

**Volume 2 Issue 3, February 2016**

# **International Journal of Management and Humanities**

**ISSN: 2394-0913**

**Website: [www.ijmh.org](http://www.ijmh.org)**



**Blue Eyes Intelligence Engineering & Sciences Publication Pvt. Ltd.**  
**Exploring Innovation: A Key for Dedicated Services**

**Address:**

# 22, First Floor, ShivLoka Phase-IV,  
Khajuri Kala, BHEL-Piplani, Bhopal (M.P.)-462021, India

Website: [www.blueeyesintelligence.org](http://www.blueeyesintelligence.org)

Email: [director@blueeyesintelligence.org](mailto:director@blueeyesintelligence.org), [blueeyes@gmail.com](mailto:blueeyes@gmail.com)

Cell #: +91-9669981618, WhatsApp #: +91-9669981618, Viber #: +91-9669981618

Skype #: beiesp, Twitter #: beiesp

## **Editor In Chief**

### **Dr. Shiv K Sahu**

Ph.D. (CSE), M.Tech. (IT, Honors), B.Tech. (IT)

Director, Blue Eyes Intelligence Engineering & Sciences Publication Pvt. Ltd., Bhopal (M.P.), India

### **Dr. Shachi Sahu**

Ph.D. (Chemistry), M.Sc. (Organic Chemistry)

Additional Director, Blue Eyes Intelligence Engineering & Sciences Publication Pvt. Ltd., Bhopal (M.P.), India

## **Vice Editor In Chief**

### **Prof.(Dr.) Anuranjan Misra**

Professor & Head, Computer Science & Engineering and Information Technology & Engineering, Noida International University, Noida (U.P.), India

### **Dr. Sahab Singh**

Assistant Professor, Department of Management Studies, Dronacharya Group of Institutions, Knowledge Park-III, Greater Noida (U.P.), India

## **Chief Advisory Board**

### **Prof. (Dr.) Hamid Saremi**

Vice Chancellor of Islamic Azad University of Iran, Quchan Branch, Quchan-Iran

### **Dr. Uma Shanker**

Professor & Head, Department of Mathematics, CEC, Bilaspur(C.G.), India

### **Dr. Rama Shanker**

Professor & Head, Department of Statistics, Eritrea Institute of Technology, Asmara, Eritrea

### **Dr. Vinita Kumari**

Blue Eyes Intelligence Engineering & Sciences Publication Pvt. Ltd., India

### **Dr. Kapil Kumar Bansal**

Head (Research and Publication), SRM University, Gaziabad (U.P.), India

### **Dr. Deepak Garg**

Professor, Department of Computer Science and Engineering, Thapar University, Patiala (Punjab), India, Senior Member of IEEE, Secretary of IEEE Computer Society (Delhi Section), Life Member of Computer Society of India (CSI), Indian Society of Technical Education (ISTE), Indian Science Congress Association Kolkata.

### **Dr. Vijay Anant Athavale**

Director of SVS Group of Institutions, Mawana, Meerut (U.P.) India/ U.P. Technical University, India

### **Dr. T.C. Manjunath**

Principal & Professor, HKBK College of Engg, Nagawara, Arabic College Road, Bengaluru-560045, Karnataka, India

### **Dr. Kosta Yogeshwar Prasad**

Director, Technical Campus, Marwadi Education Foundation's Group of Institutions, Rajkot-Morbi Highway, Gauridad, Rajkot, Gujarat, India

### **Dr. Dinesh Varshney**

Director of College Development Counseling, Devi Ahilya University, Indore (M.P.), Professor, School of Physics, Devi Ahilya University, Indore (M.P.), and Regional Director, Madhya Pradesh Bhoj (Open) University, Indore (M.P.), India

### **Dr. P. Dananjayan**

Professor, Department of Department of ECE, Pondicherry Engineering College, Pondicherry, India

### **Dr. Sadhana Vishwakarma**

Associate Professor, Department of Engineering Chemistry, Technocrat Institute of Technology, Bhopal(M.P.), India

### **Dr. Kamal Mehta**

Associate Professor, Deptment of Computer Engineering, Institute of Technology, NIRMA University, Ahmedabad (Gujarat), India

### **Dr. CheeFai Tan**

Faculty of Mechanical Engineering, University Technical, Malaysia Melaka, Malaysia

### **Dr. Suresh Babu Perli**



Professor & Head, Department of Electrical and Electronic Engineering, Narasaraopeta Engineering College, Guntur, A.P., INDIA

**Dr. Binod Kumar**

Associate Professor, School of Engineering and Computer Technology, Faculty of Integrative Sciences and Technology, Quest International University, Ipoh, Perak, Malaysia

**Dr. Chiladze George**

Professor, Faculty of Law, Akhaltsikhe State University, Tbilisi University, Georgia

**Dr. Kavita Khare**

Professor, Department of Electronics & Communication Engineering., MANIT, Bhopal (M.P.), INDIA

**Dr. C. Saravanan**

Associate Professor (System Manager) & Head, Computer Center, NIT, Durgapur, W.B. India

**Dr. S. Saravanan**

Professor, Department of Electrical and Electronics Engineering, Muthayamal Engineering College, Resipuram, Tamilnadu, India

**Dr. Amit Kumar Garg**

Professor & Head, Department of Electronics and Communication Engineering, Maharishi Markandeshwar University, Mullana, Ambala (Haryana), India

**Dr. T.C.Manjunath**

Principal & Professor, HKBK College of Engg, Nagawara, Arabic College Road, Bengaluru-560045, Karnataka, India

**Dr. P. Dananjayan**

Professor, Department of Department of ECE, Pondicherry Engineering College, Pondicherry, India

**Dr. Kamal K Mehta**

Associate Professor, Department of Computer Engineering, Institute of Technology, NIRMA University, Ahmedabad (Gujarat), India

**Dr. Rajiv Srivastava**

Director, Department of Computer Science & Engineering, Sagar Institute of Research & Technology, Bhopal (M.P.), India

**Dr. Chakunta Venkata Guru Rao**

Professor, Department of Computer Science & Engineering, SR Engineering College, Ananthasagar, Warangal, Andhra Pradesh, India

**Dr. Anuranjan Misra**

Professor, Department of Computer Science & Engineering, Bhagwant Institute of Technology, NH-24, Jindal Nagar, Ghaziabad, India

**Dr. Robert Brian Smith**

International Development Assistance Consultant, Department of AEC Consultants Pty Ltd, AEC Consultants Pty Ltd, Macquarie Centre, North Ryde, New South Wales, Australia

**Dr. Saber Mohamed Abd-Allah**

Associate Professor, Department of Biochemistry, Shanghai Institute of Biochemistry and Cell Biology, Yue Yang Road, Shanghai, China

**Dr. Himani Sharma**

Professor & Dean, Department of Electronics & Communication Engineering, MLR Institute of Technology, Laxman Reddy Avenue, Dundigal, Hyderabad, India

**Dr. Sahab Singh**

Associate Professor, Department of Management Studies, Dronacharya Group of Institutions, Knowledge Park-III, Greater Noida, India

**Dr. Umesh Kumar**

Principal: Govt Women Poly, Ranchi, India

**Dr. Syed Zaheer Hasan**

Scientist-G Petroleum Research Wing, Gujarat Energy Research and Management Institute, Energy Building, Pandit Deendayal Petroleum University Campus, Raisan, Gandhinagar-382007, Gujarat, India.

