



Institute of
Management Technology
Ghaziabad

October 2016, Issue-37

Library & Information Services

CURRENT CONTENTS



CONTENT

ISSUE - 37

Name of the Journal/Magazine	Vol./ Issue	Month & Year	Page No.
Asian Journal of Management	05/02	July - Dec 2016	3
Asian-African Journal of Economics and Econometrics	16/01	June 2016	4
Global Business and Economic Review	05/02	December 2016	5
Indian Journal of Advances in Developing Human Resources	06/02	July - Dec 2016	6
Indian Journal of Applied Management Science	06/01	Jan – June 2016	7
Indian Journal of Business Administration	06/02	July - Dec 2016	8
Indian Journal of Business and Emerging Markets	05/02	July - Dec 2016	9
Indian Journal of Data Warehousing	09/02	December 2016	10
Indian Journal of Economics & Business	15/02	2016	11
Indian Journal of Emerging Market Economies	05/01	Jan – June 2016	12
Indian Journal of Financial Markets	06/02	July - Dec 2016	13
Indian Journal of Human Resource Development Review	06/01	Jan – June 2016	14
Indian Journal of Knowledge Management Studies	06/02	July - Dec 2016	15
Indian Journal of Logistics System and Management	06/02	July - Dec 2016	16
Indian Journal of Marketing and Advertising	06/01	Jan – June 2016	17
Indian Journal of Strategic Management and Business	05/01	Jan – June 2016	18
Indian Journal of Technology Marketing	05/02	July - Dec 2016	19
International Journal of Business and Marketing	06/02	July - Dec 2016	20
International Journal of Marketing Management	06/02	December 2016	21
International Journal of Marketing Technology	06/02	July - Dec 2016	22
International Journal of Operations Management	06/02	July - Dec 2016	23
International Journal of Retail Marketing	06/02	July - Dec 2016	24
Journal of Digital Marketing	07/02	July - Dec 2016	25
Journal of Project Management	05/02	July - Dec 2016	26
Journal of World Economic Review, The	11/01	Jan – June 2016	27

ASIAN JOURNAL OF MANAGEMENT

Volume 5 • Number 2 • July-December 2016

Contents

- Job Satisfaction and Job Involvement Behaviour 65-73
among the Women Librarians: A Cross Country Analysis
J. Bhanumathi
- Would India's Outsourcing IT Strengthens its 75-90
Knowledge Economy? with Special Reference
to Asia Pacific Region
G. Jayachandra Reddy
- Is Educational Loan a Social Responsibility? 91-93
P. Muthaiyan
- Spatial Pattern of Female Status in Maharashtra 95-102
Dhanashree S. Shinde
- Growth Modelling for Indian Economy 103-108
Md. Reyazuddin
- Tsunami Rehabilitation in Tamil Nadu: An Overview 109-118
R. Arivazhagan & D. Namasivayam
- Higher Education and Employment-Understanding 119-129
the Intermingled Social and Economic Dimensions
in Context of Tribals
Ashutosh Priya & Kishor Joshi

ASIAN-AFRICAN JOURNAL OF ECONOMICS AND ECONOMETRICS

Volume 16

No. 1

June 2016

CONTENTS

Does Public Investment Determine Private Investment? A Multivariate Cointegration Analysis of Public/Private Investment Linkages in Tanzania	<i>Ali A.L. Kilindo</i>	1-11
An Examination of Issues of Health Outcome and Expenditure Pattern of Households Based on Household Income and Expenditure Surveys- A Case Study of Botswana	<i>Naomi Setshegetso Itumeleng P. Oageng & Zibanani Kahaka</i>	13-24
Testing the Exchange Rate Pass-Through in Botswana	<i>Mogale M. Ntsosa & Tlotlo P. Nkwe</i>	25-38
Institutions and Smme Development in Botswana: Evidence from Exploratory Factor Analysis	<i>Okurut, F.N; Ama N.O; Mookodi, L; Okurut M.L.A; Ama, H.A</i>	39-61
Financial Development and Life Insurance Demand in Sub-saharan Africa	<i>Osama Ose Iyawe & Ifuero Osad Osamwonyi</i>	63-78
Macroeconomic Determinants of Economic Diversification in Botswana	<i>M. K. Sukumaran Nair N. Narayana & M. Rathedi</i>	79-89
Stakeholders Perception in the Major Ecotourism Sites of Kerala: an Econometric Estimation	<i>D. Rajasenan & Bijith G. A.</i>	91-102
An Empirical Analysis of Causal Relation between FDI inflows and Macroeconomic Variables in India	<i>Rachna Madaan & Nidhi Chowdhry</i>	103-118
Return on Assets as a Measure of Financial Sustainability of Microfinance Institutions in India	<i>Sandhya Prakash</i>	119-128
Regulatory Reforms and Stock Market Valuation of Indian Telecoms	<i>Sangita Choudhary & Palak Mehta</i>	129-137
Trends of Intellectual Capital in Annual Reports in India	<i>Vandana Mehrotra Amarjeet Kaur Malhotra and Ajay Chauhan</i>	139-148

