A Study on game theory approaches in Wireless Sensor Networks

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ABSTRACT

Game Theory approaches and their application in improving the performance of Wireless sensor networks (WSNs) are discussed in this paper. The mathematical modeling and analysis of WSNs may have low success rate due to the complexity of topology, modeling, link quality and etc, however Game Theory is a field, which can efficiently use to analyze the WSNs. Game theory is related to applied mathematics that describes and analyzes interactive decision situations. Game theory has the ability to model independent, individual decision makers whose actions affect the surrounding decision makers. The outcome of Complex interactions among rational entities can be predicted by a set of analytical tools, however the rationality demands a stringent observance to a strategy based on measured of perceived results. Researchers are adopting game theory approaches to model and analyze leading wireless communication networking issues, which includes QoS, power control, resource sharing and etc.

Keywords:-Wireless sensor network; Game Theory; Cooperative game theory; Non-cooperative game theory; Wireless communications.

SMS Advertising – Factors Contributing toward Positive Assertiveness of Young Consumers of Bhubaneswar

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ABSTRACT

Technological encroachments have delivered various innovative vehicles for advertising to consumers. It also further allowed organizations to superior grasp consumers with reputes to the regularity. Advertisers have to be further artistic in the devising of advertisements and selection of advertising mediums so as to advance the attention of their target market. The necessity to create new mediums for advertising has cause of creation of new-age media like short message service (SMS) advertising. Before this medium can be successfully used to reach Bhubaneswar young consumers, the viewpoint of consumers towards SMS advertisements need to be determined. This study therefore focuses on determining the insights of the younger consumer segment towards SMS advertisements. It is expected that this segment, due to their shifting consumer behavior and media habits, will be the future attention of excessive deal of SMS advertising campaigns. Random sampling was through in a private institution and questionnaires were administered among 122 respondents. It was found that consumers' perceptions of the entertainment value, in formativeness and credibility of SMS advertisements are positively correlated to consumers' overall attitudes towards SMS advertisements. The study further found consumers' perceptions of the irritation aspect of SMS advertisements is negatively correlated with consumers' attitudes towards SMS advertisements. Acquiescence- based marketing, the sending of SMS advertisements to only those who have agreed to accept promotional information, is an important component for the success of SMS advertising.

Key words:-Advertisement, Consumer behavior, SMS advertisement and Target market.

Designing of Conceptual Framework of Knowledge Discovery using Text Mining in Healthcare

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 ABSTRACT

Text mining and knowledge discovery plays vital role in healthcare and achieve better information retrieval and mining. This research paper elaborates on data mining and text mining, applications of text mining, role of text mining in healthcare. Also the paper portray on challenges and pitfalls of healthcare text mining. This paper is also intended towards the design and development of conceptual framework of knowledge discovery for healthcare.   The paper is also detailed on the literature review of various published and unpublished reports, articles, research papers, books, journals related to the present study.

 Keywords: Text mining, knowledge discovery, data mining, structured, unstructured, healthcare

Inclination of People towards Retail Store Patronage: A study

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ABSTRACT

Retail movement has been on full swing in India. The competition is more intense now with more players in the market. The retail wave which has entered from Tier I cities to Tier II is now making inroads in Tier III cities of India. Every store wants to attract more footfalls leading to sales. Due to more competition among stores and from online formats, store patronage is now becoming difficult. In this regard, it becomes imperative to study the demographic factors causing store patronage in this regard. The study highlights inclination of people with various educational qualifications towards store patronage in Indore. With selected respondents visiting organized retail stores, primary data was collected by using questionnaire. Data analysis reveals that education has much to impact in terms of store patronage.

Keywords:- Store Patronage, Retail, Education, Demographic, Qualification

HRD Strategies: A Healthy Predictor Of the Medical Professionals' Performance

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ABSTRACT

Proper management of human resources is critical in providing a high quality of health care. A refocus on human resources development strategies in health care and more research are needed to develop new policies. Effective human resources development strategies are greatly needed to achieve better outcomes from and access to health care Organizations. Human resources, when pertaining to health care, can be defined as the different kinds of clinical and non-clinical staff responsible for public and individual health intervention. As arguably the most important of the health system inputs, the performance and the benefits the system can deliver depend largely upon the knowledge, skills and motivation of those individuals responsible for delivering health services. This study focuses on the HRD strategies (Recruitment & Selection Process, Training & Development, Autonomy, Performance Appraisal, Good Supervision and Open Communication) in order to determine the impact on the performance of Medical Professionals. In this study, correlation and regression were applied and found that there is a significant association between these HRD strategies and Performance in Health Care Organizations.

Keywords: HRD Strategies, Performance, Health Care Services, Knowledge & Skills.

Diagnosis and Identification of visually examinable poultry bird diseases with the help of image processing techniques

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ABSTRACT

India the agricultural country, Poultry is the fastest growing sector of Indian agriculture . Indian poultry Industry employs more than 3 million farmers & 15 millions agrarian farmers who feed & contributes to the tune of Rs 4,08,386 crore to the national income. The contribution of livestock sector to National GDP varied from 4.8- 6.5 per cent. The detailed information of different diseases and their symptoms will be collected from veterinary doctors, Poultry Diseases Research Centres , poultry growers. The 700 images of different diseases which are visually examinable will be collected from different poultry farm , PDRC Uralikanchan Pune. The data will be collected, analysed and transformed into the information and which will be further used for the identification of the diseases.
Keeping in view the above factors in the consideration the present research highlighted the "Diagnosis and Identification of visually examinable poultry bird diseases with the help of image processing techniques in Maharashtra state so that it will be helpful to the poultry, the present study will help to find out the different diseases in poultry birds, and accordingly the poultry growers will take immediate action to cure or prevent diseases.

Keywords: poultry, diseases, diagnosis, agriculture, breeds

The Review of role of Cloud Computing In E-Governance

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ABSTRACT

The global revolution in Internet is shifting our lives in terms of the way we work, learn and interact with each other. These changes obviously should replicate the way government functions in terms of the organization of the government, relationship with its citizens, businesses and in co-operation with other governments. Government is in the process of planning new ways of interaction, improved services, optimizing processes and stimulating democracy through implementation of ICT. It aims to provide more interactive services to public and businesses through E-Governance across the country. The recent advances in Communication Technologies and Internet have lead to widely adopting the ICT by governments across the globe. Cloud computing have brought the revolution in the way information technology is used by various organizations and individuals. The implementation of e-governance has increases the broad involvement of citizens in the process of governance at all levels. The concept of Cloud computing has adopted widely in the e-governance that leads to deliver significant cost saving cloud services. It uses the Internet to remotely host the computing resources like hardware and software infrastructure and applications. It delivers the resources to consumers on demand and pay-as-you-use basis. This paper reviews the features of cloud computing that are being implemented to improve the efficiency, effectiveness and transparency of the governance.

Keywords- Cloud computing; E-Governance, ICT, cost saving