**Dr. Jaswant Singh Bhomrah**

Director, Department of Profit Oriented Technique, 1 – B Crystal Gold, Vijalpore Road, Navsari 396445, Gujarat. India

**Technical Advisory Board**

**Dr. Mohd. Husain**

Director, MG Institute of Management & Technology, Banthara, Lucknow (U.P.), India

**Dr. T. Jayanthi**

Principal, Panimalar Institute of Technology, Chennai (TN), India

**Dr. Umesh A.S.**

Director, Technocrats Institute of Technology & Science, Bhopal(M.P.), India

**Dr. B. Kanagasabapathi**

Infosys Labs, Infosys Limited, Center for Advance Modeling and Simulation, Infosys Labs, Infosys Limited, Electronics City, Bangalore, India

**Dr. C.B. Gupta**

Professor, Department of Mathematics, Birla Institute of Technology & Sciences, Pilani (Rajasthan), India

**Dr. Sunandan Bhunia**

Associate Professor & Head,, Dept. of Electronics & Communication Engineering, Haldia Institute of Technology, Haldia, West Bengal, India

**Dr. Jaydeb Bhaumik**

Associate Professor, Dept. of Electronics & Communication Engineering, Haldia Institute of Technology, Haldia, West Bengal, India

**Dr. Rajesh Das**

Associate Professor, School of Applied Sciences, Haldia Institute of Technology, Haldia, West Bengal, India

**Dr. Mrutyunjaya Panda**

Professor & Head, Department of EEE, Gandhi Institute for Technological Development, Bhubaneswar, Odisha, India

**Dr. Mohd. Nazri Ismail**

Associate Professor, Department of System and Networking, University of Kuala (UniKL), Kuala Lumpur, Malaysia

**Dr. Haw Su Cheng**

Faculty of Information Technology, Multimedia University (MMU), Jalan Multimedia, 63100 Cyberjaya

**Dr. Hossein Rajabalipour Cheshmehgazi**

Industrial Modeling and Computing Department, Faculty of Computer Science and Information Systems, Universiti Teknologi Malaysia (UTM) 81310, Skudai, Malaysia

**Dr. Sudhinder Singh Chowhan**

Associate Professor, Institute of Management and Computer Science, NIMS University, Jaipur (Rajasthan), India

**Dr. Neeta Sharma**

Professor & Head, Department of Communication Skills, Technocrat Institute of Technology, Bhopal(M.P.), India

**Dr. Ashish Rastogi**

Associate Professor, Department of CSIT, Guru Ghansi Das University, Bilaspur (C.G.), India

**Dr. Santosh Kumar Nanda**

Professor, Department of Computer Science and Engineering, Eastern Academy of Science and Technology (EAST), Khurda (Orisa), India

**Dr. Hai Shanker Hota**

Associate Professor, Department of CSIT, Guru Ghansi Das University, Bilaspur (C.G.), India

**Dr. Sunil Kumar Singla**

Professor, Department of Electrical and Instrumentation Engineering, Thapar University, Patiala (Punjab), India

**Dr. A. K. Verma**

Professor, Department of Computer Science and Engineering, Thapar University, Patiala (Punjab), India

**Dr. Durgesh Mishra**

Chairman, IEEE Computer Society Chapter Bombay Section, Chairman IEEE MP Subsection, Professor & Dean (R&D), Acropolis Institute of Technology, Indore (M.P.), India

**Dr. Xiaoguang Yue**

Associate Professor, College of Computer and Information, Southwest Forestry University, Kunming (Yunnan), China

**Dr. Veronica Mc Gowan**

Associate Professor, Department of Computer and Business Information Systems, Delaware Valley College, Doylestown, PA, Allman China

**Dr. Mohd. Ali Hussain**

Professor, Department of Computer Science and Engineering, Sri Sai Madhavi Institute of Science & Technology, Rajahmundry (A.P.), India

**Dr. Mohd. Nazri Ismail**

Professor, System and Networking Department, Jalan Sultan Ismail, Kaula Lumpur, MALAYSIA

**Dr. Sunil Mishra**

Associate Professor, Department of Communication Skills (English), Dronacharya College of Engineering, Farrukhnagar, Gurgaon (Haryana), India

**Dr. Labib Francis Gergis Rofaiel**

Associate Professor, Department of Digital Communications and Electronics, Misr Academy for Engineering and Technology, Mansoura City, Egypt

**Dr. Pavol Tanuska**

Associate Professor, Department of Applied Informatics, Automation, and Mathematics, Trnava, Slovakia

**Dr. VS Giridhar Akula**

Professor, Avanthi's Research & Technological Academy, Gunthapally, Hyderabad, Andhra Pradesh, India

**Dr. S. Satyanarayana**

Associate Professor, Department of Computer Science and Engineering, KL University, Guntur, Andhra Pradesh, India

**Dr. Bhupendra Kumar Sharma**

Associate Professor, Department of Mathematics, KL University, BITS, Pilani, India

**Dr. Praveen Agarwal**

Associate Professor & Head, Department of Mathematics, Anand International College of Engineering, Jaipur (Rajasthan), India

**Dr. Manoj Kumar**

Professor, Department of Mathematics, Rashtriya Kishan Post Graduate Degree, College, Shamli, Prabudh Nagar, (U.P.), India

**Dr. Shaikh Abdul Hannan**

Associate Professor, Department of Computer Science, Vivekanand Arts Sardar Dalipsing Arts and Science College, Aurangabad (Maharashtra), India

**Dr. K.M. Pandey**

Professor, Department of Mechanical Engineering, National Institute of Technology, Silchar, India

**Prof. Pranav Parashar**

Technical Advisor, International Journal of Soft Computing and Engineering (IJSCE), Bhopal (M.P.), India

**Dr. Biswajit Chakraborty**

MECON Limited, Research and Development Division (A Govt. of India Enterprise), Ranchi-834002, Jharkhand, India

**Dr. D.V. Ashoka**

Professor & Head, Department of Information Science & Engineering, SJB Institute of Technology, Kengeri, Bangalore, India

**Dr. Sasidhar Babu Suvanam**

Professor & Academic Coordinator, Department of Computer Science & Engineering, Sree Narayana Gurukulam College of Engineering, Kadayiuruppu, Kolenchery, Kerala, India

**Dr. C. Venkatesh**

Professor & Dean, Faculty of Engineering, EBET Group of Institutions, Kangayam, Erode, Caimbatore (Tamil Nadu), India

