruf – Persönlichkeitsunterschiede in der Auseinandersetzung mit der Arbeitsbelastung. Vandenhoeck & Ruprecht, Göttingen
25. Schaarschmidt U, Fischer A (2001) Coping with professional demands: a new diagnostic approach. In: Kallus KW, Posthumus N, P. Jimenez (eds) Current psychological research in Austria, Akademische Druck- und Verlagsanstalt, Graz, pp 145–149
26. Schaarschmidt U (2004) Halbtagsjobber. Beltz Verlag, Weinheim/Basel 203
27. Scheuch K, Schreinicke G, Leipnitz B, Rudow B (1978) Psychophysiologische Untersuchungen zur Beanspruchung von Lehrern. Dtsch Gesundheitsw 33:2252–2256
28. Weber A (2002) Teachers' health—a challenge for an interdisciplinary prevention concept. Gesundheitswesen 64(2):120–124



DOI NUMBER: **10.5958/2249-7137.2017.00086.6**

## **INDUSTRIAL SCENARIO AT THE TIME OF INDEPENDENCE: AN OVERVIEW**

**Dr. P. K. Srivastava\***

\*Associate Professor

Faculty of Commerce & Business Administration.

S. D. (PG) College, Muzaffarnagar (U.P), INDIA.

Email id: premsri4577@gmail.com

### **ABSTRACT**

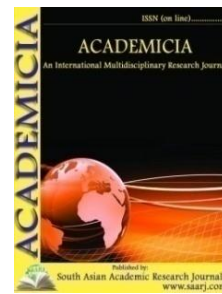
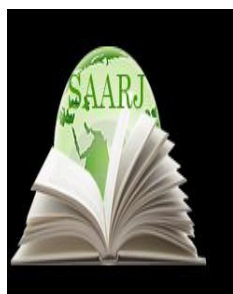
*India's economy is traditionally agrarian. During the British period agriculture both agrarian and non-agrarian sectors were in a bad shape. The non-agriculture sector was not only small but also had a very unbalanced structure. Modern industrial enterprises had started taking root in India in the latter half of the 19<sup>th</sup> century. Some worthwhile progress in this direction could be made only after 1875. The partition of the country in 1947 was bound to, as it did, affect in a significant way the economy as well. This paper is an attempt to explore the industrial situation at the time of independence and also explain the impact of World War and Partition on industrial development of the country. For this study a descriptive-analytical research methodology is applied. The study reveals that at the time of independence industrial sector was in a pity situation. World Wars and Partition of the country worsened this situation. At that time apart from other problems Indian industries were facing the problem of finance. There was an urgent need of such type of financial institution which can provide finance to industries in easy terms and conditions, so IFCI, the first financial institution of the country was established in 1947 to meet the financial needs of industrial sector in the country.*

**KEYWORDS:** Industrialization, World War, Partition, Agrarian, Independence, Scenario.

### **REFERENCES**

1. Best J.W.: Research in Education. New Delhi :Prentice Hall of India(P)Ltd.(1963)
2. Bhovi, Balaji: " Pre and Post Independence Entrepreneurial Development and Culture in India." Published in International Journal of Reserch InIT & Management, Volume 6, Issue6, 2016.

3. Bhutani, Prem Ji : Principles of Economic (2004), Taxman Allied Services Pvt. Ltd. New Delhi. pp.442-443.
4. Chand Smriti: Indian Industries: Historical Perspective of Indian Industries retrieved From [www.yourarticlelibrary.com/industries/Indian-industrie-historical-perspective-of-indian-indusries/19708/](http://www.yourarticlelibrary.com/industries/Indian-industrie-historical-perspective-of-indian-indusries/19708/).
5. Cherunilam, Francis: Business and Government, Himalaya Publishing House, New Delhi.
6. History of the Republic of India retrieved from [https://en.wikipedia.org/wiki/History\\_of\\_the\\_republic\\_of\\_india](https://en.wikipedia.org/wiki/History_of_the_republic_of_india)
7. Kuchhal, S. C. : The Industrial Economy of India, (1983) p. 34, Chaitanya publishing House, Allahabad.
8. Ibid. p. 39..
9. Shah, Edward : Financing Deepening in Economic Development, New York, Oxford University Press, (1973), p.3.
10. Sharma, Ravindra Kumar: "Industrial Development of India in Pre and Post Reform Period" Published in IOSR Journal of Humanities And Social Science (IOSR-JHSS) Vol. 19, Issue 10 Ver. IV (Oct. 2014) PP 01-07.
11. Tripathi, Amarnath & Prasad, A.R.: Article " Agricultural Development in India since Independence: A Study On Progress, Performance and Determinants" Published in Journal of Emerging Knowledge on Emerging markets Vol. 1 Issue 1 November 2009.
12. U.N.O., Department of Economic Affairs, Report on Measures for the Economic Development, New York, (1950), p. 54 and Report on Mobilisation of Domestic Capital in Certain Countries of Asia and Far East, Bangkok, 1951, p.67.
13. Wolf, Charles : Article "Institutions and Economic Development", reprinted in Studies in Economic Development, by Okum and Richardson, New York, Holt Rinehart and Winston, (1961), pp. 351-358



DOI NUMBER: **10.5958/2249-7137.2017.00087.8**

## THE FREEDOM OF PERSON AS THE FACTOR OF SOCIAL SOLIDARITY

**Tagieva Gulsum Gafurovna\***

\*Ph.D. Candidate,  
Department of social subjects,  
Samarkand, University Boulevard, UZBEKISTAN.  
Email id: tagieva-gulsum@mail.ru

---

### ABSTRACT

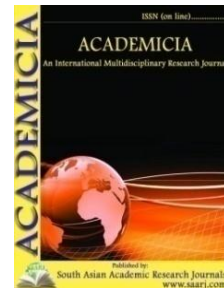
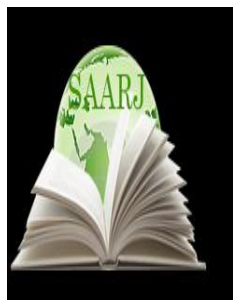
*This article has investigated the problem of social solidarity, studying the social-economical position, compassion of care and gayety of society's life. Moreover, experience of international investigations of foreign scientists on the themes of freedom of person and solidarity was considered as a vital aspect of study. The way of highlighting outcomes and shortcoming make possibility of further development and diffusion in both practice and theory. After doing his task of the society, person must feel free himself and realize that social reality was done for him. As the result "inspired" person of oneself can be seen as solidarity: "Other's direct reality "you" comes into "I", "you" is present for me, I feel if, appears in me" leads to realization of definite social society in interpersonal communication. It means that obeying to "General" rules of essence is strictly defined and constraining leads to alienation with private corner. But in higher level, it is clear with uniting of all essence of macro world. Every member of the society consciously accepts all being lived in the social, and their freedom as one the main values. That is why mutually beneficial cooperation of different members of organism will be formed and by their activities, all members will be changed. He is "individuality which was opened in other individuality". Person's freedom based on principle of inter personal voluntary communication forms the ideality of living together.*

**KEYWORDS:** Social solidarity, the liberty to personalities, society, culture, problems, moral estimation, mental development, public will.



