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Electronic Trust Readiness Evaluation on B2C E-Commerce Companies

Abstract: The E-Commerce, as to the nature of the transaction between both parties, is represented in various classifications and includes a framework of computer programs and systems that undertake services in the internet, which are search for information, exchange management, study of rating condition, provision of rating, online payment mode, summary of report and account management. These are the foundations which insure the internet organized activities, increasing the efficiency of transacting parties. For these transactions, system security must be provided and create the necessary ground for mutual trust between the parties, trust towards the system operation, as well as trust towards the relevant product, brand or service. In social interactions, trust is referred to as social wealth. But trust in the e-commerce is a far more issue rather than social wealth and it is considered as a part of the company's assets, because without it, the ability to trade online would basically not be possible. The electronic trust (E-Trust), whose concept is the willingness of the truster (online shopper) to accept the risks and vulnerability against an internet vendor based on positive expectations about the characteristics and future behaviours of the seller, is created with difficulties for an online seller. The lifecycle of E-Trust in online transactions of type B2C has multiple stages which the first stage begins with total unawareness of the online shopper about the online seller and continues with formation, maintenance (continuance) and finally ends with vanishing. Due to the fact that gaining trust is a difficult and complex issue, its maintaining and prevention from loss has a lot of values for the online seller. In this research, by adoption from the definitions of the concept of electronic readiness, the capabilities of an e-commerce company to create, maintain, prevent from loss and ultimately, rebuild the lost trust was define as E-Trust readiness of the e-commerce company. Then after selecting an appropriate model, the extent of E-Trust readiness of 12 e-commerce companies that are active in the area of online sales of goods and services was evaluated and assessed.

Keywords: E-Trust, E-Transaction, E-Trust Readiness, Evaluation, Security

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An Analysis on Unsteady Heat and Mass Transfer Flow of Radiative Chemically Reactive Fluid past an Oscillating Plate Embedded In Porous Media in Presence of Soret Effect

Abstract: The aim of the present paper is to analyze a basic theoretical fluid model depicting the parametric effect of the Peclet numbers on a two dimensional chemically reactive heat and mass transfer flow past an oscillating plate with Soret and first order chemical reaction effects. Rosseland radiative heat flux model is considered in the energy equation. The plate surface is considered to be permeable. Fouriers and Ficks empirical laws are used to quantify the constant heat and mass fluxes on the plate surface. The resulting system of partial differential equations with a set of favorable boundary conditions is first non-dimensionalized and then transform to a set of ordinary differential
equations by using a set of normalized mode of transformations. Finally, the results are validating numerically through graphs and tables.

Keywords: Chemical reaction, Heat and Mass transfer, Soret effect, Thermal radiation, Peclet numbers.

References:

Authors: Kishore Ajay Kumar Ayyala

Paper Title: A Pico Blaze-Based Embedded System for Monitoring Applications

Abstract: Pico Blaze is an 8-bit soft core microprocessor developed by Xilinx that can be synthesized in some FPGA families. This paper presents a set of peripherals that have been developed to interface with Pico Blaze: VGA control, serial communication, PS/2 keyboard port and LCD control. To demonstrate its capabilities, the system has been implemented in a FPGA board and some typical control and monitoring systems have been developed. The design approach of the peripherals and details of the integration of the systems are explained.

3. Keywords: The project aims at making the monitoring system by using Pico Blaze soft-core processor, connected the peripheral blocks and transducers are controller the monitoring system based on user requirement.

References:
2. Diligent Inc. website: www.digilentinc.com
4. Pico Blaze reference manual
5. Spartan-3 FPGA board reference manual

Authors: Priya A. Jha, Ashish G. Patel

Paper Title: LVRT Characteristic of Seigwind Turbine System by Incorporating PMSG using Matlab/Simulink

Abstract: The squirrel cage induction generator (SCIG) is the fixed speed turbine generator. Though, it is used because of its some advantages, it suffer greatly to meet the requirement of new wind farm grid code, due to dependency on reactive power. In this paper, the permanent magnet synchronous generator (PMSG) wind farm is incorporated with squirrel cage induction generator (SCIG) wind farm, for achieving the optimal performance and some benefits. The permanent magnet synchronous generator (PMSG) can support the reactive power of SCIG wind turbine as well as recover the voltage at the PCC point during the grid fault. The DC link boost chopper is connected with grid side inverter and it boost up the voltage during the grid fault. As well as it improves it can improve the low voltage ride through (LVRT) capability of squirrel cage induction generator (SCIG) based wind farms.