**Dr. Nilay Khare**

Assoc. Professor & Head, Department of Computer Science, MANIT, Bhopal (M.P.), India

**Dr. Sandra De Iaco**

Professor, Dip.to Di Scienze Dell'Economia-Sez. Matematico-Statistica, Italy

**Dr. Yaduvir Singh**

Associate Professor, Department of Computer Science & Engineering, Ideal Institute of Technology, Govindpuram Ghaziabad, Lucknow (U.P.), India

**Dr. Angela Amphawan**

Head of Optical Technology, School of Computing, School Of Computing, Universiti Utara Malaysia, 06010 Sintok, Kedah, Malaysia

**Dr. Ashwini Kumar Arya**

Associate Professor, Department of Electronics & Communication Engineering, Faculty of Engineering and Technology, Graphic Era University, Dehradun (U.K.), India

**Dr. Yash Pal Singh**

Professor, Department of Electronics & Communication Engg, Director, KLS Institute Of Engg.& Technology, Director, KLSIET, Chandok, Bijnor, (U.P.), India

**Dr. Ashish Jain**

Associate Professor, Department of Computer Science & Engineering, Accurate Institute of Management & Technology, Gr. Noida (U.P.), India

**Dr. Abhay Saxena**

Associate Professor&Head, Department. of Computer Science, Dev Sanskriti University, Haridwar, Uttrakhand, India

**Dr. Judy. M.V**

Associate Professor, Head of the Department CS &IT, Amrita School of Arts and Sciences, Amrita Vishwa Vidyapeetham, Brahmasthanam, Edapally, Cochin, Kerala, India

**Dr. Sangkyun Kim**

Professor, Department of Industrial Engineering, Kangwon National University, Hyoja 2 dong, Chunche0nsi, Gangwondo, Korea

**Dr. Sanjay M. Gulhane**

Professor, Department of Electronics & Telecommunication Engineering, Jawaharlal Darda Institute of Engineering & Technology, Yavatmal, Maharastra, India

**Dr. K.K. Thyagarajan**

Principal & Professor, Department of Informational Technology, RMK College of Engineering & Technology, RSM Nagar, Thiruyallur, Tamil Nadu, India

**Dr. P. Subashini**

Assoc. Professor, Department of Computer Science, Coimbatore, India

**Dr. G. Srinivasrao**

Professor, Department of Mechanical Engineering, RVR & JC, College of Engineering, Chowdavaram, Guntur, India

**Dr. Rajesh Verma**

Professor, Department of Computer Science & Engg. and Deptt. of Information Technology, Kurukshetra Institute of Technology & Management, Bhor Sadian, Pehowa, Kurukshetra (Haryana), India

**Dr. Pawan Kumar Shukla**

Associate Professor, Satya College of Engineering & Technology, Haryana, India

**Dr. U C Srivastava**

Associate Professor, Department of Applied Physics, Amity Institute of Applied Sciences, Amity University, Noida, India

**Dr. Reena Dadhich**

Prof. & Head, Department of Computer Science and Informatics, MBS MArg, Near Kabir Circle, University of Kota, Rajasthan, India

**Dr. Aashis. S. Roy**

Department of Materials Engineering, Indian Institute of Science, Bangalore Karnataka, India

**Dr. Sudhir Nigam**

Professor Department of Civil Engineering, Principal, Lakshmi Narain College of Technology and Science, Raisen, Road, Bhopal, (M.P.), India

**Dr. S. Senthil Kumar**

Doctorate, Department of Center for Advanced Image and Information Technology, Division of Computer Science and Engineering, Graduate School of Electronics and Information Engineering, Chon Buk National University Deok Jin-Dong, Jeonju, Chon Buk, 561-756, South Korea Tamilnadu, India

**Dr. Gufran Ahmad Ansari**

Associate Professor, Department of Information Technology, College of Computer, Qassim University, Al-Qassim, Kingdom of Saudi Arabia (KSA)

**Dr. R. Navaneetha krishnan**

Associate Professor, Department of MCA, Bharathiyar College of Engg & Tech, Karaikal Puducherry, India

**Dr. Hossein Rajabalipour Cheshmejjaz**

Industrial Modeling and Computing Department, Faculty of Computer Science and Information Systems, Universiti Teknologi Skudai, Malaysia

**Dr. Veronica McGowan**

Associate Professor, Department of Computer and Business Information Systems, Delaware Valley College, Doylestown, PA, Allman China

**Dr. Sanjay Sharma**

Associate Professor, Department of Mathematics, Bhilai Institute of Technology, Durg, Chhattisgarh, India

**Dr. Taghreed Hashim Al-Noor**

Professor, Department of Chemistry, Ibn-Al-Haitham Education for pure Science College, University of Baghdad, Iraq

**Dr. Madhumita Dash**

Professor, Department of Electronics & Telecommunication, Orissa Engineering College, Bhubaneswar, Odisha, India

**Dr. Anita Sagadevan Ethiraj**

Associate Professor, Department of Centre for Nanotechnology Research (CNR), School of Electronics Engineering (Sense), Vellore Institute of Technology (VIT) University, Tamilnadu, India

**Dr. Sibasis Acharya**

Project Consultant, Department of Metallurgy & Mineral Processing, Midas Tech International, 30 Mukin Street, Jindalee-4074, Queensland, Australia

**Dr. Neelam Ruhil**

Professor, Department of Electronics & Computer Engineering, Dronacharya College of Engineering, Gurgaon, Haryana, India

**Dr. Faizullah Mahar**

Professor, Department of Electrical Engineering, Balochistan University of Engineering and Technology, Pakistan

**Dr. K. Selvaraju**

Head, PG & Research, Department of Physics, Kandaswami Kandars College (Govt. Aided), Velur (PO), Namakkal DT. Tamil Nadu, India

**Dr. M. K. Bhanarkar**

Associate Professor, Department of Electronics, Shivaji University, Kolhapur, Maharashtra, India

**Dr. Sanjay Hari Sawant**

Professor, Department of Mechanical Engineering, Dr. J. J. Magdum College of Engineering, Jaysingpur, India

**Dr. Arindam Ghosal**

Professor, Department of Mechanical Engineering, Dronacharya Group of Institutions, B-27, Part-III, Knowledge Park, Greater Noida, India

**Dr. M. Chithirai Pon Selvan**

Associate Professor, Department of Mechanical Engineering, School of Engineering & Information Technology Manipal University, Dubai, UAE

**Dr. S. Sambhu Prasad**

Professor & Principal, Department of Mechanical Engineering, Pragati College of Engineering, Andhra Pradesh, India.

**Dr. Muhammad Attique Khan Shahid**

Professor of Physics & Chairman, Department of Physics, Advisor (SAAP) at Government Post Graduate College of Science, Faisalabad.

