

National Conference on  
Transformational Excellence in  
Entrepreneurship & Management  
[TEEM]

28<sup>th</sup> March 2015

**Organized by**



**National Foundation for Entrepreneurship Development  
[NFED], Coimbatore**

**&**

**Departments of Business Administration & Computer Applications  
[DBA & CA]**

**Sree Sastha Institute of Engineering & Technology [SSIET]  
Chennai**



## **National Conference on Transformational Excellence in Entrepreneurship & Management [TEEM]**

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## Prologue

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Today's advancements in global transformation paradigms have compelled the simple sustenance to complex cum competitive sustenance levels in academia and industry. This in turn necessitated the corporate / industry and academic sector to re-organize the dimensions in management development and entrepreneurship in terms of its practices towards technology innovations and research. This is possible through integrating management, technology and entrepreneurship at large with strong and plausible transformational strategies at national focus. Moreover, the research progression on transformation is the only ray of hope to bring in management advancements and entrepreneurial innovations so as to develop socio-economic status-quo of a nation. In adherence to this view, management development, entrepreneurial innovations and technology innovation gains high prominence. These aspects need to be discussed by academicians, theorists, corporate professionals, entrepreneurs, educationists and policy makers at different levels in organization, academia and industry for triggering the socio-economic momentum in any developing nation. Keeping this in view, National Foundation for Entrepreneurship Development (NFED) as a non-governmental organization, which is in pursuance to create socio-economic sustenance through entrepreneurship development and primarily aims in bring in a holistic change in perspective research and innovative practices on entrepreneurial avenues to promote vibrant management professionals and enterprising workforces across the nation.

NFED strongly emphasizes that an entrepreneurial drill could be possible through instituting a strong research base so as to emancipate the possibilities of entrepreneurship development and management research. Also, it envisages in identifying and shaping the personality attributes through adequate skill acquisition. However, these above mentioned aspects shall act as facilitative channels only through adequate knowledge sharing from different corners across the nation. The objective of NFED is to foster a nationally national conference, which should be refereed and indexed in a real sense. In adherence to requirements and aforementioned goal, NFED has intended to organize this refereed and indexed national conference on Transformational Excellence in Entrepreneurship & Management (TEEM) in association with Departments of Business Administration & Computer Applications (DBA & CA), Sree Sastha Institute of Engineering & Technology, Chennai which is a unique approach to garner the intellectual acumen of

researchers, corporate leaders and practitioners across the nation. Moreover, it provides a platform to understand the perspectives of management, technology and entrepreneurship research, which in turn becomes a knowledge base to congregate the research contributions made by revered academicians, scholars, researchers, practitioners and enterprising corporate leaders within a country.

I assure this national conference has been a foundation to understand the transformation in management research and entrepreneurship development.

I on behalf of organizers sincerely appreciate the distinguished presence of key note speakers, conference director, conference jury, session chairs, reviewers and esteemed support extended by authors, faculties, professionals and student participants from different parts of India to make this conference memorable and a grand success.

Jai Hind!!!

Proof

Sd/-

Prof. Dr. R. Ganesan

Conference Chair, RAMP-EDP & Chairman, NFED

## About Conference

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### Conference Niche

The conference has primarily focused on transformational excellence in the avenues of entrepreneurship and management research. The key emphasis of the conference has been more on understanding the viabilities of intellectual contributions and its associated perspectives by scholars, researchers, corporate professionals and practitioners with a prime focus on management development and entrepreneurial innovations.

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### About NFED

National Foundation for Entrepreneurship Development (NFED) is a non-governmental organization established in 2003 as a virtual organization ([www.nfedindia.org](http://www.nfedindia.org)) in Chennai and registered as a Trust in 2013 at Coimbatore, Tamil Nadu in pursuance to create socio-economic sustenance through entrepreneurship development. NFED is a unique organization, which is into fostering the promotion of entrepreneurship development, management research orientation and societal significance across the nation for more than a decade.

NFED is driving and thriving on socialistic perspective with righteous academicians, corporate citizens and entrepreneurs in its fold, which is basically into creating enterprising communities at large at schools, colleges and varsities through its awareness, training, research and development programmes, workshops, research activities (conferences, seminars, symposiums, books, journal) etc. It aims in promulgation of entrepreneurship development through imparting enterprising skills and strongly emphasizes it as the sheer necessity for a developing nation like India. NFED intends to serve under a global perspective to bring in prosperity by and large to foster entrepreneurial progression amongst all communities in general and women in particular. NFED believes that entrepreneurship development is possible with a medium of Enterprising Awareness Creation (EAC) and Entrepreneurship Opportunity Guidance (EOG), which in turn facilitate in identifying and shaping the individual to become a potentially viable source through inculcation of adequate prerequisites to become enterprising. It predominantly focuses on awareness creation, training and research in the functional areas of entrepreneurship and management development.

## **About DBA & CA, SSIET**

Sree Sastha Institute of Engineering and Technology (SSIET), established in 1999 and located on the Chennai-Bangalore Highway at Chembarambakkam, Chennai, fosters quality education and holistic development of students from diverse backgrounds. SSIET has a vision of “developing a technological institution of excellence having multi-disciplinary, multi-facility campus in this part of the globe, providing the right ambience & environment to create engineers and technocrats who serve the needs & demands of society”. Departments of Business Administration & Computer Applications (DBA & CA) has an enviable ambience with emphasis on value-addition, intellectual stimulation, hands-on corporate experience and entrepreneurial and leadership dispositions besides academic brilliance.

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National Conference



On

**Transformational Excellence in Entrepreneurship & Management  
(TEEM)**

**Prof. Dr. R. Ganesan**  
**(Chairman, National Foundation for Entrepreneurship Development (NFED),**  
**Coimbatore)**  
**Conference Chair & Patron**

**Prof. Dr. B. Balaji**  
**(Director, Depts. of MBA & MCA, Sree Sashta Institute of Engg. & Tech.,**  
**Chennai)**  
**Conference Director**

**Prof. Dr. M. Thiyagarajan**  
**(Dean (Research), Nehru Institute of Engineering & Technology,**  
**Coimbatore, Tamil Nadu)**  
**Key Note Speaker**

**Ms. Alka N. C. Pinto**  
**(Associate Vice-President (HR), SLK Software Services Pvt. Ltd., Bangalore,**  
**Karnataka)**  
**Key Note Speaker**

**Dr. S. Karthikeyan**  
**(Manager, Business Strategy & Planning, Idea Cellular Ltd., Chennai)**  
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**Conference Coordinator**

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Prof. Dr. R. Ganesan  
**Conference Chair & Patron**

Prof. Dr. B. Balaji  
**Conference Director**

**Conference Session Chairs & Review Committee**

Dr. S. Karthikeyan  
**Conference Jury**

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Associate Vice-President (HR), SLK Software Services Pvt. Ltd., Bangalore, Karnataka

**Track 2 – Women Emancipation & Entrepreneurial Dispositions**

**Prof. T. Lavanya Kumari**

Principal, Emerald's Advanced Institute of Management Studies (EAIMS), Tirupati,  
Andhra Pradesh

**Dr. J. Vasanthakumari**

Executive Director, Institute for Career Development (INCAD), Chennai, Tamil Nadu

**Dr. Shilpa Datar**

Director, Swayam Assessment, Bangalore, Karnataka

**Track 3 - Business Development & Strategic Execution**

**Prof. Dr. M. M. Sulphey**

Professor & Dean, TKM Institute of Management, Kollam, Kerala

**Prof. Dr. R. Jayam**

Professor & Deputy Head, Faculty of Management Studies, Dr. MGR Educational &  
Research Institute Chennai, Tamil Nadu

**Track 4 – Marketing & Operational Experimentation**

**Prof. R. Rajan**

Chief Technology Officer, CURA Health Care Pvt. Ltd., Chennai, Tamil Nadu

**Prof. Mohan Narayanan**

CEO & Director, Kuboz Biz Pvt. Ltd., Chennai, Tamil Nadu

### **Track 5 - Technology Innovation & Analytics**

**Prof. Dr. M. Uma Devi**

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**Prof. Dr. S. Ravichandran**

Chief Scientist & Chief Executive Officer, Knowledge Partner Technologies Pvt. Ltd., Chennai, Tamil Nadu

### **Track 6 – Behavioural Economics & Financial Markets**

**Prof. Dr. L. Radhakrishnan**

Professor & Head, Department of Rural Industries Management (RIM), Gandhigram Rural University, Dindigul Tamil Nadu

**Dr. S. Poornima**

Associate Professor, Department of Business Administration, PSGR Krishnammal College for Women, Coimbatore, Tamil Nadu

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## **Acknowledgements**

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I sincerely thank Chief Patron, Prof. J. Karthikeyan, Group Vice-Chairman & CEO, Sree Sastha Group of Institutions (SSGI), Chennai for his august presence and special address.

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I on behalf of National Foundation for Entrepreneurship Development (NFED), Coimbatore and Departments of Business Administration & Computer Applications (DBA & CA), Sree Sastha Institute of Engineering & Technology (SSIET) heartily thank Prof. Dr. M. Thiyagarajan, Professor & Dean (Research), Nehru Institute of Engineering & Technology and Ms. Alka Pinto, Associate Vice-President (HR), SLK Software Services Pvt. Ltd., Bangalore for their distinguished presence and key note address.