## REFERENCE

- Aichert, I., Späth, M., & Ziegler, W. (2016). The role of metrical information in apraxia of speech. Perceptual and acoustic analyses of word stress. *Neuropsychologia*, 82, 171–178.
- Anderson, K. H., Pomfret, R., & Usseinova, N. (2004). Education in Central Asia during the transition to a market economy. *The Challenges of Education in Central Asia*. Information Age Publishers: Greenwich, CT, 131–152.
- Asadov, D. A., & Aripov, T. Y. (2009). The quality of care in post-soviet Uzbekistan: are health reforms and international efforts succeeding? *Public Health*, 123(11), 725–728
- E.V. Ilenkov “On idols and ideals”. Moscow., 1968, 241 page.
- Mantu, S. (2016). Constructing and imagining labour migration: perspectives of control from five continents. Routledge.
- S.L. Frank “Russian Worldview” St. Petersburg., 1996, 179 page.
- T.I Frolov Organic determinism, teleology and the target approach in the study. Moscow., 2002, 51 pages



DOI NUMBER: **10.5958/2249-7137.2017.00088.X**

## **HYBRIDIZATION OF ABC FOR CONTINUOUS FUNCTION OPTIMIZATION- A SURVEY**

**Nahed Mansour\*; Ameera Jaradat\*\***

\*Computer Science Department,  
IT & CS Faculty, Yarmouk University,  
Irbid, JORDAN.  
Email id: nmansor@yu.edu.jo

\*\*Computer Science Department,  
IT & CS Faculty, Yarmouk University,  
Irbid, JORDAN.  
Email id: ameera@yu.edu.jo

### **ABSTRACT**

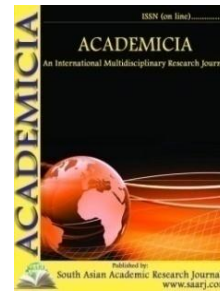
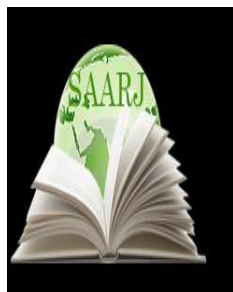
*Swarm intelligence algorithms are meta heuristics that simulates the nature for solving optimization problems, Artificial Bee Colony (ABC) algorithm is one of the most recent nature inspired algorithms which used for problem optimization, numerous research efforts has been concentrated in this particular area. However, the Artificial Bee Colony performance of the local search process and the bee movement or the solution improvement equation still has some weaknesses. The Artificial Bee Colony is good in avoiding trapping at the local optimum but it spends its time searching around unpromising random selected solutions, in order to overcome these limitations as well as to broaden the scope and viability of nature inspired algorithms many variations of this algorithm are being presented and the results being very amazing. This paper presents an overview of some of the hybridized meta heuristics with Artificial Bee Colony algorithm for continuous function optimization; many benchmark functions have been used to show the validity of every approach.*

**KEYWORDS:** *Artificial Bee Colony (ABC), Hybridization, Particle Swarm Optimization, Quantum Evolutionary, Algorithm Simulated Annealing.*

## REFERENCES

- [1] Ojha, V., Abraham, A. , Snasel, V. , (2014). ACO for Continuous Function Optimization: A Performance Analysis. 14th International Conference on Intelligent Systems Design and Applications (ISDA), Japan,IEEE, pp. 145 -150.
- [2] Colorni, A., Dorigo, M., Maniezzo, V., (1991). Distributed Optimization by Ant Colonies, Actes De La Premiere Conference Europeenne Sur La Vie Artificielle, Paris, France, Elsevier Publishing, pp.134-142.
- [3] Dorigo, M., Maniezzo, V., Colorni, A., (1996). The Ant System Optimization by a colony of cooperating agents, IEEE Transactions On Systems Man And Cybernetics Part B, pp.29-41.
- [4] Kennedy, J., Eberhart, R., (1995). Particle Swarm Optimization. Proceedings of IEEE International Conference on Neural Networks IV, pp. 1942–1948.
- [5] Mehdi Neshat, M., Sepidnam, G., Sargolzaei, M., Toosi, A., (2014). Artificial fish swarm algorithm: a survey of the state-of-the-art, hybridization, combinatorial and indicative applications, Artif. Intell. Rev., pp.965-997.
- [6] Karaboga, D., Akay, B., Ozturk, C., (2005). Artificial Bee Colony (ABC) Optimization Algorithm for Training Feed-Forward Neural Networks, Proceedings of the 4th International Conference on Modeling Decisions for Artificial Intelligence, pp.318-329.
- [7] Karaboga, D., (2005). An Idea Based On Honey Bee Swarm for Numerical Optimization, Technical Report-TR06, Erciyes University, Engineering Faculty, Computer Engineering Department.
- [8] Tereshko, V., Loengarov, A., (2005). Collective decision-making in honeybee foraging dynamics, Computing and Information Systems Journal, vol. 9, No 3.
- [9] Karaboga, D., Gorkemli , B., Ozturk ,C., Karaboga, N., (2012). A comprehensive survey: Artificial Bee Colony (ABC) algorithm and applications, Springer Science and Business Media B.V.
- [10] Karaboga, D., Basturk, B., (2007). A powerful and efficient algorithm for numerical function optimization: Artificial Bee Colony (ABC) algorithm, Journal of Global Optimization 39, pp. 459–471.
- [11] Seeley, T. D.,( 1995). The Wisdom of the Hive, Harvard University Press, Cambridge, MA.
- [12] Maheshwari, V., Datta, U., (2014). Enhanced Artificial Bee Colony Algorithm for Travelling Salesman Problem using Crossover and Mutation. International Journal of Computer Applications, pp.37-40.
- [13] Vicenç, T., Yasuo N., Yuji, Y., (2007). Artificial Bee Colony (ABC) Optimization Algorithm for Training Feed-Forward Neural Networks.
- [14] Zhang, R., Gao, H.,( 2007). Improved quantum evolutionary algorithm for combinatorial optimization problem. Proceedings of the 6th International Conference on Machine Learning and Cybernetics, Hong Kong, pp. 3501–3505.

- [15] Zhu, G., Kwong, S., (2010). Gbest-guided artificial bee colony algorithm for numerical function optimization. *Applied Mathematics and Computation* 217, pp. 3166–3173.
- [16] Peng, G., (2011). Global artificial bee colony search algorithm for numerical function optimization. *Seventh International Conference on Natural Computation (ICNC)*, pp.1280–1283.
- [17] Shah, H., Ghazali, R., Nawi, N.M., (2013). Global Artificial Bee Colony Algorithm for Boolean Function Classification. In: Selamat, A., Nguyen, N.T., Haron, H. (eds.) *ACIIDS 2013, Part I. LNCS*, vol. 7802, pp. 12–20. Springer, Heidelberg.
- [18] Shah, H., Ghazali, R., Mohmad Hassim, Y.M., (2014). Honey Bees Inspired Learning Algorithm: Nature Intelligence Can Predict Natural Disaster. In: Herawan, T., Ghazali, R., Deris, M.M. (eds.) *Recent Advances on Soft Computing and Data Mining, SCDM 2014. AISC*, vol. 287, pp. 215–225. Springer, Heidelberg.
- [19] Yan, Xiaohui; Zhu, Yunlong; Zou, Wenping, (2011). A Hybrid Artificial Bee Colony Algorithm for Numerical Function Optimization. *IEEE 2011 11th International Conference on Hybrid Intelligent Systems (HIS 2011) - Melacca, Malaysia*.
- [20] Alam, Mohammad Shafiul; Ul Kabir, Md. Wasi; Islam, Md. Monirul, (2010). Self-adaptation of Mutation Step Size in Artificial Bee Colony Algorithm for Continuous Function Optimization *IEEE 2010 13th International Conference on Computer and Information Technology (ICCIT) – Dhaka*.
- [21] El-Abd, Mohammed, (2011). A Hybrid ABC-SPSO Algorithm for Continuous Function Optimization. *IEEE Symposium On Swarm Intelligence - Part Of 17273 - 2011 Ssci - Paris, France*.
- [22] Alqattan, Z. N., Abdullah, R., (2015). A hybrid artificial bee colony algorithm for numerical function optimization, *International Journal of Modern Physics C*, vol. 26, No. 10.
- [23] Duan, H., Xu , C., Xing, Z., (2010). A Hybrid Artificial Bee Colony Optimization And Quantum Evolutionary Algorithm For Continuous Optimization Problems. *International Journal of Neural Systems*, Vol. 20, No. 1, pp. 39–50.
- [24] Alam, M., Islam, Md., Murase, K., (2015). Artificial Bee Colony Algorithm with Adaptive Explorations and Exploitations: A Novel Approach for Continuous Optimization. *International Journal of Applied Information Systems (IJ AIS)*, Foundation of Computer Science FCS, New York, USA Volume 8– No.2.
- [25] Shah H., Herawan T., Naseem R., Ghazali R., (2014). Hybrid Guided Artificial Bee Colony Algorithm for Numerical Function Optimization. *Advances in Swarm Intelligence*, Springer International Publishing, pp.197-206.
- [26] Mirsadeghi E., Panahi M. S., (2012). Hybridizing Artificial Bee Colony with Simulated Annealing . *International Journal of Hybrid Information Technology* Vol. 5, No. 4, pp.11-18.



