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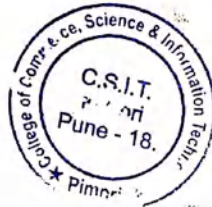
ASM College of Commerce, Science and Information Technology, Pimpri-18


Subject: Permitted to publish Research paper at conference free of cost.

This is resolve that the staff members of our college are permitted to publish their Research papers and attain the Conference without any fees for the Conference organized by Asm group, from time to time.


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College of Commerce, Science &
Information Technology
S. No. 29/1+2A, Pune-Mumbai Highway,
Pimpri, Pune - 411 018.




Chairman

6.2 Strategy Development and Deployment

6.3.2 Percentage of teacher provided with financial support to attend conferences/ workshops and towards membership fee of professional bodies during the last five years

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List of Teachers receiving Financial Support

ASM'S

College of Commerce, Science & Information Technology, Pimpri-18

INCON Participated faculty list-year 2018-19

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15. Dr. Nilesh Anute



Brochure of Conference



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Established in 1983, Audyogik Shikshan Mandal (ASM) has completed 35 glorious years in the field of education. Through this period, ASM has regularly provided the corporate world with well-prepared professionals, and industry leaders. This history of excellence has been validated by the fact that ASM Group of Institutes has been consistently ranked amongst the top B-Schools in India. Since 1983 to the present day, we have been leading the way in research, consultancy and education making ground-breaking progress in areas that span Industries such as Engineering, IT, FMCG, Communication etc.

The key factor in ASM's teaching pedagogy is the excellent industry-institute-interface, which provides the students with contemporary industry experience. A loaded calendar of seminars, conferences and events help in providing interactions with corporate stalwarts thereby learning from their insights and experience.

The ASM Group of Institutes provide state-of-the-art infrastructure, which includes Wi-Fi enabled campuses, sports facilities, well stocked libraries, computer centers, classrooms etc., all equipped with the latest in technology. ASM's placement cell has a track record to reckon with, which includes over 68,000+ alumni working with top-notch organizations in India and abroad.

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ASM's Research Cell : ASM's well-equipped research cell serves as a research center for the University of Pune, and engages in joint research programs and R&D activities for industry-sponsored projects at all levels. ASM also hosts a number of research based events to bring together industry and academia, enhancing industry-institute-interface.



ACADEMIC PARTNERS

Savitribai Phule Pune University (formerly, Pune University), established in 1949, is one of the premier universities in India. Rated as a 5-Star university, it is the largest in the region, and is ranked amongst the top 3 universities in the world. Famously known as the 'Oxford of the East', it is finest and one of the most popular educational centers in the country, attracting students from the world over. Spread across a 411 areas, it houses 46 academic departments, comprises 307 recognized research institutes and 612 affiliated institutions offering graduate and under-graduate courses.

A unique research initiative by FMA Digital, ASMA has emerged as one of the pioneers, helping educational institutes and universities harness the power of digital and social media for growth. ASMA has received lot of appreciation from academic leaders, influencers from higher education, industry bodies and associations such as AICTE, AIU, EPSI, AIMS & Indian Education Network. Over 5000 academic stakeholders from 200+ universities have engaged with ASMA through initiatives like Annual India Trend Study, Portal, Business and Research Conferences, MDPs, Research Publications etc.

About Savitribai Phule Pune University, India



About ASMA (Adoption of Social Media in Academia), India



About City University of Seattle, USA



About CETYS University, Mexico



Established in 1973, City University of Seattle is one of the top ranked universities in the USA. During its rich history, the university has attained a network of more than 55,000 alumni from around the world, who have become leaders in global business. City University of Seattle offers multitude of programs at various locations throughout the state of Washington, Australia, Canada, China, Czech Republic, Mexico, Slovakia, Switzerland and Vietnam, with a total of 9,000 studying at its 27 campuses across diverse countries.

CETYS University is an educational institution of excellence, situated in the state of Baja California, Mexico. CETYS University seeks to establish just what it states in its mission, "To contribute in the development of persons with the necessary moral and intellectual capacity to participate in an important way in the economic, social and cultural improvement of the country."



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The central conference theme is Ongoing Research in Management Studies and Information Technology. Through this theme, ASM INCON 2019 intends to capture a comprehensive outlook featuring various pragmatic areas from management and information technology. Over the 2-day conference, representatives from academia and corporate will be presenting in-depth research papers to a jury comprising eminent personalities from academia and corporate.