GLOBAL BUSINESS AND Economic Review

VOLUME 5

NUMBER 2

DECEMBER 2016

CONTENTS

- | | | |
|--|--|---------|
| Testing for Structural Convergence In Asia:
An Application of Phillips-sul Log-t Test | <i>A. M. Dayang-Affizzah &
R. Norimah</i> | 123-142 |
| Monetary Policy Symmetry or Asymmetry?
Evidence from Indonesia and Malaysia | <i>Tan Siow Hooi
Muzafar Shah Habibullah &
M. Azali</i> | 143-178 |
| Monetary Policy and Inflation Targeting
in a Small Open-Economy | <i>Zulkefly Abdul Karim
Fathin Faezah Md. Said
Mansor Jusoh &
Md. Zyadi Md. Thahir</i> | 179-191 |
| Income Convergence for African Countries:
Evidence from Nonlinear Test | <i>Venus Khim-Sen Liew
Emmanuel Anoruo
Chin-Hong Puah &
Uchenna Elike</i> | 193-198 |
| Causal Relationship between Foreign Direct
Investment and Shadow Economy | <i>Hesam Nikopour
Muzafar Shah Habibullah &
Siong-Hook Law</i> | 199-219 |

Indian Journal of

ADVANCES IN DEVELOPING HUMAN RESOURCES

Volume 6 • Number 2 • July-December 2016

Contents

Unions Effect in the Provision of Family Friendly Policies: A Literature Review	Nickolaos E. Giovanis & Georgios A. Pashos	59-64
The Greek Banking Deregulation	Vassilis Chouliaras	65-77
Investing in Athens Exchange: Rotated Capital Asset Pricing Model	Anastasios Kaparis Dimitrios Kydros & Panagiotis Notopoulos	79-88
Regional Technology and Growth: Implications from New Economic Geography	Alexiadis Stilianos & Alexandrakis Alexandros	89-96
Critically Evaluate the Use of Economic/ Shareholder Value Added Measures in Corporate Financial Reporting	Elizabeth Mantzari & Ioannis Mantzaris	97-106
The Success of Merger Decision in Greece: A Contemporary Accounting Study	Michail Pazarskis	107-120

INDIAN JOURNAL OF

APPLIED

MANAGEMENT

SCIENCE

VOLUME 6 • NUMBER 1 • JANUARY-JUNE 2016

CONTENTS

- | | |
|--|-------|
| Special Economic Zone an Instrument of Economic Development
<i>M. Banumathi</i> | 1-12 |
| Special Economic Zone in India: India at Crossroads
<i>Prashant Pandey</i> | 13-19 |
| Generation of Employment by Special Economic Zones in India
<i>Ch. Panduranga Reddy, A. Prasad & G. Pavan Kumar</i> | 21-52 |