DOI NUMBER: **10.5958/2249-7137.2017.00089.1**

## **ROLE AND FUNCTIONS OF THE INSTITUTIONAL HEAD FOR QUALITY ASSURANCE AND ENHANCEMENT IN HIGHER EDUCATION**

**Dr. Pradeep Kumar Panda\***

\*Lecturer in Education

L.N.Degree College, Kodala, Ganjam, INDIA.

Email Id:-lndceducation@gmail.com

### **ABSTRACT**

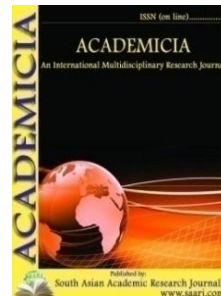
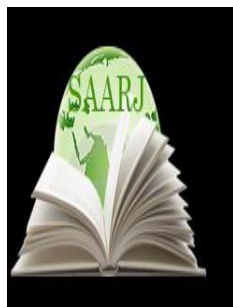
*The purpose of this paper is to support and encourage Higher Educational institutions in pursuing the enhancement of quality at various levels in India. Enhancement may range from curriculum development and innovation with a recognizable impact on the student learning experience to explore the various ways in which quality enhancement can be part of a planned and systematic approach to quality. This report explores the way in which changes in quality assurance and quality enhancement are taking place across the higher education sector in India. The context for this exploration derives in part from the greater focus to be given to enhancement in the new process for Institutional Review. This analysis aims to emphasize the Institutional head to develop, maintain and utilize the infrastructure facilities, staff and curriculum for achieving quality assurance and enhancement in higher educational institution. The Vision 2020 is to be a knowledge superpower. To achieve this vision, Institutional Head has to play a key role in higher educational Institution. To enable India to become knowledge superpower, education and knowledge resources have to reach out to a large number of people through various means in a seamless way. The present era can be called an era of 'academic globalization'. The present study focuses in particular on policies, official regulations, rights and responsibilities in the governance of higher education institutions. In general India-wide trend towards less prescriptive regulatory frameworks, a variety of national, regional models have been developed within the respective contexts of academic self-governance. Now we demand more and more external accountability, the influence of new demands on higher education, and the persistence of international trend. The aim of this paper is to provide an in-depth understanding of national normative frameworks and to position national and regional situations vis-à-vis trends across World.*

**KEYWORDS:** Higher Education, Institutional head, Quality Education, Quality Assurance



**REFERENCES:**

1. NAAC Reports and journals
2. UGC Publications
3. UNESCO Reports
4. MHRD Reports
5. Interim Draft Report of ‘The Committee to Advice on Renovation and Rejuvenation of Higher Education in India’
6. Draft report of working group On Higher education 11th five-year plan
7. National Knowledge Commission Report
8. University News
9. Higher Education in the 21st Century,”
10. World Declaration on Higher Education for the twenty-first century: Vision and Action
11. Economic Survey: 2007-2008
12. Indian Economic Journals
13. Quality enhancement in teacher education, NAAC, Bangalore
14. Total Quality management, NAAC



DOI NUMBER: **10.5958/2249-7137.2017.00090.8**

## LENGTH OF HAIR OF ASTRAKHAN OF KARAKAL PAKISTAN

**Turganbaev Ruzimbay Urazbaevich\***

\*Ph.D. Candidate,  
Scientific research institute Astrakhan and ecology of deserts,  
Samarkhand, UZBEKISTAN,

### ABSTRACT

*This article is devoted to learn Length of the hair of the Astrakhan sheep, the coloration of the sur of Karakalpak breed type, depending on the colors. Major point of the study is reviewing and working out of scientifically well-founded means and selection receptions of karakul sheep Karakalpak sur existing coloring; definition of the important selection signs peculiar to each colouring taking into account their economic and genetic selection importance. An establishment of effective variants of selection, animals on the colouring which realisation will allow to accelerate qualitative perfection and quantitative growth of specialised herds of sheep in Republic economy. In specialised scientific laboratories of Romania, Moldova productive features grey karakul and local sheep of karakul direction of efficiency were studied (Abdukhalil, 2016; Akimov & Dollery, 2009). It was positioned that expressiveness, contrast and balance colouring on the skin area were not identical. It was thus noticed that on these parameters astrakhan fur of the Karakalpak pedigree phylum differs from astrakhan fur of Bukhara and Surkhan-Darya pedigree phylums.*

**KEYWORDS:** Length of hair, colouring, expressiveness, contrast, tawny phylum

### REFERENCE

Abdukhalil, K. (2016). The level of competitiveness of textile industry in Uzbekistan. Retrieved from <https://dea.lib.unideb.hu/dea/handle/2437/2314>

Akimov, A., & Dollery, B. (2009).

Financial development policies in Uzbekistan: an analysis of achievements and failures. *Economic Change and Restructuring*, 42(4), 293–318.

Akmal, R. (2016).

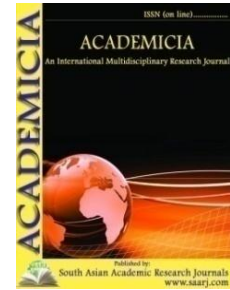
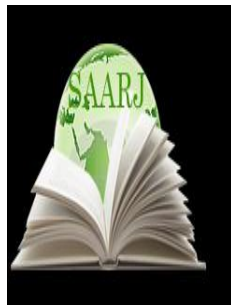
Perfection of the mechanism of attracting foreign investments in light industry of the Republic of Uzbekistan. *European Journal of Economics and Management Sciences*, (3).

Chandra, A. (2014). India's economic relations with Uzbekistan and Turkmenistan: 1991-2005. Retrieved from <http://shodhganga.inflibnet.ac.in/handle/10603/14488>

Djanibekov, N., Hornidge, A.-K., & Ul-Hassan, M. (2012). From joint experimentation to laissez-faire: transdisciplinary innovation research for the institutional strengthening of a water users association in Khorezm, Uzbekistan. *The Journal of Agricultural Education and Extension*, 18(4), 409–423.

Salahodjaev, R., Omanbayev, B., & Lynn, R. (2016). A

Study of Intelligence in the Karakalpakstan Region of Uzbekistan. *MANKIND QUARTERLY*, 57(2), 277–282.