This is a golden opportunity to learn from likeminded people, and industry peers & seniors. Participants will come face to face with new research techniques, best practices and methodologies while unearthing new insights from some of the sharpest minds from the industry and academic world.

Our previous International Conferences have been proven to be enormously beneficial for researchers in the academic circles due to the immense value captured in 2 days, but also for a golden opportunity offered to participants to interact with leaders from Academia, Corporate and Government sectors. In addition to this, our conference has been serving as a vital tool for the decision makers in the fields of academics, corporate houses, government undertakings, and non-government undertakings, to come together and solicit solutions to the problems they're confronting.

CONFERENCE TOPICS

We invite papers in the field of management and IT, Spanning the following areas of global busines:

- 🎓 Strategic Management
- 🎓 Knowledge Management
- 🎓 Change Management
- 🎓 Finance and Economics
- 🎓 Banking
- 🎓 Marketing
- 🎓 Operation and Supply Chain
- 🎓 Information Techonology
- 🎓 Human Resource Management
- 🎓 Education and Management
- 🎓 Talent Management
- 🎓 General Management
- 🎓 Project Management
- 🎓 Data Analytics

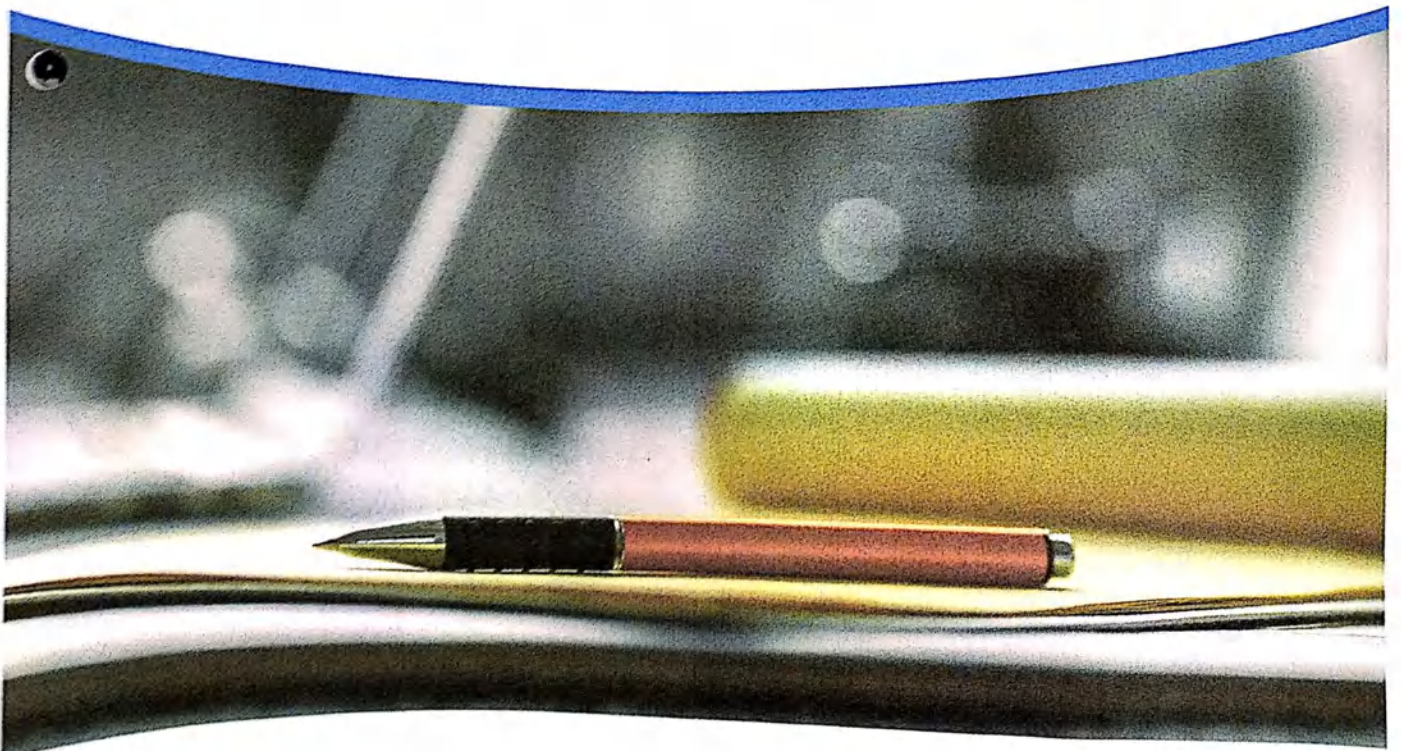
RULES AND GUIDELINES

NOTE: The authors should present original research work. Papers should be focused on new concepts, ideas, models, thoughts developed in global business management.