Indian Journal of **BUSINESS** **ADMINISTRATION**

Volume 6

Number 2

July-December 2016

Contents

Capacity-building of Mass Education as Training Correlate for Human Development and Sustainability in Nigeria	<i>Okechukwu D. Nwankwo I. D. O. Chilokwu & O. S. A. Obikeze</i>	47-55
Exchange Rate Modelling based on Wavelets Coupled with Self-Similar Functions	<i>Nidhal Ben Abdallah Md. Essaied Hamrita & Samir Ben Ammou</i>	57-64
Business Architecture – A Center for Cross-functional Excellence	<i>Manisha Paliwal</i>	65-71
Restructuring of Non-Banking Finance Companies (NBFC) in India (Impact of Global Recession)	<i>Arjun Singh Sirari & Narendra Singh Bohra</i>	73-79
Multicultural Marketing – The Laser Focused Way to Reach Customer	<i>N. S. Shibu & R. Swaminathan</i>	81-84
Business Process Outsourcing as a Global Phenomenon: A Glimpse of Select Countries in North and South	<i>Dolly Sunny</i>	85-99

Indian Journal of **BUSINESS AND EMERGING MARKETS**

Volume 5 • Number 2 • July-December 2016

Contents

A Review and Comparative Analysis of Techniques for Diagnosis of Pulmonary Diseases • <i>N.K. Gautam and S.B. Pokle</i> 61-88
Decision Ensemble System for Medical Science (DESMS) • <i>Sangeeta Ahuja</i> 89-115
Effectiveness of Intervention of MBI and PIP Scores Through CEPR Cluster Ensemblein Psychiatry Treatment • <i>Sangeeta Ahuja</i> 117-129

Indian JOURNAL OF DATA WAREHOUSING

9 (2) DECEMBER-2016

CONTENTS

<i>P. Raja Prakasha Rao J. Malla Reddy & Narasimha Rao</i>	Intelligent Information Retrieval Techniques in a Digital Library Services	87-97
<i>K. Angayarkkani & N. Radhakrishnan</i>	Support Vector Machines (Svm) Based Supervised System for Effective Forest Fire Detection Using Spatial Data	99-113
<i>P. Rajarajeswari K. Lakshmaiah & A. Ramamohan Reddy</i>	The Impact of Quality Attributes in Software Architecture and Component Based Development	115-123
<i>H. S. Aravinda H. D. Maheshappa & Ranjan Moodithaya</i>	Implementation of the 2 Level Redundancy for 6 Channels to Achieve Fault Tolerance in Satellite Testing	125-135
<i>Ashok Kumar, Gulsan Kumar Neeraj Gupta, Chanchal</i>	Comparative Analysis of Open Source Software's for Libraries	137-147

INDIAN JOURNAL OF ECONOMICS & BUSINESS

Volume 15

No. 2

2016

CONTENTS

- Performance Based Ranking of Healthcare Service Providers
Using Fuzzy AHP Methodology 197-213
Ajwinder Singh Dhillon and Ajay Prasher
- Do Investors Keep Their Mistakes: An Empirical Investigation on
Disposition Effect 215-227
Francis D'Mello and Manas Mayur
- A Study on Initial (Listing) Returns Provided by Initial Public Offerings 229-241
Gyanesh Kumar Maheshwari and
Bibhu Prasad Sahoo
- A Frequency Based Causality Approach for the Yield Spread as a
Leading Indicator of economic activity - Evidence from India 243-255
*Niyati Bhanja, Arif Billah Dar and
Aviral Kumar Tiwari*
- Foreign Direct Investment, Select Macroeconomic Variables and
Economic Growth in India – A Linkage Analysis 257-269
Rachna Madaan and Nidhi Chowdhry
- A Study of Corporate Web-based Reporting in Hotel Industry 271-296
Soriya Sushila and Dhaigude Amol S.
- Endorsing Sustainable Consumption: Study of Consumer Concern
for Environmental Sustainability 297-309
*Varun Nayyar, Roopali Batra and
Balram Dogra*
- Measuring Sacrifice Ratio by Episode Method: Methodological
Issues and Conflicting Results for an Emerging Market Economy 311-318
Dinabandhu Sethi and Debashis Acharya

