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1.	Authors:	Orion Garo	
	Paper Title:	I. C. J.'s Verdict Concerning the Corfu Channel Incident	
	<p>Abstract: This article is an in-depth exposé of the first international legal dispute handled in 1948 by the International Court of Justice, between Great Britain and Albania. The author attempts to supply the reader with ample insight about the circumstances in which the maritime conflict between Albania and Great Britain took place, the geographic location, the relevance of the historic and geostrategic contexts and the other parties involved in it. The inquiry provides comprehensive referential evidence from British and Albanian sources alike, so as to avoid a possible slide into subjective assessment. The body of the article is written to stay as truthful as possible to the sequence of events which ultimately concluded with ICJ's decision in favor of Great Britain. The author maintains that, for a variety of reasons listed at the end of the article – political, historic, post-conflict and otherwise – the verdict resulted unfair to the small country of Albania, and brought about substantial economic hardship as a result of a significant quantity of Albanian Government treasury gold confiscated by the British from the German at the end of the Second World War.</p> <p>Keywords: Corfu, dispute, Albania, Britain</p> <p>References:</p> <ol style="list-style-type: none"> 1907 Hague Conference. (1907, October 18). Convention (VIII) relative to the Laying of Automatic Submarine Contact Mines. The Hague, The Netherlands. U.N.S.C. Resolution 22 (The United Nations Security Council April 9, 1947). The Corfu Channel Case (Merits), 1 (The International Court of Justice 1947–1949). Cartey, A. (2004). The Corfu Channel Case – And The Missing Admiralty Orders. The Law and Practice of International Courts and Tribunals. Hoxha, E. (1984). The Anglo-American Threat to Albania (English Translation). Tirana: "8 Nëntori" Publishing House. Kinahan, H. R. (1946, October 5). The Use of North Channel, Corfu. Memorandum, N°. 0321/13. Famagusta. Maher, L. (2005). Half Light Between War and Peace: Herbert Vere Evatt, The Rule of International Law and The Corfu Channel Case. Journal of Legal History, 47, 47. Meçollari, A. (2009). The Corfu Channel Incident: Biased Justice. Vlora: Triptik. Milo, P. (2010). The Hidden Truths: Corfu Channel Incident. Tirana: Botimet "Toena". Milo, P., & Meçollari, A. (2009). Incidenti i Kanalit të Korfuzit (on "Shqip" - a "Top Channel" flagship broadcasting show in Albania). (R. Xhunga, Interviewer) Paul, J., & Spirit, M. (2008). Corfu Channel Incidents - 1946. Retrieved September 18, 2011, from Britain's Small Wars: http://britains-smallwars.com/Cold-war/corfu.html Pearson, O. (2006). Albania as Dictatorship and Democracy. NYC: The Centre for Albanian Studies. The International Court of Justice. (n.d.). Article 49 of the Rome Statute & Article 62 of I.C.J. Rules. The Hague, The Netherlands: Retrieved from: http://www.icj-cij.org/documents/index.php?p1=4. Vickers, M. (2007, January). The Cham Issue - Where to Now. Conflict Studies Research Centre, Shrivenham, United Kingdom. Walbel, M. (2009). Corfu Channel Case. In R. Wolfrum, Max Planck Encyclopedia of Public International Law. Oxford University Press. Zanga, L. (1987, September 3). Lifting Of the Greek-Albanian State of War. RADIO FREE EUROPE Research. Tirana, Albania. 		1-7
2.	Authors:	Smitarani Patro	
	Paper Title:	Shashi Deshpande's The Dark Holds No Terrors A unique Case of Misguided Feminism	
