
ABSTRACTS**RESEARCH AND ACADEMIC PAPERS**

PAPER-1**DEMYSTIFYING THE MYTHS ASSOCIATED WITH PLACEMENTS**

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Abstract: *The aim of this study is to find out the myths related with the perception and the challenges of campus placements by management professionals during their final year at b-schools. Campus recruitment provides a platform for the organizations to meet the aspirants and pick up intelligent, committed youth from various colleges and education institutes who have the requisite enthusiasm and zeal to prove themselves. In order to find the right candidates, organizations employ various recruitment and selection procedures. With the advancement of technology, the need for talented and self-motivated young people who can work tirelessly has grown. Thus, organizations do not confine themselves to only the selected institutes but spread their net far and wide. This study was done at selected b-schools which have good placement track records. The research give importance to various activities involved in campus recruitment and see how much the candidate is aware about recruitment. It also includes the candidate's viewpoint on job vacancies and the interview challenges they faced. This research is based on the primary data which was collected as per the sample size which is 39. The study concluded with findings and suggestions that would help to know the challenges faced by management professionals during the time of campus placements*

Key Words: *Campus Placements, Job Vacancies, Skill Sets, Pay Scale, Interview Challenges*

PAPER-2

THE ROLE OF NIGERIAN SECURITY AGENCIES IN THE 2015 GENERAL ELECTIONS

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Abstract: *Elections are critical to the success of any democracy just as security is an essential ingredient of successful organised elections. Security is a determined factor on the part of election organisers, contenders for political offices and the electorate is in agreement to be the pre-condition for a successful process. It is practically impossible to hold credible elections in an insecure state. The involvement of the Nigeria police in the electoral processes in Nigeria is seen as a war like situation by her citizenry. However post elections pose further security threat. Its source of data is essentially secondary involving books, journals, articles related to the subject matter under review. Data sourced were qualitatively analyzed using descriptive method for data analysis and qualitative reporting. The paper examines the role of Nigeria security agencies in the 2015 election and recommended solutions.*

Keywords: *Elections, Nigeria, Police Force, Security Agencies*

PAPER-3

A STUDY OF INVESTORS' PSYCHOLOGY WITH RESPECT TO MUTUAL FUNDS

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***Abstract:** Mutual funds today are one of the most studied areas in developed countries due to their efficient and effective role in reducing risk and enhancing return through professional management of funds. These funds boost the incomes of small investors as well as reduce their exposure to unsystematic risks which needs to be taken into consideration for accurate results. The funds have become extremely popular over the last 20 years. The same funds which were once an obscure instrument are now part of daily lives. Therefore, the main focus of this research paper is to identify the investors' psychology towards investment decision in mutual funds. The sample size for the study was 200 investors in Pune (100 respondents) & Satara (100 respondents).*

***Keywords:** Mutual Fund, Financial Planning, Investors' Psychology*

PAPER-4

EXPLORING THE METHODS OF COINTEGRATION PROCEDURES USING STOCK PRICES

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Abstract: *Stationary models are important class of stochastic models for describing time series that have received a great deal of attention. In reality, however, business and economic data are non-stationary multivariate time series that are often better understood by cointegration analysis. This study investigates the cointegration testing methods of Engle-Granger two-step estimation procedure, Phillip-Ouliaris residual-based test and Johansen's multivariate test. The stock prices of selected companies in Nigeria from 2008-2014 are used in the study. Findings revealed that the three techniques produced different results and that the Johansen's method and Engle-Granger two steps procedure exhibits higher efficiencies than Phillips-Ouliaris methods but their efficiency is dependent on the number of variables and correct selection.*

Keywords: *Augmented Dickey-Fuller Test, Cointegration, Engle Granger Method; Johansen's Test, Phillip-Ouliaris Methods, Stationarity, Stock Price, Unit Root*

PAPER-5

**TRAINING AND MENTORING GRADUATE TEACHING ASSISTANTS:
A REVIEW OF THE LITERATURE**

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***Abstract:** Graduate Teaching Assistants (GTAs and TAs), at most four year universities in the United States, are both employees and students of their universities, but also make up the important next wave of teaching professionals in the higher education system. Graduate TAs gain valuable experience from being in the classroom as students of their respective programs, but arguably even more so through learning how to design curriculum, teaching undergraduate students, grading using constructive feedback, and in many cases, how to research a populous that they interact (the students that they teach) with on a day-to-day basis. As such, it is imperative that these future higher education faculty and professionals be supported in their development through routine mentoring and training practices. During this formative developmental period, it can be argued that building a strong and effective mentoring program should be guided using human resource theory principles. These principles include open communication and feedback, treating these future faculty members as an important and immediate investment of the academy, which ultimately leads to a more empowered and engaged workforce. Engaged GTAs ultimately will serve as not only better teachers for their undergraduate students, but will also provide a clearer articulation of what a successful graduate student is to the students that they teach.*

***Keywords:** Graduate Teaching Assistant, Training, Mentoring, Program Development*

PAPER-6

ANALYSIS OF FACTORS AFFECTING THE EFFECTIVENESS OF DISTANCE LEARNING MODE IN THE PREPARATION OF TEACHERS IN COLLEGES OF EDUCATION, NIGERIA

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Abstract: *Distance learning education has been considered as a viable tool which not only helps in solving the problem of shortage of teachers but also the high attrition rates that is often associated with study leave. It was believed that distance education has the capacity to prepare qualified teachers just as the face-to-face education mode. However, there seem to be gaps between the objectives establishing distance education and their realization. The obvious indicators to this fact are the unqualified teachers who cannot express themselves in the classroom. The study explored the factors affecting the effectiveness of distance learning mode in the preparation of teachers in Colleges of Education, Nigeria. The researcher constructed 30 questionnaire items from the literatures relevant to the study. The questionnaire yielded a reliability coefficient of 0.83. A total of 151 questionnaires were administered on 38 and 113 lecturers and students of College of Education, Minna and Mokwa study centers. All the questionnaires were completed and retrieved. The study revealed that all the constructs constituted factors affecting the effectiveness of distance learning mode of education in the preparation of teachers in Colleges of Education in Nigeria. It was concluded that the nation will continue to be in dire need of adequate qualified teachers if the factors affecting the effectiveness of the programme are not eliminated. It was recommended among others that institutions establishing distance learning programmes should ensure that the needed facilities for the effective running of the programme are properly put in place. Facilities such as new eLearning technologies are urgently needed to create interactive learning environment for distance learning.*

Keywords: *College of Education, Distance Learning Mode, Teachers Preparation*

PAPER-7

**THE IMPACT OF PERCEIVED SERVICE QUALITY, CUSTOMER SATISFACTION ON
CUSTOMER LOYALTY OF MEDINBOX**

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***Abstract:** The following study of this paper is to examine the impact of perceived service quality, customer satisfaction on customer loyalty of Medinbox with the 103 numbers of valid respondents. This study discusses the importance customer Perceived Service Quality which influence Customer Overall Satisfaction, Customer Loyalty in a long-term. The results stated that Perceived Service Quality, Customer Overall Satisfaction, and Customer Loyalty are significantly related to each other. Recommendations are for managers of Medinbox to understand a whole picture of how does this variable related to each other, so that they could take action into improving customer Perceived Service Quality to gain higher Customer Overall Satisfaction, in order to get Customer Trust and let customers become loyal by using service quality as a competitive advantage.*

***Keywords:** Customer Loyalty, Customer Satisfaction, Customer Trust, Perceived Service Quality, SERVQUAL*

PAPER-8

THE STUDY OF FACTORS AFFECTING INTENTIONS TO USE CAR SHARING SERVICES
IN THAILAND

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***Abstract:** This research is conducted to explore the factors affecting intentions to use car-sharing service in Thailand. There are six hypotheses and seven variables which are perceived quality, emotional value, consumer uncertainty, product image, consumer aspiration, attitude towards service, and intention to use. The primary data were gathered from 100 respondents who are living in Thailand and have experienced in carpooling service before at least one time. The questionnaires were distributed online through social networks. The five-point Likert scale was employed to measure the relationship among the determinants. Pearson Correlation Coefficient Analysis was applied as an instrument to estimate all hypotheses according to the research objectives. The finding of this study demonstrated that all hypotheses were supported, which showed the correlation among the variables used in this study.*

***Keywords:** Attitude, Car-sharing, Customer aspiration, Customer uncertainty, Emotional value, Intention to use, Perceived quality, Product image*

PAPER-9

THE GREEN REVOLUTION TECHNOLOGY AND ITS IMPACT IN THE SOCIO
ECONOMIC LIFE OF INDIA

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Abstract: *The Green Revolution technology was introduced to India in the 1960's to address the issue of food shortages. This technology involved bio-engineered High Yielding Varieties (HYV) seeds that worked in conjunction with chemical fertilizers and extensive irrigation to increase crop yields. Use of pesticides and insecticides, double cropping, land reforms, Command Area Development (CAD), consolidation of holdings, development of rural infrastructure, farm mechanization, supply of agricultural credit and setting up agricultural universities are additional characteristics of India's green revolution. Green Revolution has influenced the socio-economic life in India to a significant extent as is evident in terms of increase in agricultural production, prosperity among farmers, self-sufficiency in food grains, capitalistic farming, ploughing back of profits, agro-industrial growth and rural employment. However, poor farmers who could not participate in this capital intensive technology followed by widening income gaps between social classes. Heavy use of pesticides and chemical fertilizers caused some serious health problems. Recently, recurrent spells of shortages in some essential food items, increasing pressure of population on the available food stock, shrinking of agricultural land due to urban industrial development and erratic climatic behaviour are paving the way of food scarcity and inflation. Sadly, there has been no significant research in this regard. In this context, this paper discusses the past and present scenario regarding the impact of Green Revolution technology on India's economy and society. Concluding remarks suggest certain policies and practicable measures aimed to provide long-term food security to the nation.*

Keywords: *Capitalistic Farming, Chemical Fertilizers, High Yielding Varieties, Irrigation, Pesticides*

PAPER-10

**PROSPECTS AND CHALLENGES FACED BY FOREIGN NATIONALS
PURSUING HIGHER EDUCATION AT THE UNIVERSITY OF MYSORE,
INDIA**

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***Abstract:** Education is never restricted by boundaries. Knowledge is infinite and unbounded and needs to be shared. From time immemorial, people have been peripatetic and have been crossing borders in search of knowledge and enhancing their skill. Like many other countries, India too has been a preferred destination for education by many across the world. Of the several destinations for education in India, the University of Mysore, which is more than a decade old, has been a preferred choice for many. The University boasts of students not only from other States in India, but from all over the world. This study tries to examine the rationale behind foreign students opting to study at the University of Mysore and the challenges they face with regard to education, imbibing knowledge and congenial atmosphere during their period of study.*

***Keywords:** Foreign Nationals, Higher Education, University of Mysore*

PAPER-11

DEVELOPMENT AND EVALUATION OF SOLAR POWERED EVAPORATIVE COOLING SYSTEM

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Abstract: *The demand for cooling system is high during summer as it is most widely used for human comfort. Hence, different methods of cooling systems are developed and among all the systems, evaporative cooling is preferred as its one of the cheapest cooling system and do not affect the ozone layer. In an evaporative cooling system, the room air temperature is reduced by the addition of water vapour into air, which causes a lowering of the temperature of the air. The energy needed to evaporate the water is taken from the air and hence the room air is cooled. In this work, an evaporative cooling system was developed and the effect of evaporative pad thickness, fan speed and water flow rate were studied. This system was fully powered by electrical energy developed by the solar PV system.*

Keywords: *Cooling, Evaporative pads, Evaporative system, Solar energy, Performance*

PAPER-12

EVALUATION OF EYE TRACKING ICT TOOLS TO IMPROVE THE LEARNING PROCESS OF VISUALLY IMPAIRED CHILDRENVidhaya P¹ & Meena Kumari²

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Abstract: *The United Nations has estimated that there are significant quantity of visually impaired in the world and India has 40 lakh impaired people. A few students with visual impairments have basic learning experiences because they do not able to observe other objects and visuals. Also the need of the visually impaired students may vary from person to person. Assistive Technology is the boon to students with visual impairments and it can support in inclusive learning. The educational institutions have been slow to ensure accessibility of learning materials and environments for those with a variety of disabilities, and the vision impaired are particularly disadvantaged by the vision-driven online education approach. The visually impaired students have a lot of educational problems and it should be solved. It is observed that the unique educational needs of all students with visual impairments cannot be met in a single environment. The ICTs offer a great potential to support lifelong learning for visual impaired students. Therefore, government agencies, NGOs and industrialists should join hands to work out modalities that will be beneficial in solving the educational needs of the visually impaired across the globe. The application of ICTs in teaching and learning process must enhance independence, integration and equal opportunities. This paper discusses various types of ICT based tools available for visual impaired students and evaluates its importance with respect to teaching and learning process.*

Keywords: *Analysis, Assistive Technology, ICT Tools, Learning, Visually Impaired*

PAPER-13

ADOPTABILITY of IoTs IN THAILAND HEALTH CARE

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***Abstract:** Since Technology is driving changes in everyone life around the globe, It affects most of the aspects of our daily life. Health is one of the important things that everyone concern and cannot avoid being involved with. The initiative idea of the thesis is to find out the possibility that technology can bring an offer to Thailand health care system in both public and private sectors. The development of technology in Thailand's Health Care depends on various factors such as ICT (Information and Communication Technologies) infrastructure, Human Resources skills of health specialists, world economy, Investment in IT healthcare businesses which creates new technologies that will drive consumer new behaviours, cost containment in healthcare system and businesses to deliver healthcare core value to consumers in the future. Thailand considers as a developing country, we are facing many challenges to deliver and empower core value of healthcare business to consumers from technology infrastructure, healthcare specialists to the end users or consumers. There are many unknown and uncontrollable factors in health care system that need to be taken into accounts such as personal interest, motivation to drive information and technology in healthcare to deliver core value of health care business and system to consumers that need to be discovered and develop in each individual person, communities and society as a whole in order to improve the adoptability of healthcare technology.*

***Keywords:** Healthcare, Health Care Application, Human and Resources Skills, IoTs (Internet of Things), Patients, Thailand*

PAPER-14

THE IMPACT OF REMODELING BRANCH BANKING FOR A CASE STUDY OF THAI MILITARY BANK (TMB) TOWARD CUSTOMER ENGAGEMENT

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Abstract: *As a trend of digital technology have grown rapidly in Thailand and it will be integrate to all industry in future include banking industry with customer centricity concept. Commercial bank's branch in Thailand was consider as first issue that was impact by this challenge on retail banking environment (sales and service experience), convenience of terminal and efficiency for providing services. Moreover, behavioral of customer to visit the branch was changing toward a digital channel, while the physical channel is require for customers to create customer trust and become a "Lifestyle Touch Point Banking" in the future. Regarding to customer engagement, branch is the key concept to acquire and engage customers. The research investigated the impact of remodeling bank branch in Thailand with three main factors for developing the remodel, branch redesign, customer experience, and new technology development. Therefore this research has examined the impact of remodeling branch for a case study of TMB bank in order to engage with existing customer and acquire new customer to bank due to increase number of sales across among channel and improve customer satisfaction. In this research, a questionnaire was used as a tool for collecting the primary data. The data was analyzed by using descriptive statistics and the hypotheses were tested using Multiple-regression and ANOVA. The findings showed the impact of remodeling*

Keywords: *Banking Industry, Customer Engagement, Branch Design, Customer Experience, Technology*

PAPER-15

THE EFFECT OF ADVERTISING ON BTS SKYTRAIN TOWARDS PURCHASING INTENTIONS

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***Abstract:** BTS Skytrain was known as a rapid transit system in Bangkok, the capital city of Thailand. There is an advertising establish in the Skytrain and in the station's area. With an expansion and development of the BTS Skytrain for the highest used, most of the areas belong to BTS were used for advertisement purpose as there is people using BTS Skytrain more than 500,000 people per day. It can guarantee that the advertising shown in BTS Skytrain area will attract large amount of people. This study investigated that among three types of transit advertising provide in BTS Skytran area; in the station, on the surface of trains, and inside of the trains, which one is the most attractive and affect purchasing intention. In addition, the purpose of the study is to investigate that the transit advertising mentioned above can create customer awareness and increase an interest of the product or service advertised in the BTS Skytrain area.*

In this study, a questionnaire was used as a tool to collect the primary data. A total of 150 questionnaires were distributed and completed by the target populations who are Thai people that have been used BTS Skytrain even occasionally or daily. The data was analyzed by using descriptive statistics and the hypotheses tested use Multiple Regression and Anova.

This research highlighted that transit advertising in the BTS Skytrain is a useful channel to distribute the information for product and service access by large group of customer. Moreover, advertising in BTS Skytrain area was found as an effective supporting tool either for service provider or product manufacturer to promote and create brand awareness to the customer using a benefit of the growth and expansion in BTS users.

***Keywords:** Transit Advertising, Purchasing Intention, Skytrain*

PAPER-16

CONSUMER INTENTION TO PURCHASE AFTER EXPOSURE TO ADVERTISEMENT-
A CASE STUDY OF THAI CONSUMERS IN BANGKOK

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Abstract: *Advertising is a social form of communication that conveys the cultural values of a given society in such a way that the audience finds similarity between themselves and the cultural norms, values, and attitudes presented in the advertisements. Advertising is used for promoting commercial products and services. This study shows the impact of advertising toward customer purchase intention that is affected by various independent variables.*

Keywords: *Advertising, Corporate Image, Customer, Involvement, Purchase Intention, Trust*