Indian Journal of EMERGING MARKET ECONOMICS

Volume 5 • Number 1 • January-June 2016

CONTENTS

1. Optimizing the Performance of PMIPv6 by Different Route Optimization Scheme
Manoj Mathur, Sunita Malik 1-6
and Prince Arora
2. Performance Analysis of Ad-hoc Networks in Wireless Channels
K. Murali, P. Subha Sri 7-12
and S. Sri Gowri
3. Assessment of Quality in Technical Education using Soft Computing Technique – “Fuzzy Logic”
A.K. Madan 13-20
and R.S. Mishra
4. Finger Token Authentication Using NTT Microsystems
Monika Garg, Pramod Kumar 21-24
and Sanjeev Tayal
5. Issues in Caching Techniques to Improve System Performance in Chip Multiprocessors
H.R. Deshmukh and 25-31
G.R. Bamnote
6. Validation of Scalable Video Stream with Low Communication Slide by Means of AES
A. Arul 33-36
7. Forecasting Short Term Load Demand Using Multilayer Feed-forward (MLFF) Neural Network Model
Norizan Mohamed, 37-42
Maizah Hura Ahmad, Suhartono,
and Muhammad Amir Wan Ahmad
8. Virtual Instrumentation as an Effective Enhancement to an Electronics Laboratory Experiment
Yogendra B. Gandole 43-49

INDIAN JOURNAL OF FINANCIAL MARKETS

Volume 6 • Number 2 • July-December 2016

CONTENTS

Consumer Debt Decisions: The Role of Ambiguity <i>Vina Theodorakopoulou</i>	65-85
Booming of Malls in India– A Clear Indicator of Economic Prosperity <i>R. S. Lekshmi & Jawahar Rani</i>	87-94
Export-Led Growth in India in the Post-Reform Period– An Econometric Enquiry <i>Biswajit Maitra & Debabrata Mitra</i>	95-107
Promoting Global FDI Flows: The African Scenario Amidst Developing Countries <i>Dolly Sunny</i>	109-125
Oil Price Shocks, Monetary Policy and Aggregate Demand in Tunisia <i>Hassen Guenichi & Salwa Benammou</i>	127-143
Regulatory Landscape of Indian Commodity Market with Special Reference to APMC Act and FCR Act: Scope for Synergy and Convergence <i>V. Jayagurunathan & Velmurugan, PS</i>	145-155

Indian Journal of

HUMAN RESOURCES DEVELOPMENT REVIEW

Volume 6 • Number 1 • January-June 2016

Contents

Stabilisation of Agriculture in Environmentally Sensitive Agro-ecosystems in Tribal Regions	<i>R. D. Singh & Vivek Kumar Singh</i>	1-9
Marketing of Social Development: The Role of Corporate Sector in India	<i>Satya Prakash Pandey</i>	11-21
Comparative Analysis of Changing the Status of Women in Rural-Garhwali Family System	<i>O. K. Belwal & Navin Bhatt</i>	23-27
A Study on Trends in Irrigational Development in Tamil Nadu	<i>S. Vijayan & C. Venkatesan</i>	29-39
Economic Analysis of HIV / AIDS	<i>V. Kumar & G. Ravi</i>	41-49
Indian Economy in Globalization Era	<i>S. N. Yogish</i>	51-59

Indian Journal of **KNOWLEDGE MANAGEMENT STUDIES**

Volume 6

Number 2

July-December 2016

Contents

Micro Credit: A Way for the Upliftment of the Rural Women — <i>P. Sundara Pandian</i>	65-68
People's Participation in Rural Development Planning in Tripura — <i>Jayanta Choudhury</i>	69-81
Participation of Women in Decentralized Rural Governance: A Study of PRIs in Uttar Pradesh, India — <i>Kamal Kumar</i>	83-92
Performacne of Joint Forest Management in Tamilnadu — <i>V. Selvam & I. Sunda</i>	93-107
Fiscal Decentralisation in India: An Overview — <i>G. Senthilkumar</i>	109-116

Indian Journal of
**LOGISTICS SYSTEMS AND
MANAGEMENT**

VOLUME 6

NUMBER 2

JULY-DECEMBER 2016

Contents

Foreign Direct Investment: Problems & Challenges in Present 61-71 Corporate World M. SUMATHY	
Determinants of Borrowing Behaviour of Crop Loan and 73-87 Investment Loan Borrowers of Co-operative Banks – An Empirical Study in a Selected Area of Coimbatore District S. GANDHIMATHI & T. R. SATHYAPRIYA	
A Comparative Study of Service Quality in Governmental and 89-101 Private Banks in Iran HAMED HAGHTALABM & G. KOTRESHWARMM	
State Level Fiscal Reforms Agenda in India 103-113 RATNA VADRA	