Research papers can be forwarded as Research Conceptual Papers, Case Studies, Discussion Papers, Review Articles etc.

Authors should submit full paper including abstract.

Video conferencing / Skype Presentation facility is also available for deliberations at conference.



WHO CAN PARTICIPATE

• Corporates
• Industrialists
• Research scholars

• Students
• Academicians

• Faculty
• Consultants

PROCEDURE FOR PAPER SUBMISSION

Submitted papers will be sent for a blind review. After review, the authors will receive conformation of acceptance and registration. After registration, final acceptance will be carried-out. Accepted papers will be published in the e-Book with ISSN No. and conference proceedings book with ISBN No. Send in your full papers at: incon@asmedu.org Please specify your research area in the e-mail. *The participants who are willing to present in absentia, can present their papers through Skype/video conference, if they wish to.*

REGISTRATION FEES AND IMPORTANT DATES

REGISTRATION FEES

Students	₹ 500 /-
Research Scholars, Academicians, Faculty members (Authors can submit TWO research papers in same registration fees)	₹ 2000 /-
Corporates, Industrial consultants	₹ 3000 /-
Foreign Delegates -	USD \$ 100 /-
Absentia/Skype	₹ 500 /-

IMPORTANT DATES

Conference	11 & 12 - Jan - 2019
Last date for submission of papers	30 - Dec - 2018
Registration Starts	01 - Dec - 2018
Payment details will be conveyed with paper acceptance letter.	-
Last Date for Registration	30 - Dec - 2018

RULES AND GUIDELINES FOR RESEARCH PAPER PRESENTATION FOR PARTICIPATION

- ✎ Submit your papers to: incon@asmedu.org
- ✎ The 'Subject line should include areas such as Finance, Marketing etc
- ✎ Single column format, Font: size 12, Times New Roman, 1.5 spacing. Only MS-Word format
- ✎ Rich Text and PDF formats will not be considered for submission
- ✎ Use Harvard referencing styles for references and citations
- ✎ Maximum length of papers: 10 pages including references. All graphs, tables and diagrams should be in bmp formats inserted in the MS-Word document.
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- ✎ Abstract should not be more than 200 words and should have 3 to 4 keywords.
- ✎ Provide a list of references used in papers
- ✎ Maximum three authors per paper.
- ✎ Submission to INCON can be case studies, scholarly articles, working papers, research papers policy review analysis etc.
- ✎ Research scholars can submit papers related to their area of research.
- ✎ Important: Submit full paper with Abstract. Only Abstract will not be considered for review.
- ✎ Papers will be accepted after review by appropriate authorities and acceptance will be communicated to authors via contact details.



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- Presence in 2 major cities: the educational hub - Pune; and financial capital of India - Mumbai.
- Institutes affiliated to the Savitribai Phule Pune University/ University of Mumbai and approved by AICTE.
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- A full-fledged research cell which engages in joint research programs and R&D activities for industry-sponsored projects, and serves as a research center for the Savitribai Phule Pune University.
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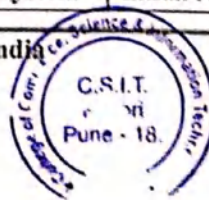
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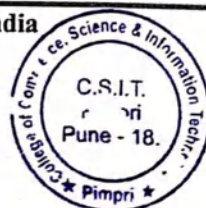
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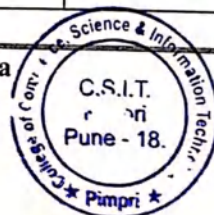
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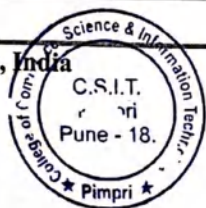


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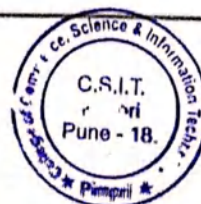


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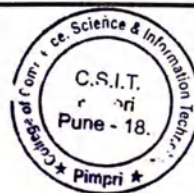
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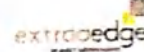


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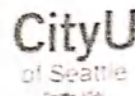
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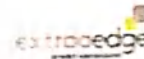
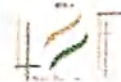
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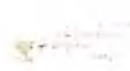


