International Research Journal of Management Science & Technology



ISSN 2250 – 1959(0nline)
2348 – 9367 (Print)

An Internationally Indexed Peer Reviewed & Refereed Journal

www.IRJMST.com
www.isarasolutions.com

Published by iSaRa Solutions

Contents

Climate dimensions across DSCL.....6

Dr. Bhawna Syal 6

GREEN MARKETING IN INDIA: A NEW LOOK ON THE PERSPECTIVE OF SUSTAINABILITY.....14

HINDOL ROY.....14

Trends in Yield Management in the Hotels- Key to Success- A Plan for all Seasons! 24

Dr. Naveen Baweja.....24

Value-Based Marketing Strategy 30

Dr. ATUL AGARWAL 30

A Dynamic Default Dependence Model.....40

By Chander Mohan Parmar.....40

Smart grid- DG in future power systems.....43

By Bhopendra Singh.....43

E-LEARNING & WEB TECHNOLOGY.....47

By Mrs. HARVINDER KAUR 47

RETHINKING EDUCATIONAL RIGHTS: IMPLICATIONS FOR PHILOSOPHY AND POLICY 55

By NILAY ROY 55

Trends in Distance Learning.....59

By SANDIP KUMAR GHOSH 59

A Study on Anxiety and Depression of Persons with Mental Retardation 65

By SOUMEE CHAKRABORTY 65

Web for E-Marketing Intelligence.....76

By RAVINDER SINGH 76

Integrated Water Resource Management in Developing Countries 82

By RAJINDER KUMAR GUPTA.....82

Impact of Water management on Soil Degradation.....88

By POOJA KAPOOR.....88

Session details undergoing exploitation.....94

By Sree Lakshmi V. Lecturer, K.V.V.S. Institute of Technology, College of MCA (Under Kerala University) Adoor. Kerala – India.....94

Sports-Related Pain: Exploring the Perception of Athlete Pain 97
By RAKESH SEJWAL 97
International Sport Psychology Perspective 101
By PERMOD KUMAR 101
Efforts and Achievements in Gender Equality and Women's Empowerment 104
By SUDHIR KUMAR ATREYA 104
Pragmatic Comparison of Fast Clustering Algorithms for Large Data Sets 108
By H S Venkatesh Prasad Lecturer, Dept of Comp Science, FMKMC College, Madikeri 108
Nano structured polymer-based solar cells 120
Balasaheb M. More[1], Dr. Suju C Joseph[1] Prof . Y. L. N. Murthy[2] 120
CRYPTOGRAPHY IN DATABASES 124
By Varun Tiwari (NWMD International University Scholar) 124
Impact of poverty on children's experience of primary school 129
BY KUMUD RANJAN (CMJ University Scholar) 129
Environmental , Energy and NanoTechnology 132
By Nishi (CMJ University Scholar) 132
Hypertension control and Yoga 137
By Mayank Gupta (CMJ Scholar) 137
Model Base testing and its Impact on Software Testing 142
Ms. Kiran Sandhu 142
Study of Brich equation of state for Alkali Halide Solids 150
By JAIPAL 150
LiF 157
NaF 157
NaF 158
NaF 158
Synthesis, characterization and kinetic studies of heteropolyoxomolybdates. 160
Dr. Ashok Kumar Acharya 160
Acknowledgements:- 166
Atomic Spectroscopy and its Recent Trends. 168
Dr. Jai Prakash Sharma 168

Future of Human Resource Information System 177
By IRFAN SHILEDAR 177
Employee Training and retention with tools HRIS 180
By Basavaraj Badaga 180
Effectiveness of Loan Recovery Strategies In Private Banks 182
By Nilima Prakash 182
Applications of Synthetic Chemistry in Molecular Biology 186
SARITA , USHA 186
GREEN COMPUTING AND GREENTECHNOLOGY IN E-LEARNING 190
Jayant Sharma , Verinder Kumar , Omkar singh 190
MANJU 196
CMJ University Scholar 196
Effective Transformational Leadership Style 199
Deepanka Shukla 199
Saraswati Plantation Wildlife sanctuary 203
By Amit Sharma 203
GAP analysis : A tool for Asset-liability management 206
Kamalpreet 206
"Reliability measurement for the exponential case of chance failures discuss with data analysis" 212
[1]Ashok Kumar, [2]Madan Mohan Gupta and [3]Chetan Kumar Sharma* 212
Article 219