DOI NUMBER: **10.5958/2249-7137.2017.00091.X**

**JOB STRESS, SOCIAL SUPPORT AND JOB PERFORMANCE:  
A STUDY ON NURSES**

**Rakhee Shah\***

\*Asst. Lecturer, Shankar Dev Campus  
Tribhuvan University, NEPAL.  
Email id: rakhishah2003@yahoo.com

---

**ABSTRACT**

*The purpose of the study is to examine the relationship between job stress, social support and job performance of nurses at different types of hospitals (public, private and semi government) inside the Kathmandu Valley. A sample of N = 418 working nurses participated in this study. Data is collected by the means of a structured questionnaire for job stress, social support and job performance respectively. Five different major relationships between the job stress, social support and job performance are proposed. The findings support that there is a positive linear relationship between job stress and job performance. However, social support and job stress does not significantly relate. But received support and job performance is significantly related. Hierarchical regression analysis supported for the main effect of social support, but does not support for interaction effect. The findings also suggest the dimensions of the study variables in terms of ownership of the hospitals, types of the ward and demographic variables (designation of the nurses).*

**KEYWORDS:** *Job stress, Social Support, Job performance*

---

**REFERENCES**

- Abramis J. D. (1994). Relationship of job stressors to job performance: Linear or inverted – U? Psychological Reports, 75, 547-558. doi: 10.2466/pr0.1994.75.1.547
- AbuAlRub, R. F. (2004). Job stress, job performance, and social support among hospital nurses. Journal of Nursing Scholarship, 36(1), 73-78.

Azizollah A., Zaman A., Khaled O. & Razieh J. (2013). The relationship between Job stress and performance among the hospitals nurses. *World of Science Journal*. Retrieved from [http://www.engineerspress.com/pdf/WSJ/2013-02/a14\\_WSJ-131214\\_.pdf](http://www.engineerspress.com/pdf/WSJ/2013-02/a14_WSJ-131214_.pdf)

Bashir, U., & Muhammad I. R. (2010). Impact of stress on employees job performance a study on banking sector of Pakistan. *International Journal of Marketing Studies* 2(1), 122.

Buunk, B. P., Janssen, P. P., & Vanperen, N. W. (1989). Stress and affiliation reconsidered: The effects of social support in stressful and non-stressful work units. *Social behaviour*, 4, 155-1

Cohen, S., & McKay, G. (1984). Social support, stress and the buffering hypothesis: A theoretical analysis. *Handbook of Psychology and Health*, 4, 253-267.

Economic Survey (2013). Details of health institutions in Nepal. Kathmandu: Government of Nepal, Ministry of Finance.

Ghimire J., Gupta R.P., Kumal A.B., Mahato R.K., Bhandari R.M., Thapa N. (2013). Factors associated with the motivation and de-motivation of health workforce in Nepal. *Journal Nepal Health Res Council*, 11(24), 112-118.

Gholamzadeh S., Sharif F., & Dehghan R. F. (2011). Sources of occupational stress and coping strategies among nurses who work in Admission and Emergency Departments of Hospitals related to Shiraz University of Medical Sciences. *Iran Journal of Nursing Midwifery*, 16 (1), 41-46.

Hamaideh, S. H., Mrayyan, M. T., Mudallal, R., Faouri, I. G., & Khasawneh, N. A. (2008). Jordanian nurses' job stressors and social support. *International Nursing Review*, 55(1), 40-47.

Hitt. A. M., Miller C. C., & Colella A. (2006). Work place stress. In C. C. Micheal H. Hitt, *Organizational Behaviour: A Strategic Approach* (p. 240). New Delhi: John Wiley & Sons.

Jamal, M. (2011). Job stress, job performance and organizational commitment in a multinational company: An empirical study in two countries. *International Journal of Business and Social Science*, 2(20), 20-29.

Kafashpoor A., Sadeghian S. Shakori N., & Kavooosi S. (2014). The impact of job stress on turnover intention mediating role of job satisfaction and affective commitment: Case study, Mashhad's public hospitals. *Applied Mathematics in Engineering, Management and Technology*. 2 (1), 96-102

Kim, J. S., Kaye, J., & Wright, L. K. (2001). Moderating and mediating effects in causal models. *Issues in Mental Health Nursing*, 22(1), 63-75.

Lynn, P. (2008). The effect of job stress and social interactions on nursing job performance: A replication study. Retrieved from

Mojoyinola, J. K. (2008). Effects of job stress on health, personal and work behaviour of nurses in public hospitals in Ibadan Metropolis, Nigeria. *Ethno-Med*, 2(2), 143-148.

Nepal Nursing Council (2014).. Retrieved from <http://www.nnc.org.np/>

Niroula P. B. (2001). Conceptual framework for the measurement of the economic activity of the population of the censuses. Retrieved from <http://cbs.gov.np/wp->



content/uploads/2012/Population/Monograph/Table%20of%20Content%20%28Volume%20I%209.pdf.

Park, K. O. (2002). The effects of social support at work on job demands, job control, depression, job performance, and absenteeism.

[http://purl.galileo.usg.edu/uga\\_etd/park\\_kyoung\\_o\\_200208\\_phd](http://purl.galileo.usg.edu/uga_etd/park_kyoung_o_200208_phd)

Rees, T. I. M., & Freeman, P. (2009). Social support moderates the relationship between stressors and task performance through self-efficacy. *Journal of Social and Clinical Psychology*, 28(2), 244-263. Rees T I. M., H. Lew., & Freeman P. (2007). Stressors, social support, and effects upon performance in Golf. *Journal of Sports Sciences*. 25(1), 33 – 42.

Roberts R., Grubb, L P., & Grosch J. W. (2012). Alleviating job stress in nurses. public information from NIOSH and Medscape. Retrieved from <http://www.medscape.com/viewarticle/765974>

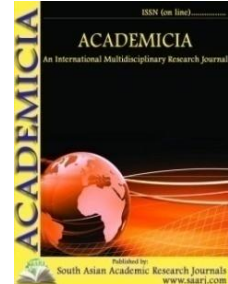
Spooner-Lane, R. (2004). The influence of work stress and work support on burnout in public hospital nurses (Doctoral dissertation, Queensland University of Technology).



# ACADEMICA:

An International  
Multidisciplinary  
Research Journal

(Double Blind Refereed & Reviewed International Journal)



DOI NUMBER: **10.5958/2249-7137.2017.00092.1**

## AN EMPIRICAL STUDY ON FACTORS INFLUENCING TO INTERORGANISATIONAL KNOWLEDGE SHARING

**Nilesh kumar M Patel\*; Dr. Naresh K Patel\*\***

\*Research Scholar,  
Center for Management Studies,  
Dharmsinh Desai University,  
Nadiad, Gujarat. INDIA.  
Email id: profnileshpatel@yahoo.com

\*\*Dean and Professor,  
Faculty of Management and Information Science,  
Dharmsinh Desai University,  
Nadiad, Gujarat, INDIA.  
Email id: deanmis@ddu.ac.in

### ABSTRACT

*Lack of interorganisational knowledge sharing has been consistently found to be the most critical failure factor in supply chain management. This paper intends to study the factors affecting to interorganisational knowledge sharing behaviour. This study also aims to discover the relationship between factors and interorganisational knowledge sharing in order to create practical strategies for the establishment of effective interorganisational knowledge sharing practices. The hypotheses derived were tested by data collected with 40 organised retailers. Simple linear regression analysis was used to study the various relationships. Results indicate the existence of strong relationships between the variables. Theoretical contribution and practical implications are also discussed. An empirical study was conducted on organised retail industry of India. The Indian retail industry has experienced high growth over the last decade with a noticeable shift towards organised retailing formats. Suggestions and comments from the pilot study were evaluated, and those found to be valid were incorporated into the survey. Few questions were rephrased to make them easier to be understood.*

**KEYWORDS:** *Interorganisational knowledge sharing, Organised retail industry, Factor analysis, Simple linear regression analysis*

