

**ABSENTIA
PAPERS**

5118 Governance of Indian Central Universities in 21st Century - Need for a Model Act

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The present study emphasizes the need for a Common Code of Governance Structure in the form of Model Act and Statutes for the Indian Central universities of 21st Century through a comparative study and analysis of the various provisions of Sections and Clauses of the Acts and Statutes respectively of some selected Central Universities established over a period of century in order to enable them to perform many additional complex functions in the era of globalization. Format for a Model Act and Statute for the Indian Central Universities and suggestions for further studies has also been prescribed.

5143 Performance Assessment Model for Management Educators Based on KRA/ KPI

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Management Education is looking for transformation to help it step out of sagging status. The critical perspective of owner/proprietor/leader can revive the system and make it world class. This entails looking into its own strengths, weaknesses and mapping it with the desired bench-marked parameters to give it the quality status. The objective of this paper is to develop a model for the performance appraisal for those involved in management education. An analytical study of the evaluation of NBAs parameters is done and mapped with the job responsibilities of the employees of institution.

5146 Understanding Begins at Home - Relation in Organisation and Consumer Behaviour

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The old saying of “Caveat emptor” i.e. “Let the buyer beware” has changed to “Caveat Venditor” i.e. “Let the seller beware”. Those were the days when corporate was accustomed to think only for profit maximization which impeded their way of working, now they have taken a fresh start by changing their objective to sales maximization. In order to increase sales, product has to be sold more and more products are sold when needs and desires of the consumer are known need of , as a company that lacks organization is like a ship that sails the seas without a pilot.

5162 Study on Cognitive Load and Memory Performance Variations for Cognitive Computing

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Cognitive computing is focused on super computing, nanotechnology, and cognitive science. The modern technology is providing a smart environment for learners to enhance their performance and gain the knowledge. The knowledge acquisition process efficiency is based on content and cognitive process of the learner. The cognitive process influenced with long term, short term, working, instant, responsive, process, recollect, reference, instruction and action memory. This study observes the cognitive load variation using NASA scaling for computer science students. The result shows the influencing cognitive load and recommendations to map the Cognitive load and the memory process to design cognitive architecture.

5163 Prediction of Water Quality Attributes Variations Using BPNN Model

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Neural Network models are used to determine the optimum values and discover the unknown and hidden knowledge from the existing data on science, business and social application's. The connectivity of water resources such as rivers, lakes and ponds are planned according to distance, water flow, utilization so far. The water properties are tainted while merging water resource one with another. This work aimed to predict high quality water with minimum level of sediment with selected physiochemical water quality attributes. This paper describes the development of Back Propagation Neural network model with obtained variations of water quality attributes variations.

5164 Determination of Active Brain Neuron Using Similarity Measure on Clustered Image

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Data mining clustering technique used to segment the digital medical images for identifying the variations between the objects. The brain MRI is analyzed to determine the similarity, variations and its applications. This paper is attempted to convert the 3D brain MRI

into 2D frames. The frames are segmented into equal clusters using K-nearest neighbor algorithm. The similarity clusters between the adjacent frames are evaluated. The adjust frames clusters and its positional variations shows the activeness of the neurons. The cluster variation represents neuron activities. The changes are aids to identify the active and inactive neuron for a specific activity.

5502 Approach the Job Market with the Academy Using Entrepreneurship and Innovation

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In the courses of technologies of ITCs, we have the need for research, whether basic or applied, but mainly linked to the labor market, professional culture and management techniques. The big challenge is how to get all these features combine in a search, captivate the student as a challenge and bring the professional market closest of student. This paper details our experience in using entrepreneurship and technological innovation as a way to search for students of the third semester of the management of IT and develop their businesses and a computational system for HR or sustainability.

5503 Impact of Customer Satisfaction on the Performance of Electrical Motors

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Every user in Domestic and Industry sectors expect that there should be trouble free performance of all their electrical equipments. Periodically maintained motors will function efficiently for a longer period. The objective of this study is to determine the impact of customer satisfaction on the performance of electrical motors through service quality to ascertain the dimensions of service quality using SERVQUAL model. The survey results indicate that maintenance employees need training to enrich their soft skills and to develop the customer loyalty which is very much essential for customer retention in order to survive in the competitive business environment.

5505 Sustainable Supply Chain Management in Reliance Fresh: A Case Analysis on Green Vegetables and Fruits

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The present paper intends to focus on sustainability issues associated with the supply chain management of green vegetables and fruits in Reliance Fresh. A detailed analysis will be made on the procurement of green vegetables and fruits from farmers and wholesalers respectively, to dispatch of the same to the consumers considering the hygiene and quality perspectives. The research universe will be confined to the Reliance Fresh Outlets in Bhubaneswar, the capital city of Odisha. An exhaustive study will be carried out through value chain analysis, comparative analysis and SWOT analysis. An integrated sustainable supply chain model will be framed in this regard. The vegetable suppliers and the staff of Reliance Fresh Retail outlet involved will constitute the research population units of our study. This study will be helpful for Reliance Fresh in planning for cold storage, warehousing, transportation, marketing as well as maintaining the conditions of hygiene, quality, freshness and healthy consumption. Sustainability and growth through value creation of Reliance Fresh are studied by value chain analysis in supply chain management.

5507 Major Factors Affecting the Economic Development and Industrial Land Valuation

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The Valuation of Industrial Land is affected by infrastructure amenities various tax benefits affordability and location When all these factors are properly planned and implemented then industrial development and economic benefits are observed The road infrastructure projects increase the mobility and quality of life The transportation investment and various government policies boost productivity Land is a premium asset which is a major source of revenue When industrial and infrastructure development occur in an area the land rates of that area increase significantly The Mumbai-Pune-Nashik Corridor was selected for studying the effect of various factors in Industrial Land Valuation.