



IJMIE

(ISSN: 2249-0558)

**INTERNATIONAL JOURNAL
OF
MANAGEMENT, IT & ENGINEERING**

- editorijmie@gmail.com
- info@ijmra.us
- www.ijmra.us





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., Nitrr 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



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, Mothrowala 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),
Bangalore 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. 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., univeristy 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

**CONTENTS**

Sr. No.	TITLE & NAME OF THE AUTHOR (S)	Page No.
<u>1</u>	Comparative Assessment Analysis of RIP, OSPF And EIGRP Routing Protocols Using OPNET. Bello Musa Yakubu	<u>1-17</u>
<u>2</u>	Software Development And Its Iterative Delay. Syeda Rubab Zahra and Sidra Mushtaq	<u>18-23</u>
<u>3</u>	A Study On Consumer Perception Towards Marketing Of Milk In Chittoor, Andhra Pradesh State. M.Soma Sekhara and Dr.Sardar Gugloth	<u>24-33</u>
<u>4</u>	Effectiveness Of Performance Appraisal in Hotel Green Park, Visakhapatnam: Dimensions and Determinants. Mohammadreza samiei	<u>34-52</u>
<u>5</u>	Segmentation Of Brain Tumor Using Morphological Operations. Samson Nivins S. and Saravana Kumar T.	<u>53-61</u>
<u>6</u>	Research Paper On H.R.I.S In India: A Case Study Of It Sector. Dr. Shine David, Khushboo Dewatwal, Ayushi Joshi and Deepali Bhadoriya	<u>62-76</u>
<u>7</u>	Employment Generation And Production Of Jammu And Kashmir Handicraft Industry During Last Decade. Adil Ahmad Reshi	<u>77-84</u>
<u>8</u>	Gender Differences In Stress Outcomes: A Contemporary Issue For The BPO, s In NCR, India. Sonal Pathak and Dr. Anil Sarin	<u>85-100</u>
<u>9</u>	Study Of Work Motivators Across Generations. Ms. Rachna Bansal and Dr. Shradha M Banga	<u>101-115</u>
<u>10</u>	'Team Dynamics - An Essential Ingredient For Team Success'. Dr. Latha Krishnan and Ms. Ameer Asra Ahmed	<u>116-133</u>
<u>11</u>	Data Mining Challenges With Big Data. Prema Gadling and Mr. Avinash Wadhe	<u>134-148</u>
<u>12</u>	Providing The Proposed Model Of Project Management Plan (PMP) Regarding The Role Of Project Management Office (PMO) In Integration Of Executive Procedures Management In Consultative Engineering Organizations. Hamid Tohid and Niloofar Nobari	<u>149-164</u>

<u>13</u>	Development Of A Survey Questionnaire For Analysis Of An Ems Model For Manufacturing Industries. Amit Kr. Tanwer, Dr. D. R. Prajapati and Dr. Perminder Jit Singh	<u>165-184</u>
<u>14</u>	Cloud Accounting...To Cloud Or Not To Cloud. Sameer kathuria	<u>185-201</u>
<u>15</u>	Affect Of Investor's Financial Literacy On Investment Decisions. Dr.R.Amudha and R.Vignesh	<u>202-208</u>
<u>16</u>	Globalisation And Human Resource Development In India. Dr. Mrs. Elena Philip and Mrs. Anthonima K. Robin	<u>209-226</u>
<u>17</u>	Relationship Between Motivational Factors And Labour Productivity In SMEs With Reference To Nashik Revenue Region In Maharashtra, India. Dr. G.N.Salunke	<u>227-243</u>
<u>18</u>	Organic Marketing: An Intensive Study on organic Product Export. THIYAGARAJ .V.	<u>244-251</u>
<u>19</u>	'Go Digital & Go Branchless': The New Catchline Of Indian Banking Sector Using Mobile Telephony: Issues & challenges. Shomnath Dutta	<u>252-263</u>
<u>20</u>	The Impact of Implementing the Tenth Chapter of the Civil Services Management Law of Salary and Benefits on Human Resources Productivity in Certain Public Organizations in Sabzevar, Iran. Seyyed Ahmad Kalali, Asghar Moulavi Nafchi and Dr. Hossein Shareh	<u>264-286</u>
<u>21</u>	Examining Guinness Breweries' Corporate Social Responsibility activity in Less Developed Countries (LDCs)- A case of Ghana. Masud Ibrahim, Robert, K. Nyame and Veronica Adu Brobbey	<u>287-309</u>