I thank the Conference Jury Dr. S. Karthikeyan, Manager, Business Strategy & Planning, Idea Cellular Ltd., Chennai for their splendid presence and special address.

I extend my heartiest thanks to all the Session Chairs & Reviewers from different states of India for their invaluable time and refereeing services.

I thank the Conference Convener, Conference Secretary and Conference Coordinators for their diligent efforts in making this conference a grand success.

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I heartily thank all the faculties and student participants from various regions for their benign presence.

I thank the press and non-teaching staff for their continuous support to this conference to make it a grand success.

Proof

Sd/-

Prof. Dr. B. Balaji

Conference Director, TEEM & Director, DBA & CA, SSIET

## Indexing

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# Effective Human Resource Management as Tool for Organizational Success

K. Jeevitha & D. Rukmani Devi

*Human resource management is one of the functional areas of management. The other areas are finance marketing, production, research and development and innovation. The human resource management consists of personnel management, industrial relations management and employee welfare management. Today, most organizations prefer to use the term human resource management to designate such functions as recruitment, section, placement, induction, orientation, training and development, wage administration and motivation. It has become a very important tool for organizational success. For an organization to succeed, it has to first of all meet the breakeven, when total revenue equals total cost and should have units produce beyond breakeven point as well as survive and still perform well. It is to be noted that to perform well, it has to achieve its objectives and goals. Moreover, it has to satisfy the demands of stakeholders and staff and the regulatory authorities. The present study undertakes a theoretical review on treating human resource management as a tool for organizational success.*

**Keywords---** Human Resource Management, Organizational Success, Management

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D. Rukmani Devi, Department of MBA, Vel Tech High Tech Dr. Rangarajan Dr. Sakunthala Engineering College, Chennai, Tamil Nadu.

# Job Satisfaction, Self-Leadership and Personality Amongst Management Faculty

Prof. Dr. P. Kamalakannan & Asst. Prof. V. Sathish

*The earlier research studies on faculty's quality of work life lack on well-conceived theoretical foundation, especially in critical areas such as work satisfaction and turnover intentions. The objective of present research study is to develop a comprehensive measure of management academicians' work satisfaction, self-leadership and personality so as to understand the job satisfaction and personality amongst management faculties.*

**Keywords---** Job satisfaction, Self-leadership, Personality

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Proof

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Prof. Dr. P. Kamalakannan, Department of Management Studies, Sona College of Technology, Salem, Tamil Nadu.

Asst. Prof. V. Sathish, Department of Management Studies, Sona College of Technology, Salem, Tamil Nadu.

# Employee Engagement as Tool for Success of an Organisation

C. Lavanya

*Employee engagement has become an attractive business proposition in the recent years. The work forces within an organization are the most important asset of every organisation. Most of the studies suggested that employee engagement improves the bottom line in almost every instance and it is well accepted with all organizational efforts to actively engage employees. In furtherance, engaged employees have an impact on productivity and financial performance. The efficient leadership and effective management will take place if emerging paradigm like employee engagement is appropriately understood and put into practice. However, employee engagement starts at the first step i.e. recruitment of an employee to the last step i.e. retirement. The HR Practices of an organisation plays the vital role in facilitating the employees to walk an extra mile in their career and productivity. The study argues on effective employee engagement, which is the key component for improved organizational performance at all levels.*

**Keywords---** *Employee engagement, HR practices, Effective Management*

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# Building Emotional Intelligence: Hands-On Strategies for Inner Strength and Cognitive Enhancement Amongst Youngsters

S. Lakshmipriya & Asso. Prof. Dr. R. Saradhamani

*Emotional intelligence involves an ability to carry out accurate reasoning about emotions and ability to apply emotions, emotional cognizance to enhance thought. Emotional intelligence facilitates to foresee success since it reflects how a person applies knowledge to his / her immediate situation. Emotional intelligence measures common sense and ability to get conversant professional among humankind. EI leads capacity to build positive outcomes through relationships with others and to one-self. The pivotal aspect in this review is that it addresses the relationship between EI measures and meaningful criteria including social and environmental outcomes, performance, psychological and physical well-being. The possible reason for present findings may be due to the fact that emotional intelligence primarily deals with managing and expressing of emotions and social skills. The present study primarily revolves around emotional training, maturing, and development. The discussion section included list of crucial aspects and recommended measures for future research prospects along with practical implications of emotional intelligence.*

**Keywords---** Emotional Intelligence, Emotional Cognizance, Environmental Outcome, Maturing, Psychological, Physical Well-Being

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## Emotional Intelligence - A Twinkling Star of Success

M. Apsara & Asst. Prof. Dr. P. K. Balamurugan

*To be successful in career, technical skills are needed along with people-skills. Increasingly, companies are looking for talented people who can work with others, build good interpersonal relationships among team members and customers so as to lead themselves. These characteristics come from emotional intelligence, which is often defined as a state of mind that can contribute both positively and negatively to human behaviour. Hence, it is essential to manage and control one's emotions to have a better understanding of their behaviours. Thus, organisations depend upon human resources who could contribute positively in tuning the behaviour of individuals so as to achieve its common goal. The present study is an attempt to understand aspects of emotional intelligence within an organizational framework for attaining success.*

**Keywords---** Navigating, Emotions, Success

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Asst. Prof. Dr. P. K. Balamurugan, Sri Kaliswari Institute of Management & Technology, Sivakasi, Tamil Nadu



## A Study on Effectiveness of Training in SMR Automotive System India Ltd.

Chandramouli. S.

*The training component has been predominantly used for development of employees and maintaining the environment of company / corporate. Furthermore, an employee training is distinct from management development training in terms of its pragmatic aspects. In general, training is short term process utilizing a systematic and organized procedure by which non-managerial personnel learn technical knowledge and skills for a definite purpose and even for a specific job related purpose. The objective of training effort in an organization may be varied such as to eliminate obsolescence through preventive analysis and careful training. The training levels are intended to prepare individuals for shifting towards modified / aspired jobs to achieve greater levels continuing self-improvement and opportunities for promotion within the organization.*

**Keywords---** Training, Managerial Skills, Employee Productivity, Enhanced Participation, Self-Improvement

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Chandramouli. S., Doctoral Research Scholar, Department of Management Studies, Annamalai University, Chidambaram, Tamil Nadu.

&

Assistant Professor (Senior Grade), Department of Management Studies, Saveetha Engineering College, Chennai, Tamil Nadu.

# A Study on Evaluation of Performance Appraisal System

Immanuvel. C

*The study carried out at Lucas Indian Service Ltd. This study focuses on evaluating the performance appraisal system of the Employees and to find out the role of the organization in updating the performance of the Employees. The scope of the study is clear as we analyse the performance of the Employees to enrich their job and to make the job more interesting and challenging. Evaluation of performance of the individual employee in the organization is essential for their development and also for the uplift of the Employees through this performance appraisal system, performance of the individual employee can be evaluated and feedback provided for the development. Moreover, this study includes various research methodology like descriptive research, convenience sampling and the study is taken for a period of three months. In adherence to the limitations of the study, sample size has been restricted to 100 respondents. The opinion towards the employee's performance appraisal system, type of relationship anchored with their supervisor, satisfaction level with respect to frequency of conducting appraisal and feedback system that has been adopted in the organization. The study intended to find employees' perception towards utilitarian aspects of performance appraisal system to obtain their suggestion for further evaluating or modifying the performance appraisal system.*

**Keywords---** Appraisal System, Morale, Feedback, Performance Evaluation, Organizational Development

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## A Study on Employee Turnover and Retention towards Future Well Shoes Pvt. Ltd., Gudiyatam, Tamil Nadu

Prof. Latha Maheswari. P. G.

*The research studies by various researchers conducted indicates that everyone is contributing to the prevailing attrition directly and indirectly. Furthermore, it is not easy to find out who contributes and controls the attrition of employees. It is quite significant that turnover does not happen for one or two reasons. The way the industry is projected and speed at which companies are expanding has a major part in employee turnover. In our country we start the industry and then develop the infrastructure. All the major IT companies have faced these realities. Once, you look within, the specific reasons for attrition is varied in nature and it is interesting to know that peoples' job fit is required. In today's scenario, the main reason for changing jobs is for higher salary and better benefits. However, in call centers the reasons are many and it is also true that for zero reasons employees change their jobs. The present research study has been focusing on turnover and retention measures, which are attributed to employees.*

**Keywords---** Employees, Turnover, Absenteeism, Attrition, Job Satisfaction

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Prof. Latha Maheswari. P. G., Research Scholar, Madurai Kamaraj University  
&  
Head, Department of Corporate Secretaryship, J.H.A. Agarsen College, Chennai, Tamil Nadu.

# Effective Employee Remuneration Policy

Asst. Prof. Sindhu R.

