Impact Factor (IJMIE) 3.911 for 2012 and 4.297 for 2013

A Monthly Double-Blind Peer Reviewed Refereed Open Access International e-Journal - Included in the International Serial Directories
Impact Factor (IJMIE) 3.911 for 2012 and 4.297 for 2013

Chief Patron

Dr. JOSE G. VARGAS-HERNANDEZ
Member of the National System of Researchers, Mexico
Research professor at University Center of Economic and Managerial Sciences, University of Guadalajara
Director of Mass Media at Ayuntamiento de Cd. Guzman
Ex. director of Centro de Capacitacion y Adiestramiento

DR. RAMACHANDRAN GURUPRASAD
Scientist, Knowledge and Technology Management Division (KTMD), National Aerospace Laboratories.

Patron

Dr. Mohammad Reza Noruzi
PhD: Public Administration, Public Sector Policy Making Management, Tarbiat Modarres University, Tehran, Iran
Faculty of Economics and Management, Tarbiat Modarres University, Tehran, Iran
Young Researchers' Club Member, Islamic Azad University, Bonab, Iran

Chief Advisors

Dr. NAGENDRA. S.
Senior Asst. Professor,
Department of MBA, Mangalore Institute of Technology and Engineering, Moodabidri

Dr. SUNIL KUMAR MISHRA
Associate Professor,
Dronacharya College of Engineering, Gurgaon, INDIA

Mr. GARRY TAN WEI HAN
Lecturer and Chairperson (Centre for Business and Management),
Department of Marketing, University Tunku Abdul Rahman, MALAYSIA

MS. R. KAVITHA
Assistant Professor,
Aloysius Institute of Management and Information, Mangalore, INDIA

Dr. A. JUSTIN DIRAVIAM
Assistant Professor,
Dept. of Computer Science and Engineering, Sardar Raja College of Engineering, Alangulam Tirunelveli, TAMIL NADU, INDIA
Dr. Krishan kumar  
Dean,  
School of Life Sciences, Singhania University Rajasthan, INDIA

Dr. G. D. Singh  
Certified Manager - Cambridge Association of Managers, England,  
Founder & President, The Indian Management Academy - IMA

Dr. Sorinel Capusneanu  
Associate Professor,  
Faculty of Finance and Accounting, “ARTIFEX" University, Bucharest, ROMANIA

Benard Okelo Nyaare  
Assistant Lecturer,  
Bondo University College, Bondo, KENYA

Dr. Meenakshi Gupta  
Assistant Professor,  
Shri Mata Vaishno Devi University- Katra, INDIA

Editor-in-chief

Dr Tsung Hung Lee  
Professor,  
Graduate School of Leisure and Exercise Studies  
National Yunlin University of Science & Technology  
123, section 3, University Road, Touliu, Yunlin, Taiwan 640

International Editorial Board

Dr. N. Kavitha  
Department Of Management,  
College Of Business And Economics, Mekelle University, ETHIOPIA

Dr. Roli Pradhan  
Mechanical Engg. Deptt., Nitttr Bhopal, INDIA

Dr. Pranam Dhar  
Associate Professor,  
Department Of Commerce & Management, West Bengal State University, INDIA

Dr. Sanjay Aswale  
Head And Research Guide,  
Department Of Commerce, Scs College Omerga
Impact Factor (IJMIE) 3.911 for 2012 and 4.297 for 2013

Dr. Farah Naaz Gauri
Associate Professor, Department Of Commerce,
Dr. Babasaheb Ambedkar Marathwada University, Aurangabad 431 001, (M.S), India.

Prof. Dr. Badar Alam Iqbal
Professor,
Department Of Commerce, Aligarh Muslim University, 202002 (Up) India.