---

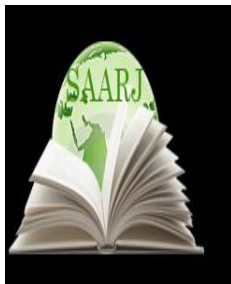
## 8. REFERENCE

1. Albino, V., Garavelli, A.C., and Schiuma, G.(1998) "Knowledge transfer and inter-firm relationships in industrial districts: the role of the leader firm," *Technovation* (19:1), pp 53-63.
2. Apostolou, D., Sakkas, N., and Mentzas, G., (1999), Knowledge networking in supply chains: a case study in the wood/furniture sector. *Information, Knowledge, Systems Management*, (1), pp.267-281.
3. Ciborra, C.U., Andreu, R., (2001), Sharing knowledge across boundaries. *Journal of Information Technology*, (16), pp.73-81.
4. Cohen, W.M. , and Levinthal, D.A.(1990), Absorptive capacity: a new perspective on learning and innovation. *Administrative Science Quarterly*, (35:1), pp.128-152.
5. Cooper, D., & Schindler, (2007). *Business research methods*.
6. Cummings, J. L., and Teng, B. S.,(2003) "Transferring R&D Knowledge: The Key Factors Affecting Knowledge Transfer Success," *Journal of Engineering and Technology Management*, (20), pp. 39-68.
7. Daneshgar, F. and J. Wang (2007). Validation of the awareness net model for the Australian security investment processes. *Knowledge-Based Systems* 20(8): 736-744.
8. Daugeliene, R. and Krisciunas, K. (2004), "Towards the pragmatic understanding of the interrelation of data, information, knowledge and wisdom", *Engineering Economics*, Vol. 2 No. 37, pp. 8-20.
9. Davenport, T. H., & Prusak, L. (1998). *Working knowledge: How organizations manage what they know*. Harvard Business Press.
10. Doney, P.M. and Cannon, J.P. (1997), "An examination of the nature of trust in buyer-seller relationships", *Journal of Marketing*, Vol. 61 No. 2, pp. 35-51.
11. Dyer, J.H., Nobeoka, K., (2000), Creating and managing a high-performance knowledge-sharing network: the Toyota case. *Strategic Management Journal*, Vol. 21 No. 3, pp. 345-67.
12. Grant, R. M. (1996). Prospering in dynamically-competitive environments: Organizational capability as knowledge integration. *Organization science*, 7(4), 375-387.
13. Gupta, A.K. and Govindarajan, V. (2000), "Knowledge flows within multinational corporations", *Strategic Management Journal*, Vol. 21, pp. 473-96.
14. Hair, J. F., Anderson, R. E., Tatham, R. L., & William, C. (1998). *Black (1998), Multivariate data analysis*
15. He, Q., A. Ghobadian, et al. (2006), Knowledge transfer between supply chain partners: a conceptual model. *International Journal of Process Management and Benchmarking* 1(3): 231-262.
16. Heide, J.B., John, G., (1988), The role of dependence balancing in safeguarding transaction. *Journal of Marketing* 52 (1) 20.
17. Henderson, R. and Cockburn, I. (1994). 'Measuring competence? Exploring firm effects in pharmaceutical research'. *Strategic Management Journal*, 15, 63–84.
18. Hendriks, P.(1999) "Why share knowledge? The influence of ICT on the motivation for knowledge sharing," *Knowledge and process management* (6:2).
19. Inkpen, A. C., and Tsang, E. (2005). 'Networks, social capital, and learning'. *Academy of*

- Management Review, 30, 146–65.
20. Johnson, M. E., and Wood, (1996), Mastering Logistic Change, *Journal of Logistics Management*, pp. 43-53.
  21. Karahanna, E., J. R. Evaristo, et al. (2002). Levels of culture and individual behaviour: An integrative perspective. *Advanced Topics in Global Information Management*: 30.
  22. Kleinschmidt, E. J., de Brentani, U., & Salomo, S. (2007). The performance of global new product development programs: A resource-based view. *Journal of Product Innovation Management*, 24(5), 419–441. doi:10.1111/j.1540-5885.2007.00261.x
  23. Lane, P. J., Salk, J. E. and Lyles, M. A. (2001), ‘Absorptive capacity, learning, and performance in international joint ventures’. *Strategic Management Journal*, 22, 1139–61.
  24. Lee, H.L. K.C. So, Tang, C.S., (2000), The value of information sharing in a two-level supply chain. *Management Science* 46 (5) 626–643.
  25. Levinson, N.S., Asahi, M., (1995), Cross-national alliances and interorganizational learning. *Organizational Dynamics* 24 (2) 50–63.
  26. Lin, H.F. and Lee, G.G. (2004), “Perceptions of senior managers toward knowledge-sharing behaviour”, *Management Decision*, Vol. 42 No. 1, pp. 108-25.
  27. Loebecke, C., Van Fenema, P.C., Powell, P., (1999), Co-opetition and knowledge transfer. *The DATABASE for Advances in Information Systems*, (30:2), pp.14-25.
  28. Lyles, M.A. , and Salk, J.E. (1996), “Knowledge acquisition from foreign parents in international joint ventures: an empirical examination in the Hungarian context”, *Journal of International Business Studies*, Vol. 27 No. 5, pp. 877-903.
  29. Matusik, S.F., Hill, C.W.L., (1998), The utilization of contingent work, knowledge creation, and competitive advantage. *Academy of Management Review*, (23:4), pp.680-697.
  30. McEvily, S.K., and Chakravarthy, B. (2002), “The persistence of knowledge-based advantage: an empirical test for product performance and technological knowledge”, *Strategic Management Journal*, Vol. 23, pp. 285-305.
  31. Mentzer, J. T., Min, S., & Zacharia, Z. G. (2000). The nature of interfirm partnering in supply chain management. *Journal of Retailing*, 76(4), 549-568.
  32. Mohr, J. and Spekman, R.E. (1994), “Characteristics of partnership success: partnership attributes, communication behavior, and conflict resolution techniques”, *Strategic Management Journal*, Vol. 15 No. 2, pp. 135-52.
  33. Morgan, R.M., Hunt, S.D., (1994), The commitment-trust theory of relationship marketing. *Journal of Marketing*, Vol. 58 No. 3, pp. 20-38.
  34. Nieminen, H.T. (2005), "Successful Inter-Organizational Knowledge Transfer: Developing Pre-Conditions through the Management of the Relationship Context,".
  35. Perez-Nordtvedt, L., Kedia, B. L., Datta, D. K., & Rasheed, A. A. (2008). Effectiveness and efficiency of cross-border knowledge transfer: An empirical examination. *Journal of Management Studies*, 45(4), 714-744.
  36. Postrel, S. (2002), “Islands of shared knowledge: specialization and mutual understanding in problem-solving teams”, *Organization Science*, Vol. 13 No. 3, pp. 303-20.
  37. Quinn, J.B., (1999), Strategic outsourcing: leveraging knowledge capabilities. *Sloan Management Review*, pp.9-21.
  38. Reid, F. (2003), “Creating a knowledge sharing culture among diverse business units”, *Employment Relations Today*, Vol. 30 No. 3, pp. 43-9.
  39. Sahay, B.S., (2003), Understanding trust in supply chain relationships. *Industrial*