*The organization should improve reward system, which makes the employees to achieve organization goals. The main objective of this paper is to analyze the remuneration provided to employee and level of satisfaction of employees working through the data collected. The paper also attempts to know how the employees are motivated through the organization. This paper is based on the primary data collection through questionnaire administered from fifty respondents. However, few suggestions are provided for further development, which in turn will contribute to the development of organization. The organization should improve the reward system, which makes the employees to achieve organization goals. It is been an observation from the study that organization should motivate its employees by satisfying their needs.*

**Keywords---** *Remuneration Policy, Reward System, Employee Motivation, Learning , Experience, Organization, Satisfaction*

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# A Study on Employee Perception towards Training System with Special Reference to Simpson & Co Pvt. Ltd., Chennai

Sowmiyasree. S. & Shanmukapriya. S.

*Training is a process of learning a sequence of programmed behavior. It is application of knowledge. It gives people an awareness of the rules and procedures so as to guide their behavior and attempts to improve their performance on their current job or prepare them for an aspiring job in their professional career. In accordance with this notion, the present study has administered a sample size of 307 employees out of the population 750 using simple random sampling. The statistical tools such as: Chi-square, One way ANOVAs Spearman's coefficient of correlation, Karl Pearson coefficient. The present study is descriptive in nature, which described the characteristics in particular about individual, group and its frequency of occurrence. Thus, an attempt has been made in this study to understand employee's perception towards training system in companies.*

**Keywords---** Training, Employee, Development, Perception, Attitude

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Shanmukapriya. S., III Year ECE, Sree Sastha Institute of Engineering and Technology, Chennai, Tamil Nadu.

# A Study on Stress Management in Orien Group of Companies

Asst. Prof. Sridevi. J.

*The research on stress has been conducted tremendously over the past century. The theories behind it are now settled and accepted while others are still being argued and researched. It is to be noted that there seems to have been something approaching open warfare between competing theories and definitions with regard to stress. Moreover, the views have been passionately facilitated and aggressively defended by individuals in understanding stress and its associated sequences. The complication is regarding understanding of stress intuitively and differently by something with individual's experiences with situations. The research study has aimed to study stress management of employees in a group of companies and inferences are highlighted accordingly.*

**Keywords---** Stress, Employee, Welfare, Occupation, Management

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Asst. Prof. Sridevi. J., Department of Management Studies, Vel Tech Dr. RR and Dr. SR Technical University, Chennai, Tamil Nadu.

## Scope for Participative Management in Gen 20 Organisations

Vikneshwar. V. & Rajesh. V.

*The employee participation in management has been increasing in the recent years. Moreover, it has gained momentum over years and has become the trend, which has been brought into sharp focus with regard to industrial revolution and advent of large enterprises. In its narrow sense, participative management refers to constitution of consultative councils and committees comprising of representatives of employers and employees so as to recommend steps for improving standards, safety, categorizing type of workers, safety, wellness etc. for enhancing organizational effectiveness. The present research paper envisages into participative management within an organization.*

**Keywords---** Employee, Participation, Safety, Management, Decision Making

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Rajesh. V., III Year Mechanical Engineering, Sree Sashta Institute of Engineering and Technology, Chennai, Tamil Nadu.

## A Study on Impact of Activity Based Learning [ABL] Education System with Reference to Tirunelveli District

Asso. Prof. J. Anna Thangam

*The implementation of Activity Based Learning (ABL) system has increased the performance of students (performance in terms of – increased students speed of learning and capability, improved children's intelligence in academics, improved relationship between students and teachers, increased students eagerness, interest and engagement towards subjects, improved group activity, self-confidence, self-learning, discipline, creativity and participation amongst students). Furthermore, it has been an observation in the present study that teacher's satisfaction level and service quality also increased. The researcher administered descriptive research for describing a single event or characteristic through distribution or may try to relate a few events or variables through statistical analysis. The limitations with regard to time and resources have restricted the sample size to 114 respondents hailing from government schools were included for analysis of activity based learning system in Tirunelveli District, Tamil Nadu. The findings of present study are supporting the government for implementing ABL system.*

**Keywords---** Activity Based Learning, Block Resource Centre, Teacher's Satisfaction, Self – Learning

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## A Study on Talent Management in the BPO Sector Through Effective Retention Strategies

Asst. Prof. Dr. N. Bhuvana Devi

*India accounts for the average attrition rate in the BPO sector, which is approximately 30-35 percent. It is true that this is far less than the prevalent attrition rate in US market, which is around 70 percent, but the challenge continues to be greater considering the recent growth of industries within the country. The US BPO sector is estimated to be somewhere around three decades and it has to keep up low attrition levels, which is a major challenge as the demand outstrips the supply of good agents by a big margin. However, it is not an easy task for an HR manager in this sector to bridge the projections of ever increasing demand and supply gap of professionals. The toughest concern for an HR manager is reducing the high attrition rate. The present research study has focused on attritional measures and employees sustenance within the organization.*

**Keywords---** BPO, Attrition Rate, Expectations, Service Provider Actions, Employees, Sustenance

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## Effectiveness of Quality of Work Life in Nokia Siemens Network Pvt. Ltd.

Asst. Prof. Devi. K. K.

*The quality of work life is defined as a process of work organizations which enables its members at all levels to actively participate in shaping the organizations, its environment, methods and outcomes. It is an important aspect of management in terms of implementation of standards and understanding current trends of management. The entire study has been carried out at Nokia Siemens networks with 100 respondents to understand and identify the factors that lead to poor quality of work life in organization. The present study intended to suggest few remedial measures in implementing the quality of work life principles in industrial sectors.*

**Keywords---** Work Life, Process, Quality, Job Environment, Factors, Organization

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## Entrepreneurial Education and Reflexive Practices

Asst. Prof. D. Immanuel & Asst. Prof. Dr. A. P. Rames

*Reflexive practice is termed as the capacity to reflect on action so as to engage in a process of continuous learning. It is an important tool in practice-based professional learning settings wherein, individuals learn from their own professional experiences, rather through a formal teaching or knowledge transfer. This may be one of the most important sources of personal-professional development and improvement. The appeal of the use of reflective practice for teachers is that as teaching and learning is complex, and there is not one right approach, reflecting on different versions of teaching and reshaping past and current experiences, which may lead to improvement in teaching practices. This paper attempts to relate reflexive approaches to education with special reference to entrepreneurship development.*

**Keywords---** *Entrepreneurship, Practices, Reflexive Approaches, Education*

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*Asst. Prof. Dr. A. P. Rames, Assistant Professors, Department of Management Studies, Sona College of Technology, Salem, Tamil Nadu.*

## SHGS an Instrument to Unveiling the Skills of Women through Entrepreneurship

Asst. Prof. P. Sudha Rani & Prof. Dr. K. Lalitha

*The encouragement of women towards entrepreneurship leads to development of the nation as they constitute nearly half of the global and national population. The women in rural areas are showing interest to become entrepreneurs because there is lot of scope for availing financial facilities through SHGs. In developed countries, entrepreneurship has gained attention in the last century. However, in developing countries, it has gained momentum in the recent decades. In these countries, entrepreneurship development is considered as the way to promote self-employment the panacea not only for chronic unemployment among the educated youth, but also to sustain economic development so as to augment the competitiveness of industries in the eve of globalization and liberalization. Furthermore, the growth of Self-Help Groups (SHGs) is an evincing fact that women are coming out of their shells and exemplifying themselves as socio-economic of our nation. The present study revealed the reasons for entrepreneurial prospects, lacunas in carrying out the entrepreneurial activities and suggestions to overcome the problems.*

**Keywords---** Entrepreneurship, Self-Help Group, Women Empowerment, Socio-economic, Development

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Prof. Dr. K. Lalitha, Principal, B.H.H Degree College for Women, Guntur, Andhra Pradesh.

## Women Emancipation with Regard to SHGS in India – A Theoretical Approach

Asst. Prof. C. V. Bhavani

*Women have a unique position in the society. The real development in any arena cannot take place with negligence of women workforce. India has a rich heritage, which shows the respect and regard for women in the past. However, in the recent years women are not given prominence regardless of their overwhelming population and are often graded as second citizens in a nation like India. Although, many policies have evolved and political leaders fight for equality and justice for women, day by day things are not in place with regard to women empowerment. It is no real surprise that women empowerment in India is a topic of discussion with no vivid solution looming in the horizon except to doubly redouble our efforts and continue to target the sources of all the violence and ill-will towards women. The crimes against women fly directly against orchestrating women empowerment in India. The truer understanding of it needs a drastic change in the mind-sets of people within the country. Moreover, it not just the women themselves, but the men have to wake up to a world that is moving towards equality and equity. It is better that this is embraced earlier rather than later, for our socio-economic progression. Almost everyone in the villages has incurred some level of debts, often just to meet basic needs. This debt is owed to private moneylenders who in turn charge very high rates of interest. As a result, the poorest people get caught in a debt trap. The present research study is a conceptual review on women's emancipation through Self-Help Group. Furthermore, the only ray of hope for overcoming this issue is to foster the mechanism of small-scale, self-managed savings and credit groups through self-help group promotion amongst rural women.*

**Keywords---** *Self-Help Group, Self-Management, Women Emancipation, Women Empowerment*

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## A Conceptual Study on Women in Social Entrepreneurship and Self Business

Asst. Prof. Siji Joseph & Infanta. A.