Dr. Jigar VITthalbhai Patel
Associate Professor,
Kalol Institute Of Management, Affiliate With Gujarat Technological University (Gtu)

Dr. Manisha Singhai
Assistant Professor,
Prestige Institute Of Management And Research, Indore, INDIA

Prof. (Dr.) Bharat Raj Singh
Director (R & D) And Hod-ME, School Of Management Sciences,
Kashimpur-Biruha, Near Gosainganj, Nh-56, Lucknow-227125, Up, India

Dr. Gajendra Singh
Associate Professor, School Of Management,
Doon University, Mothrwal Road, Kedarpur, Po Ajabpur, Dehradun, Uttarakhand-248001, India

Dr. S. N. TAKALIKAR
Principal,
St. Johns Institute of Engineering, PALGHAR (M.S.), INDIA

Dr. RAMPRATAP SINGH
Professor, Bangalore Institute of International Management, (BIIM),
Banglore University, Bangalore - 560 059, KARNATAKA

Prof GURSEL ILIPINAR
ESADE Business School,
Department of Marketing, Av. Pedralbes, 60-62, E-08034, BARCELONA, SPAIN

Dr. ZEESHAN AHMED
Software Research Eng,
Department of Bioinformatics, Biocenter, University of Wuerzburg, GERMANY

Dr. Y. LOKESWARA CHOUDARY
Asst. Professor Cum Head (Academics) PG & Research,
SRM B-School, SRM University, Vadapalani, CHENNAI, INDIA

Prof. Dr. TEKI SURAYYA
Professor and Head, Department of Management Studies, Adikavi Nannaya University,
Rajahmundry-533105, ANDHRA PRADESH, INDIA

Dr. T. DULABABU
Professor & Principal, Nimra College of Business Management,
The Oxford College of Business Management, BANGALORE- 560 102, INDIA
Dr. A. ARUL LAWRENCE SELVAKUMAR  
Professor, Department of Computer Science Engineering, 
Adhiparasakthi Engineering College, MELMARAVATHUR, TN.

Dr. S. D. SURYA AWANSHI  
Lecturer, Mech. Engg. Department, 
College of Engineering Pune, SHIVAJINAGAR, PUNE-411005(MAHARASHTRA), INDIA

Dr. S. KALIYAMOORTHY  
Professor & Director, 
Alagappa Institute of Management, Alagappa University, KARAIKUDI, INDIA

Dr Sandeep Bansal  
Dept of Commerce, 
Indira Gandhi National College Ladwa, Kurukshetra, INDIA

Prof SANJAY ASATI  
Dept of ME, 
M. Patel Institute of Enng. & Tech., GONDIA(M.S.)

Dr. Gajendra Singh  
Associate Professor, 
School of Management, Doon University, Mothrowala Road, Kedarpur, Dehradun, INDIA

Dr. R.P.C.S. Rajaram  
Assistant Professor, 
Kalasalingam University, 91/C.P.K.S.A.Arumuga Nadar Road, Sivakasi

Dr. D. R. Prajapati  
Assistant Professor, 
Mech. Engg. Deptt., PEC University Of Technology, Sector-12, Chandigarh, INDIA

Dr A. Justin Diraviam  
Assistant Professor, 
Sardar Raja College Of Engg, Alangulam, Tirunelveli, INDIA

Dr. V.S. Sreebalaji  
PRINCIPAL, 
Thamirabharani Engineering College, Tirunelveli, Tamilnadu 627 357, INDIA

Dr. B.C.M. Patnaik  
Associate Professor, 
School Of Management, KIIT University, Bhubaneswar, Odisha, INDIA

Technical Advisors

Mr. Rajan Verma  
Lecturer, Department of Computer Science, Ambala, INDIA

Mr. Ankit Jain  
Department of Chemical Engineering, NIT Karnataka, Mangalore, INDIA
Mr. Anil Chandra  
Department of Biotechnology, Indian Institute of Technology Guwahati, Assam, INDIA

Prof. Bharati Veerendra  
Asst. Professor - MCA, K. J. Somaiya's SIMSR,, university of Mumbai, Mumbai, INDIA

Mr. Gagandeep Singh  
Department of Biotechnology, Kurukshetra University, Kurukshetra, INDIA

Associate Editors

Dr. SANJAY J. BHAYANI  
Associate Professor, Department of Business Management, RAJKOT, INDIA

MOID UDDIN AHMAD  
Assistant Professor, Jaipuria Institute of Management, NOIDA

Dr. SUNEEL ARORA  
Assistant Professor, G D Goenka World Institute, Lancaster University, NEW DELHI

Mr. P. PRABHU  
Assistant Professor, Alagappa University, KARAIKUDI

Mr. MANISH KUMAR  
Assistant Professor, DBIT, Deptt. Of MBA, DEHRADUN

Mrs. BABITA VERMA  
Assistant Professor, Bhilai Institute Of Technology, DURG

Ms. MONIKA BHTNAGAR  
Assistant Professor, Technocrat Institute of Technology, BHOPAL