Indian Journal of **MARKETING AND ADVERTISING**

Volume 6

Number 1

January-June 2016

Contents

Retail Market in India-An Overview	1-17
C. ANBALAGAN	
Rural Development in Nepal Diversity and Challenge	19-25
VED RAJ ACHARYA	
Strategies, Trends and Opportunities in Indian Retail Industry-	27-51
An Overview	
C. ANBALAGAN	
Foreign Direct Investment in India	53-58
G. PARAMASIVAN & J. SACRATEES	

Indian Journal of **STRATEGIC MANAGEMENT AND BUSINESS**

Volume 5

Number 1

January-June 2016

Contents

Foreign Exchange	1-7
MADHULIKA SINHA	
Measurement of Service Quality Measurement in ICICI	9-20
Insurance Sector	
SAMPATH & K. RAJAMANI	
Global Economic and Financial Crisis, Economic Turmoil	21-33
K. V. RAMACHANDRAN	
Import Substituting Protective Trade and Export Promoting	35-45
Liberal Trade: A Review	
P. ABDUL KAREEM	
Changing Philosophy of Marketing Management	47-54
MATHEW EMMANUE	

Indian Journal of
**TECHNOLOGY
MARKETING**

VOLUME 5

NUMBER 2

JULY-DECEMBER 2016

Contents

Women Entrepreneurship: A Tool of Women Empowerment, 55-67
Policy and Issues

• *Ashutosh Priya, Rachna Bamba & Chitranka Dalakoti*

Testing Informational Efficiency of Indian Capital Market with 69-83
Respect to Buyback Announcement: A study on Information Technology Industry

• *M. Raja, J. Clement Sudhahar & M. Selvam*

Strategic innovation in tourism services: Hosting Ubiquitous Internet and 85-105
Pervasive Computing

• *Fotis Kitsios, Spyros Angelopoulos & Theodore Papadogonas*

Policy Changes and its Impact on Small Scale Industries in India 107-117

• *B. T. Ramappa & M. G. Basavaraja*

International Journal of
**BUSINESS AND
MARKETING**

Volume 6

Number 2

July-December 2016

Contents

Islamic Investment Vehicles: A Primer	<i>Michael E. Parker Sinan Gokkaya & Nile M. Khanfar</i>	53-62
Estimating the Determinants of Imports Demand in a Developing Economy: Empirical Evidence from Sudan	<i>Marial Awou Yol</i>	63-74
Impact of Sub-prime Crisis in the Indian Scene	<i>S. Dhinesh Babu G. Sivanesan & A. Mohamed Riyazh Khan</i>	75-80
HRM Practices of Small and Medium Software Businesses Organization	<i>S. Balasubramanian & V. Antony Joe Raja</i>	81-85
Economic Crisis and Its Effect on Trade in European Countries Against its Parts	<i>N. Jamaluddin</i>	87-92
Security Solutions for E-governance in the Growing Era of ICT	<i>H. S. Patil Bokare M. M. & Anagha A. Ralegaonkar</i>	93-99
An Overview of the Role of Data Mining Technique- Association Analysis in the Classification of Stocks	<i>K. Kamaraj & M. Manimekalai</i>	101-104
A Study on Performance of Mutual Funds with Special Reference to Elss Schemes	<i>K. S. Nemavathi</i>	105-114

International Journal of
MARKETING MANAGEMENT

VOL. 6 • NO. 2 • DECEMBER 2016

C O N T E N T S

♦ Study on Domestic Computer Software Market in Globalised India <i>Hector J. Thayil Kochukunnel & P. Arunachalam</i>	73-92
♦ A Study on Entrepreneurs Attitude Towards their Enterprises <i>J. Jayalatha</i>	93-97
♦ Social Security for Industrial Labour in Nepal <i>Ved Raj Acharya</i>	99-105
♦ Impact of GFM in the Infrastructure Development of Indian Aviation Industry-An Airport Perspective Impact of Global Crunch on Indian Economy <i>J. Immanuel Nallathambi & R. Malliga</i>	107-117
♦ Keeping Online Information Accessible for E-governance and E-democracy <i>R. Seenivasan</i>	119-134