*The country's economic development needs active participation of its people into work and development in various fields. In India, the socio-economic participation is not only by men but also women who have emerged to contribute significantly for economic growth and prosperity. The roles that women hold inside their families financially and in the Business market had been tremendous for the past decades. It is to be noted that Indra Nooyi is one of the greatest living example. Today, one can see women contributing from a small flower vendor to owning a beauty salon or a Boutique shop. Thus, few women stand as great leaders to inspire others to be innovative and empowering. In spite of gender inequalities and stereotypes, which are still prevalent in the society, women have started venturing into male dominated fields and had climbed the corporate ladders in many leading MNCs. Despite, being in corporate environment, women have established themselves as entrepreneurs and social entrepreneurs. Keeping in view, the present paper deals with contributions that women had brought through self-business and societal impact in accordance with their reach at global levels.*

**Keywords---** Women, Social Entrepreneurship, Self-Business, Corporate, Empowerment

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## A Study on Entrepreneurial Intention among Post Graduate Students with Special Reference to Cuddalore District

D. Krishnakumar

*The lack of attention towards under employment and unemployment due to insufficient financial resources by state and central governments has necessitated the student work forces to vent into self-employment and entrepreneurship. Entrepreneurship is not the function that might be outcome of simple efforts. It requires a regular and permanent attitude as part of personality. The entrepreneurial attitude is based on personality traits and demographic characteristics, which may be moulded with education. This present research study aims to find the impact of personal traits, demographic characteristics and entrepreneurship education on entrepreneurial intentions of post graduate students. The data has been collected from a sample of 100 respondents from post graduate students across various colleges in Cuddalore district, Tamil Nadu. The findings indicated that there exists a strong relationship between innovativeness and entrepreneurial intention. However, some demographical characteristics i.e. Gender and age, were insignificant with the intentions to become entrepreneurs, but prior experience, family exposure to business and level of exposure accounts for entrepreneurial intentions among post graduate students.*

**Keywords---** *Entrepreneurial Intention, Personality Traits, Demographics, Characteristics, Entrepreneurship Education*

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## Gender Sensitivity and Women Empowerment

Ms. Deepika S.

*Over centuries, women are not treated at par with men in many ways. For instance, in many under developed countries they were not allowed to own and / or claim share in the property as heirs. In some countries, they are still abstained from exercising their voting rights, job and freedom to choose their interested work. Those days have gone wherein; self-awareness has been a screening factor for women with traditional practices. Thus, oppression of women is a practice. Hence, there is a sheer necessity to constitute a strong movement to fight for the rights of women and to ensure them that will account for empowerment of women at large. The paper envisages into a conceptual view to discuss about suggestive measures for achieving a holistic women empowerment.*

**Keywords---** *Gender Sensitivity, Oppression, Women Empowerment, Social Security*

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# Corporate Governance and Social Responsibility and its Impact on Firms

N. G. Divya

*Today's business is wheeling on corporate governance and corporate social responsibility, which plays significant role in effectiveness and progression of a business. The study investigates the external and internal effects of corporate governance and monitoring the mechanism and choice of corporate social responsibility and its value on firms. The controlling of firm's characteristics accounts for positivity influence towards engaging in corporate social responsibility. Furthermore the present study has identified the internal social enhancement in firm such as employee diversity, firm's relationship with its employees and product quality through corporate social responsibility practices.*

**Keywords---** Corporate Governance, Corporate Social Responsibility, Social Enhancement, Environment, Product, Quality, Employees, Practices

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# Corporate & E- Governance for Business Development

S. V. Harshini

*Company is a congregation of various stakeholders and should be fair and transparent to its stakeholders in all its transactions. This has become imperative in today's globalized business world wherein, companies are required to access global pools of capital and to live in harmony with the community. In addition to that, companies need to recognize that their growth requires the co-operation of all its stakeholders; and such co-operation is enhanced by adhering to best corporate governance practices. In view of the large number of corporate scams and scandals shocking the nation, e-governance tools have to be employed on a large scale to improve corporate governance. Today, e-governance has a vital role to play in expanding the scope of corporate governance to cover new areas. The corporate e-governance can also check the financial frauds committed by such companies through these effective measures. The use of information technology in corporate governance leads to greater transparency and efficiency. This paper highlights present status of e-governance and role in ensuring better corporate governance by its usage through administration of company law.*

**Keywords---** Corporate Governance, e-governance, Practices, Company Law, Stakeholders

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# Quality Management Practices in Manufacturing Companies

M. Kavashgar & R. Ramu

*Quality is a description of the culture, attitude and organization of a company that aims to provide, and continue to provide, its customers with products and services that satisfy their needs. The culture requires quality in all aspects of the company's operations, with things being done right first time and defects and waste era dictated. Thus, quality management in various forms has for decades proved successful in improving productivity, continuous learning and being an essential tool. It is especially applicable for knowledge intensive organizations, wherein the interest is to investigate the successful tools of Project Quality Management (PQM), which are suitable for effectiveness in productivity. The Quality Management, as presented by European Foundation for Project Quality Management (EFPQM) refers to the criteria of European Quality Award, which suggests solutions to the insufficiencies of present financial planning and reporting systems (EFQM, 1996). This is much in resonance with a "Balanced Score Card" approach. It requires planning and reporting of intangible assets such as identification of critical processes and customer satisfaction, impact on society and business results other than financials. The present paper attempted to conceptually review the various aspects in quality management practices in manufacturing companies.*

**Keywords---** *Quality Management, Knowledge Management, Waste Reduction, Project Management, Customer Satisfaction*

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## Analysis of Efficiency of Logistics at Tube Products India Chennai

Prof. Jeyachandran. T.

*The company intending to achieve the anticipated improvements needs to be realized in their present logistics system of their company. The efficiency of logistics function carried out within the company accounts for its effectiveness and quality control. The research study has administered questionnaires on employees and clients of the company to elicit primary data. The study intended to value add its findings to that of the present system and functions of logistics at Tube Products of India, Chennai.*

**Keywords---** *Logistics, Customer Service, Inventory Management, Just-in time*

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*Prof. Jeyachandran. T., Head, Department of Commerce, J. H. A. Agarsen College, Chennai, Tamil Nadu.*

## An Observational Study at Dymos Lear Automotive India Pvt. Ltd.

Elakkiya. R.

*The observational study is to make the reader to enrich with the knowledge frontiers of industry, understand the enterprise composition, working and leadership style followed at Dymos Lear Automotive. It comprise of varied managerial roles played by the personnel of the firm. The present research study is all about overall analysis of managerial actions, work structure, organizational attributes and various initiatives taken by company towards its success goal.*

**Keywords---** Automotive, Quality Control, Quality Assurance, Corporate Social Responsibility (CSR), Key Performance Indicator (KPI)

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## IPL – The Power of Marketing

Asst. Prof. R. Nithya & Asst. Prof. V. Vidya

*The Indian Premier League (IPL) is a combination of cricket and entertainment. It was formally launched in 2008 and has become more popular with more than 140 million TV audiences. The IPL has created a franchise model and believed that through franchise we have world class cricketers playing for IPL. The power of Starcast is playing a vital role for its success and reach. The IPL has received a tremendous response from sponsors and lots of money has been involved in the event. Moreover, IPL always keep the pulse of the audience in mind whilst rising through beautiful cheer leaders, which was a new concept evolved in cricket. The brand value of the players also increased through this event over the years. The present case study showed overall information and major reason behind the success of this event. It also included the controversial sequences IPL has gone through over the years and analyzed its marketing mix.*

**Keywords---** Marketing Mix, Franchise, IPL, Brand Value

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## Now In India: Only on Flipkart?

Sunali Talwar

*The Flipkart has embraced e-retailing with enthusiasm. Hence, it is spearheading the conversion of offline shoppers into online bargain hunters. The founders of the company are ardent believers in the merits of customer service. It is one of the best examples among those companies that can successfully engage customers through novel ideas, quality products and seamless services will flourish. The research study is an attempt to understand the company's sales projection, which determines the inventory and available inventory accounts for sales made in India through its customers.*

**Keywords---** *E-Retailing, Online Hunters, Customer Service, Vertical Integration*

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*Assistant Professor (Marketing), Welingkar Institute of Management, Development & Research, Bangalore, Karnataka.*

# A Study on Customer Purchase Intention Behaviour through Social Media Marketing Tools in Pune City

Vijay Ganpat Dhamore & Prof. Dr. B. Balaji

*Today, social networks represent a rich and attractive source of information for a large part of the population. Several studies have identified the key determinants of customers' intentions to purchase online, as well as the impact of electronic word of mouth (e-WOM) communication on their judgments. The characteristics of consumer purchase intention on Social Media Marketing tools analyses the main factors affecting consumer purchase intention. This study is one of the few empirical studies, which have investigated adoption of mobile commerce in India, which is considered one of the fastest growing countries in terms of mobile usage. The promotion of brands and products through social networks is less expensive for marketers if compared with traditional media such as television, but at the same time is very efficient for enhancing consumer loyalty towards the firm, and influencing purchasing intention, awareness, attitude and judgments. The present study attempted to explain the antecedents of purchasing intention for an academic product in the context of social network communication, involving research more precisely on purchasing intention of an academic product and to highlight the opportunities and challenges for the education sector among a sample of 30 student respondents.*

**Keywords---** Social Identity, Purchase Intention, Social Networks, Customer Behavior, Brands, Products

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Prof. Dr. B. Balaji, Research Supervisor, R & D Centre, Bharathiar University, Coimbatore, Tamil Nadu.