**Dr. Kuldeep Pareta**

Professor & Head, Department of Remote Sensing/GIS & NRM, B-30 Kailash Colony, New Delhi 110 048, India

**Dr. Th. Kiranbala Devi**

Associate Professor, Department of Civil Engineering, Manipur Institute of Technology, Takyelpat, Imphal, Manipur, India

**Dr. Nirmala Mungamuru**

Associate Professor, Department of Computing, School of Engineering, Adama Science and Technology University, Ethiopia

**Dr. Srilalitha Girija Kumari Sagi**

Associate Professor, Department of Management, Gandhi Institute of Technology and Management, India



**Dr. Vishnu Narayan Mishra**

Associate Professor, Department of Mathematics, Sardar Vallabhbhai National Institute of Technology, Ichchhanath Mahadev Dumas Road, Surat (Gujarat), India

**Dr. Yash Pal Singh**

Director/Principal, Somany (P.G.) Institute of Technology & Management, Garhi Bolni Road, Rewari Haryana, India.

**Dr. Sripada Rama Sree**

Vice Principal, Associate Professor, Department of Computer Science and Engineering, Aditya Engineering College, Surampalem, Andhra Pradesh, India.

**Dr. Rustom Mamlook**

Associate Professor, Department of Electrical and Computer Engineering, Dhofar University, Salalah, Oman. Middle East.

**Managing Editor**

**Mr. Jitendra Kumar Sen**

International Journal of Management and Humanities (IJMH), India

**Dr. Vikas Maheshwari**

Associate Professor, Department of Electrical Communication Engineering, Amity University Madhya-Pradesh Gwalior, M.P., India

**Dr. Sudhakara A**

Associate Professor, Department of Chemistry, Jain Institute of Technology Davanagere, Karnataka, India

**Dr. Jammi Ashok**

Associate Professor, Department of Electrical and Computer Engineering, Hawassa University, Hawassa.(East Africa)

**Dr. Mohamed Ashabrawy**

Associate Professor, Department of Computer Science, Salman bin Abdulaziz University Kingdom, Saudi Arabia

**Dr. Omer Muhammad Ayoub**

Associate Professor, Department of Computer Science, Punjab University Affected Center Abdullah Sulayman Road, Al-Fayyaz, Jeddah, KSA Saudi Arabia

**Dr. M. Seenivasan**

Associate Professor, Department of Mathematics, Annamalai University Annamalai Nagar, Tamil Nadu, India

**Dr. S.V.G.V.A. Prasad**

Associate Professor, Department of Physics, Ideal College of Arts & Sciences, Kakinada, A.P, India.

**Dr. S. Omkumar**

Associate Professor, Department of Electronics and Communication Engineering, SCSVMV University, Enathur, Kanchipuram – 631 561. Tamilnadu, India.

**Dr. Yousef FARHAOU**

Associate Professor, Department of Computer Science, Faculty of Sciences and Technic, Moulay Ismail University, B.P 509, Boutalamine, Errachidia, Morocco.

**Dr. Gutta Sridevi**

Associate Professor, Department of Computer Science & Engineering, K L University, Vaddeswaram, Guntur (DT) Andhra Pradesh, India.

**Dr. Debmalaya Bhattacharya**

Associate Professor, Department of Electronics & Communication Engineering, University of Technology & Management, Bawri Mansion, Dhankheti, Shillong-793003, Meghalaya, India.

**Dr. K. Harinadha Reddy**

Associate Professor, Department of Electrical and Electronics Engineering, L B R College of Engineering, Mylavaram, Krishna District, Andhra Pradesh State - 5 21 230, India.

**Dr. C. Gajendran**

Associate Professor, Department of Civil Engineering, School of Civil Engineering, Karunya Nagar, Karunya University, Coimbatore – 641114, Tamil Nadu, India.

**Dr. Dibya Prakash Rai**

Assistant Professor, Department of Physics, College of Aizawl, Pachhunga University, Mizoram, India.



**Dr. Sreenivasa Reddy**

Associate Professor, Department of Chemistry, Sri Krishnadevaraya University, Anantapur-515003, A.P., India.

**Dr. P. K. Dhal**

Associate Professor, Department of Electrical and Electronics Engineering, Vel Tech, Dr. RR & Dr. SR Technical University, Chennai, India.

**Dr. M. A. Ashabraway**

Associate Professor, Department of Computer Science, Atomic Energy Authority, Salman bin Abdulaziz University, Al Kharj Saudi Arabia.

**Dr. K. Meenakshi Sundaram**

Professor & Head, Department of Computer Science, Agnel Institute of Technology and Design, Assagao - Bardez, Goa. India.

**Dr. Persis Voola**

Associate Professor, Department of Computer Science and Engineering, Adikavi Nannaya University, Rajah Narendra Nagar, Rajahmundry-533296 Andhra Pradesh, India.

**Dr. Abhijit Banerjee**

Associate Professor, Department of Electronics and Instrumentation Engineering, Academy of Technology, Hooghly, Grand Trunk Rd, Adisaptagram, Aedconagar, West Bengal, India.

**Dr. D. Amaranatha Reddy**

Associate Professor, Department of Chemistry, Pusan National University, Busan, South Korea.

**Dr. A. Heidari**

Associate Professor, Department of Chemistry, Postdoctoral Research Fellow, California South University (CSU), Irvine, California, USA

**Dr. Ashwani Kumar Aggarwal**

Assistant Professor, Department of Electrical and Instrumentation Engineering, Sant Longowal Institute of Engineering and Technology, Longowal, Punjab, India.

**Dr. P. Srinivas**

Assistant Professor, Department of Electrical Engineering, University College of Engineering Osmania University, Hyderabad-500007, Telangana, India.

**Dr. Sandeep Chettri**

DST-SERB, Young Scientist, Department of Physics, Mizoram University, Tanhril, Aizawl, Mizoram 796004, India.

**Dr. Elsanosy M. Elamin**

Assistant Professor, Department of Electrical and Electronic Engineering, Faculty of Engineering, University of Kordofan B.O.Box: 160 Elobeid, (Sudan). North Africa.

**Dr. Porag Kalita**

Professor & Head, Department of Automobile Engineering, Jorhat, Assam, India.

**Dr. T. A. Ashok Kumar**

Associate Professor, Department of Computer Science, Christ University, Bengaluru, Karnataka, India.

**Dr. Malini M Patil**

Associate Professor, Department of Information Science and Engineering, JSS Academy of Technical Education, JSS Campus, Bangalore-560060, Karnataka, India.

**Dr. V. Selvan**

Associate Professor, Department of Civil Engineering, Sri Ramakrishna Engineering College, Vattamalaipalayam, Coimbatore, Tamil Nadu, India.

**Dr. Syed Umar**

Associate Professor, Department of Computer Science and Engineering, Koneru Lakshmaiah University, Vaddeswaram, Guntur, Andhra Pradesh, India.

S. No	<b>Volume-2 Issue-3, February 2016, ISSN: 2394-0913 (Online)</b> <b>Published By: Blue Eyes Intelligence Engineering &amp; Sciences Publication Pvt. Ltd.</b>		Page No.
	<b>Authors:</b>	<b>Brajesh Kumar Parashar</b>	
	<b>Paper Title:</b>	<b>Globalization, Labour Law Reforms and the Trade Unionism in India</b>	
1.	<p><b>Abstract:</b> Trade Union is an outcome of the factory working culture and they are important group of actors of today's industrialized globe. Orthodox trade unions are an instrument of defense against exploitation and provide a forum for collecting the forces of the working class. The basic objective of a trade union activity is to protect and encourage the economic, social, political and professional interests of its members. Trade unions have emerged due to group psychology, social psychological environment rather than economical reasons. Fundamentally, trade unions have designed to eliminate the exploitation of the workers through workers' participation in management (WPM) and by the action of Collective Bargaining. Trade unions are the bulwark of democracy. The trade union is the extension of the principle of democracy in the field of industry. Hence, they are trying to transform industrial autocracy to democracy. Nevertheless, the trade unions are acting as the pressure group, the protector, the counselor, the third party, the coach, and keep a close eye on the environment in which their members continue to exist, develop and grow. The most important effects of globalization include labor market flexibility, increasing labor migration, the rise of atypical employment forms, as well as changes in work content and working environment on the organizational level. At the same time, globalization brings about greater job skills mismatches and the need to promote lifetime learning and multi-skilling. The main concern of trade unions in this globalized world is due to downsizing, outsourcing, increasing workload, preference of casual labour, job losses and insecurity of employment, growing unemployment, uncertain growth of unorganized informal sectors and unorganized labour, and deterioration of social network.</p> <p><b>Keywords:</b> Industrial Relations, Collective Bargaining, Trade Union, Workers' Participation in Management, Labour, Globalization, Labour law reforms.</p> <p><b>References:</b></p> <ol style="list-style-type: none"> <li>1. "Industrial Relations, Trade Unions and Labour Legislation" Fourth impression, by P.R.N.Sinha, Indu Bala Sinha, and Seema Priyadarshni Shekar, Published by Doorling Kindersley (India) Pvt. Ltd., ISBN: 978-81-7785-813-2, Page No: 01 to 154, 2009.</li> <li>2. "Industrial Relations and Labour Laws" Fifth Edition, by S.C.Srivastava, Published by Vikas Publishing House Pvt. Ltd., Noida (U-P.), ISBN: 8125918310, Page No: 43-152, 2007.</li> <li>3. "Industrial Relations" by Arun Monappa, Published by Tata McGraw Hill Publishing Company Limited, New Delhi, ISBN: 0-07-451770-8, Page No: 30 to 55, 1985.</li> <li>4. "Economic Reforms and Trade Unionism in India- A Macro View" by Biswajit Ghosh ( Professor of Sociology, University of Burdwan, West Bengal, Indian Journal of Industrial Relations, ISSN Number: 0019-5286 , Publisher: Shri Ram Centre for IR &amp; HR Volume No-43, Issue No- 03, Page No: 355-384, Jan 2008.</li> <li>5. "Impact of Trade Unionism on Indian Society" by Abhisheka Gupta, Journal of Business and Finance, ISSN: 2305-1825, Volume No-01, Issue No-01, Page No: 38-41, 2013.</li> <li>6. "Trade Unions in the New Economic Environment in India" by Almas Sultana, EPRA International Journal of Economic and Business Review, ISSN: 2349-0187, Volume No-03, Issue No-11, Page No: 92-100, November 2015.</li> <li>7. "Co-option or Confrontation? New Challenges for Indian Trade Unions" by Kalpana Wilson, Economic and Political Weekly, ISSN - 2349-8846 Volume No-31, Issue No-01, Page No: 16-18, Jan-1996.</li> <li>8. "Trade Unions and Democracy: Strategies and Perspectives" Edited by Mark Harcourt and Geoffrey Wood, Published by Transaction Publishers New Brunswick (USA) and London (UK), ISBN: 1-4128-0571-6, Page No: 01-40, 2006.</li> <li>9. "An Analysis of Trade Unions Strategies in the New Employee Relations Climate in Mauritius" by Nirmal Kumar Betchoo, International Journal of Research (IJR), ISSN: 2348-6848, Volume No-01, Issue No-06, July-2014.</li> <li>10. "Learning to count: a challenge facing trade unions in their educational role" by Bill Lee and Catherine Cassell, International Journal of Sociology and Social Policy, ISSN: 0144-333X, Volume No- 31, Issue No- 5/6, Page No: 287 – 301, 2011.</li> <li>11. "Understanding Indian Trade Union Existence in the Zeitgeist of the Global" by Srinath Jagannathan and Kaushik Roy, Indian Journal of Industrial Research, ISSN No: 0019-5286, Volume No-45, Issue No-02, Page No: 181-194, October 2009.</li> <li>12. "Trade Unions and Civil Society" by Nirmala Kumari, Indian Journal of Industrial Research, ISSN No: 0019-5286, Volume No-43, Issue No-04, Page No: 645-664, April 2008.</li> <li>13. "Globalization, Labour Markets and Inequality in India" by Dipak Mazumdar and Sandip Sarkar, Published by Routledge, 2 Park Square, Abingdon, Oxon, ISBN: 978-1-55250-373-7 (ebk), 2008.</li> <li>14. "Trade Unions in Globalised Economy of India" by Kasar Singh Bhangoo, Indian Journal of Industrial Research, ISSN No: 0019-5286, Volume No-41, Issue No-04, Page No: 397-405, April 2006.</li> <li>15. "The Role of Trade Unions" by H. Mahadevan, Indian Journal of Industrial Research, ISSN No: 0019-5286, Volume No-37, Issue No-01, Page No: 160-175, July 2001.</li> <li>16. "Future of Industrial Relations and Industrial Relations in the future-The Indian scenario" by Devashish Rath and Snigdharani Misra, , Vikalpa, Volume No-21 , Issue No-04, Page No: 47-54, 1996.</li> <li>17. "Quality of Work Life of Women Workers: Role of Trade Unions" by Rama J. Joshi, Indian Journal of Industrial Research, ISSN No: 0019-5286, Volume No-42, Issue No-03, Page No: 355-382, January 2007.</li> <li>18. "BSWU: A Case of 'Independent' Trade Union in India" by Santanu Sarkar, Indian Journal of Industrial Research, ISSN No: 0019-5286, Volume No-44, Issue No-02, Page No: 303-316, October 2008.</li> <li>19. "Trade Union Situation in India: Views of Central Trade Union Organization (CTUOs)" by D. K. Srivastava, Indian Journal of Industrial Research, ISSN No: 0019-5286, Volume No-36, Issue No-04, Page No: 463-478, April 2001.</li> <li>20. "Trade Union Participation in Leather Industry in Kolkata" by Indrani Bose and R. K. Mudgal, Indian Journal of Industrial Research, ISSN No: 0019-5286, Volume No-48, Issue No-02, Page No: 202-216, October 2012.</li> <li>21. "Workers' Participation in Trade Unions" by Sanjay Modi, K. C. Singhal, and Umesh C. Singh, Indian Journal of Industrial Research, ISSN No: 0019-5286, Volume No-31, Issue No-01, Page No: 40-58, July 1995.</li> <li>22. Human Resource Management (10th Edition) by Gary Dessler, ISBN: 0131440977, Published by Pearson Education Inc., Page No: 575-577, 2008.</li> <li>23. "Trade Unions in Indian IT Industry? An Employees' Perspective" by Nidhi S Bisht, Indian Journal of Industrial Research, ISSN No: 0019-5286, Volume No-46, Issue No-02, Page No: 220-228, October 2010.</li> <li>24. "Role of Trade Unions: Some Random Thoughts" by R. A. Mital, Indian Journal of Industrial Research, ISSN No: 0019-5286, Volume No-37, Issue No-01, Page No: 176-180, July 2001.</li> <li>25. "Commitment &amp; Loyalty to Trade Unions: Revisiting Gordon's &amp; Hirschman's Theories" by Sushmita Srivastava, Indian Journal of Industrial</li> </ol>		1-6

	<p>Research, ISSN No: 0019-5286, Volume No-47, Issue No-02, Page No: 206-215, October 2011.</p> <p>26. The National Trade Union Conference on “Labor Law Reforms , Industrial Relations and Industry Development “ was held in collaboration with the Tamil Nadu Dr. Ambedkar Law University, Chennai. Published under ILO head Events &amp; meetings from 31/03/2015 to 02/04/2015, at Chennai, Tamil Nadu, India.</p> <p>27. “Female representation in the decision-making structures of trade unions: The influences of sector, status and qualification” by Sabine Blaschke, Indian Journal of Industrial Relations, ISSN Number: 0019-5286, Publisher: Shri Ram Centre for IR &amp; HR, Volume No-57, Issue No-05, Page No: 726-747, November 2015.</p> <p>28. “Reasons for Trade Unions in India Often not Achieving its Objectives”, by Ramakrishna Mohan Rao Munaga, Indian Streams Research Journal (ISRJ- An International Recognized Multidisciplinary Research Journal), ISSN No: 2230-7850, Volume No- 05, Issue No-02, 2015.</p> <p>29. “Industrial Sector Reforms in Globalized Era” (First Edition) by P. K. Jalan, Published by Sarup &amp; Sons Ansari Road New Delhi, ISBN: 81-7625-536-X, 2004.</p> <p>30. “ Globalization Contested ( An International Political Economy of Work) by Louise Amoore, Published by Manchester University Press UK, ISBN: 0719000966, 2002.</p> <p>31. Tuesday, 22 January 2016.</p>		
	<b>Authors:</b>	<b>Gloria D. Tuzon, Felicisima M. Asistin</b>	
	<b>Paper Title:</b>	<b>Effectiveness of the Youth Entrepreneurship and Cooperativism in Schools</b>	
2.	<p><b>Abstract:</b> Dep Ed Memo No. 56 s 2005, provides that Youth Entrepreneurship and Cooperativism in Schools (YECS) program must be strengthened in national high schools to a) enhance the culture and instill the values of entrepreneurship and the formation of ideas and habits of cooperation among students; b) develop the personal entrepreneurial competencies (PECs) of students in the operation of a micro-business cooperative; and c) help alleviate poverty and encourage long-range economic development in the countryside through career enhancement programs and provision of lifelong learning for productive living. This study assessed the level of effectiveness of the YECS Program of two National High Schools in the region and its relationship to the profile characteristics of respondents. Result showed that the YECS program is effective in the development of values, attitudes and entrepreneurial skills among their children. Teachers and administrators of the YECS have the burning desire to promote the program to the youth. The YECS is very effective in terms of the attainment of its goals and objectives. Female students are more interested and have higher confidence in the YECS. Parents, regardless of their characteristics appreciate the benefits provided by the YECS to their children; Younger teachers and administrators, singles and those who had more training are more confident and have stronger belief on the program. YECS must be sustained to train young entrepreneurs who will be ready for the Senior High School of the K12 and become self-employed and economically sufficient after finishing their education.</p> <p><b>Keywords:</b> entrepreneurship, cooperativism and entrepreneurial education, secondary education.</p> <p><b>References:</b></p> <ol style="list-style-type: none"> <li>1. Ablog, L. Core Values and Academic Performance of the Grade V Pupils in Selected Public Elementary Schools in Vigan City Division. Master’s Thesis. University of Northern Philippines, Vigan City. 2009</li> <li>2. Almachar, N. P. A. Interpersonal Values of Students Leaders in the College of Business Administration. Master’s Thesis. University of Northern Philippines, Vigan City. 2005.</li> <li>3. Batin-Bolante J. The Home Economics Program of the College of Teacher Education. Master’s Thesis. Univesity of Northern Philippines, Vigan City. 2006.</li> <li>4. Damian, Altha Felina R. September 10, 2013 Term Paper for MEM 645, Educational Laws, Trends , Issues and Practices Term Paper.</li> <li>5. Department of Education. DepEd Order # 56, series of 2005. Revised Implementing Guidelines for the Youth Entrepreneurship and Cooperativism in Schools Program.</li> <li>6. Garotech Publishing. The Aims of Dr. John Dewey’s Educational Philosophy. 2007.</li> <li>7. Gregorio , Herman. Philosophy of Education in Philippine Setting.</li> <li>8. Pilotin, J. T. Technology and Livelihood Education I Program of the Newly Nationalized High Schools in Metro Vigan. Master’s Thesis. University of Northern Philippines, Vigan City. 2008</li> <li>9. Pinoy Entrepreneur: A Series on Filipino Money Making Venture, DIWA Learning Center.</li> <li>10. Surangi, H A K N S and Gajanayake R. A Study of Attitudes towards Entrepreneurship Among University Students. Sri Lanka. 2008</li> <li>11. Vieta, Marcelo “The New Cooperativism” (Editorial), Affinities: A Journal of Radical Theory, Culture, and Action, Volume 4, Number 1, Summer 2010, pp. 1-11. Retrieved from <a href="http://www.pinoy-entrepreneur.com/downloaded">http://www.pinoy-entrepreneur.com/downloaded</a> July 2014.</li> </ol>		7-11
	<b>Authors:</b>	<b>Ghazy Al- Hamed</b>	
	<b>Paper Title:</b>	<b>Measurement of Quality in Jordanian Private and Public Hospitals from Patients Perspectives</b>	
3.	<p><b>Abstract:</b> This study aims to measure the factors that affect the quality in Jordanian Private and Public Hospitals, and to compare between the two sectors regarding adhered to quality dimension which include (Reliability, Responsiveness, Assurance, Empathy, Tangibles) from patient perspectives. The population study consist of all the patients admitted to private and public hospital in middle region which consist of four governorates ( Amman, Zarka, Madaba, Salt.. The estimation numbers of these organization is around (40) Hospitals. simple random sampling technique was used to select respondents from the various Hospitals , (500) respondent was randomly selected from the study population from both private and public hospital .</p> <p>The total number of population that the questionnaires were administered was five hundred, of which four hundred and sixty two (462) was retrieved shaped .92% of total study population. The result of this study from patient perspectives shows that Private Hospital adhered to quality dimension which include (Reliability, Responsiveness, Assurance, Empathy, Tangibles) more the public Hospitals. So there is significant differences between the Patient in both Private Hospitals and Public Hospitals, These differences for the benefit of Private Hospitals, This may be logic because the private Hospitals have more capabilities and resources comparing with Public Hospitals, In addition to instructions and rules which consider the patient the most important element in the Private Hospital.</p> <p><b>Keywords:</b> Amman, Zarka, Madaba, Salt, Hospitals, (Reliability, (462)</p>		12-17



	<p><b>References:</b></p> <ol style="list-style-type: none"><li>1. Institute of Medicine I. Crossing the Quality Chasm: A New Health System for the 21st Century. Washington, D.C.: National Academy Press; 2001.</li><li>2. McGlynn EA, Brook RH. Evaluating the Quality of Care. In: Andersen RM, Rice TH, Kominski GF, eds. Changing the U.S. Health Care System. San Francisco: Jossey-Bass; 2001.</li><li>3. McGlynn EA. Six Challenges in Measuring the Quality of Health Care. Health Affairs. 1997;16(3):7-21.</li><li>4. Bigley, G. A., and K. H. Roberts. 2001. "Structuring Temporary Systems for High Reliability." Academy of Management Journal 44: 1281–1300.</li><li>5. Cohen, W. D., and M. H. Murri. 1995. "Managing the Change Process." Journal of American Health Information Management Association 66 (6): 40, 42–44, 46–47.</li><li>6. South, S. F. 1999. "Managing Change Isn't Good Enough." Clinical Laboratory Management Review 13 (1): 22–26.</li><li>7. Palmer, R. H. 1991. "Considerations in Defining Quality of Health Care." In Striving for Quality in Health Care: An Inquiry into Policy and Practice, ed. R. H. Palmer, A. Donabedian, and G. J. Povar, 1–53.</li><li>8. Leatherman, S., D. Berwick, D. Iles, et al. 2003. "The Business Case for Quality: Case Studies and an Analysis." Health Affairs 22 (2): 17–30, 18.</li><li>9. Deming, W. E. 1994. The New Economics. 2nd ed. SPC Press. 65.</li><li>10. Leape, L., and D. Berwick. 2005. "Five Years after To Err Is Human: What Have We Learned?" Journal of the American Medical Association 293: 23.</li><li>11. Kelley E, Hurst J. Health care quality indicators project. Paris, Organization for Economic Co-operation and Development, 2006 (OECD Health Working Papers, No. 23). This OECD project uses the same multidimensional framework for quality that is used in this document. A process for building a strategy for quality 84–90, 2387.</li><li>12. Parasuraman, A., Zeithaml, V.A., &amp; Berry, L.L. (1985). A conceptual model service quality and its implications for future research. Journal of Marketing, 49 (4), 41-50.</li><li>13. Parasuraman, A., Zeithaml, V.A., &amp; Berry, L.L. (1988). SERVQUAL: a multiple-item scale for measuring consumer perceptions of service quality. Journal of Retailing, 64 (10), 12-40.</li><li>14. Ladhari, R. (2008). Alternative measures of service quality: A review. Managing Service Quality, 18 (1), 65-86.</li><li>15. Minh Hung (2011). Shunning Hippocrates. (accessed November 08, 2013), [available at <a href="http://www.thanhniennews.com/2010/pages/20110416125458.aspx">http://www.thanhniennews.com/2010/pages/20110416125458.aspx</a>Privatization of healthcare breeds unethical medical practices at public hospitals].</li><li>16. Phung, T.H.Ha, &amp; Tran, T.T.Hien (2012). Customer satisfaction at Vietnam-Cuba hospital in Quang Binh province. Journal of Science (Hue University), 72B (3), 75-84.</li><li>17. Choi, Kui-Son, Lee, H., Kim, C., &amp; Lee, S. (2005). The service quality dimensions and patient satisfaction relationship in South Korea: Comparisons across gender, age, and types of service. The Journal of Services Marketing, 19 (3), 140-149.</li><li>18. Oliver, R.L. (1997). Satisfaction: A Behavioral Perspective on the Consumer. Boston: Irwin-McGraw-Hill, MA.</li><li>19. Kane, R.L., Maciejewski, M. &amp; Finch, M. (1997). The relationship of patient satisfaction with care and clinical outcomes. Medical Care journal, 35 (7), 714-730.</li><li>20. Williams, B. &amp; Wilkinson, G. (1995). Patient satisfaction in mental health care: evaluating and evaluative method. British Journal of Psychiatry, 166, 559-562, doi 10.1192/bjp.166.5.559.</li><li>21. Hall, J.A. &amp; Dorman, M.C. (1988). What patients like about their medical care and how often they are asked: a meta-analysis of the satisfaction literature.</li><li>22. Rubin, H.R. (1990). Patient Evaluation of hospital care: A review of the literature in Medical Care. 28 (9), 3-9.</li><li>23. Thom, D.H., Hall, M.A. &amp; Pawlson, L.G. (2004). Measuring patients trust in physician when assessing quality of care. Health affairs, 23 (4), 124-132. doi: 10.1377/hlthaff.23.4.124.</li><li>24. Rogerson, W.P. (1983). Reputation and Product Quality. The Bell Journal of Economics, 14 (2), 508-516.</li><li>25. Irish society for quality and safety in health care, (2003). Measurement of patient satisfaction guidelines: Health Strategy Implementation Project. 4-25.</li><li>26. Johansson, P., Oleni, M. &amp; Fridlund, B. (2002). Patient satisfaction with nursing care in the context of health care: a literature study. Scandinavian Journal of caring Science, 16(4), 337-344.</li><li>27. Kotler, P. &amp; Keller, K. L. (2009). Marketing management. (13th end), New Jersey: Pearson Education Inc, Upper Saddle River.</li><li>28. Kotler, P., Armstrong, G., Saunders, J. &amp; Wong, V. (2002). Principle of Marketing. 3rd edition, prentice Hall \$Europe.</li><li>29. Solomon, M.R. (2009). Consumer behavior, Buying, Having and Being. 8th edition, Pearson education, inc.</li><li>30. Mayer, R.C., Davis, J.H. &amp; Schoorman, F.D. (1995). An integrative model of organization trust. Academy of Management Review, 20 (3), 709-734.</li><li>31. Mechanic, D. (1998). Public trust and initiatives for new health care partnership. The Milbank quarterly, 76 (2), 281-299.</li></ol>					
	<table><tr><td><b>Authors:</b></td><td><b>Munawwer Husain</b></td></tr><tr><td><b>Paper Title:</b></td><td><b>Global Marketing Strategies of SME's in Malaysia</b></td></tr></table>	<b>Authors:</b>	<b>Munawwer Husain</b>	<b>Paper Title:</b>	<b>Global Marketing Strategies of SME's in Malaysia</b>	
<b>Authors:</b>	<b>Munawwer Husain</b>					
<b>Paper Title:</b>	<b>Global Marketing Strategies of SME's in Malaysia</b>					
	<p><b>Abstract:</b> The different issues facing he SMEs as it adds to a worldwide showcasing technique are then talked about, beginning with the starting advancement of the methodology, trailed by the continuous procedure of refining and adding to that system and merging the methodology to enhance effectiveness and aggressiveness in worldwide markets. The paper introduces the hypothetical foundation to internationalization techniques for the SMEs business., In this paper exhibits an uncommon case of utilization diverse methodologies to little and medium-sized firms. Keeping in mind the end goal to uncover the unmistakable internationalization advancement systems of SMEs. In which ways these procedures actualized to make the progress objectives of SMEs. This paper approach subjective and rely on upon audit the auxiliary information data.</p>					
4.	<p><b>Keywords:</b> Global, Marketing Strategies, SME.</p> <p><b>References:</b></p> <ol style="list-style-type: none"><li>1. Ahmad, S. Z. (2014). Small and medium enterprises' internationalisation and business strategy: some evidence from firms located in an emerging market. Journal of Asia Business Studies, 8(2), 168–186. <a href="http://doi.org/doi:10.1108/JABS-03-2013-0012">http://doi.org/doi:10.1108/JABS-03-2013-0012</a></li><li>2. Authors, F. (2005). Marketing strategies for small to medium-sized enterprises: Lessons from a New Zealand vineyard. Strategic Direction, 21(5), 18–20. <a href="http://doi.org/10.1108/02580540510594057">http://doi.org/10.1108/02580540510594057</a></li><li>3. Development, E., Soriano, D. R., Turker, D., &amp; Selcuk, S. S. (2012). Journal of Small Business and Enterprise Development Article information :</li><li>4. Douglas, S. P., &amp; Craig, C. S. (2010). Global Marketing Strategy: Perspectives and Approaches. Wiley International Encyclopedia of Marketing. <a href="http://doi.org/10.1002/9781444316568.wiem06013">http://doi.org/10.1002/9781444316568.wiem06013</a></li><li>5. Hashim, M. K., &amp; Hassan, R. (2008). Internationalisation of SMEs: Options , Incentives , Problems , And Business Strategy. Malaysian Management Review, 1–20.</li><li>6. Henderson, J., &amp; Phillips, R. (2007). Unintended consequences: social policy, state institutions and the “stalling” of the Malaysian industrialization project. Economy and Society, 36(1), 78–102. <a href="http://doi.org/10.1080/03085140601089853">http://doi.org/10.1080/03085140601089853</a></li><li>7. Loi, R., Lam, L. W., Ngo, H. Y., &amp; Cheong, S. (2015). Article information : Journal of Managerial Psychology, Vol. 30 No. pp. 645–658.</li></ol>	18-23				

	<p><a href="http://doi.org/http://dx.doi.org/10.1108/02683940010305270">http://doi.org/http://dx.doi.org/10.1108/02683940010305270</a></p> <ol style="list-style-type: none"> <li>8. Mason-Jones, R. and Towill, D. R. (1999a). Article information : Int J Logistics Management.</li> <li>9. Mason-Jones, R. and Towill, D. R. (1999b). Article information :Int J Logistics Management.</li> <li>10. Milberg, S. J., Whan Park, C., &amp; McCarthy, M. S. (1997). Managing Negative Feedback Effects Associated With Brand Extensions: The Impact of Alternative Branding Strategies. <i>Journal of Consumer Psychology</i>, 6(2), 119–140.</li> <li>11. Mohd Rosli Associate Professor, M. (2012). Competitive Strategy of Malaysian Small and Medium Enterprises: An Exploratory Investigation. <i>American International Journal of Contemporary Research</i>, 2(1), 93–105.</li> <li>12. Muhammad Wasin Jan Khan, &amp; Dr Muhammad Khalique. (2014). An Overview of Small and Medium Enterprises in Malaysia and Pakistan: Past, Present and Future Scenario. <i>Business and Management Horizons</i>, 2(2), 38–49. <a href="http://doi.org/10.5296/bmh.v2i2.5792">http://doi.org/10.5296/bmh.v2i2.5792</a></li> <li>13. Nabi, G., Holden, R., Walmsley, A., Nabi, G., Holden, R., Walmsley, A., ... Wu, L. (2010). Article information :</li> <li>14. Narayanan, S. (2008). On the stalling of the Malaysian industrialization project. <i>Economy and Society</i>, 37(4), 595–601. <a href="http://doi.org/10.1080/03085140802358024">http://doi.org/10.1080/03085140802358024</a></li> <li>15. Nik Ab Halim, N. A., &amp; Zain, M. S. N. (2011). The Internationalization Theory and Malaysian Small Medium Enterprises ( SMEs ). <i>International Journal of Trade, Economics and Finance</i>, 2(4), 318–322.</li> <li>16. Saleh, A., &amp; Ndubisi, N. (2006). An evaluation of SME development in Malaysia. <i>International Review of Business ...</i>, 2(1), 1–14. Retrieved from <a href="http://www.geasiapacifico.org/documents/IBRP1.pdf">http://www.geasiapacifico.org/documents/IBRP1.pdf</a></li> <li>17. Senik, Z. C., Isa, R. M., Scott-Ladd, B., &amp; Entekin, L. (2010). Influential factors for SME internationalization: Evidence from Malaysia. <i>International Journal of Economics and Management</i>, 4(2), 285–304.</li> <li>18. Tetteh, E., &amp; Burn, J. (2001). Global strategies for SME-business: applying the SMALL framework. <i>Logistics Information Management</i>, 14(1/2), 171–180. <a href="http://doi.org/10.1108/09576050110363202">http://doi.org/10.1108/09576050110363202</a></li> <li>19. Veilleux, S. (2012). Going global: how smaller enterprises benefit from strategic alliances. <i>Journal of Business Strategy</i>, 33(5), 22–31. <a href="http://doi.org/10.1108/02756661211282768">http://doi.org/10.1108/02756661211282768</a></li> <li>20. Zain, M., &amp; Ng, S. I. (2006). The impacts of network relationships on SMEs' internationalization process. <i>Thunderbird International Business Review</i>, 48(2), 183–205. <a href="http://doi.org/10.1002/tie.20092">http://doi.org/10.1002/tie.20092</a></li> <li>21. Zulkifli, M., &amp; Corresponding, M. (2010). Small and Medium Enterprises ( SMEs ) Competing in the Global Business Environment : A Case of Malaysia. <i>Challenges</i>, 3(1), 66–75. Retrieved from <a href="http://journal.ccsenet.org/index.php/ibr/article/view/3893">http://journal.ccsenet.org/index.php/ibr/article/view/3893</a></li> </ol>	
--	---	--