

Papers In - Absentia

112 Yield Spreads on Corporate Bonds Traded on the NSE: An Analysis

Shailaja Gajjala, Department of Business Management, Osmania University, caprishus@gmail.com

The Corporate Bond market accounts for 3.9 % of India's GDP. It is an institutional market, characterized by OTC trading. In spite of reforms in market micro structure over the years, the trading and pricing of corporate bonds is not transparent. There is very little literature on the pricing across the rating spectrum, and over different terms to maturity. Less than 20 % of the 990 corporate bonds available for trading on the National Stock Exchange (NSE), are actively traded. This paper examines the factors affecting yield spreads on corporate bonds traded on the NSE during 2009.

133 A Study of Leadership and Organisational Commitment of Executives in Multinationals

Anjali Kalse, BVIMSR, dranjalikalse@yahoo.com

Mona Singh, BVIMSR

D.Y. Patil, BVIMSR

In today's open market economy, when so many multinationals are barging in, market demands for skilled labours, technocrats & managerial talent, as a result attrition rate is very high. Therefore, retaining them is a very big challenge. You need to satisfy your customer in every aspect of quality & service. For that it is absolutely essential to satisfy your internal customer first & there leadership matters most. Organizational commitment is one way to measure the effectiveness of these leadership behaviours which ultimately reflects on the performance of the organisation. This study contributes to the leadership literature by providing information on the relationship between relations-oriented and task-oriented behaviours and different types of organizational commitment which leads to performance. Thus researchers have taken this particular topic for the study which will defiantly contribute to the Business world and will bring out various essential dimension with respect to leadership .

147 Port Knocking and RSA Method on Iptables Firewall Implementation

Irwan Sembiring, Satya Wacana Christian University, irwan@staff.uksw.edu

Jazi Eko Istiyanto, Gadjah Mada University, Jazi@ugm.ac.id

Port knocking the issue with which the algorithm is done with the best way of connection to send the address of the port designated as port knocking at the intended destination. Header at the time of going connection will be reviewed, especially the header control list synchronization used to match the sequence number that is whether the port number that beat to the same port number that is used as a connection. So that in a closed can open from anywhere. So this method is very important for the firewall stays safe and also easy in maintenance.

154 Understand Stress & Improve Quality of Life

Mahesh Soma, Icfai Business School, soma47@rediffmail.com

Arpita Soma, Smart Institute of Personality Development, arp.soma@gmail.com

Stress, an off-shoot of modern life affects everyone. In spite of tremendous advancements, man is not leading a healthy and satisfied life. It is very important to identify sources of stress and consequent symptoms. Stress leads to imbalance in the body's immunological system and the body's disease fighting ability is debilitated. Prolonged stress leads to BOSS (Burn out Stress Syndrome) and psycho-somatic disorders. A careful study of factors causing stress and the resultant symptoms will be undertaken in this paper which will help us in better management of stress at body, mind and intellectual level to improve quality of life.

301 A Comparative Study of Relationships used in Object Oriented Design

N.K. Joshi, Banasthali University, Jaipur Campus, nkjoshi2001@yahoo.com

Rachna Miglani, Banasthali University, Jaipur Campus, rachnamiglani@gmail.com

The important phase in Software Development Life Cycle is the Design phase and for designing purpose, the designer needs a modeling language. UML (Unified Modeling Language) provides all the necessary modeling techniques. In this paper we are going to introduce a comparative study of various relationships between the classes in the class diagram used in UML and an example that will describe the unification of all the relationships on a single class. This will help the business analyst in designing the specification for the project which in turn will help the programmer to code and meet the customer requirements.

302 Knowledge Mining

N.K. Joshi, Banasthali University, Jaipur Campus, nkjoshi2001@yahoo.com

Suman Bhatnagar, Jaipur National University, sumanbhatnagar2009@yahoo.com

Today large databases can mean 100 or more terabytes. Mining data from such large databases is a cumbersome process. Data Mining techniques can be applied to analyze this huge amount of data for analysis as well as for quick and accurate retrieval of required information. This paper presents an overview of data mining and its supported technologies. A brief description on data mining applications and comparison of available data mining technique is also presented.