- Management & Data Systems, Vol. 103 No. 8, pp. 553-63.
40. Schulz, M. (2001). 'The uncertain relevance of newness: organizational learning and knowledge flows'. *Academy of Management Journal*, 44, 661–81.
  41. Selnes, F. Sallis, J., (2003), "Promoting Relationship Learning". *Journal of Marketing* 67, no. 3 (July): 80-95.
  42. Selnes, F. Sallis, J., (2003), "Promoting Relationship Learning". *Journal of Marketing* 67, no. 3 (July): 80-95.
  43. Simonin, B.L. (1999), "Ambiguity and the process of knowledge transfer in strategic alliances", *Strategic Management Journal*, Vol. 20 No. 7, pp. 595-623.
  44. Sole, D., Applegate, L., (2000), Knowledge sharing practices and technology use norms in dispersed development teams. *Proceeding of the 21<sup>st</sup> International Conference on Information Systems*, Brisbane, Australia.
  45. Sorenson, O. (2003), "Interdependence and adaptability: organizational learning and the long-term effect of integration", *Management Science*, Vol. 49 No. 4, pp. 446-63.
  46. Spekman, R.E., Kamauff, J.W., and Myhr, N. (1998), "An empirical investigation into supply chain management: a perspective on partnerships," *Supply Chain Management: An International Journal* (3:2), pp 53-67.
  47. Steensma, H.K., Tihanyi, L., Lyles, M.A. and Dhanaraj, C. (2005), "The evolving value of foreign partnerships in transitioning economies", *Academy of Management Journal*, Vol. 48, pp. 213-35.
  48. Trussler, S., (1998), The rules of the game. *The Journal of Business Strategy*, (19:1), pp.16-19.
  49. Tsai, W. (2001), 'Knowledge transfer in intra-organizational networks: effects of network position and absorptive capacity on business unit innovation and performance'. *Academy of Management Journal*, 44, 996–1004.
  50. Tsang, E.W.K., Nguyen, D.T. and Erramilli, M.K. (2004), "Knowledge acquisition and performance of international joint ventures in the transition economy of Vietnam", *Journal of International Marketing*, Vol. 2, pp. 82-103.
  51. Turban, E., E., McLean, et al., (2006), *Information technology for management: Transforming organizations in the digital economy*. Wiley Text Books.
  52. Weiss, L., (1999), Collection and connection: the anatomy of knowledge sharing in professional service firms. *Organization Development Journal*, (17:4), pp.61-77.
  53. Yang, C., & Chen, L. -C. (2007). Can organizational knowledge capabilities affect knowledge sharing behavior? *Journal of Information Science*, 33(1), 95–109.
  54. Yli-Renko, H., Autio, E. and Sapienza, H.J. (2001), "Social capital, knowledge acquisitions, and knowledge exploitation in young technology-based firms", *Strategic Management Journal*, Vol. 22, pp. 587-613.
  55. Zaheer, A., McEvily, B., Perrone, V., (1998), Does trust matter? Exploring the effects of interorganizational and interpersonal trust on performance. *Organization Science*, 9(2), 141–159.
  56. Zahra, S.A., Ireland, R.D. and Hitt, M.A. (2000), "International expansion by new venture firms: international diversity, mode of market entry, technological learning and performance", *Academy of Management Journal*, Vol. 43, pp. 925-50.
  57. Zikmund, W. G. (2003). *Business research methods. Questionnaire Design*, (Cengage learning, 2003), pg, 329-360.

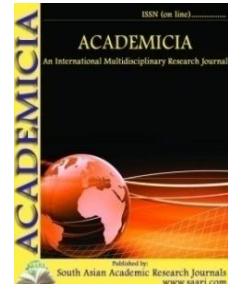




# ACADEMICIA:

An International  
Multidisciplinary  
Research Journal

(Double Blind Refereed & Reviewed International Journal)



DOI NUMBER: **10.5958/2249-7137.2017.00093.3**

## INFLUENCE OF SOCIAL MEDIA IN VACATION TRAVELS

**S. Murugan \*; Dr. P.S. Nagarajan\*\***

\*Research Scholar,  
Alagappa Institute of Management,  
Alagappa University, Karaikudi,  
Tamilnadu, INDIA.

Email id: murugan.sarangapani@gmail.com

\*\*Assistant Professor,  
Alagappa Institute of Management,  
Alagappa University, Karaikudi,  
Tamilnadu, INDIA.

Email id: nagashan@rediffmail.com

---

### ABSTRACT

*This article examines the advent of Social media and the influence of social media in vacation travels. Web 2.0 was the most profound technological development earlier in the 21<sup>st</sup> century that led to phenomenal growth of social media applications, enabled by the ever-growing smartphone user base across the world. The article reviews the definitions of social media and its growth in the last decade and outlines how vacation travels are influenced by social media in this era of connected society. While travel products and services are intangible, the criticality of information for travel planning is very vital and thus eWOM enabled by the user generated content is playing an influential role in the travel decision making process. The article further outlines few key research findings from the extant literature which supports the influential role played by social media in the travel decision making process.*

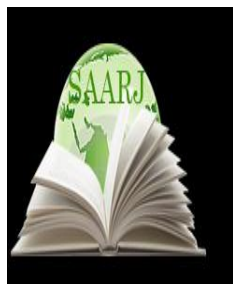
**KEYWORDS:** Social Media, Web 2.0, Vacation Travels, eWord of Mouth (eWOM), User Generated Content (UGC)

## REFERENCES

1. Riegner, C. (2007), "Word of mouth on the Web: The impact of Web 2.0 on consumer purchase decisions", *Journal of Advertising Research*, 47(4), 436–447
2. O'Reilly, T. (2005), "What is Web 2.0? Design patterns and business models for the next generation of software". Accessed: March 2017, from <http://www.oreilly.com/pub/a/web2/archive/what-is-web-20.html?page=1>
3. Constantinides, E. and Fountain, S., 2008. Web 2.0: Conceptual foundations and marketing issues. *Journal of Direct, Data and Digital Marketing Practice*, 9 (3), 231-244
4. Cox, C., Burgess, S., Sellitto, C. and Buultjens, J., 2008. Consumer-Generated Web-based Tourism Marketing. Queensland, Australia: Sustainable Tourism Cooperative Research Centre.
5. Kaplan, A., & Haenlein, M. (2010), "Users of the world, unite! The challenges and opportunities of social media", *Business Horizons*, 53(1), 59-68
6. Mayfield, A. (2008), What is Social Media. [e-book] iCrossing. Available through: Google Scholar Accessed: April 2017
7. Coates, T., 2005. An addendum to a definition of social software [online]. [http://www.plasticbag.org/archives/2005/01/an\\_addendum\\_to\\_a\\_definition\\_of\\_social\\_software/](http://www.plasticbag.org/archives/2005/01/an_addendum_to_a_definition_of_social_software/) [Accessed 18th April 2017]
8. Richter, A. and Koch, M., 2008. Functions of Social Networking Services [online]. In: *Proceedings of the 8th International Conference on the Design of Cooperative Systems*, Carry-le-Rouet 20-23 May 2008. Available from: [http://www.kooperationssysteme.de/wp-content/uploads/coop08\\_richterkoch\\_functions\\_of\\_social\\_networking\\_services\\_final.pdf](http://www.kooperationssysteme.de/wp-content/uploads/coop08_richterkoch_functions_of_social_networking_services_final.pdf) [Accessed 18th April 2017].
9. Kim, W. G., Jeong, O. R. and Lee, S. W., 2010. On social Web sites. *Information Systems*, 35 (2), 215-236.
10. Akehurst, G., 2009. User generated content: the use of blogs for tourism organisations and tourism consumers. *Service Business*, 3 (1), 51-61.
11. Miguéns, J., Baggio, R. and Costa, C., 2008. Social media and Tourism Destinations: TripAdvisor Case Study. *IASK ATR 2008 Advances in Tourism Research*, Aveiro, Portugal 26-28 May 2008.
12. De Valck, K., Van Bruggen, G. and Wierenga, B., 2009. Virtual communities: a marketing perspective. *Decision Support Systems*, 47 (3), 185-203.
13. Boyd, D. and Ellison, N., 2007. Social network sites: Definition, history, and scholarship. *Journal of Computer Mediated Communication*, 13 (1), 210-230.
14. Lenhart, A. and Madden, M., 2007. Social networking websites and teens: An overview [online]. Washington: Pew Research Centre.