4. Keywords: Permanent Magnet Synchronous Generator, Squirrel Cage Induction Generator, Low Voltage Ride through, Voltage recovery, Reactive Power Compensation, Wind turbine, DC link boost chopper.

References:

Authors: Bhanu Prasad D. N, Yathin Kumar L, Rakshith M

Paper Title: Stirling Engine Powered Fan

Abstract: This project was set out to explore the probability of designing a cooling device using Stirling engine. This would include research, design and fabrication. Stirling engines would run on different sources of sufficient external heat to generate the desired motion. Our target beneficiaries would be rural areas of people living in the marginalized areas with little hope of getting access to electricity. The success of this project would afford these people a chance to have a reliable cooling device for their homes.

Keywords: Stirling engine; renewable energy; basic cycle

References:
5. R. Nicole, “Title of paper with only first word capitalized,” J. Name Stand. Abbrev., in press.

Authors: Pradnya Kamble, Dixit Jain, Mehul Jain, Vrushab Jain, Sohil Mehta

Paper Title: LTE Network Coverage Area

Abstract: Due to the advancement of telecommunication platform, users are now demanding new applications such as Online Gaming, mobile TV, Web 2.0, and to meet this requirement operators needed to design more flexible network. For the implementation of this network, the 3rd Generation Partnership Project (3GPP) started working on Long Term Evolution (LTE) and proposed a system which has larger bandwidths, low latency and packet optimized radio access technology. The answer to the bandwidth hungry wireless applications was LTE with its distinct access technology Orthogonal Frequency Division Multiple Access (OFDMA). With OFDMA as the radio access technology, LTE has very promising features, like bandwidth scalability and both FDD and TDD duplexing methods. The major challenge in LTE is offering a greater coverage by providing higher data rates over wider areas. The changes and contributions of LTE make sure that the users are able to request and use more mobile applications like interactive TV, mobile video blogging, advanced games or professional services. The transition of LTE i.e from the 3rd generation (3G) to the 4th generation (4G), has achieved great capacity and high speed of mobile telephone networks.

Keywords: Cell radius, Coverage, LTE.

References:

Authors: Indira Priyadarshini, M. V. S. Murali Krishna, E. Nirmala Devi

Paper Title: Study of Impact of Spark Timing and Compression Ratio on Performance of SI Engine

Abstract: The improvement of performance characteristics of gasoline engine study is needed as automobile series of development has been changing rapidly. This work enhanced the importance of design variables of I.C. engine for better performance with fewer emissions. The spark timing and compression ratio are the two important design variables to deal with for effective performance of engine. This paper presents the effects of spark timing and compression ratio on the performance of a four stroke single-cylinder spark ignition engine. The study evaluated results of research in the area of spark ignition engine and is assessed by studying its performance characteristics relative to find the optimum. Experiments were conducted at different ST of 200 to 300 BTDC and CR of 3.5 to 9. The results have shown that performance parameters: brake thermal efficiency and volumetric efficiency increased with its ratio results

7. Specific fuel consumption and exhaust gas temperature decreased with earlier timing before top dead centre. The peak pressure increases with increasing spark advance. The increased compression ratio results increased BTE and EGT increased and then decreased. BSFC decreased with increased compression ratio. The engine for tests used was variable compression ratio engine with adjustable dome head with wheel. The setup is running at constant speed of 3000rpm with water cooling system. The purpose of spark advance mechanism is to assure that under every condition of engine operation, ignition takes place at the most favourable instant in time. Increasing the compression ratio below detonating values to improve on the performance is another choice of variable.
Keywords: Compression Ratio, Four Stroke, Performance, Spark Timing.