&

Director (MBA & MCA), Sree Sastha Institute of Engineering & Technology, Chennai, Tamil Nadu.



# Analyzing the Potential of Rural Markets and Formulating Competitive Strategies Paving the Evolution of Urbanization in Rural India by 2020

Varun. R.

*The rural India is going to become a biggest market of the world in the near future and it is transforming in the recent years. Rural marketing as an emerging trend is about to explore possibilities in the rural India. Moreover, change in the rural market environment, market profile and people are changing themselves. Furthermore, their needs and requirements are also changing. Moreover, companies are applying several models and strategies to be tap the rural market. The focus is on tapping the rural markets as urban markets have been saturated to look rural markets. The increase in purchasing power, fuelled lot of interest and several companies are exploring cost effective channels. The present study has focused on analyzing the potential of rural markets and formulating competitive strategies for evolution of urbanization in rural India.*

**Keywords---** Market Research, Product Availability, Urbanization, Rural Marketing, Market Environment, Market Strategy, Formulation

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# The Relationship between Customer Experience and Service Quality

Immanuvel Chandran

*This customer experience in online environment is based on service quality. Furthermore, service quality in turn depends upon the value proposition with respect to products and services towards customers. The four dimensions of customer experience are Pragmatic, Hedonic, Sociability and Usability. The paper intends to find the relationships between these four dimensions to understand the customer experience and service quality.*

**Keywords---** Online, Customer Experience, Pragmatic, Hedonic, Sociability, Usability, Service Quality

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# Influence of Internal Marketing Practices on Organizational Commitment of Employees in Selected Engineering Colleges Around Chennai

Anupama Juliet. A.

*The recent years have highlighted the concept of internal marketing practices and its effect on level of organizational commitment of employees. There are studies focused on positive and negative effects of internal marketing practices with respect to employees in the industry. However, studies on the academia are woefully inadequate. Hence, the present study employed a non-experimental design based on survey research and appropriate statistical analysis to predict the effect of internal marketing on the constructs of organizational commitment. Moreover, the analysis suggested that internal marketing has a significant influence on affective commitment levels, but internal marketing had no significant influence on normative commitment levels. Also, the study emphasizes that implementing internal marketing practices can have positive impact on the commitment levels of employees.*

**Keywords---** Organizational Commitment, Internal Marketing, Employee Satisfaction

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&  
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# Growth and Challenges of Retail Market in India

V. Hema

*The retail sector of India has been one of the most dynamic and growing industrial economy with several players entering the market. Also, India is the country having the most unorganized retail market, wherein, huge middle class base and its untapped retail industry are the key attraction for global retail giants planning to enter into newer markets. However, none of them have not yet attained an invincible status because of heavy initial investment that are required to break even with other companies and compete with them. The present study includes growth of retail sector in India, strategies, strength and opportunities of retail stores, retail formats, recent trends and opportunities and challenges. It also examines consumers' awareness and brand consciousness among people across different socio-economic groups witnessing significant growth in the urban and semi-urban retail markets.*

**Keywords---** Retail Market, Consumer Awareness, Investment, Retail Sector, Unorganized

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## A Conceptual Study on Neuromarketing and other Recent Trends

Ashwini. C. R.

*The neuromarketing is a new stream of marketing, which reveals about fulfilment of consumer's requirement. The area of marketing research in advanced version has attempted to study the consumers' [sensorimotor](#), [cognitive](#), and [affective](#) response to marketing stimuli. The neuromarketing tools like [electroencephalography](#) (EEG) and [its steady state topography](#) (SST) are used to identify the consumer's likes and dislikes. These tools are used to read the human brain by connecting electronic circuits to measure the activity of brain. Thus, helps to understand the consumers' wants. Also, this influences the market industry in a great way and many organisations have adopted to use neuromarketing. The present study is a conceptual review to understand the recent trends in neuromarketing and its effectiveness.*

**Keywords---** Neuromarketing, Sensorimotor, Marketing, Consumers, Electroencephalography (EEG), Steady State Topography (SST), Industry

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# The Comparative Analysis of Coca Cola with Pepsi in Tiruchirapalli

Sugan. P. & Sundaresan. A.

*Today many new industries are coming into existence and growing rapidly. Hence, competition is hefty and they have to compete with their competitors constantly. In some industries the new industries may not come into existence but the competition between the existing industries is growing enormously. For instance, soft drink industries are mainly suffering with this particular problem. These industries have to continuously compete with their competitors to get good market share and good profits. To face their competitors they have to be aware about their position and competitor's position in the market. Furthermore, they will compare their industries to that of competitors for adopting strategies to retain their position through effective means required for their survival and growth.*

**Keywords---** Competence, Forecasting, Market Share, Strategies, Market Expansion

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## A Study on Customer Preferences in Super Market with Special Reference to Spencer's Daily

Asst. Prof. Tamilvanan. M.

*The retail industry has continued in India in the form of Kirana stores till 1980. In adherence to the modernization of retail sector in India, many companies started venting into retail sector in India like Bombay Dyeing, Grasim etc. and since then it can be widely split into the organized and the unorganized sector. It is to be noted that after five decades in unorganized retailing and fragmented Kirana stores has finally begun to move towards modernization, systematization and consolidation. Today, modernization is the catch phrase and a key to understand retail markets in the forthcoming decade. There has been a boom in retail trade in India owing to a gradual increase in the disposable incomes of middle class households, as a result of good performance of IT, Service and Infrastructure sectors. In furtherance to this strategic move, more and more players are entering the retail business to introduce new formats like malls, supermarkets, discount stores, department stores and even changing traditional looks of bookstores, chemist shops, and furnishing stores. However, organized retail formats are prevalent globally Malls, Supermarkets, Hypermarkets, Discount Stores, Department Stores, Specialty Stores, e-Retailing, Convenience Stores, MBO (multi-business outlet) etc symbolizes the progression of retail industry at global levels. The present study attempted to understand the customer preferences in super market with special reference to Spencer's daily.*

**Keywords---** Customer Preference, Super Market, Retailing, Markets, Modernization

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## Enhancing Service Experience - A Quality Perspective

Vimlanath. V. & Prof. Dr. B. Balaji

*Service experience is becoming a growing priority for researchers because of booming economy in India, since 2014. The experience economy refers to integration of Quality and Service as an outgrowth of total quality management (TQM), as the focus turns on with service provider rather than Quality derived by customers. The researchers today state that service experience is derived by interaction of company and customer through multiple information channels. The present research study attempted to develop conceptual models on service design and service experience quality.*

**Keywords---** *Service, Experience Economy, Quality, Service Design, Total Quality Management (TQM), Customers, Models*

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## Implementation of Promotional Activities in Marketing with the Help of Advertising Strategy

Asst. Prof. Anandh Kumar. A.

*The marketing communication aspects facilitates planning and framing a best advertising strategy in order to establish and retain the reputation of any particular product or brand in the minds of consumer in the business environment. The conventional tools like coupons, discounts, premiums, contest plays a vital role in order to create the demand of the product or brand among the consumers with regard to promotional activities and advertising strategies. Keeping this in view, the present paper has made an attempt to examine and analyze the importance of promotional activities in the marketing sector in every developed and developing organization with facilitation of framing a effective advertising strategy. Moreover, the interpretation facilitates every marketer to achieve their goals in the form of framing effective advertising strategy as prominent promotional activities in relation with marketing.*

**Keywords---** *Consumer Retention, Promotional Activities, Advertisement, Marketing, Communication, Strategy*

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# Quality Assessment of Private Fitness Centers in Chennai

Prof. Dr. M. Kavitha

*The quality assessment regardless of any industry involves the measure of integrated services and values they render to their customers. The present study aims to assess service quality in private gyms of Anna Nagar Chennai, Tamil Nadu and focused more on demographic differences, participation frequency and intention to continue participation in fitness centers of Anna Nagar Chennai. The sample consisted of 250 respondents distributed among four private fitness centers. The theoretical model used was the SERVQUAL as modified by Alexandris et. al. (2004). The results in the present study revealed that there were statistically significant differences between all service quality aspects and participation frequency. Also, significant contribution of intentional aspects to participate in fitness services on reliability and expected outcome factors.*

**Keywords---** Service Quality, SERVQUAL, Quality Assessment, Customer Intention

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## Knowledge Management: Need in the Present Scenario

Asso. Prof. Dr. B. Neeraja & Asso. Prof. Arti Chandani

*The knowledge based theory of the firm suggests that knowledge is an organizational asset, which enables sustainable competitive advantage in hyper-competitive environments. The emphasis on knowledge in today's organizations is based on the assumption that barriers to the transfer and replication of knowledge endow it with strategic importance. Many organizations are developing information systems designed specifically to facilitate the sharing and integration of knowledge. These systems are referred to as Knowledge Management System (KMS). The reason being KMS are just beginning to appear in organizations, little research and field data exists to guide the development and implementation of such systems or to guide expectations of the potential benefits of such systems. The present study provides an analysis of current practices and outcomes of KMS and its nature around fifty organizations. The findings suggested that interest in KMS across a variety of industries is very high. Moreover, technological foundations are varied along with major concerns revolve around achieving correct amount and type of accurate knowledge have been a garnering support for contributing to KMS.*

**Keywords---** Knowledge Management (KM), Applications, Systems, Environment, Knowledge Management Systems (KMS), Information

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## Audi – Technical Manifest

Varsha. R.