15. Dhar, V. and Chang, E., 2009. Does chatter matter? The impact of user-generated content on music sales. *Journal of Interactive Marketing*, 23 (4), 300-307.
16. Burgess, S., Sellitto, C., Cox, C. and Buultjens, J., 2009. User-generated content (UGC) in tourism: benefits and concerns of online consumers [online]. In: Newell, S., Whitley, E., Pouloudi, N., Wareham, J., and Mathiassen, L., eds. *Information systems in a globalising world: challenges, ethics and practices: Proceedings of the 17th European Conference on Information Systems*, Verona, Italy 8-10 June 2011. Verona: Association for Information Systems.
17. Dotan, A. and Zaphiris, P., 2010. A cross-cultural analysis of Flickr users from Peru, Israel, Iran, Taiwan and the UK. *International Journal of Web Based Communities*, 6 (3), 284- 302.
18. Blackshaw, P. and Nazzaro, M., 2004. Consumer-Generated Media (CGM) 101: Word-of-mouth in the age of the Web-fortified consumer [online]. Cincinnati, OH: Intelliseek.
19. Gretzel, U., Kang, M. H. and Lee, W. J., 2008. Differences in consumer-generated media adoption and use: A cross-national perspective. *Journal of Hospitality & Leisure Marketing*, 17 (1/2), 99-120.
20. Yoo, K.-H., Lee, Y., Gretzel, U. and Fesenmaier, D. R., 2009. Trust in Travel-Related Consumer Generated Media. In: Höpken, W., Gretzel, U. and Law, R., eds. *Information and Communication Technologies in Tourism 2009*. Amsterdam: Springer.
21. <http://www.internetworldstats.com/stats.htm>
22. <http://www.smartinsights.com/social-media-marketing/social-media-strategy/new-global-social-media-research/>
23. <https://www.slideshare.net/wearesocialsg/digital-in-2017-southern-asia>
24. <https://www.wttc.org/research/economic-research/economic-impact-analysis/>
25. Dellarocas, C. (2003). The Digitization of Word of Mouth: Promise and Challenges of Online Feedback Mechanisms. *Management Science* 49(10): 1407-1424
26. Litvin, S.W., Goldsmith R.E. & Pan B. (2008). Electronic word-of-mouth in hospitality and tourism management. *Tourism Management* 29(3): 458-468.
27. <https://www.emarketer.com/Article/Asia-Pacific-Social-Media-Inspires-Travelers/1009605>
28. eMarketer (2007b). Niche Sites Invigorate Online Travel. Accessed online (April 11, 2007) at <http://www.eMarketer.com>.
29. <http://visual.ly/impact-social-media-travel-and-hospitality-industry>
30. <https://www2.deloitte.com/global/en/pages/consumer-business/articles/travel-companies-social-media.html>
31. <http://blog.indianluxurytrains.com/2013/03/impact-of-social-media-on-travel-industry.html>

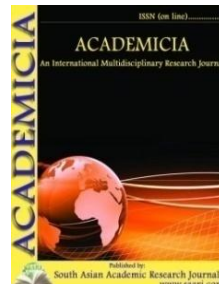
32. Mangold, W. G., & Faulds, D. J. (2009). Social media: The new hybrid element of the promotion mix. *Business Horizons*, 52(4), 357–365.
33. Parra-Lopez, E., Bulchand-Gidumal, J., Gutierrez-Tano, D. & Dias-Armas, R. (2011). Intentions to use social media in organising and taking vacation trips. *Computers in Human Behaviour*. 27(2): 640-654
34. Loredana Di Pietro, Francesca Di Virgilio, Eleonora Pantano, (2012) "Social network for the choice of tourist destination: attitude and behavioural intention", *Journal of Hospitality and Tourism Technology*, Vol. 3 Issue: 1, pp.60-76, doi: 10.1108/17579881211206543
35. Ayeh, J. K., Au, N., & Law, R. (2013). Predicting the intention to use consumer-generated media for travel planning. *Tourism Management*, 35, 132–143
36. Xiang, Z. & Gretzel, U. (2010). Role of social media in online travel information search. *Tourism Management*, 31 (2), 179-188.
37. Fotis, J. N, 2015. The Use of social media and its impacts on consumer behaviour: the context of holiday travel. Doctorate Thesis (Doctorate). Bournemouth University
38. Gretzel, U., Kang, M. H. and Lee, W. J., 2008. Differences in consumer-generated media adoption and use: A cross-national perspective. *Journal of Hospitality & Leisure Marketing*, 17 (1/2), 99-120.



# ACADEMICIA:

An International  
Multidisciplinary  
Research Journal

(Double Blind Refereed & Reviewed International Journal)



DOI NUMBER: **10.5958/2249-7137.2017.00094.5**

## SCIENTIFIC AND METHODOLOGICAL DEVELOPMENT OF BIOLOGICAL PROTECTION SYSTEM OF AGRICULTURAL RESOURCES

**Erkhonova Malokhat Absaitovna\***

\*Agricultural Economy Research Institute,  
Tashkent Region, Kibray District University Avenue.  
UZBEKISTAN.

Email id: Emalokhat@Mail.Ru, Qxiiti@Qsxv.Uz.

### ABSTRACT

*This article describes scientific and methodological development of biological protection system of agricultural resources while considering the system of biological protection of plants in agriculture, protection, management structure and cost-effectiveness of plant protection and agrochemical center organizational structure of plant protection. In addition, economic efficiency of agriculture biological methods of pest protection, with the indicators to determine the effectiveness of the system are investigated. Outcomes and shortcomings of the issue were stated in order to make possible analyses further. This was the reason for the fact that this problem was urgent in the context of modernization of the economy and the fact that in Uzbekistan there has not been a separate scientific study from this economic point of view. To do this, the development of ways to increase the economic potential of biofuels is a scientifically-practical reflection of the dissertation. The object of the research was selected by the Center for Plant Protection of the Republic of Uzbekistan and the Tashkent Province and its sub-divisions and farms, as well as other market entities.*

**KEYWORDS:** *Economic efficiency, Product, Food, Farm management system, biological protection, productivity of a farm, biomass, soil, Biosphere, Dressing, Administrative staff, Executive, Hardware, And consulting services.*

## REFERENCE

Abdukarimov B.A. (2013). Trade economics.

Akimov, A. V., & Dollery, B. (2006). Uzbekistan's Financial System. Anevaluationoftwelveyearsoftransition. *Problems of economic transition*, 48(12), 6–31.

Akmal, R. (2016). Perfection of the mechanism of attracting foreign investments in light of the industry of the republic of Uzbekistan. *European journal of economics and management sciences*, (3).

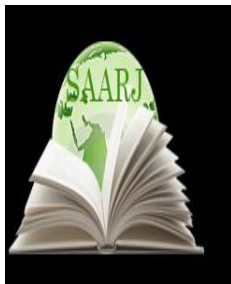
Anvardjanovich, S. A. (2017). ORGANIZATIONAL-ECONOMIC MECHANISMS OF MANAGEMENT OF MANUFACTURING DIVERSIFICATION IN THE COMPANIES OF TEXTILE INDUSTRY. *Journal of management value and ethics*, 7(1).