304 Evaluation of Effects of Marketing Strategy on Performance Relationship

Adrijit Basu, CMC Limited, adrijit@rediffmail.com

This research provides empirical evidence on the implementation of the strategic marketing planning in the context of Tyre Dealers and Distributors of Kolkata. Drawing from extensive literature review, the study develops a research model of factors and variable relationships considered being essential in the marketing strategy–performance relationship. Concluding from the model, the research hypothesizes that the credibility of marketing strategy depends on the external business environments and its formulation process. They determine the effectiveness of the implementation of the strategy in achieving the desired performance. The causal relationships amongst these variables were then analyzed by structural equation model.

305 An Empirical Investigation of Motivating Factors for Investing in Yellow Metal

Arwinder Singh, GGS College for Women, as_7604@yahoo.com

Harminder Sandhu, Guru Nanak Dev University, sandhu_hs12@yahoo.com

Maninder Kaur, Guru Nanak Dev University, maninder29@yahoo.co.in

The present study is an attempt to identify and analyze various motivating factors that induce the investors to invest in Gold. Data was collected on five point Likert's scale comprising 21 statements relating to various investment aspects of gold. The research instrument was tested for its reliability using Cronbach's alpha and was subjected to factor analysis with varimax rotation. The study brought out six major motivating factors proving the strategic role that gold plays in investors' portfolio.

306 From Rags to Rags Riches to Riches

S. Tameem Sharief, The New College of Chennai, tameem08@hotmail.com

One of the major economic developments of this decade has been the recent take-off of India, with growth rates averaging in excess of 8% for the last four years, a stock market that has risen over three-fold in as many years with a rising inflow of foreign investment. The questions and challenges that India faces in the first decade of the new millennium are therefore fundamentally different from those that it has wrestled with for decades after independence. Liberalization and globalization have breathed new life into the foreign exchange markets while simultaneously besetting them with new challenges.

307 Review of Success of ATMs and Challenges for Modern Banking in Rural Penetration

Saurabh Mittal, JKPS Institute of Management & Technology, sau275@yahoo.com

Rashmi Agrawal, Manav Rachna International University, agg_rashmi@rediffmail.com

Umender Singh Singh, Lal Institute, sir.umander@yahoo.co.in

Today most of the financial transactions are done electronically, using the concepts of e-Banking. Especially, the success of ATM is exemplary and sets new targets to be achieved in e-banking by other available innovations in the area. We investigate success story of the ATM, services, threats, innovations & feasibility of ATM implementation in a rural area. This paper is a study of the success story of ATM services in India and across the globe. Bigger challenge ahead of banking industry and IT is to facilitate and expand the services to the remote areas of the country, especially the rural areas.

309 Perception of Customers – on “Web advertising” as a Promotional Tool

Smita Chavan, Sinhgad Institute of Management, smita_r_chavan@yahoo.co.in

Today's world is e-enabled in which the Internet has become the essential part of most of the business as a communication media. It has become an enabling tool to perform various tasks like learning, networking, banking, advertising etc. Web advertising is a new way of advertising, which provides a rare combination of web design, web software and web marketing: in fact complete online solution. "Think globally, act locally" is now the mantra for entrepreneurs advertising on web. The researcher has conducted the study in the Pune region, with the objective as to study customer attitude towards Web advertising.

312 Role of Women Associations in Promoting CSR as a Positive Force for Green Energy and Gender Equity

Krishna Mital, IILM Institute for Higher Education, krishna.mital@iilm.edu

In India, women are playing proactive role in villages by promoting social networking, where culture is more 'collectivist' rather than 'individualistic' that provides greater avenues for experience sharing. Accordingly, their role assumes significance in promoting appropriate technologies such as wind pumps and biogas systems to improve quality-of-life in rural areas. The paper reviews role of women associations, which are neither government agencies nor private entities without any profit motive are better placed for promoting CSR as a positive force for green energy and gender-equity programmes in rural areas leads that leads to both improved quality-of-life and women empowerment.

313 Career Stage Analysis of Organizational Commitment in Indian Banking Industry

Kanwaldeep Kaur, Hans Raj Mahila Mahavidyalaya, kkaurhmv@yahoo.co.in

Harminder Sandhu, Guru Nanak Dev University, sandhu_hs12@yahoo.com

The paper explores the career stage effect on organizational commitment of bank employees in India. Organization tenure rather than age has been found to be the real indicator of organizational commitment.

316 Diagnosis of Learning Processes in Private Banks

Sandhya Mehta, GNIMT, mehta_sandhya@yahoo.com

Sandeep Kaur, GNIMT, saimbhi.jasnoor@rediffmail.com

Learning organization is an organization that learns and encourages learning among its people. It promotes exchange of information between employees hence creating a more knowledgeable workforce. This produces a flexible organization where people accept and adapt to new ideas and changes through a shared vision. It allows the employees to take on more responsibility and provides insights into the organization thus improving personal and organizational effectiveness. Banking sector involves certain risks, the diversity of problems, and the need for an energized, committed work force more deeply. The present study aims at diagnosing the learning processes in the private banks.

317 Emotional Intelligence - A Leadership Trait

Shiney Chib, Datta Meghe Institute of Management Studies, shinychib@rediffmail.com

Emotional Intelligence is defined as a set of competencies demonstrating the ability one has to recognize his or her behaviors, moods, and impulses, and to manage them best according to the situation. Many individuals, who were extraordinarily intelligent when it came analytical skills and general intelligence, were deficient in emotional intelligence. While they were good with numbers and logic, they were bad when it came to being sociable, and they did not have a lot of friends. Emotions are intense feelings that are directed towards someone or something, and are considered to be critical factors in employee behaviour.

318 Audio Steganography for Covert Data Transmission

Sarosh Dastoor, Sarvajnik College of Engineering and Technology, sarosh.dastoor@scet.ac.in

Steganography is an art of hiding digital information in multi-media. In 'Audio Steganography', the information is concealed inside a digital audio file. Hiding data in audio is better as the data concealed in audio file in terms of phase is very difficult to be detected by human ears. The paper covers 'Low Bit Coding' (LSB), 'Spread Spectrum' and 'Echo Data Hiding' methods for information hiding. 'Reduced Bit LSB Coding' method is developed which overcomes the problem of LSB while Echo Hiding method is the best. It is applicable in Digital Audio Watermarking, VOIP, Broad-casting etc.

319 Quality of Service in Wireless Sensor Networks: A Survey

Ninad Bhavsar, Sardar Vallabhbhai Patel Institute of Technology-Vasad, ninadbhavsar@yahoo.co.in

Sanjay Vij, Sardar Vallabhbhai Patel Institute of Technology-Vasad, vijsanjay@gmail.com

This paper attempts to review the current status of research in the Quality of Service (QoS) aspect of wireless sensor networks. Significant efforts have been done in the development of hardware platforms, operating systems and in general, the operational architecture of sensor networks. However, there is still a large scope for research for the QoS aspect of wireless sensor networks. A discussion of prevalent protocols and their impact on overall QoS has been discussed. Various cross layer strategies, data aggregation and clustering algorithms, collective QoS parameters and their impact on QoS have also been discussed.

320 Role of Communication in Employee Engagement

Sudhir Kumar, Krishna Engineering College, kumar_sudhir38@hotmail.com

Tanushree Sanwal, Krishna Engineering College, tanushreesanwal12@gmail.com

Employee Engagement has become an essential requirement for technology-based organizations to survive in modern economy. The growth of an organization depends upon the commitment and engagement of an employee. Engaged employees are willingly ready to put in extra efforts when the organization needs. According to various surveys, overall employee engagement has gone down tentatively by four percent compared to last year. Hence, organizations have been adopting various measures to increase employee engagement levels, communication is one of them. Thus, this paper is an attempt to look into the role of communication in employee engagement through strategy/ model.

321 Career Planning to the Professional Students

Manju Govindharajan, Kongu Arts and Science College, manjukongu@gmail.com

Career planning is an ongoing process that involves making positive choices about the direction you want your work and study life to take. It depends on the proper base and elegance in professional performance. Where the values constructs goal, career interests makes the professional path, skills helps to work the better possibilities, personality preferences makes the preferred steps towards the goal, leadership and teamwork makes the environmental support to achieve the goal, communication plays the lead

role helping all other process to work better, along with this problem-solving initiative and enterprise planning and organizing makes a good career planning.

322 An Analysis on Infrastructure's Role as Economic Growth Engine and Poverty Eradication Tool

Shushma Hamilpurkar, Gulbarga University, shushmamadam@gmail.com

There were numerous debates a decade ago on the contribution of infrastructure to economic growth. However surprising this may seem today, there were questions and doubts and the World Bank sponsored a large number of empirical studies, particularly in the context of Latin America, to demonstrate that insufficient infrastructure investment was detrimental to growth. At the same time, a similar debate has now been settled at least to some extent. While there is recognition that a number of ingredients are part of effective growth strategies and that these evolve over time, there is also an acknowledgement of the fact that infrastructure is a key one in most industrialized countries, and certainly in developing ones.

323 Mergers and Acquisitions- The Human Resource Perspective

Svetlana Tatuskar, IES Management College and Research Centre, svetlanatatuskar@rediffmail.com

In a perfect world, M&A are as easy as two good companies coming together. Unfortunately, the reality is that two-thirds of all mergers and acquisitions fail to achieve the anticipated benefits. One reason for such failures is lack of – workforce integration. The study aims to examine the role of human resource in M&A process. It shows how transactions that place importance on Human Resource have a higher success rate. Finally suggests a three stage model of M&A that identifies the Activities and Role of Human Resource in M&A process so as to improve the success rate of the M&A .

325 World Class Manufacturing and Services – An Effective Tool for Sustaining Global Competition

Dinesh Khisti, Symbiosis International (Deemed University), dinesh.khisti@siom.in

Global competition in every sector is a challenge by itself. Its severity is increasing year on year. Reasons are many but utmost is the changing needs and desires of customers at comparatively low price. This is not only due to the increasing numbers of players in the market but mainly it is because of the challenge to manage new and existing technologies competitively. No doubt innovations in products, processes and services also contribute to it but again management of the operations in all sectors is an issue.

326 The Indian Mall Consumer: Analysis of Mall Intercept Data from Bangalore

Shelja Kuruvilla, ITM Business School, sheljajose@yahoo.com

Anand Sundaram, Market City Resources Pvt Ltd, anand.sundaram@marketcity.in

Despite rapid retail development in India, very little academic research has looked at the characteristics of Indian mall shoppers. Yet this information is crucial to tenant planning and successful marketing and promotional strategies. Hence after presenting existing literature on the topic, this study uses mall intercept data from 524 shoppers in Bangalore to evolve the demographic, psychographic and motivational profile of heavy, medium and low rupee volume shoppers.

518 An Efficient User Authentication Scheme for Web-based Access to Grid Resources

Malathy Sankaran, Salalah College of Technology, rajmals1@yahoo.com

Elijah Blessing, Karunya University, elijahblessing@karunya.edu

Grid Technologies aim at enabling a co-ordinated resource sharing and problem solving capabilities over local and wide area networks and span locations, organizations, machine architectures and software boundaries. The most dominant way in which security is currently addressed in the Grid community is through Public Key Infrastructures (PKI) based upon X.509 certificates to support authentication. Whereas PKIs address user identity issues, authentication does not provide fine grained control over what users are allowed to do on remote resources (authorization).

529 Data Authentication in Network Forensic Using MD5 and CRC32 Method

Irwan Sembiring, Satya Wacana Christian University, irwan@staff.uksw.edu

Jazi Eko Istiyanto, Gadjah Mada University, Jazi@ugm.ac.id

We must selective to compare the original and fake data to make the right data calculation .To directly recognize it was the original data or not that was hard for us. There was a system that can help us to detect the original data, this system help us more effective and efficient to seek the original data. Data authenticity detection system built using two methods at once. The method used is the method of MD5 and CRC32 method.

702 E-government & Use of Information Technology in Oman

Shilpa Gautam, Higher College of Technology, shilpagtm@yahoo.com

N.K. Joshi, Banasthali University, Jaipur Campus, nkjoshi2001@yahoo.com

When users want to access E-Government services with the devices they use in their everyday life, in addition to PCs, these increasingly include cell phones and the various forms of very small computers (handhelds). Until recently, PCs were the Internet access device of choice. The rapid proliferation of new network access devices is referred to as “pervasive computing” – the migration of Web access beyond PCs to a new generation of devices that can execute any service, using both wireless and wired connections

703 Benchmarking-based Mechanism of Enterprise Performance Management

Anatoliy Goncharuk, Odessa National Polytechnic University, agg@ua.fm

The author presents the mechanism of enterprise performance management that unites the opportunities of an involvement of three groups of improvement sources. The mechanism is based on the combination of various types of benchmarking and the innovations developed by the author: the methods of three-level analysis of enterprise performance; the methods of realization of internal benchmarking; the models of personnel motivation etc. The general algorithm of enterprise performance management is adduced. The results of practical realization of the elements of the offered mechanism which provide steady growth of parameters of efficiency of some enterprises of the food-processing industry are stated.

704 Transformational Leadership as a TQM Development Factor

Emerson Mainardes, University of Beira Interior, emerson.wm@sapo.pt

Rui Correia, University of Beira Interior, rfcorreia.sa@gmail.com

Luis Lourenço, University of Beira Interior, lourenco@ubi.pt

Several studies have identified leadership as a promoter of total quality management (TQM). In addition, empirical studies have shown significant positive relationship between transformational leadership and working efficiency. Researchers also defend that it is top management duty to lead the movement for quality. In this sense, leaders are expected to define organizational strategy and mission, values and principles that will inspire TQM oriented management practices. This conceptual work explores the relationship between transformational leadership and total TQM – defined by the dimensions of innovation, creativity, trust and teamwork - that can guide future research in this area of knowledge.

705 Crimeware

Alex Mathew, Ministry of Higher Education, dr.alex.niz@cas.edu.om

Ayesha Razia Anha, Dept. of Information Technology, ayesharazia.niz@cas.edu.om

Aayad Al Hajj, Dept. of Information Technology, aayad_hajj.niz@cas.edu.om

The current age is that of information since it plays a very important role in our daily lives. With the presence of networks, information travels from one place to another in seconds. Stealing information through networks is cybercrime which is becoming a big and uncontrollable crime. When such crimes are carried out using software is called “Crimeware”. Crimeware is done using spyware, spam, virus, phishing software . We will highlight the different types of “crimeware”, their effect on the society and suggestion to control them.

706 A Study of Role Stress and Type A Behaviour Pattern on Mental Health of Women Software Professionals in Metropolis

Sheeba Khan, Waljat Colleges of Applied Sciences, sheebashabih@rediffmail.com

The present study investigates the relationship of Role Stress and Type A Behaviour Pattern with Mental Health of Women Software Professionals. The tools used in the study are Organizational Role Stress Scale, Behaviour Activity Profile – A Type A Measure of Personality and the Cornell Medical Index Health Questionnaire (CMIHQ). The obtained results revealed that Role Stagnation, Role Expectation Conflict, Role Overload, Personal Inadequacy, Self Role Distance and Resource Inadequacy have been found significantly related with Mental Health Problems. Personal Inadequacy, Role Expectation Conflict, Type A Behaviour Pattern and Role Isolation emerged as significant predictors of Mental Health.