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

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 Omega

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,
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, Mothowerala 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 GURSEIL 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. SURYAWANSHI  
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 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., 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 BHATNAGAR**  
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>Is Internet a Friend or a Foe of Traditional Marketers? Oswald A. J. Mascarenhas, Ram Kesavan and Michael D. Bernacchi</td>
<td>1-37</td>
</tr>
<tr>
<td>3</td>
<td>Communication Skills For Engineering Students. P.S.R.CH.L.V.PRASAD</td>
<td>44-51</td>
</tr>
<tr>
<td>4</td>
<td>Fuzzy Metric Spaces, Fixed Point Theorems With Integral Type Inequality. S. K. Malhotra, N. Verma and R.Sen</td>
<td>52-62</td>
</tr>
<tr>
<td>5</td>
<td>Presenting a Method based on Back-Propagation Neural Network for Recognition of Handwritten Digits. Navid Samimi Behbahan and Zohreh Mousavinasab</td>
<td>63-73</td>
</tr>
<tr>
<td>6</td>
<td>Technical Efficiency of cotton Farmers: Evidence from Punjab (Pakistan). Dilshad Ahmad and Muhammad Afzal</td>
<td>74-86</td>
</tr>
<tr>
<td>7</td>
<td>Business Repositioning: The Dynamics Of Corporate Sustainability. Alfred Jm Edema and Ama Udu A</td>
<td>87-106</td>
</tr>
<tr>
<td>9</td>
<td>Role Of Search Engines In Library And Information Centres: An Overview. T.Raghunadha Reddy</td>
<td>112-125</td>
</tr>
<tr>
<td>10</td>
<td>Service recommendation base on Services background and users feedbacks. Mohammad Motamedi and Afshin Salajegheh</td>
<td>126-133</td>
</tr>
<tr>
<td>11</td>
<td>A Study On Consumer Buying Behavior In Organized Food And Grocery Stores In Salem, Tamilnadu. DR.N.RAJENDHIRAN, U.MALINI and M.ARIVALAGAN</td>
<td>134-138</td>
</tr>
<tr>
<td>12</td>
<td>Agglomerative Clustering Based Index construction for Search Engines using Agents. Rahul Kumar Sharma and Niraj Singhal</td>
<td>139-152</td>
</tr>
<tr>
<td>13</td>
<td>A Study On Coping Strategies Among Police Constables. M.Shunmuga sundaram and Dr.M.Jeya Kumaran</td>
<td>153-173</td>
</tr>
<tr>
<td>14</td>
<td>Collection of spent electron beam by means of a series of depressed collectors and unwinding the Magnetic field in linear beam tubes. Anuradha Sharma and Mamta Sharma</td>
<td>174-184</td>
</tr>
<tr>
<td>15</td>
<td>Analysis of human capital and organizational commitment in safai industrial Group in Iran. MasoudGhorbanhosseini</td>
<td>185-192</td>
</tr>
<tr>
<td>17</td>
<td>Customer Respond And Satisfaction Against Telecommunication Service Providers BSNL and AIRTEL Operating in Gwalior Division (M.P.).</td>
<td>Dr.R.C.Upadhyaya and Vashundhra Sharma</td>
</tr>
<tr>
<td>18</td>
<td>Presenting a Decision-Tree-Based Method for Recognition of Persian Handwritten Numbers.</td>
<td>Navid Samimi Behbahan and Zohreh Mousavinasab</td>
</tr>
<tr>
<td>19</td>
<td>License Plate Recognition using Image Processing and Shape Collation.</td>
<td>Navid Samimi Behbahan and Hedayat Bahadori</td>
</tr>
<tr>
<td>20</td>
<td>A study on socio economics background and status of women entrepreneurship in small scale industries.</td>
<td>Puneet Saluja and Sudheer Kumar</td>
</tr>
<tr>
<td>21</td>
<td>Study on the Success Factors for Innovative Agriculture Machines of Small Entrepreneurs.</td>
<td>B.S.Ravikiran and Dr.C.B.Vijaya Vittal</td>
</tr>
<tr>
<td>22</td>
<td>A Study of Impact on Supply Chain Management through Lateral Transshipment with Special Reference of SBIPiL Indore.</td>
<td>Lalit Makhan Mishra, Prof. S.S. Chouhan and Prof. Abhishek Kumar Yadav</td>
</tr>
<tr>
<td>23</td>
<td>Image retrieval system based on sketches.</td>
<td>Eashwar T, Anitha.U and Dr.R.V.Krishnaiah</td>
</tr>
<tr>
<td>24</td>
<td>Impact of Social Networking Services on Education: A Case of Indian Overseas Students.</td>
<td>Maidul Islam and Mincheol Kang</td>
</tr>
<tr>
<td>25</td>