	<p>Abstract: Shashi Deshpande is a realistic writer who addresses feminist issues in her novels but she does not want to be branded as a hardcore feminist. The Dark Holds No Terrors is her first major novel before she got recognition with That Long Silence for which she received the Sahitya Akademi Award in 1990. The novelist focuses on issues like individual human rights, marital rape, sexual discrimination etc in a rational manner. The female protagonist Sarita in this novel reflects the customary traditional values that an Indian woman really lives by in the society. In due course of her story, she describes her feelings of anguish, frustration, despair as well as complacent, hope and ecstasy in various stages of life. With time she has become more mature in her views. She has craved for a humane treatment of the female sex. Her narration of her childhood in comparison with her brother Dhruva shows how there exists discrimination in treatment of a girl child and a boy in our families. She recalls her displeasure at the treatment of her estranged husband but she also talks about her sexual gratification that she gets from him. In this way, Shashi Deshpande always possesses a balanced view of the man-woman relationship.</p> <p>Keywords: Feminism, marital rape, sexual sovereignty, discrimination, human rights.</p> <p>References:</p> <ol style="list-style-type: none"> Beauvoir, Simone de. "Woman and the Other", Literature in the Modern World. Ed. Dennis Walder. New York: O.U.P., 2008. Deshpande, Shashi. The Dark Holds No Terrors. New Delhi: Penguin Books India Pvt. Ltd., 1990. Deshpande, Shashi. A Matter of Time. New Delhi: Penguin Books India Pvt. Ltd., 1996. Hartmann, Susan. "Feminism and Women's Movements". Reading Women's Lives. Ed. Mary Margaret Fonow. Needham Heights, MA, Simon & Schuster, 1998. 		8-11

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3.	Authors:	Munawwer Husain
	Paper Title:	An Estimation on Promotion and Advertisement Awareness in Case of Airasia
	<p>Abstract: Air line service like Air Asia has been a big success threat for other airline service in the country. Those days flying is only related to rich and wealthy people. But now with the cheap fair, everyone can fly. This article explains on how AirAsia needs to look for another location to cater to their customers need as KLIA is a bit too crowded. Air Asia is targeting their passenger comforts at the pricing level that result in the increase of their passenger comforts at at his pricing level that result in the increase of their profits. The research question is distributed in this research. Respondents are randomly selected from Air Asia main airports. Most of the respondent agrees that AirAsia advertisement or a promotion that has been launch is usually straight to the point and clear. The advertisement is usually wordy but straight to the point . With all big letters and well place design make it easy to be understood.</p> <p>Keywords: Promotion, Advertisment, Market penetration.</p> <p>References:</p> <ol style="list-style-type: none"> 1. Kenneth N., Barbara J.C. (1997). "Gaining sustainable competitive advantage through strategic pricing: selecting a perceived value price". Pricing Strategy & Practice. Volume 5, Number 2, 1997. pp.70-79 2. Marian N.R., Patricia J.O. & Kathy E.K. (1995). "Promotion decisions as a diversity practice". Journal of Management Development, Vol.14, No.2, 1995 pp.6-23 3. Richard B. (2007). "By air, land and sea, the unmanned vehicles are coming". Industrial Robot: An International Journal, 34/1 (2007) 12-16 4. Business Week (1993a), "STUCK! How companies cope when they can't raise prices," November 15, pp.146-155 5. Jack R.M. & Scoot M.S. (2007), "Operation Management for MBA's", 3rd. Edition. Jphn Wiley & Sons. 6. Philip. K. (2005). Principle of Marketing" Prentice Hall; 11 Edition Mason, 2001 K.J. Mason, Marketing low-cost airline services to business travellers, Journal of Air Transport Management 7 (2001), pp.103-109 7. Doganis, 2001 R. Doganis, The Airline Business in the Twenty-first Century, Routledge London (2001) Mason, 2000 K.J. Mason, The propensity of business travellers to use low cost airlines, Journal of Air Transport Management 8 (2000), pp.107113 8. Evangelho et al., 2004 J. Park, R. Robertson and C. Huse and A. Linhares, Market entry of a low cost airline and impacts on the Brazilian [10] business travellers, Journal of Air Transport Management 11 (2005), pp.99-105 9. Park et al., 2004 J. Park, R. Robertson and C. Wu, The effect of airline service quality on passengers' behavioural intentions: a Korean case study, Journal of Air Transport Management 10 (2004), pp.435-439 10. AAPA, AoAPA 2008a, 'AAPA November 2008 Traffic Result', AAPA Traffic Results, no.2008: 24, p.2, viewed 28 December 2008, --- 2008b, Association of Asia Pacific Airlines 2008 Annual Report, Association of Asia Pacific Airlines (AAPA), viewed 29 December 2008 11. Iscold, P.H.A. de O., Ribeiro, R.P., Pinto, R.L.U. de F., Resende, L.S., Filho, L. de P.A., Maschakow, B.M., Fraga, D.V., Coiro, D.P. and Nicolosi, F. (2004), "Light aircraft instrumentation to determine performance, stability and control characteristics in flight tests", SAE Technical Papers, No. 2004-01-3474. 