References:
6. Ioannis Gravalos, Dimitrios Moshou, Theodoros Gialamas “Performance and Emission Characteristics of Spark Ignition Engine Fuelled with Ethanol and Methanol Gasoline Blended Fuels” Technological Educational Institute of Larissa, Faculty of Agricultural Technology Department of Biosystems Engineering, Larissa, Aristotle University, School of Agriculture, Department of Hydraulics Soil Science and Agricultural Engineering, Thessaloniki, Greece
8. Jacob, J. R. “Efficiency of a new IC engine concept with variable piston Motion”

Authors: Zahra Sadat Fattahi Massoom, Zabihollah Abolahganssem

Paper Title: Active Vibration Suppression of Laminated Composite Structures Integrated with Magnetorheological Fluid Segments

Abstract: This study exhibits synthesis of full-state LQR controllers for suppression of free and forced vibration of a cantilever plate fully and partially treated with the magneto rheological (MR) fluid. The governing equations of motion of the three layer MR sandwich composite plate are showed in the state variable form containing a function of the control magnetic field. An optimal control elaboration based on the linear quadratic regulator (LQR) developed to conquer the vibration of the plate under limited magnetic field intensity. The free-and forced vibration control performances of LQR control strategy are assessed for the fully as well as partially treated MR-fluid sandwich composite plates. The results demonstrate that the full-state observer-based LQR control can considerably reduce the tip deflection responses and the settling time of the free vibration oscillations. The partially-treated plate with MR-fluid concentration near the free end also yields vibration responses comparable to the fully treated plate, while the natural frequencies of the partially treated beams are considerably higher.

Keywords: composite layered plate, active vibration control, MR fluid

References:

Authors: P. K. Sinha, Rajesh Kumar
Paper Title: Statistical Analysis to Investigate the Possible Impact of Climate Change on Water Availability in Letaba River of South Africa

Abstract: Global warming and changing climate is a major concern in the water availability. Letaba River in South Africa is facing reduction in water availability and this paper is an attempt to understand impact of climate change on reservoirs of Letaba River in South Africa. The Letaba River System falls within the Limpopo basin. This is subdivided into three sub-systems namely: Groot Letaba, Klein Letaba and lower Letaba. More than 20 dams are located in the Groot Letaba catchment. Most of the dams are having less water than there used to be earlier. The general perception for this change is related with the Climate change induced low precipitation and increased temperature in the river catchment. The historic climate and long term hydrology records are used for quantifying relationship between climate change and the amount of water in the Dam. The main long term hydrology parameters available in the database of water affairs on prominent rainfall stations of Letaba River catchment are temperature, stream flow and rainfall and their trend is the indicator of climate change in the Letaba River. A statistical analysis has been done to study the impact of climate change on the Letaba catchment.

Keywords: River, Climate change, Water availability, Reservoirs

References:
13. University of Venda, March 2012, Mini-dissertation by Masombuka Bougaui in partial fulfilment of BSc Degree

Authors: Pandav Anand, Muke Sonal, Kore Sudarshan, Sangade Komal
Paper Title: One Click Intent Image Search

Abstract: Web-scale image search engines (e.g. Google Image Search, Bing Image Search) mostly rely on surrounding text features. It is difficult for them to interpret users’ search intention only by query keywords and this leads to ambiguous and noisy search results which are far from satisfactory. It is important to use visual information in order to solve the ambiguity in text-based image retrieval. In this paper, we propose a novel Internet image search approach. It only requires the user to click on one query image with the minimum effort and images from a pool retrieved by text-based search are re-ranked based on both visual and textual content. Our key contribution is to capture the users’ search intention from this one-click query image. Many commercial Internet scale image search engines use only keywords as queries. Users type query keywords in the hope of finding a certain type of images. The search engine returns thousands of images ranked by the keywords extracted from the surrounding text. It is well known that text-based image search suffers from the ambiguity of query keywords. The keywords provided by users tend to be short. For example, the average query length of the to 1,000 queries of pic search is 1.368 words, and 97% of them contain only one or two words. They cannot describe the content of images accurately. The search results are noisy and consist of images with quite different semantic meanings. In order to solve the ambiguity, additional information has to be used to capture users’ search intention. One way is text-based keyword expansion, making the textual description of the query more detailed. Existing linguistically-related methods find either synonyms or other linguistic-related words from thesaurus, or find words frequently co-occurring with the query

Keywords: We do believe that adding visual information to image search is important. However, the interaction
has to be as simple as possible. The absolute minimum is One-Click.