Ms. SUPRIYA RAHEJA  
Assistant Professor, CSE Department of ITM University, GURGAON
<table>
<thead>
<tr>
<th>Sr. No.</th>
<th>TITLE &amp; NAME OF THE AUTHOR (S)</th>
<th>Page No.</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Does Sense Reacts For Marketing – Sensory Marketing. Dr. Sanjeev Singhal and Kanika Khare</td>
<td>1-13</td>
</tr>
<tr>
<td>2</td>
<td>Chunk Scheduling Using Optimized Mixed Bayesian Technique In P2p Video On Demand. D Sugandhi Mariyal and R Nithya Devi</td>
<td>14-28</td>
</tr>
<tr>
<td>3</td>
<td>Characterization of Heat Transfer Fluids by Surface Tension and Contact Angle Measurements. Osita Sunday Nnyigide, Reza Salehiyan and Li Xiaolei</td>
<td>29-37</td>
</tr>
<tr>
<td>4</td>
<td>Privacy Preserving Mining of Association Rules in Horizontally Distributed Databases. S. Jayalakshmi and eba Moses. T</td>
<td>38-50</td>
</tr>
<tr>
<td>5</td>
<td>A Survey On TCP Congestion Control In LTE Network. Prof. Sapna Choudhary</td>
<td>51-59</td>
</tr>
<tr>
<td>6</td>
<td>Predicting the Opening of Indian Stock Market. A Jiran Meitei and Rajkishan Nair</td>
<td>60-72</td>
</tr>
<tr>
<td>7</td>
<td>Psycho-Social Problems And Coping Of Women With Alcoholic Spouses In Rural Malwa Area, Dist. Ludhiana, Punjab – A Pilot Study. Prof. Dr. Arindam Kanta Banerjee, Ms. Ramneek Kaur and Ms. Manpreet Kaur</td>
<td>73-88</td>
</tr>
<tr>
<td>8</td>
<td>Enhancing Usability Through Integrating Visualization Techniques For Young Learners: A Case Study Of The Proposed One Laptop Per Child (Olpc) Project In Kenya. Nicholis Mutisya Mutua, Dr. Wilson Cheruiyot and Dr. Stephen Kimani</td>
<td>89-100</td>
</tr>
<tr>
<td>9</td>
<td>A Study Of Factors Influencing Employee Engagement At Public Sector Undertakings. Mrs. Ashwini Ramgade</td>
<td>101-114</td>
</tr>
<tr>
<td>10</td>
<td>Networking and Export Performance: The Case Of The Kenyan, Agri-Based Export Oriented Small and Medium Enterprises. Patrick Mulyungi, Professor Elegwa Mukulu and Dr. Antony Waititu Gichuhi</td>
<td>115-137</td>
</tr>
<tr>
<td>11</td>
<td>Impact of Resilience Capacity on Work Life Balance and Job Performance of Executives in the Pharmaceutical Industry. Dr. Patiraj Kumari and Vijayashree Sangwan</td>
<td>138-153</td>
</tr>
<tr>
<td>12</td>
<td>Advanced Mechanism Of Intelligent Third Party Auditor in Cloud Computing. Monisha Chauhan, Dr. Mamta Bansal and Dr. R.P. Agarawal</td>
<td>154-169</td>
</tr>
<tr>
<td>No.</td>
<td>Title</td>
<td>Authors</td>
</tr>
<tr>
<td>-----</td>
<td>----------------------------------------------------------------------</td>
<td>------------------------------------------------</td>
</tr>
<tr>
<td>14</td>
<td>Apt File System.</td>
<td>Monisha Chauhan, Dr. Mamta Bansal and Dr. R.P. Agarawal</td>
</tr>
<tr>
<td>15</td>
<td>A Study On Customers’ Preference And Satisfaction Towards Imitation Jewelleries Of Selective Shops In Coimbatore City.</td>
<td>Mrs.M.Banu Rekha and Ms.S.Manopriya</td>
</tr>
<tr>
<td>16</td>
<td>Five Star Hospitals - A Way Forward To Facility Management In Health Care Industry.</td>
<td>Dr. K.Venugopal, Abebe Worku Hassen and Haimanote Belay Alemayehu</td>
</tr>
</tbody>
</table>