12. Dholakia, R.R. and Uusitalo. (2002). "Switching to Electronic Stores: Consumer characteristics and the Perception of Shopping Benefits." International Journal of Retail and Distribution Management, 30 (10):459-469 13. Anonymous. 2002. "Global Internet users to hit 600m this year." Strait Times, February 14, 2002. p.14. 14. Mason. K. (2000). "The propensity of business travellers to use low-cost airlines" Journal of Transport Geography 8 Phua. I & Poon.S (2000). "Factors influencing the types of products and services purchased over the Internet" Internet Research: Electronic Networking Applications and Policy Vol.10, No.2, 2000. pp.102-113 15. Belch. G. & Belch. M (2001). "Advertising and Promotion: An Integrated Marketing Communication Perspective" McGraw-Hill Irwin. 16. Smith. B. & Belch.M. (2001) "E-Commerce and Operation Research in Airline Planning, Marketing and Distribution" STAR-COMPUTERS/COMPUTER SCIENCE? SOFTWARE INDUSTRIES? TRANSPORTATION/SHIPPING 17. Barret.S (2004) "How do the demands for airport services differ between full-service carries and low-cost carriers?" Journal Air Transport Management 10, 2004, pg.33-39 18. Franke. M (2004) "Competition between network carriers and low-cost carrier-retreat battle or breakthrough to a new level of efficiency?" Journal of Air Transport Management 10 (2004), 15-21 19. Porter. M (2003) "Strategy and the Internet" Harvard Business School Publishing Corporation 	12-16
	Authors:	Munawwwer Husain
	Paper Title:	A Comparative Study of Malaysian SMEs Challenging in International Business
	<p>Abstract: The fundamental goal of this exploration is to pick up a seeing about the difficulties confronted by Malaysia Small Medium Enterprise (SMEs) when their growing business abroad. This study is likewise taking a gander at the part of government organizations in helping Malaysian SMEs to meet the worldwide difficulties. This study utilized subjective exploration system as a methodology. Two SEMs were chosen specifically Pemasaran Ramly Mokny Sdn Bhd (PRMSB) and Orang Kampung Holdings Sdn Bhd (OKHSB) and examination were made on them. The after effects of this study found that both SMEs confronted a few difficulties and still not completely utilized motivations gave by the administration. Malaysian SMEs meets a few difficulties abroad, for example, subsidence, worldwide sourcing, absence of government bolster, relationship in the middle of SEMs and multinational enterprise (MNC), protected innovation issue, lawful issue in a worldwide business environment, choice process and R&D in SMEs to meet the business challenges in the</p>	17-22

4.	<p>aggressive worldwide business environment. Government likewise has continually made moves to energize the creation and improvement of business people by giving constructive business environment, charge motivating forces, preparing projects and different financing plan. Limit endeavors need to point on bringing issues to light among SMEs of the scope of taxpayer supported organizations that are accessible. Still an excess of SMEs is unmindful of gift and projects and along these lines don't make a difference all the accessible motivating force that offers by the government.</p> <p>Keywords:</p> <p>Keywords: Small and Medium Enterprise (SMEs), Challenges, Government.</p> <p>References:</p> <ol style="list-style-type: none"> 1. Alba, M., Diez, L., Olmos, E. & Rodriguez, R. (2005). Global performance management for small and medium-sized enterprise (GPM-SME). In IFIP International Federation for Information Processing Book Series. Boston: Springer Boston. pp. 1-8. 2. Anderson, O. 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