*Audi Motors is a fast growing brand with sporty, progressive and sophisticated cars that typically embody technological innovation with perfection. The company needs to position itself to manage its future growth despite, its current record growth in global perspective. In adherence to growth management at global levels Audi recognized, the complete analysis on competitors, demographics, geographic aspects and behavioral factors with regard to Indian and global context. The present study has attempted to understand the role of technological innovations, internet and various other marketing strategies for Audi Motor's technical manifestation.*

**Keywords---** Innovation, Globalization, Design, Technology, Brand, Strategies

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Proof

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Varsha. R., Senior Client Support Manager, Fairway Market, India.

# A Study on Knowledge Management

M. Shanmugam

*The knowledge management concept has been upcoming concept, which is mainly used in an organization to develop individual skills and maintain good contact with their customers. It is the advanced version of knowledge transfer. The concept deals with creating, capturing, organizing and applying, i.e., generating ideas from various sources, recording information in a file or report, organizing the key words, modifying collected ideas and applying the ideas into the respective situations. This present study is a conceptual review of knowledge management types, cycles and applications in an organizational framework.*

**Keywords---** Knowledge Management, Cycle, Customers, Organization, Transfer, Skills

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Proof

# An Empirical Study on Social Network Sites and their Perceived Benefits

Asst. Prof. K. Chellamma, Asst. Prof. Ruth Priya. A. &  
Prof. Dr. L. Vijayashree

*The communication modes are changing at all spheres in the recent years as a result of advancement of Social Media Networks (SMNs) and Social Networking Services (SNSs) in accordance with their web-based services on internet based interactions and promotions. The technology normally consists of user profiles, social network links and several additional features and functions such as e-mail, instant messaging and group chats / discussion platforms. The SNSs are so popular that their core characteristics have spread all over the world. They are bringing learning outcomes directly or indirectly by supporting peer-to-peer learning. The use of SNSs may not only increase knowledge and skills but also strengthen existing relationships among people. Moreover, SNSs in higher education fosters social engagement and initiate new ways of learning such as student friendly learning, providing transferable skills, peer-to-peer learning and enhancing reflective learning. This has resulted in larger number of students into social networking. The present research study aims to understand the potential benefits of using social networking sites among 200 college student respondents. The findings indicated that more and more students are using social networking sites due to perceived benefits such as collaborative learning, job search and information exchange.*

**Keywords---** Social Networking, Social Media, Information, Collaborative Learning, Benefits

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Prof. Dr. L. Vijayashree, B.N.M. Institute of Technology, Bangalore, Karnataka.

# Secure-Key Cryptosystem for Scalable Data Sharing in Cloud Storage

Ramnath. M.

*Data sharing is an important functionality in cloud storage. The novelty is an advantageous aspect in cloud storage in accordance with assigning any set of secret keys. However, encompassing the power of all the keys is valid only for once. In other words, the secret key holder can release a constant-size for flexible choices of cipher text set in cloud storage, but the other encrypted files outside the set remain confidential. The present research paper has highlighted the aspects of security and efficiency along with schemes on first secure-key MD5 encryption and Time based one-time password algorithm for flexible data sharing using cloud storage. It also explained the conceptual view on new secure-key cryptosystems that produce constant-size cipher texts such that efficient delegation of decryption rights for any set of cipher texts are possible in cloud storage.*

**Keywords---** Cloud Computing, Data Sharing, MD5 Encryption, Cloud Storage, Decryption, Cipher Texts, Security Key, Cryptosystems. Efficiency

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## NIDCSS: Network Based Intrusion Detection and Countermeasure Selection Systems

Vani. P.

*Virtually, every industry and even some parts of the public sector are taking on cloud computing today, either as provider or consumer. Despite, being new it has not been kept untouched by hackers and cyber criminals to break into the web servers. In addition to that, these weakened web servers will serve as a launching point for conducting further attacks against users in the cloud and one such attack is the DoS or its version DDoS attack. In these attacks, particularly hackers explore vulnerabilities of a cloud system and compromise virtual machines to deploy further large-scale distribution denial. The Distributed Denial-of-Service (DDoS) attacks usually involve early stage actions such as multi-step exploitation, low frequency vulnerability scanning and compromising on identified vulnerable virtual machines as zombies. Finally, detection of DDoS attacks through compromised zombies becomes extremely difficult within the cloud system, especially using Infrastructure-as-a-Service (IaaS) clouds. The present research study proposed the multi-phase distributed vulnerability detection, measurement and countermeasure selection mechanism termed as Network Based Intrusion Detection and Countermeasure Selection Systems (NIDCSSs), which is built on attack graph-based analytical models and reconfigurable virtual network-based countermeasures. This will prevent the vulnerable virtual machines from being compromised in the cloud. The study has highlighted the system and security evaluations that demonstrate efficiency and effectiveness by proposed solutions.*

**Keywords---** *Network Security, Cloud Computing, Intrusion Detection, Attack Graph, Zombie Detection, Efficiency, Countermeasure, Systems*

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# National Mobile Number Portability in Telecom Sector - A Road Ahead

S. Karthikeyan

*The Indian telecom industry is one of the fastest growing in the world and it has been a projection that Gross Revenue of Indian Telecom Operators to reach \$46-49 Billion by 2020. The research study is an attempt to highlight the conceptual framework involved in the process of national mobile number portability (MNP) with reference to National Telecom Policy. This includes, submission of porting request by recipient operators, MNP request for shifting to other service area within same MNP zone, MNP request for shifting to a service area of other MNP zone, timelines of MNP process, identification of inter-service area dialing (STD) calls and testing in case of inter-service area porting.*

**Keywords---** Telecom Policy, MNP, Testing, Timeliness, Operators, Porting, Service, Shifting, Zone

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# The Design and Implementation of Fire Smoke Detection System Based on FPGA

J. Yokesh

*The smoke detection system is gaining momentum in terms of industrial safety and security measures. This necessitates the importance of sensor monitors into SDRAM using wavelet transformation in using dynamic features. This is based on requirement analysis, which designs and implements all the four modules, image capture module, SDRAM data buffer module, image display module and smoke detection module. The present study has adopted smoke detection modular method, which is realized using a synergistic manner through software and hardware. Firstly, using algorithm of frame difference, erosion and dilation, it realizes suspected smoke area extraction with hardware description language. Also, this method ensures to process real-time sequential imaging to detect the suspected smoke areas with smoke dynamic features, which includes smoke area rising and smoke regional stability features respectively. Finally, the paper builds smoke detect module using SOPC Builder, which reads image data captured by CMOS image sensor monitors into SDRAM. The entire study emphasizes on smoke detect hardware module and background fuzzy characteristics based on 2D discrete wavelet transform in Nios II IDE environment, wherein after a set period of debugging and running, the system realizes real-time smoke detection.*

**Keywords---** Smoke Detection, Smoke Dynamic Features, Frame Difference, 2D Wavelet Transform, FPGA

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# Brain Computer Interfaces

M. Hemavathy

*The brain computer interface (BCI) is also known as brain machine interface (BMI), synthetic telepathy interface (STI), direct neural interface (DNI) or mind-machine interface (MMI). It is a mutual communication link between the brain and machine. The study of brain function techniques in which, brain senses and controls the mechanical devices such as computers and other machines. BCI enables the function of repairing human sensory-motor functions. According to BCI principle, healthy human subjects a primary loco motor area sends movement commands to muscles via spinal cord, but for paralyzed people the pathway is interrupted. A Computer based decoder machine is used, which translates the motor activity into commands for muscle control. Thus, BCI extracts electrical signals from suitable components of the brain and process them to generate control signals for computer applications etc. The extraction is carried out using electroencephalography (EEG). It measures the electrical activity of the brain from scalp with the help of suitable electrodes. For instance, a patient mentally visualizes the pointer, which reaches the certain line in a computer monitor. The implanted electrode from the scalp measures the electrical neural activity using EEG and it is interpreted by computer simulation software. Therefore, machine converters and computer monitor displays the pointer reaching the line through interpreted brain activity. This present research study provides an understanding to BCI approach and its associated types. Also, it has focused on illustrated modern researches and their innovative applications. The paper has attempted to explain BMI's advantages, disadvantages, future scope using modern technologies using experimental projects at global levels.*

**Keyword---** BCI, Approaches, BMI, Technologies, EEG, Brain, STI, Simulation, MMI, Monitor, DNI

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# Walking Stick with Heart Attack Detection

V. Dinesh Kumar

*The Walking Stick with Heart Attack Detection is unique equipment that has been into a daily usage to indicate the heart condition and detect heart attack so as to call for emergency. It was designed specially to facilitate senior citizens and patients with heart disease. It consists of three basic sub projects ECG Circuit, Analysis Algorithm and Bluetooth Communication. The first unit is placed on user's wrist, which captures abnormal heart beat signal from patient and rest two are installed in the walking stick. The microcontroller on the stick runs a heart attack algorithm. The pre-warning is given out to the person about his heart condition. The Bluetooth emergency calling system calls for medical help at the moment of heart attack. The present research study has proposed the effectiveness of walking stick with heart detection. However, this needs to be confirmed by series of experiments on a commercially available walking stick. Also, each of the three sub-projects responded positively. Moreover, the proposed Walking Stick with Heart Attack Detection is cost effective. Hence, it can save the lives of millions of old people by helping them with time towards getting the earliest medical assistance based on the condition of heart attack.*

**Keywords----** ECG Circuit, Bluetooth Communication, Wrist Capture, Algorithm, Heart Attack, Detection, Walking Stick

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# VLSI for Neural Networks and their Applications

Selvamani. R.

*Most of the students of Electronics Engineering are exposed to Integrated Circuits (ICs) at a very basic level, involving Small Scale Integration (SSI) circuits like logic gates or Medium Scale Integration (MSI) circuits like multiplexers, parity encoders etc. However, there are bigger levels in the globe involving miniaturization at levels so that a micrometer and microsecond are literally considered huge. Today, it is the world of Very Large Scale Integration (VLSI). It is to be noted that neural networks are a new method of programming computers, which are exceptionally good at performing pattern recognition and other tasks that are very difficult to program using conventional techniques. Moreover, programs that employ neural nets are also capable of learning on their own and adapting to changing conditions for the future of computing. The present research study aims to understand the VLSI for neural networks and their applications.*

**Keywords---** Information System, ICs, Neural Construction, VLSI, Programming, SSI, Neural Networks, MSI

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# On-Premise Signs from Weakly Labeled Street View Images

K. Vanaja Karthika

*The Camera-enabled mobile devices are commonly used as interaction platforms for linking the user's virtual and physical worlds in numerous research networks and commercial applications, which is serving as an augmented reality interface for mobile information retrieval. The various application scenarios have given rise to a key technique of daily life visual object recognition. In addition to that, On-premise signs (OPSs), which are popular form of commercial advertising, widely used in our living. The OPSs often exhibit great visual diversity (e.g., appearing in arbitrary size), accompanied with complex environmental conditions (e.g., foreground and background clutter). The observations made in the earlier research studies have stated that such real-world characteristics are lacking in most of the existing image data sets. The present research study focuses on OPS data set, namely OPS-62, in which totally 4649 OPS images of 62 different businesses are collected from Google's Street View. Furthermore, addressing the problem of real-world OPS learning and recognition has been developed using probabilistic framework based on distributional clustering so as to exploit the distributional information of each visual feature (the distribution of its associated OPS labels) as a reliable selection criterion for building discriminative OPS models. Moreover, the experiments on OPS-62 data set demonstrated outperformance of our approach over the state-of-the-art probabilistic latent semantic analysis models for more accurate recognitions and less false alarms with significant relative improvement in the average recognition rate. The research approach is simple, linear and can be executed in a parallel fashion by making it practical and scalable for large-scale multimedia applications.*

**Keywords---** OPS, Multimedia Applications, Learning, Probabilistic, Large-Scale, Image, Data Sets, Mobile Devices

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# Cloud Computing

M. Poovizhi & M. C. Lavanya

*Cloud Computing denotes the latest trend in application development for Internet services, relying on clouds of servers to handle tasks that used to be managed by individual machines. With the advent of Cloud Computing developers take important services, such as email, calendars, word processing and host them entirely online, powered by a vast array (or cloud) of interdependent commodity servers. Also, Cloud Computing presents advantages for organizations seeking to centralize the management of software and data storage with guarantees on reliability and security for their users. The present study explains about the conceptual overview of features, access and applications of Cloud computing.*

**Keywords---** *Cloud Computing, Arrays, Storage, Application, Security, Reliability*

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M. C. Lavanya, MCA Department, Adhiyamaan College of Engineering, Hosur, Tamil Nadu.*

# Cloud Computing

Naveen Kumar. R. & Balaji. V.

*The Android is a software stack for mobile devices, which includes an operating system, middleware and key applications. Thus, it acts as a software platform and operating system for mobile devices based on the Linux operating system and developed by Google and Open Handset Alliance. It also allows developers to write managed code in a Java like language that utilizes Google developed Java libraries, but does not support programs developed in native code. The unveiling of Android platform on 5<sup>th</sup> November 2007 was announced with the founding of Open Handset Alliance, which is a consortium of 34 hardware, software and telecom industries devoted to advancing open standards for mobile devices. It is to be noted that most of the Android platform has been made available under Apache free-software and open-source license, since 2008. The present research study is a conceptual review on optimized dalvik virtual machine for mobile applications.*

**Keywords---** *Operating System, Mobile Computing, Open Source license, Virtual Machine, Code, Applications*

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Balaji. V., MCA Department, Adhiyamaan College of Engineering, Hosur, Tamil Nadu.*



# Data Mining for Network Intrusion Detection

Asst. Prof. G. Aarthy Priscilla

*The Data Mining in the recent years has gained much importance in applying it to computer network intrusion detection. MITRE has been exploring the possibilities of using data mining application in this context with lessons learned in this task, since last two years. The present research study is based on experiences in data mining for network intrusion detection in accordance with the above mentioned possibilities. It has emphasized on data mining techniques that needs to be considered along with types of expertise and infrastructure. Furthermore, the study has intended two audiences: network security professionals with little background in data mining and data mining experts with little background in network intrusion detection.*

**Keywords---** Data Mining, Intrusion Detection, Network Security, Techniques, Application

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Asst. Prof. G. Aarthy Priscilla, Department of MCA, RMK Engineering College, Chennai, Tamil Nadu.

## Context Based Search Using Improvised Refinder

Archana. G. K.

*The context-based knowledge refinding system called Improvised ReFinder has its influences on human's natural recall characteristics and permits users to refind files and websites keep with previous access context. However, ReFinder refines knowledge supported a query-by-context model over a context memory photograph linking to accessed knowledge contents. The context instances among memory photograph area unit organized in association with nursing extremely clustered and associated manner, which has been actively unfold in life cycles to imitate brain memory's decay and reinforcement phenomena. The present research study intended to judge the quality of ReFinder in nursing on an over sized artificial knowledge set. The results revealed that consistent degradation of context instances among context memory in user's refinding requests that lead to best refinding preciseness and recall. It is to be noted that in the existing Refinder best web page links cannot be found. Hence, the present study has intended to implement a Refinder and feedback system that brings out precise solution and also enables to rank the page visited.*

**Keywords---** Information, Knowledge, Refinding, Context Memory, Refinder, Quality, Feedback, Artificial, Decay, Reinforcement

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# A Service Model of Cloud Computing: Issues and Solutions

Ratna Kumar. K. & Jaya Kumar. M.

*Today, Cloud computing has undoubtedly become the buzzword in IT industry. In adherence to the potential impact, it has numerous business applications as well as in our everyday life. Furthermore, this disruptive technology has many of the features that make it attractive, which not only just challenged the existing security system, but also revealed new security issues. This present research study provides an insightful analysis of existing status on cloud computing security issues based on a detailed survey. It also makes an attempt to describe the security challenges in Software as a Service (SaaS) model of cloud computing and endeavors to provide future security research directions.*

**Keywords---** *Cloud Computing, Software, Service, Security, Challenges, Applications, Issues, Solutions*

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*Jaya Kumar. M., III Year ECE, Sree Sashta Institute of Engineering & Technology, Chennai, Tamil Nadu.*

## A Conceptual Study on E- Learning

Madan Kumar. B.

*In the era of IT, e-businesses are quite significant to recognize the needs of people and match them with relevant content through their products and services. However, the ability to construct such e-business is not limited to seasoned professionals. The reason being there are so many successful online ventures, which have been started by students on college campuses. The terms e-business and e-commerce are often used interchangeably. In principle, they have different meanings. In accordance with Andrew Bartels, vice president and research leader of e-commerce trends at Giga Information Group, Inc., refer it as aspects of online business involving exchanges among customers, business partners and vendors. For instance, suppliers interact with manufacturers, customers interact with sales representatives and shipment providers interact with distributors. However, e-business encompasses these elements, but also includes operations that are handled within the business itself. For instance, production, development, corporate infrastructure and product management are aspects of e-business, which are not included under the category of e-commerce. Hence, e-business and e-commerce have increased the speed and ease business, which can be transacted, resulting in intense competition among online vendors. The present study is a conceptual review of e-learning with regard to e-business and e-commerce applications. Also, to provide suggestive measures so as to gauge a wide variety of consumers.*

**Keywords---** *E-commerce, Customers, E-business, Infrastructure, Product, Learning, Compatibility, Technology, Business, Competition*

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## Latest Trends in IT

V. Niteesh

*With the advent of the Internet and the plurality and variety of fancy applications, the demand for more advanced services on cellular phones is increasingly becoming urgent. Unfortunately, introduction of new enabling technologies did not succeed in boosting new services hitherto. The adoption of internet services has shown to be more difficult due to differences between internet and mobile telecommunication system. The present study has intended to examine and analyze the characteristics of mobile system and clarify the constraints that are imposed on existing mobile services. Furthermore, it investigates successively on enabling technologies, improvements and capture the fundamental requirements for future mobile service architectures namely openness, separation of service logic and content, multi-domain services, personalization, Personal Area Network (PAN)-based services and collaborative services. It also explains the analysis of current mobile service architecture such as voice communication, supplementary services with intelligent network, enabling services on SIM with SIM application tool kit, text services with short message service, internet services with WAP and dynamic applications on mobile phones with J2ME. Lastly, the paper envisages on information on challenges of mobile computing, which includes derogatory communications, connections, bandwidth and heterogeneous networks.*