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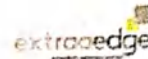
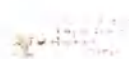
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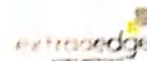


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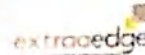


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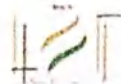


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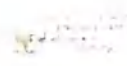
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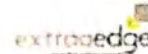
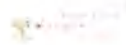
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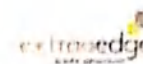
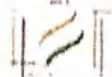
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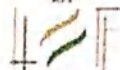
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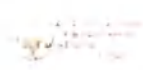
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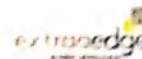


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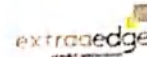
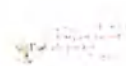
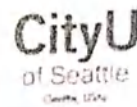
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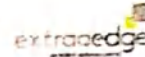
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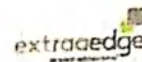
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For Paper Submission/Presentation in
ASM's "International Conference on
Ongoing Research in Management & IT"
at the ASM Campus, on the topic titled

*"A Study on the Financial Performance
Evaluation of Yes Bank."*

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A study of customers perception about
celebrity Endorsement in Gems & Jewellery
Retail sector

Dr. Sandeep Pachpande

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Abstract of Research paper

IMPACT OF MICROFINANCE ON POVERTY, EMPLOYMENT
AND WOMEN EMPOWERMENT IN RURAL AREA OF EASTERN
UTTAR PRADESH

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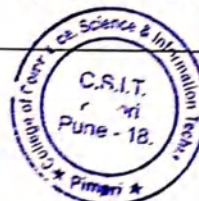
ABSTRACT

The economic condition of the female population in rural area of eastern U.P. like Chandauli, Mirzapur were very poor since Independence. Their literacy rate, poverty, employment opportunity, life expectancy etc. were very poor due to the lack of awareness of the government aided programme and banking facilities. Microfinance is expected to strengthen rural employment through generation of new business opportunities, self-employment and by encouraging wage labour and Self Help Groups (SHG's) by encouraging them to mobilise their small savings and by making awareness about various government's programme which will accelerate the rural development and hence the country's development. This study assesses the acceptability of Microfinance by the rural households and to analysis the impact of microfinance upon them. We all know that India is agriculture based economy so microfinance is tool to empower the farmers and the rural people to make agriculture profitable. Thus in this paper an attempt has been made to explore the significance of Microfinance for the rural households of eastern U.P. The results of the study shows that microfinance has empowered women economically, socially, psychologically and also politically. The present study also discusses the limitations confronting the efficient functioning of microfinance activities.

KEY WORDS: Microfinance, Self Help Group, Women Empowerment, Poverty.

INTRODUCTION:

The history of micro financing can be traced back as long to the middle of the 1800s when the theorist Lysander Spooner was writing over the benefits from small credits to entrepreneurs and farmers as a way getting the people out of poverty. But it was at the



IMPACT OF TECHNOLOGY ON BANKING SECTOR IN INDIA

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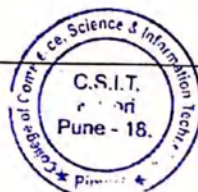
INTRODUCTION

In recent time, Indian banking industry has been consistently working towards the development of technological changes and its usage in the banking operations for the improvement of their efficiency. To get the benefits of enhanced technologies, Indian banks are continuously encouraging the investment in information technology (IT), i.e. ATMs, e-banking or net banking, mobile and tile-banking, CRM, computerization in the banks, increasing use of plastic money, establishment of call centres, etc. RBI has also adopted IT in endorsing the payment system's functionality and modernization on an ongoing basis by the development of Electronic Clearing Services (ECS), Electronic Funds Transfer (EFT), Indian Financial Network (INFINET), a real-Time Gross Settlement (RTGS) System, Centralized Funds Management System (CFMS), Negotiated Dealing System (NDS), Electronic Payment Systems with the 'Vision Document', the Structured Financial Messaging System (SFMS) and India Card –a domestic card initiative, implemented recently (2011).

Indian banking environment has become more compatible as compare to the standards of international financial system, byte positive impact of all these efforts. This study makes an attempt to map the impact of IT on banking sector for scheduled commercial banks operating in India including public, private and foreign sector banks in India. The results convey that all SCBs have shown a significant and improving trend in their performance due to the adoption of IT. This adoption is required mandatory to take the country into the 21st century.