References:

Authors: Kevin Kayani, Michael Mc Grath, Povl Larsen

Paper Title: Strategies Employed by Australian Bricks & Mortar Travel Agents to Compete with Virtual Travel Agents

Abstract: B&M travel agencies provide personalized travel services. Internet brought a change in their fortunes. The direct competition by Virtual Agencies intensified the competitive and related financial pressure on travel agencies. That resulted in a reduction of many travel agency businesses and their sales figures. Last few years have a seen a sudden change in the scenario and surprisingly many new travel agencies opened again and growing contrary to what was predicated earlier. There must be something more than intermediation and reinter mediation, which needed to be studied. This scenario raised many questions like why do some customers prefer B&M travel agencies? A detailed research was instigated to analyze and report on the status of the Australian B&M travel agencies in future. Research adopted a mixed-method approach using extensive literature reviews, email questionnaires, and interviews with the principal stakeholders – of the B&M travel agents and travelers. Results highlighted the strategies B&M travel agencies should adopt to succeed.

Keywords: Travel agency; distribution; supply chain; information computer technology, travel market, virtual agencies, airlines.

References:


Authors: Riciţa-Vasilica Dobrinoiu, Luminţa Vişan, Silvana Dănăilă-Guidea, Andrei-Gabriel Ivan

Paper Title: Foliar Fertilization Influence on Production Components Formation and Grains Quality for Triticosecale Witt Variety

Abstract: Triticale or triticosecale crop is a request of the present agriculture which resides in the exploitation of the less productive areas for wheat and maize, acid areas damaged by drought, by overwatering, poor in nutritive elements [3]. The main research direction is requested by the present and future necessity of the country to assure food safety. Global climate, energy and area crisis reveal, to the scientific society, especially to plants genetics and physiology, great difficulties in achieving new basic knowledge, applied by emphasizing, estimating and guiding of genetically - physiological mechanisms belonging to the plants ecologic resistance and production process, respectively, for our work, to triticale [4]. The work aimed at analysing the effect of foliar fertilization on triticale crop in different vegetation pheno stages on the indicators which convey the grains quality after harvest. The works were achieved on plots in randomized blocks for MEZIN triticale variety. We think that this topic represents a necessity for farmers in the present conditions of high global warming, with atmospheric and soil drought, found in area with low fertile fields, which triticale crop fully valorise them, by production gains, without an increased contribution of chemical fertilizers. Thus, one contributes to the lowering of the negative impact of chemical substances on the soil. The experimental data were statistically processed, by variance analysis, according to the settlement method in the field, according to plots, within randomized blocks [5].

Keywords: foliar fertilization, grains quality, triticosecale, vegetation pheno-stages

References:
Genetic Code Expansion using Aminoacylated Orthogonal tRNAs in Conjunction with Aminoacyl Sulfamides

Abstract: Re-engineering the protein synthesis apparatus is a powerful approach to expand our understanding of the central macromolecular synthesis machinery present in all cells. In the current study, we showed that the high-affinity inhibitor—aminoacyl sulfamide significantly inhibited the activity of specific aminoacyl tRNA synthetase (aaRS), thereby creating synthetic gaps in the genetic code that can be filled with chemically aminoacylated orthogonal tRNAs. We further demonstrated the restoration of globin translation and enhancement of unnatural amino acids incorporation by biocytin-tRNAs coding for valine in the presence of Val-sulfamide. Taken together, this study demonstrates that we can create and reprogram synthetic “gaps” in the genetic code and provides an experimental means to pursue fundamental questions relating to the construction and expansion of the genetic code to facilitate the enrichment of desired unnatural amino acid residues.

Keywords: Aminoacyl sulfamides, Aminoacylated orthogonal tRNAs, Genetic code expansion.

References:


