



www.ijmra.us

May 2012
Volume-2, Issue-2

International Journal of Research in Social Sciences

ISSN: 2249-2496



Contact Us:

editorijmie@gmail.com

info@ijmra.us

www.ijmra.us



International Journal of Research in Social Sciences

(ISSN: 2249-2496)

CONTENTS

Sr. No.	TITLE & NAME OF THE AUTHOR (S)	Page No.
<u>1</u>	An Assessment of Poverty Eradication and the Millennium Development Goals in Nigeria. Amaghionyeodiwe, Lloyd Ahamefule and Adediran, Olanrewaju Adewole	<u>1-26</u>
<u>2</u>	The Influence Of Private Interests In Policy Making In Nigeria: A Case Study Of Commercial Agricultural Project In Kwara State, 2004 – 2010. DR. Abubakar O. Sulaiman And Lawal Abdullahi Oladimeji	<u>27-43</u>
<u>3</u>	A Logistic Brownian Motion With A Price Of Dividend Yielding Asset. D. B. Oduor and Silas N. Onyango	<u>44-52</u>
<u>4</u>	Poverty Reduction And The Attainment Of The Millenium Development Goals In Nigeria: Problems And Prospects. Adejuwon, Kehinde David and Tijani; Abideen Adekunle	<u>53-74</u>
<u>5</u>	Streamlining The Principle Prohibiting Dual Punishment In The Islamic Republic Of Iran’s Penal Code. Mohammed Reza Mojtehed	<u>75-84</u>
<u>6</u>	A critical review of contrastive rhetoric analysis. Alireza Bonyadi	<u>85-98</u>
<u>7</u>	Investigating the Effect of Brand Awareness and Brand Image on Purchase Behavior of Customers. Aylar zeynalzade	<u>99-112</u>
<u>8</u>	Teachers And Computer Technology: Supervisors’ Views. Dr. Sait AKBAŞLI, Dr. Serdarhan Musa TAŞKAYA, Dr. Ali MEYDAN and Dr. Mehmet ŞAHİN	<u>113-124</u>
<u>9</u>	Analysis and Mapping of Flood Line in Godavari River Basin within the Nasik Municipal Corporation Area. Dr.Deepak N.Thakre	<u>125-136</u>
<u>10</u>	Ingenious Project Management On Teamwork & Culturel Barriers In William Estate Construction (UK). S. Binil Sundar	<u>137-169</u>
<u>11</u>	Accident Analysis In Fireworks Industries For The Past Decade In Sivakasi. N.Rajathilagam, N.Rajathilagam and A.Azhagurajan	<u>170-183</u>
<u>12</u>	Village Information System – A Case Study of Muklan Village, Hisar, Haryana (INDIA). Sitender, Satish Kumar and Reena	<u>184-193</u>
<u>13</u>	A Study of Family Stress among Working and Non-Working Parents. Dr. Maneep Singh Nathial and Dr.J.N Baliya	<u>194-201</u>
<u>14</u>	Ethical Values Of Social Work Profession And Gandhism. Prof. M. Lakshmipathi Raju and Dr. B. S. N. Raju	<u>202-210</u>

<u>15</u>	Socio-Economic Deprivation in India. Dr. Jabir Hasan Khan and Tarique Hassan	211-233
<u>16</u>	Impact Of Mahathma Gandhi National Rural Employment Gurantee Scheme On Socio-Economic Development Of Rural People In SIVAGANGA region. Dr. A. Muthusamy	234-262
<u>17</u>	A Study On Perception Of Performance Attributes Among Airhostess In Coimbatore International Airport. Shyam Umasankar K K and Dr. Shani N	263-275
<u>18</u>	Study On Job Stress And Quality Of Life Of Women Software Employees. L.Ranjit and L.Mahespriya	276-291
<u>19</u>	Necessity of community participation in the process of resettlement to improve WATSAN facilities: A study of Indian urban poor women of Madanpur Khadar. Ms. Sakshi Saini	292-302
<u>20</u>	A Study On Retail Space Analysis Of Entertainment Industry. Mr. Anil Kumar and Ms. Mani Arora	303-322
<u>21</u>	Call Centres In India: A Globalization Boon Or Bane?. Suchet Kumar	323-337
<u>22</u>	Development Of Vaishnavism In Kumbakonam. R. Renugadevi	338-349
<u>23</u>	Financially stressed employees at workplace: A Malaysian perspective. Assoc. Prof. Dr Sabitha Marican, Dr ROza Hazli bte zakaria and DR Asmak Abdul rahmaN	350-363
<u>24</u>	India in the Changing World: From Strategic Autonomy to Systemic Responsibility. Dr. Pankaj Dodh	364-374
<u>25</u>	Indigenous Tradition in Soyinka's Death and the King's Horseman. K. Naveen Kumar	375-388
<u>26</u>	Women's Empowerment through Entrepreneurship Development With Special reference to self help groups in Karnataka. Harish. N	389-401
<u>27</u>	Renewable Energy Strategies for the Indian Railways. Munish Kumar Tiwari	402-417
<u>28</u>	An Algorithm To Find Optimum Cost Time Trade Off Pairs In A Fractional Capacitated Transportation Problem With Restricted Flow. Kavita Gupta and S.R. Arora	418-436
<u>29</u>	The race of the Azerbaijani people in Iran (Atropatgan). Vahid Rashidvash	437-449
<u>30</u>	A Study Of Association Between Fear Of Crime Of People At Bus Stops And Features Of Street Segments. G.Subbaiyan and P.Gopalakrishnan	450-463
<u>31</u>	Ground Realities Of Self Help Group – Bank Linkage PROGRAMME: An Empirical Analysis. Sanjay Kanti Das	464-479



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

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



www.ijmra.us

May 2012
Volume-2, Issue-2

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

Editorial Board

Dr. CRAIG E. REESE

Professor, School of Business, St. Thomas University, Miami Gardens

Dr. S. N. TAKALIKAR

Principal, St. Johns Institute of Engineering, PALGHAR (M.S.)

Dr. RAMPRATAP SINGH

Professor, Bangalore Institute of International Management, KARNATAKA

Dr. P. MALYADRI

Principal, Government Degree College, Osmania University, TANDUR

Dr. Y. LOKESWARA CHOUDARY

Asst. Professor Cum, SRM B-School, SRM University, CHENNAI

Prof. Dr. TEKI SURAYYA

Professor, Adikavi Nannaya University, ANDHRA PRADESH, INDIA

Dr. T. DULABABU

Principal, The Oxford College of Business Management, BANGALORE

Dr. A. ARUL LAWRENCE SELVAKUMAR

Professor, Adhiparasakthi Engineering College, MELMARAVATHUR, TN



www.ijmra.us

May 2012
Volume-2, Issue-2

Dr. S. D. SURYAWANSHI

Lecturer, College of Engineering Pune, SHIVAJINAGAR

Dr. S. KALIYAMOORTHY

Professor & Director, Alagappa Institute of Management, KARAIKUDI

Prof S. R. BADRINARAYAN

Sinhgad Institute for Management & Computer Applications, PUNE

Mr. GURSEL ILIPINAR

ESADE Business School, Department of Marketing, SPAIN

Mr. ZEESHAN AHMED

Software Research Eng, Department of Bioinformatics, GERMANY

Mr. SANJAY ASATI

Dept of ME, M. Patel Institute of Engg. & Tech., GONDIA(M.S.)

Mr. G. Y. KUDALE

N.M.D. College of Management and Research, GONDIA(M.S.)

Editorial Advisory Board

Dr. MANJIT DAS

Assistant Professor, Deptt. of Economics, M.C.College, ASSAM

Dr. ROLI PRADHAN

Maulana Azad National Institute of Technology, BHOPAL

Dr. N. KAVITHA

Assistant Professor, Department of Management, Mekelle University, ETHIOPIA

Prof C. M. MARAN

Assistant Professor (Senior), VIT Business School, TAMIL NADU

Dr. RAJIV KHOSLA

Associate Professor and Head, Chandigarh Business School, MOHALI

Dr. S. K. SINGH

Asst. Professor, R. D. Foundation Group of Institutions, MODINAGAR

Dr. (Mrs.) MANISHA N. PALIWAL

Associate Professor, Sinhgad Institute of Management, PUNE



Dr. (Mrs.) ARCHANA ARJUN GHATULE

Director, SPSPM, SKN Sinhgad Business School, MAHARASHTRA

Dr. NEELAM RANI DHANDA

Associate Professor, Department of Commerce, kuk, HARYANA

Dr. FARAH NAAZ GAURI

Associate Professor, Department of Commerce, Dr. Babasaheb Ambedkar Marathwada University, AURANGABAD

Prof. Dr. BADAR ALAM IQBAL

Associate Professor, Department of Commerce, Aligarh Muslim University, UP

Dr. CH. JAYASANKARAPRASAD

Assistant Professor, Dept. of Business Management, Krishna University, A. P., INDIA

Technical Advisors

Mr. Vishal 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



www.ijmra.us

May 2012
Volume-2, Issue-2

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