RESERVE BANK'S EARLY INITIATIVES

As a central bank in a developing country, the Reserve Bank of India (RBI) has adopted development of the banking and financial market as one of its prime objectives. "Institutional development" was the hallmark of this approach from 1950s to 1970s. In the 1980s, the Reserve Bank focused on "improvements in the productivity" of the banking sector. Being convinced that technology is the key for improving in



STUDY OF PROBLEMS ENCOUNTERED DURING UPGRADATION OF DATABASE MANAGEMENT SYSTEM IN THE BUSINESS ORGANIZATION

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ABSTRACT :

Customers are always forced to stay on older Database Versions, unsupported database versions. Skills for these older versions are hard to come by and lack of vendor support can mean a significant risk to the business organizations. Depending on the size of an organization, DBAs are frequently being asked to take on more than just the traditional day to day management and monitoring of a database. In a recent survey, Most of the IT organizations are facing problems while up gradation of DBMS. This paper focuses on the study of above mentioned problem of DBMS with its up gradation. How cost effective solution for the up gradation of DBMS for IT business organizations.

Keywords: Database Versions, DBMS Problems, Traditional Database, Database up gradation.

Introduction:

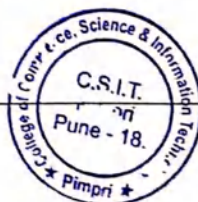
Database is a systematic collection of data. Databases support storage and manipulation of data. Databases make data management easy. Database Management System (DBMS) is a collection of programs which enables its users to access database, manipulate data, reporting / representation of data .

Types of DBMS

Following diagram shows the evolution of DBMS categories.



There are 4 major types of DBMS. They are as follows.



PREMIUM CALCULATIONS & ESTIMATION UNDER FIXED & VARYING INTEREST RATES

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ABSTRACT

In this research paper we have concerned on the following issues:

Calculations of Net Single Premiums and Annual Premiums and mthly premiums for Whole life, n-year term insurances for the given life tables for India and Japan (using MS-Excel and MATLAB Programs ').

Estimation of Net Single Premium based on simulated future lifetimes for Whole life, n-year term, n-year pure Endowment, and n-year Endowment insurances using (MS-Excel and MATLAB Programs).

INTRODUCTION

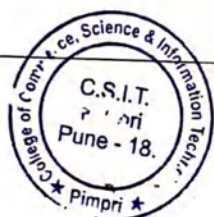
Statistics has different specializations in Industrial Statistics and one of these is 'Actuarial Statistics'. Concerning our interest here we studied more about premiums calculation and estimation the basis of different survival functions for different countries and also for varying rate of interests for different periods.

The MATLAB programs developed under this project work may be useful in general for any user in the field of actuarial science.

Here we have discussed basic concepts related with life table; annuities term related with policies such as Whole life, n-year term pure Endowment, and n-year Endowment insurance and premium. We have even showed Calculation of exact Net Single premium, annual premiums and its MATLAB Programs. Results related with estimation of Net Single premium, Annual Premiums and its MATLAB Programs.

What is Life Insurance

Life insurance is a contract that offers financial compensation in case of death or disability. Some life insurance policies even offer financial compensation after retirement or a certain period of time. Life insurance, thus, helps you secure your family's financial security even in your absence. You either make a lump-sum payment while purchasing a life insurance policy or make periodic payments to the insurer.



A STUDY ON THE FINANCIAL PERFORMANCE EVALUATION OF YES BANK

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ABSTRACT:

Banks play an important role in the economic development of every nation. They have control over a large part of the supply of money in circulation. A bank is a financial institution that accepts deposits from the public and creates credit. Lending activities can be performed either directly or indirectly through capital markets. Due to their importance in the financial stability of a country, banks are highly regulated in most countries. Most nations have institutionalized a system known as fractional reserve banking under which banks hold liquid assets equal to only a portion of their current liabilities. In addition to other regulations intended to ensure liquidity, banks are generally subject to minimum capital requirements based on an international set of capital standards, known as the Basel Accords. The purpose of the study is to examine the financial performance of banking system. The data used for the study was entirely secondary in nature. The present study is conducted to compare the financial performance of Bank on the basis of ratios such as, Current ratio, Quick Ratio, Dividend payout ratio, Earning per share, Asset Turnover Ratio, Net Operating Ratio etc. The profitability of a bank denotes the efficiency with which a bank deploys its total resources to optimize its net profits and thus serve as an index to the degree of asset utilization and managerial effectiveness. The study concluded that the selected bank has performed well on the sources of growth rate and financial efficiency but profitability position has been found poor during the study period.

Keyword: Yes Bank, Return on Assets, Return on Equity, Profitability, financial performance

INTRODUCTION:

Banking sector plays an important role in sustaining financial markets and has a significant impact on the success of the economy. An efficient banking system is recognized as basic requirement for the economic development of any economy. Banks



INFLUENCE OF DIGITAL SOCIAL MEDIA ON INTERPERSONAL COMMUNICATION

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ABSTRACT:

The present paper investigates the impact of digital social media on our day-to-day life and how we are using it as a natural media for communication. But it has merits and demerits as well. It advocates the psychological process of speakers and listeners. It properly analyses the importance and significance of the digital social media. It reviews the next change in the field of communication.

KEYWORDS:

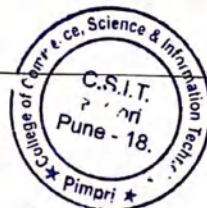
LOL, kinship, territory, meta-analysis

Once social media was introduced, it enabled a new way for people, particularly the younger generation, to connect with one another, based on common interests, goals and even values.

- Raymond Arroyo (2012)

People are living in a global world and everyday they are adopting new technologies, information, lifestyle, language and so on. And nowadays digital social media (face book, what's app, instagram, messengers) are very popular among young generations and they are influenced more by them. They think what they are pursuing in the digital social media is up to date and if they follow those trends, people will find them smart. However, nowadays there are influences of digital social media in language acquisition of young learner. Young people are now most of the time connected with the people through digital social media, so intentionally or unintentionally they are following that trend of language acquisition.

Marshall McLuhan (2003), in his book, *The Book of Probes*, comments: "All media exist to invest our lives with artificial perceptions and arbitrary values" (p.199). In fact,



STUDY OF SOFTWARE TESTING STRATEGIES AND DIFFERENT APPROACHES IN CLOUD AND VIRTUAL ENVIRONMENT

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ABSTRACT:

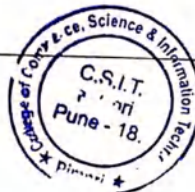
The software testing is a comprehensive and important part of the software development process. So, the cost and time spent on software testing have an effect on the final result. When the project comes to testing, a software tester usually prepare for the test environment, testing itself, and reporting the results. Preparation of the environment is often related with large time and resources expenses. The largest part of time must be taken by testing process but not by the creation of the system backup copies and their configurations or the system recovery after the failure in a result of the unstable work of the software product built. In this case virtualization enable the optimization of these processes. Several simultaneously started virtual test environments on a single physical machine or group of machines considerably increase the IT infrastructure flexibility and the efficiency of hardware usage. This paper explains various benefits as well as challenges of testing the application in cloud or virtualization environment. It also describes testing strategies for the same.

Keywords: Software Testing, Virtualization, Test environment, Optimization etc.

I. INTRODUCTION:

Why Businesses Are Turning to Virtualization:

As you are aware, virtualization and cloud adoption is gaining extensive momentum in mainstream IT, and the benefits are evident – increased efficiency, low cost, improved flexibility, and high availability. IDC (Internet data center) predicts that cloud IT infrastructure spending will reach \$54.6 billion by 2019, suggesting massive adoption



STRATEGIES OF NATURAL RESOURCES AND ENVIRONMENTAL DEGRADATION AND ITS MANAGEMENT

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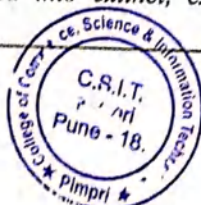
ABSTRACT

Very recently, environmental scenario indicates that our environment is deteriorating for the last two centuries. Almost every part of the planet has been touched by it in one way or the other. The main cause of environmental degradation is increased anthropogenic disturbance under so called development. Environmental changes are based on factors like urbanization, population and economic growth, increase in energy consumption and agricultural intensification. The degradation has adverse impacts on biological diversity (humans, plants, animals and micro-organisms).

Environmental degradation is the deterioration of the environment through depletion of natural resources including biological diversity, the destruction of ecosystems and the extinction of wildlife. Environmental degradation is of many types but these are categorized as natural hazards and manmade hazards. It is said that when natural habitats are destroyed or natural resources are depleted, ultimately degrades the environment. Efforts to counteract this problem include environmental protection and environmental resources management. Hence, there is an urgent need to conserve the biological diversity.

Biodiversity of today is the product of 3500 million years of life on Earth with 30-100 Million species of life today. It includes 2,50,000 higher plants – out of which 1, 86,000 are in TROPICS. Over 75,000 higher plants are used by different cultures for medicinal & aromatic purpose. Over 15,000 higher plants species are used in Asia. About 7,000 in China & About 8,000 India.

Biodiversity of India: In the world, India is one of the 12 mega biodiversity centers with over 45,000 plant & 81,000 animal species that include about 15,000 flowering plants. The North-eastern Himalayas, Andaman & Nicobar Islands & Western Ghat show very rang of Biological Diversity & hence are called as “Biodiversity Hot Spots”. The total plant wealth of the country includes not only the usually large showy flowered vascular plants, but a large number of non-flowering plants such as ferns, liverworts, algae and fungi. Very recently, (IUCN, 1994) evaluated that many plants are threatened and are further categorized into extinct, extinct in the wild, critically



REVIEW OF DATA PREPROCESSING & CLUSTERING TECHNIQUES IN DATA MINING FOR WEB LOGS

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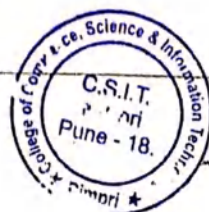
ABSTRACT:

Web Usage Mining (WUM) is the application of data mining techniques to discover the knowledge hidden in the web log file, such as user access patterns from web data and for analyzing users' behavioral pattern'. Data mining is the process of extraction useful patterns and models from a huge dataset. These models and patterns have an effective role in a decision making task. Data mining basically depend on the quality of data. Raw data usually susceptible to missing values, noisy data, incomplete data, inconsistent data and outlier data. So, it is important for these data to be processed before being mined. Preprocessing data is an essential step to enhance data efficiency. Clustering is a technique to group together a set of items having similar characteristics. This paper shows a detailed description of data preprocessing & clustering techniques which are used in data mining for Web Usage Mining (WUM) from web log.

KEYWORDS: Data Mining, Preprocessing, Clustering, Web Usage Mining.

1. INTRODUCTION:

World Wide Web has become a huge repository or storage for retrieving, placing, sharing and also distribute the data or information. Websites are highly helpful for providing any kind of information to any kind of users at any time. Web is a dominant platform from where the knowledge can be discovered to study user behaviour. In the era of internet, usage of web applications and the number of web users are getting increased enormously very high. Web has become most popular platform for attracting and satisfying the users. Each and every interaction of web user with the web will be recorded or stored in a text file which is basically called as Web Log File. These web log files will be in ".txt" format. Each interaction of user with web or server will be recorded as a single record in web file containing logs. These server log files are used



THE IMPORTANCE OF EDUCATION TECHNOLOGY IN TEACHING LEARNING PROCESS

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ABSTRACT:

When we meet a social problem, we always talk about how important is education and how education is necessary. Today, the world is changing, population is growing rapidly, interests and needs are diversifying with each passing day. We need to think about different training methods.

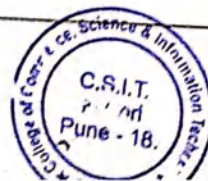
The tools and methods to reflect context of education is very important. Technology is one of the most significant instruments for education. We need to use technology in all part of life in this information age. Especially education is one of the most needed areas to use technology. Because technology use in education, makes something easy to understand, embodies many issues, offers the fastest way to reach information and increases the effect of education. Various researches show that use of technology in education, facilitate learning and increases retention.

Key Words: *Technology use in education, importance of technology in education, Teachers, Education.*

Introduction

Educational technology is a systematic and organized process of applying modern technology to improve the quality of education. It is a systematic way of conceptualizing the execution and evaluation of the educational process, i. e. learning and teaching and help with the application of modern educational teaching techniques. It includes instructional materials, methods and organization of work and relationships, i.e. the behavior of all participants in the educational process.

“Technology provides us with powerful tools to try out different designs, so that instead of theories of education, we may begin to develop a science of education. Educational Technology is defines differently by different authors depending on their needs because of diversity and different perceptions.



A NEW APPROACH TO SOLVE TRANSPORTATION PROBLEMS

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ABSTRACT

Finding an initial basic feasible solution is the prime requirement to obtain an optimal solution for the transportation problems. In this article, a new approach is proposed to find an initial basic feasible solution for the transportation problems. The method is also illustrated with numerical examples.