Djanibekov, N., Hornidge, A.-K., & Ul-Hassan, M. (2012). From joint experimentation to laissez-faire: Transdisciplinary innovation research for the institutional strengthening of A Water users association in Khorezm, Uzbekistan. *The journal of agricultural education and extension*, 18(4), 409–423.

Elmer. (2014, September 23). Agricultural and food productivity [Text]. Retrieved 19 March 2015, Food and agriculture organization. (2015, March 15). In Wikipedia, The free encyclopedia. Retrieved from [Http://En.Wikipedia.Org](http://en.wikipedia.org)

Valipour, M., Ziatabarhamdi, M., Raeini-Sarjaz, M., Gholamifidkouhi, M. A., Shahnazari, A., Fazlola, R., & Darzi-Naftchali, A. (2015). Agricultural water management in the world during past half century. *Archives of agronomy and soil science*, 61(5), 657–678.

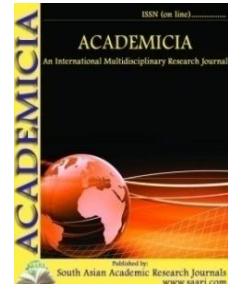




# ACADEMICIA:

An International  
Multidisciplinary  
Research Journal

(Double Blind Refereed & Reviewed International Journal)



DOI NUMBER: **10.5958/2249-7137.2017.00095.7**

## PROBABLE IMPACT OF JOINING OF THE CENTRAL ASIA COUNTRIES TO “EURASIA” CUSTOM UNION ON THEIR ECONOMIC DEVELOPMENT

**Ziyoydin Israilov\***

\*Teacher of the Department “Management In Agriculture”  
Andizhan Agriculture Institute, UZBEKISTAN.

### ABSTRACT

*In Central Asia region (CA), achieved successes in economic development and having problems are different that are results of the chose economic models of development. Problems of social – economic development of the Central Asia countries condition finding new directions of economic development for better modeling of social - economic development. Necessity of adaptation economic development priorities conditioned besides of by complicating geopolitical situation in CIS due Ukraine crisis and more severe economic cooperation rules elaborated by Russian government. In this situation, new challenges of economic development and market economy reforming, achieving balanced equilibrium of structural production transformations with political priorities define adequate dynamics of the economic model of CA countries. On the front side putting priorities of saving current level of living standards and its improvement, finding own place in the system regional labor dividing and finally having possibility for equal foreign economic cooperation with other countries of the world. In this situation, joining to custom union of Russia, Belarus and Kazakhstan considering as an alternative way of overcoming difficulties of structural reforms of national economies and new possibility for stimulating integrating processes on the territory former Soviet Union. On the front side putting priorities of saving current level of living standards and its improvement, finding own place in the system regional labor dividing and finally having possibility for equal foreign economic cooperation with other countries of the world.*

**KEYWORDS:** Custom Union, Trade Partners, Economic Development Models, Labor Migration, Remittance, Economic Integration.

**REFERENCES:**

1. Main economic indicators of CA. [www.tradingeconomics.com](http://www.tradingeconomics.com) (2014 year data).
2. GNI Per capita. GNI per capita by atlas method. [www.worldbank.org](http://www.worldbank.org)
3. Foreign debt data for 2012 year. <https://www.quandl.com/c/economics/external-debt-as-share-of-gdp-by-country>.
4. European Commission. Directorate general for trade. European Union trade with Uzbekistan. Total goods. Top trading partners of Uzbekistan. 2013.
5. European Commission. Directorate general for trade. European Union trade with Kazakhstan. Total goods. Top trading partners of Kazakhstan. 2013.
6. European Commission. Directorate general for trade. European Union trade with Tajikistan. Total goods. Top trading partners of Tajikistan. 2013.
7. European Commission. Directorate general for trade. European Union trade with Kirgizstan. Total goods. Top trading partners of Kirgizstan. 2013.

## Editorial Board

**Dr. B.S. Rai**, Editor in Chief

Former Principal  
G.N. Khalsa PG.College, Yamunanagar,  
Haryana, INDIA

**Dr. Romesh Chand**

Professor- cum-Principal  
CDL College Of Education,Jagadhri,  
Haryana,INDIA

**Dr. Dhramveer**

Former Principal  
CDL College of Education, Jagadhri,  
Haryana, INDIA

**Dr. Victor Sohmen**

Professor  
Department of Management and Leadership  
Drexel University Philadelphia, Pennsylvania,  
USA

**Dr. Anisul M. Islam**

Professor  
Department of Economics University of  
Houston-Downtown, Davies College of Business  
Shea Street Building Suite B-489  
One Main Street, Houston, TX 77002, USA

**Obidjon Khamidov**

Professor  
Tashkent State University of Economics,  
UZBEKISTAN

**Dilbar Aslanova**

Professor  
Samarkand Institute of Economics and Service,  
Samarkand, UZBEKISTAN

**Dr. S S Narta**

Professor  
Department of Commerce,  
Himachal Pradesh University, Shimla, INDIA.

**Dr. Michelle L. Rosser**

Professor  
Psychology, Ashford University, USA.

**Dr. Secil Tastan**

Professor  
Management and Organizational Behaviour,  
Marmara University, TURKEY.

**Dr. Ludmila Mladkova**

Faculty  
Management, University of Economics Prague,  
CZECH REPUBLIC

**Dr. Suresh Dhanda**

Associate professor  
Head, Department of Political Science,  
S. A. Jain College, Ambala City, Haryana, INDIA.

**Nagah A. A. Mohamed**

Associate professor  
Sudan University of science and technology,  
SUDAN.

**Dr. Ipseeta Satpathy**

Associate Professor  
Organizational Behavior & Human Resource  
Management, KSOM, KIIT, University,  
Bhubaneswar, Odisha, INDIA.

**Dr B. Mohan**

Associate Professor in English  
S.V. College of Engineering and Technology  
Chittoor, Andhra Pradesh, INDIA

**Dr. Durgesh Nandini**

Associate Professor  
Department of Public Administration,  
IGNOU, Delhi, INDIA

**Jumana M. ELhafiz**

Associate Professor  
Department of Biochemistry, Shendi University,  
Ministry of Health, SUDAN

**Dr. Karun Kant Uppal**

Assistant Professor  
P G Deptt. of Commerce & Management,  
Kamla Lohtia S D College, Ludhiana, INDIA

**Dr. Dalbir Singh**

Assistant Professor  
Haryana School of Business, G.J.U.S & T, Hisar,  
Haryana, INDIA

**Nadeera Jayathunga**

Senior Lecturer  
Department of Social Sciences,  
Sabaragamuwa University,Belihuloya, SRI LANKA

**Rania Al Omari**

Lecturer  
Applied Science University,  
Faculty of Economic and Administrative Science,  
Accounting Department, Jordan-AMMAN

**Amir Askari**

PhD in Psychology  
Crisis Intervention Committee Chair,  
Iranian Psychological Association, Tehran, IRAN

## Categories

- Business Management
- Social Science & Humanities
- Education
- Information Technology
- Scientific Fields

## Review Process

Each research paper/article submitted to the journal is subject to the following reviewing process:

1. Each research paper/article will be initially evaluated by the editor to check the quality of the research article for the journal. The editor may make use of iThenticate/Viper software to examine the originality of research articles received.
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.
4. The review process may take one/two months.
5. In case of acceptance of the article, journal reserves the right of making amendments in the final draft of the research paper to suit the journal's standard and requirement.

## Published by

### South Asian Academic Research Journals

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

Our other publications :

South Asian Journal of Marketing & Management Research (SAJMMR)

ISSN (online) : 2249-877X

SAARJ Journal on Banking & Insurance Research (SJBIR)

ISSN (online) : 2319 – 1422