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-Buruha, Near Gosainganj, Nh-56, Lucknow-227125, Up, India

Dr. Gajendra Singh
Associate Professor, School Of Management,
Doom University, Mothowala 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 CHOU DARY
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

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

Dr. A. ARUL LAWRENCE SELVAKUMAR
Professor, Department of Computer Science Engineering,
Adhiparasakthi Engineering College, MELMARAVATHUR, TN.

Dr. S. D. SURYA WANSHI
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, Kurukshtra, INDIA

Prof SANJAY ASATI
Dept of ME,
M. Patel Institute of Engg. & 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,, univeristy of Mumbai, Mumbai, INDIA

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

## Associate Editors

<table>
<thead>
<tr>
<th>Name</th>
<th>Position and University</th>
</tr>
</thead>
<tbody>
<tr>
<td>Dr. SANJAY J. BHAYANI</td>
<td>Associate Professor ,Department of Business Management, RAJKOT, INDIA</td>
</tr>
<tr>
<td>MOID UDDIN AHMAD</td>
<td>Assistant Professor, Jaipuria Institute of Management, NOIDA</td>
</tr>
<tr>
<td>Dr. SUNEEL ARORA</td>
<td>Assistant Professor, G D Goenka World Institute, Lancaster University, NEW DELHI</td>
</tr>
<tr>
<td>Mr. P. PRABHU</td>
<td>Assistant Professor, Alagappa University, KARAIKUDI</td>
</tr>
<tr>
<td>Mr. MANISH KUMAR</td>
<td>Assistant Professor, DBIT, Deptt. Of MBA, DEHRADUN</td>
</tr>
<tr>
<td>Mrs. BABITA VERMA</td>
<td>Assistant Professor, Bhilai Institute Of Technology, DURG</td>
</tr>
<tr>
<td>Ms. MONIKA BHTNAGAR</td>
<td>Assistant Professor, Technocrat Institute of Technology, BHOPAL</td>
</tr>
<tr>
<td>Ms. SUPRIYA RAHEJA</td>
<td>Assistant Professor, CSE Department of ITM University, GURGAON</td>
</tr>
<tr>
<td>Sr. No.</td>
<td>TITLE &amp; NAME OF THE AUTHOR (S)</td>
</tr>
<tr>
<td>--------</td>
<td>---------------------------------</td>
</tr>
<tr>
<td>1</td>
<td>What Companies Do To Reduce Their Employees’ Stress? Zameer Nasir and Sober Mall</td>
</tr>
<tr>
<td>2</td>
<td>Cost Effective Retrofitting Of 12 Pulse AC-DC Converter Using 24 Pulse AC-DC Converter. R.Suguna, S.Navadeep and D.Banupriya</td>
</tr>
<tr>
<td>3</td>
<td>Sazlidere Watershed, Istanbul, Turkey: Land Use Change And Water Quality. Guler YALCIN1and H. Gonca COSKUN</td>
</tr>
<tr>
<td>5</td>
<td>Study on relationship between IT Flexibility, IT-Business Strategy Alignment and IT Capabilities. Vikrant Vikram Singh</td>
</tr>
<tr>
<td>6</td>
<td>Technological Reconversion Potential of Local Manufacturing Companies: Analysis from the Perspective of Technology Management and Innovation. Lorena del Carmen Alvarez-Castañón</td>
</tr>
<tr>
<td>9</td>
<td>Gold Exchange Traded Funds – The Most Tax Efficient Way To Own Gold. Purnima Sarkar</td>
</tr>
<tr>
<td>10</td>
<td>Factors Which Contribute To Clustering Process. RĂDULESCU Corina Michaela, BOCA Gratiela Dana and TOADER Cezar</td>
</tr>
<tr>
<td>12</td>
<td>Factors That Determine The Shopping Behaviour Of Customers Of Organized And Unorganized Retail Outlets: - A Statistical Survey Of Customer Behaviour Of Shopping In Delhi/Ncr. Dr. PARDEEP KUMAR</td>
</tr>
<tr>
<td>No.</td>
<td>Title</td>
</tr>
<tr>
<td>-----</td>
<td>----------------------------------------------------------------------</td>
</tr>
<tr>
<td>13</td>
<td>A Study On Employee Motivation With Special Reference To Hyderabad Industries Limited, Coimbatore.</td>
</tr>
<tr>
<td>14</td>
<td>Currency war by Japan: Can it Win?.</td>
</tr>
<tr>
<td>16</td>
<td>Database Of Scarabidae Family (Insecta Coleoptera) In Malësia E Madhe Region.</td>
</tr>
<tr>
<td>17</td>
<td>Gift Card Business-A Gifted Opportunity.</td>
</tr>
<tr>
<td>19</td>
<td>Macroeconomic Performance Under Small-Scale Agriculture In Africa: The Case Ethiopia.</td>
</tr>
<tr>
<td>20</td>
<td>Particle Swarm Recuperate With Mature Director And Confrontations For Multiswarm Escalation.</td>
</tr>
<tr>
<td>22</td>
<td>Influence of Aluminium Toxicity on Plant Growth in Wheat.</td>
</tr>
<tr>
<td>23</td>
<td>The impact of marketing orientation quality on relationship equity management in service sector.</td>
</tr>
<tr>
<td>25</td>
<td>Experimental Study On High Performance Concrete Using HYBRID FIBRE And SAP.</td>
</tr>
<tr>
<td>26</td>
<td>Advance Driver Assistance System For Automatic Road Sign Recognition And Detection.</td>
</tr>
<tr>
<td>27</td>
<td>Automatic Multilevel Thresholding Of Digital Images.</td>
</tr>
<tr>
<td>Page</td>
<td>Title</td>
</tr>
<tr>
<td>------</td>
<td>------------------------------------------------------------------------------------------------------------</td>
</tr>
<tr>
<td>28</td>
<td>Cloud Charge Collector-Green Energy.</td>
</tr>
<tr>
<td>29</td>
<td>Effect Of Thermal Pretreatment On Dairy Sludge For The Production Of Biogas By Anaerobic Biodegradability Assay Method.</td>
</tr>
<tr>
<td>30</td>
<td>A New ABCD Technique to Analyze Business Models &amp; Concepts.</td>
</tr>
</tbody>
</table>