Keywords: *Transportation Problem, Transportation Cost, Initial Basic Feasible Solution, Optimal Solution*

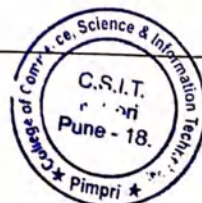
1. Introduction

Transportation problem is famous in operation research for its wide application in real life. This is a special kind of the network optimization problems in which goods are transported from a set of sources to a set of destinations subject to the supply and demand of the source and destination, respectively, such that the total cost of transportation is minimized. The basic transportation problem was originally developed by Hitchcock in 1941. Efficient methods for finding solution were developed, primarily by Dantzig in 1951 and then by Charnes, Cooper and Henderson in 1953. Basically, the solution procedure for the transportation problem consists of the following phases:

- Phase 1: Mathematical formulation of the transportation problem.
- Phase 2: Finding an initial basic feasible solution.
- Phase 3: Optimize the initial basic feasible solution which is obtained in Phase 2.

In this paper, Phase 2 has been focused in order to obtain a better initial basic feasible solution for the transportation problems.

In this paper, a new algorithm is proposed to find an initial basic feasible solution for the transportation problems. A comparative study is also carried out by solving a good number of transportation problems which shows that the proposed method gives better result in comparison to the other existing heuristics available in the literature.



UNORGANIZED LABOURS PSYCHOLOGY AND ITS IMPACT ON MOBILITY OF JOB MARKET

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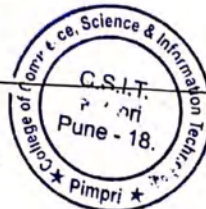
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Introduction

In economy, full employment, stability, economic growth, efficiency and equity that are generally desired by society and pursued by government through economic policies. The growth depends on development of industry. The development means size maximization of all factors of production. It means an increase in sales, assets and the number of employees, long run survival of firm etc. But this growth of business firms depend upon economic goal and non-economic goals. Profit maximization is an objective of the firm, Wealth maximization is motive of shareholders, Reward maximization is an objective of Workers or managers. Each one want growth of the firm because, their motives are connected with individual gain, prestige, personal satisfaction, better paid positions, wider scope for their ambitions and ability. Intimate relationship with the shareholders, workers and managers is characteristic of small firms and Large sized firms that are deprived of this facility. However, this difficulty can be overcome by adopting skillfully dividing measures for creating a happy and contented team of employees.

Many industrial groups like the Tata, Mapro, Infosys with large number of employees running in thousands have succeeded in achieving this objective by adopting and implementing a number of welfare measures for the benefit of the employees and ensuring their participation at the decision making level as well as at the implementation level.

It is possible to create, not only contentment but fulfillment of expectations of the employees like Residential quarters, pleasant work-place environment, medical and schooling benefits for the families of the employees, recreational facilities, cultural events, competitions and many more such schemes which can create a happy and contented team of employees, who would be enthusiastic and innovative in initiating fresh attempts at making the firm strong, healthy and successful.



IMPORTANCE OF STATISTICAL POWER IN OPERATIONS MANAGEMENT RESEARCH

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ABSTRACT

Here, in this paper we have discussed importance of statistical power analysis in field-based empirical research in Production and Operations Management (POM) and related disciplines. Statistical power analysis is explained in detail here. Also, the relevance of statistical power in designing and conducting empirical experiments is discussed. Statistical power reflects the degree to which differences in sample data in a statistical test can be detected. A high power is required to reduce the probability of failing to detect an effect when it is present. It has also examined the relationship between statistical power β , significance level (α), sample size (N) and effect size (ES). The importance of statistical power by showing the relationship between Type II errors and the probability of making wrong decisions in statistical analysis is explained in a probability tree analysis. This and other similar issues involving statistical power will become increasingly important as empirical studies in POM study relatively smaller effects.

INTRODUCTION

Any science is known to be built on a large body of facts and information. Statistics is a common tool used in most social sciences to uncover facts and to enhance the understanding of a particular phenomenon. A statistical analysis provides a way of determining the *repeatability* of any differences observed in an empirical study. A well designed study also permits the inference of *causation*. In most of the social sciences, POM included, researchers are not primarily interested in just describing summary statistics of the sample. In general, the goal is to make *inferences* about the whole population. Therefore, an empirical experiment begins by formulating a number of research hypotheses. These hypotheses may represent deductions or derivations from a formal theoretical explanation of a phenomenon of interest, or they may simply represent speculations concerning the phenomenon. Research hypotheses are the questions which researchers hope to answer by conducting an empirical study. This