International Journal of **MARKETING TECHNOLOGY**

VOLUME 6 • NUMBER 2 • JULY-DECEMBER 2016

CONTENTS

- Indian Women Workforce: Striking A Balance Between Work-life! 61-69
• *Smita Singh*
- Training Approach-A Study with Reference to New Generation Bank: 71-77
ICICI Bank Ltd.
• *Anjali Ganesh & A. Raghurama*
- The Function and Management of Railside Plantation: 79-101
A Case Study of Central Railway-Bhopal Division
• *S. P. Singh & S. Raghavan*
- Socio-Economic Dimension of Retailing in India 103-113
• *Awadhesh Kumar Singh & Satya Prakash Pandey*

International Journal of
OPERATIONS
MANAGEMENT

Volume 6

Number 2

July-December 2016

Contents

- Artificial Neural Networks and Box-Jenkins Econometric Models 65-73
for Forecasting of Tea Prices
S. Murali Gopal & T. R. Shanmugam
- Analysis of Vox Pop-u-li About Various Network Security 75-87
Management Parameters
Vidyaathulasiraman & S. P. Rajagopalan
- A Study on Stock of Human Capital in India 89-98
P. Muthaiyan & K. Selvanathan
- Factors Affecting the Development of Organic Agriculture in the 99-109
Context of Financing Programmes for Organic Farms
Aggelopoulos Stamatis, Theocharopoulos Athanasios & Pavloudi Alexandra
- Modern Developments in the Retail Segment in India 111-116
Anil Kumar V. K.

International Journal of
RETAIL MARKETING

VOLUME 6 • NUMBER 2 • JULY-DECEMBER 2016

CONTENTS

Rural Social Work Practice: Prospectives and Implications <i>Nanjunda D.C.</i>	51-57
Financial Resource Mobilization Strategies in India <i>V. Gnaneshwar</i>	59-77
Community Participation For Rural Development In India <i>D. Pulla Rao</i>	79-89
Sustainable Desertification Management through Ecological Indicators: A Study of Gwalior Division <i>S. P. Singh, M. Mishra & Deepak Tripathi</i>	91-119

JOURNAL OF DIGITAL MARKETING

Volume 7 Number 2 July-December 2016

Contents

Talent Management and Business Development in 85-114
Retail Industry: Integrated Qualitative and
Quantitative Research
DILEEP KUMAR M.

Perfect Markets in India 115-126
NUPUR TRIVEDI

The Impact of the Tutucorin Port Trust on the Labour 127-143
Market of the Region in Terms Wage Rate
P A MARAI KUMAR CHELLARJ

Journal of **PROJECT MANAGEMENT**

Volume 5 • Number 2 • July-December 2016

Contents

- Special Economic Zones in India: A Growth Model or 63-97
An Anti-Growth Phenomenon?
Sanjay Gupta
- Significance of Retail Location in Rural India 99-107
Satya Prakash Pandey
- An Empirical Study on Sales Executive Performance Evaluation and 109-120
Relationship Marketing Through Psychological Antecedent
Pradeep Kautish

The Journal of World Economic Review

Vol. 11

No. 1

January-June 2016

Contents

The Sustainability of the Greek Public Debt: A Theoretical Approach with Empirical Data	1-12
❖ <i>Dimitris Kalimeris</i>	
FDI and its Impact on Environment : The Indian Experience	13-21
❖ <i>Shivani Manchanda</i>	
The Effects of the Economic Crisis on the Greek Shipping Industry	23-40
❖ <i>Patkidou Soultana, Karasavoglou Anastasios</i> <i>Theodosiou Theodosios,</i> <i>Polychronidou Persefoni & Tsourgiannis Lambros</i>	
Energy Trends in Gcc Countries	41-62
❖ <i>Emad Al Haroon</i>	
Military Spending as a Factor of Economic Growth	63-79
❖ <i>Michail Mairi</i>	