**Keywords---** WAP, Applications, J2ME, Wireless Communication; Networks, Architecture, Portability, Mobile Services, Technologies

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# AFRSS Using Minutiae and Pores for Fingerprint Based Secure Authentication

R. Sangeetha & G. Mangaiyarkarasi

*The high resolution automated fingerprint recognition systems (AFRSs) offer higher security because they are able to make use of level-3 features, such as pores, which are not available in lower resolution (< 500-dpi) images. One of the main parameters affecting quality of digital fingerprint image and issues such as cost, interoperability and performance of AFRSs is the choice of image resolution. The present research study attempted to identify the optimal resolution for AFRSs using two fingerprint features: minutiae and pores. Also, it captured fingerprints at various resolutions with a fixed image size is based on theoretical analysis required resolution for fingerprint recognition using minutiae and pores.*

**Keywords---** *Fingerprint Recognition, Accuracy, High Resolution, AFRSs, Minutiae, Pores, Images, Features*

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*G. Mangaiyarkarasi, Final Year CSE, Sri Venkateswara College of Technology, Sriperumpudur, Tamil Nadu.*

## Data Mining and Warehousing

P. Roopa & M. Surya

*The Data Mining has become a popular technique to revolutionize commercial and scientific exploration. It is referred to as extraction of hidden predictive information from large databases, which is a powerful new technology with great potential to help companies focus on most important information in their data warehouses. The automated prospective analysis offered by data mining is to move beyond the analyses of past events, which provided retrospective tools of typical decision support systems. Thus, data mining tools are used to solve business problems that are traditionally time-consuming to resolve. The data mining has to effective is based on data warehouse architectures, which facilitates the information retrieval on queries and foster analysis. The data warehouse is a relational database that is designed for query and analysis rather than transaction processing. It usually contains historical data that is derived from transaction data in the warehouse, which is seen as materialized views generated from the underlying multiple data sources. Moreover, materialized views are used to speed up query processing on large amounts of data. It also separates analysis of workload from transaction workload and enables an organization to consolidate data from several sources. These views need to be maintained in response to updates in the source data for data mining effectiveness. In the data warehousing scenario, accessing base relations is difficult and sometimes data sources may be unavailable, since these relations are distributed across different sources. The present research study provides an overview to basic technologies of data mining and description of data warehouse architectures that evolve to deliver the value of data mining to end-users.*

**Keywords---** Data Mining, Data Warehouse, Systems, Analysis, Transaction, Information, Effectiveness, Database, Query, Processing

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# Cloud Computing

Murali. V. & Nagaraj. K.

*The concept of cloud computing is basically an internet based network, which is made up of large numbers of servers mostly based on open standards, modular and inexpensive. The clouds contain vast amounts of information and provide a variety of services to large numbers of people. Furthermore, the benefits of cloud computing are reduced data leakage, decrease evidence acquisition time, eliminate or reduce service downtime, forensic readiness, decrease evidence transfer time. The present research study aims to explain security aspects of cloud computing and associated risk factors involved in major computing fields.*

**Keywords---** *Cloud Computing, Security, Risk, Analysis, Transfer, Forensic, Evidence, Data Leakage, Time*

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Nagaraj. K., MCA Department, Adhiyamaan College of Engineering, Hosur, Tamil Nadu.*



# Web Applications in Cloud Paradigm

Asst. Prof. G. Santoshi

*Today's IT scenario has developed many web applications, which need strong data consistency for exact execution. The high scalability and availability are core properties of cloud that make a good platform to host any web content. Moreover, CloudTPS is a scalable transaction, which guarantees full ACID properties for multi-item transactions issued by web applications in the presence of server failures and network partitions. In furtherance, NoSQL cloud data stores provide scalability and high availability properties for web applications, but at the same time they are subjected to data inconsistency. It is to be noted that many organizations are reluctant to move critical cloud applications out of their own data centers into the public cloud due to security concerns. The present research study is an overview to understand the web applications in public and private clouds along with fringe benefits of improving security.*

**Keywords---** Scalability, Web Applications, Cloud Computing, Transactions, CloudTPS, Data, NoSQL, Inconsistency, Security. Network Partitions

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# Emerging Trends and Challenges of Green Finance in India

R. Sindhuja

*Green financing play a vital role in country's GDP. The impact of 'Green Credit' facilitates to increase the level of green finance in future. This comprises the importance of agriculture, green investment, green indices and green bonds. The green finance is having enormous advantages with it, which helps to increase the 'green jobs'. This in turn will reduce the unemployment problem in our country more precisely in the rural areas. The present research study is an attempt to understand the current and future trends of green finance in India. Also, it intends to explain the challenges and opportunities of green finance. This paper shows the contribution of green finance for future development of India.*

**Keywords---** Agriculture, Green Finance, Green Credit, GDP, Unemployment

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R. Sindhuja, II Year MBA, Vel Tech High Tech Dr. Rangarajan Dr. Sakunthala Engineering College, Chennai, Tamil Nadu.

## A Study on Post Performance Analysis of Initial Public Offer (IPO) in Indian Capital Market

Kavitha. M.

*The overview of Indian equity market and its procedures to raise the Initial Public Offerings (IPO's) has been a trend to improve the performance of Indian capital markets. The list in the Indian stock exchange and its disadvantages in equity market has been the basic idea about the performance of IPO's in the Indian Capital Market. The present study finds out the volatility of stock to identify the most consistent and inconsistent stock. The researcher has taken the three years performance data from BSE & NSE websites to find the performance of each sector. The study has administered Kruskal Wallis H Test to identify the performance of three years of stocks difference, particularly focusing on the analysis of price movements, price fluctuation and market movement of each stock.*

**Keywords---** IPO, BSE, NSE, Capital Market, Primary Market, Secondary Market

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## A Study on Post Performance Analysis of Initial Public Offer (IPO) in Indian Capital Market

Asst. Prof. Murali. R.

*The term working capital refers to the funds available and used for day to day operations of an enterprise and its existence through income generation. It broadly includes the portion of assets of a business, which are used in or related to its current operations. The study has been conducted to understand the pragmatic aspects working capital management and its activities in Industrias Del Recambio India Pvt., Ltd. The entire study is based on secondary sources of data (financial statements) for a period of five years. The present study made an attempt to understand the liquidity position, working capital and related ratios and its components such as Cash, Bank Balance, Creditors and Stock Debtors. The study adopted ratio analysis and correlations to draw relationships in working capital management.*

**Keywords---** Working Capital, Stock Debtors, Ratio Analysis, Investment, Creditors

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Asst. Prof. Murali. R., Department of Management Studies, Saveetha Engineering College, Chennai, Tamil Nadu.

## A Study on Technical Analysis with Reference to Selected Automobile Companies in India

Charles. A.

*The technical analysis with reference to selected companies and its shares in India has been chosen with a view to analyze the selected companies' derivatives. This in turn provides constructive suggestions for the investors to determine appropriate time whether to buy or to sell the shares. Also, it suggests the investors to take prudent financial decision in order to make substantial profit. This present study demystifies the key features of share price fluctuations and its subsequent effect in share market through analysis of Relative Strength Index, Rate of Change and Moving Average Oscillator, which explains the price movement of underlying securities.*

**Keywords---** Automobile Industry, Strength Index, Shares, Price, Investors, Companies

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Proof

# A Study on Share Price Fluctuations

M. Vijaya Deekshitha

*The stock exchanges to some extent play an important role as indicators, reflecting the performance of the country's economic state of health. Moreover, stockbrokers are the ones who buy and sell securities on behalf of individuals and institutions on commission basis. In the recent years, it has been exposed to a high degree of volatility; prices fluctuate within minutes, which are determined by the demand and supply of stocks at a given point of time. Hence, the present study aims at finding out the share price fluctuations of selected companies and its impact on investors' portfolio preferences. In order to understand the fluctuations, Compound Growth Rate (CGR) has been adopted. It also provides suggestive measures to the investors so as to manage their portfolios in stock market, wherein the securities are bought and sold.*

**Keywords---** *Compound Growth Rate, Portfolio Management, Stock Market, Performance Indicators, Stock Exchanges*

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Proof

# A Comparative Study on Cash Market Segment and Future and Option Segment with Reference to National Stock Exchange of India Limited

Asst. Prof. S. Dinesh

*The cash market and future & option market are broad segments of National Stock Exchange (NSE). In the recent years, huge investors interested to invest in stock market. However, the investors are unaware about risk associated with future & option segments. Hence, the study envisaged on an secondary sources of data based on previous theoretical models to quantify the risk and return, impact of last Thursday effect in cash market segment and future & option segment and measures the market efficiency of cash and future market.*

**Keywords---** *Future & Option, Market Efficiency, Systematic Risk, Investors, Equilibrium Value*

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Proof

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