



www.ijmra.us

October 2015  
Volume-5, Issue-10

Impact Factor (IJMIE) 4.297 for 2013 and 5.299 for 2014



**IJMIE**

(ISSN: 2249-0558)

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

- [editorijmie@gmail.com](mailto:editorijmie@gmail.com)
- [info@ijmra.us](mailto:info@ijmra.us)
- [www.ijmra.us](http://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., Nittr 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>	<b>The Role Of Virtual Tourism In Creating National Wealth.</b> Kamran Yeganegi And Parastoo Zarghami	<u>1-13</u>
<u>2</u>	<b>Women's Political Participation In South Asain Countries: A Review.</b> Arfana Thaker And Dr.Neelam Rana	<u>14-23</u>
<u>3</u>	<b>Role Of Manufacturing Competency In Strategic Success Of A Commercial Vehicle Manufacturing Unit: A Case Study.</b> Chandan Deep Singh	<u>24-41</u>
<u>4</u>	<b>Discovering The Connectionamong Analytical Methods And Professional Assessment .</b> Dr.Mehdi Zeynali And Ahmad Asadpour	<u>42-48</u>
<u>5</u>	<b>Exploring The Relationship Between Analytical Methods Of Review And Professional Valuation Of Independent Accountants.</b> Dr.Mehdi Zeynali and Ahmad Asadpour	<u>49-56</u>
<u>6</u>	<b>Discovering The Link Between Profit Management And Shared Profit .</b> Dr.Ahmad Goodarzi And Farahnaz Sangarzadeh	<u>57-64</u>
<u>7</u>	<b>Exploring The Relationship Among Profit Management And Shared Profit Of Companies Recorded In Tehran Stock Market.</b> Dr.Ahmad Goodarzi And Farahnaz Sangarzadeh	<u>65-74</u>
<u>8</u>	<b>Measuring Quality Of Worklife: A Case Of Paradeep Port Trust.</b> Dr. Uma Sankar Mishra	<u>75-90</u>
<u>9</u>	<b>Effect Of IT Capital On Future Efficiency In Capital Market.</b> Meysam Ghaderi, Dr.Mohsen Hamidian And Dr.Hossein Jabbary	<u>91-100</u>
<u>10</u>	<b>Effect of intellectual Capital on future efficiency in capital market.</b> Meysam Ghaderi, Dr.Mohsen Hamidian And Dr.Hossein Jabbary	<u>101-113</u>
<u>11</u>	<b>Evolving Association Rule Using Weka For The Extraction Of Patterns In Online Transactions.</b> Shikha Dubey and Dr. Shivaji D. Mundhe	<u>114-121</u>
<u>12</u>	<b>Clean India Campaign: A Pathway To Development!</b> Prof. (Dr.) Sanjay Srivastava And Mamta Sharma	<u>122-127</u>

<u>13</u>	<b>Determination Of Trapping Parameters Of Thermally Stimulated Luminescence Of Dy Doped Baso4 Samples.</b> M. Deben Singh, Th. Open Singh, N. Bhumeshwar Singh And S. Romesh Singh	<u>128-138</u>
<u>14</u>	<b>An Assessment Of The Impact Of Retail Shrinkage On Sustainability And Profitability: A Case Study Of A Zimbabwean Retailer.</b> Makaza Fainos and Chigaru Raphaely	<u>139-154</u>
<u>15</u>	<b>Priliminary Design Analysis And Rc Modelling Of A Regional Airliner.</b> Guttapalli Savarni Maharshi	<u>155-172</u>
<u>16</u>	<b>Corporate Governance As A Tool For Effective Tax Management.</b> Abdusattarova Dildora Bokhodirovna	<u>173-185</u>
<u>17</u>	<b>Green Logistics: A Tool For Sustainable Development Of A Firm.</b> Prof. Suraj M. Shah And Prof. Nirav R. Joshi	<u>186-199</u>
<u>18</u>	<b>Impact Of Entrepreneurship And Social Entrepreneurship On Economic Growth And Social Values.</b> Ravin Kadian	<u>200-209</u>
<u>19</u>	<b>The Effectiveness Of Total Quality Management In The Manufacturing Industries.</b> Aarti Chahal	<u>210-225</u>
<u>20</u>	<b>A Study On Products And Services With Special Referrence To Chirrakal Co-Operative Bank Ltd Kannur District.</b> Dr.A.Vennila and Dr.A.Mekala	<u>226-242</u>
<u>21</u>	<b>Readiness Of Costumer For Online Shopping: An Indian Perspective.</b> Neeraj Mathur	<u>243-256</u>