<td>Exploding The “Glass Ceiling”: A Gender Equality Initiative Towards Maximizing Competitiveness.</td>
<td>Chanjyot Kaur</td>
</tr>
<tr>
<td>26</td>
<td>An Efficient Denoising Approach For Removal Of Impulse Noise.</td>
<td>Shiv Singh and Dr.G.C.Lall</td>
</tr>
<tr>
<td>27</td>
<td>An approach on Data Delivery in Mobile Ad Hoc Networks.</td>
<td>Vikram Narayandas and P.Ravinder Kumar</td>
</tr>
<tr>
<td>28</td>
<td>Analysis of Proposed Commodity Transaction Tax on Derivative Trading in India.</td>
<td>Dr. Devajit Mahanta</td>
</tr>
<tr>
<td>29</td>
<td>Performance Evaluation of Selected Sectoral Mutual Fund Schemes in India: An In-depth Risk-Return Analysis.</td>
<td>Dr. Ankur Mittal and Dr. M.S. Pahwa</td>
</tr>
<tr>
<td>30</td>
<td>Evaluation of Faculty Performance in Higher Education using AHP and TOPSIS Method.</td>
<td>Gulab M. Nibrad and Dr P.G. Khot</td>
</tr>
<tr>
<td>31</td>
<td>Analysis of Secure key management scheme for dynamic hierarchical access control based on ECC and diffie-hellman key exchange protocol.</td>
<td>Mr. Manoj Ahke and Mr. Ram Ratan Ahirwar</td>
</tr>
<tr>
<td>32</td>
<td>Empowerment of Women in Rural India: A review of two true story and Women improving empowerment status.</td>
<td>Bharti Saini and Mukesh Kumar</td>
</tr>
<tr>
<td>33</td>
<td>A study of SIP and H.323 protocol security in VoIP Signalling.</td>
<td>Priya Chandran and Dr. Chelpa Lingam Murthy</td>
</tr>
<tr>
<td></td>
<td>Title</td>
<td>Authors</td>
</tr>
<tr>
<td>---</td>
<td>----------------------------------------------------------------------</td>
<td>-------------------------------------------------------------------------</td>
</tr>
<tr>
<td>34</td>
<td>Firewalls: The Present Security Paradigm.</td>
<td>Dr. Ashok Vasistha and Aaruni Goel</td>
</tr>
<tr>
<td>35</td>
<td>Green Banking In India - Issues And Practices.</td>
<td>Dr. Namita Rajput, Baljeet Kaur and Anu Priya Arora</td>
</tr>
<tr>
<td>36</td>
<td>Wireless Adhoc Network Communication Using Failure Insensitive Routing For Underground Mines.</td>
<td>C.Jeyalakshmi and Dr.R.Sukumar</td>
</tr>
<tr>
<td>37</td>
<td>Secure Routing In ADHOC Networks Using ARAN.</td>
<td>Yadu Kishore, V. Venkata Ramana and Dr. P. Chenna Reddy</td>
</tr>
<tr>
<td>38</td>
<td>Management Of Youth Hostel: Responsibilities Of Stakeholders In Empowering Youth Travellers In India.</td>
<td>Dr. PitabasaSahoo and Dr. S. Lalitha</td>
</tr>
<tr>
<td>39</td>
<td>The Effect Of Magnetic Field On The Trajectory Traced By A Metallic Particle In A Gas Insulated Bus Duct.</td>
<td>G.SRINIVAS and P.V.RAMA KRISHNA</td>
</tr>
<tr>
<td>40</td>
<td>A study on Perception of Post Graduate students about Cyberspace.</td>
<td>Jatin Pandey</td>
</tr>
<tr>
<td>41</td>
<td>Six Sigma Reflections in the Direction of Libraries: An Organization Outlook.</td>
<td>Chitra Sharma</td>
</tr>
<tr>
<td>42</td>
<td>A Time-series Analysis of Impact of FDI on Economic Development In India during Post-reforms Era (1991-2010).</td>
<td>Seshanwita Das and Tapas Das</td>
</tr>
<tr>
<td>43</td>
<td>Myths &amp; Realities of Micro Finance in Rural India.</td>
<td>Bhawna Sharma and poonaam Bassi</td>
</tr>
<tr>
<td>44</td>
<td>Application of soft computing and Neural Networks in Supply chain Management.</td>
<td>Srinivas Viswanath V</td>
</tr>
<tr>
<td>45</td>
<td>Small Scale Industries In India- An Analysis.</td>
<td>Dr. K. Shobha</td>
</tr>
<tr>
<td>46</td>
<td>Fertilizers Subsidies In India A Case Study Of South Zone.</td>
<td>Rajwinderkaur</td>
</tr>
<tr>
<td>47</td>
<td>A Label Field Fusion Using Stochastic Icm Optimization Technique In Image Segmentation.</td>
<td>M.Brindha and M.Annie Flora</td>
</tr>
<tr>
<td>49</td>
<td>Approximation Of Blood Sugar Without Using Blood (Bloodless Glucometer).</td>
<td>Sandeep Gupta, Prince Bura and Dr. G.C Lall</td>
</tr>
<tr>
<td>50</td>
<td>Microfinance In India : Issues And Challenges.</td>
<td>Preety and Pushpendra Kr. Verma</td>
</tr>
<tr>
<td>51</td>
<td>Major Roles of Leadership in Contemporary Organizations - A View Point of Eminent Gurus.</td>
<td>Akbar Ali</td>
</tr>
</tbody>
</table>