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Website: www.blueeyesintelligence.org

Email: director@blueeyesintelligence.org, blueeyes@gmail.com

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	Paper Title: Churn and Customer Segmentation Analyses with Data Mining Techniques for a Bookstore Comp		
1.	Abstract: Data mining, through piles of very large data is the process of obtaining meaningful data. Nowadays, rapidly developing technique. In this technique; data are grouped, classified according to the relationship, the model is created. In the last stage; the generated models reviewed. Impacts of data mining are widely used, one of the areas allocated to the customer analysis and segmentation of customers. In this study, bookstore customer groups and customer of segment showing the tendency to leave are analyzing; campaigns and marketing strategies that are appropriate to the groups identified. Classification techniques are used for Churn Analysis, clustering techniques are used for Customer Segmentation, and then the appropriate model was created. WEKA software was used to determine the model to be created.		1-6
	<ul> <li>Keywords: Data Mining, Churn Analysis, Customer Segmentation, Classification, Clustering</li> <li>References:</li> <li>Rygielski C., Wang J., Yen D., "Data Mining Techniques for Customer RelationshipManagement", Technology in Society, 24:483-502, 2002.</li> <li>Berkay M, ÇamurE,KoruM,Özkan Ö ve Rzayeva Z, "VeriKümelerindenBilgiKeşfi: VeriMadenciliği" YüksekLisansTezi</li> <li><a href="http://www.gurunlu.com/">http://www.gurunlu.com/</a></li> <li><a href="http://ceng.gazi.edu.tr/~ozdemir/teaching/dm/slides/10.DM.TWM.pdf">http://ceng.gazi.edu.tr/~ozdemir/teaching/dm/slides/10.DM.TWM.pdf</a></li> </ul>		1-0
	5. http://www.iszeka		
	Authors:		
	Paper Title:	Phase Effects at Second Harmonic Generation in Zinc Oxide, Grown on Glass Substrate	
2.	Abstract: Theoretical investigation of frequency conversion in ZnO films laid over glass substrates with account for phase effects has been developed. For this the constant-intensity approximation of fundamental radiation is applied. The numerical calculation of the efficacy obtained in constant-intensity approximation confirms the following that because of dispersion of the second order nonlinear optical coefficients the generated signal decreases for an increasing fundamental wavelength. Furthermore, the zinc oxide films generate stronger second harmonic signal because of the larger interaction length of the nonlinear medium. Method of analysis of second harmonic generation in zinc oxide, grown on glass substrate used in the present work, may be involved for research of other films.  Keywords: nanocompo site film; glass substrate; second harmonic generation; constant-intensity approximation; frequency conversion.  References:  1. Ma, H.; Jen, A.KY.; Dalton, L.R.; Advanced Materials, 2002, 14, 1339-1365.  2. Amore, Franco D; Lanata, Marta; Pietralunga, Silvia M; Gallazzi, Maria C.; Zerbi, Giuseppe. Optical Materials, 2004, 24, 661–665.  3. Bagnall, D.M.; Chen, Y.F.; Zhu, L.; Yao, T. Appl. Phys. Lett., 1998, 73, 1038-1040.  4. Newmann, U.; Grunwald, R.; Griedner U.; Steinmeyer, G. Appl. Phys. Lett., 2004, 84, 170-172.  5. Wang, G; Kiehne, G.T.; Wong, G.K.L.; Ketterson, J.B.; Liu, X.; Chang, R.P.H. Appl. Phys. Lett., 2002, 80, 401-403.  6. Ebothe, J.; Miedzinski, R.; Kapustianyk, V.; Turko, B.; Gruhn, W.; Kiryk, I.V. XIII International Seminar on Physics and Chemistry of Solids. J. of Physics: Conf. Series, 2007, 79, 012001(1-8).  7. Larciprete, M.C.; Haertle, D.; Belardini, A.; Bertolotti, M.; Sarto, F.; Güunter, P. Appl. Phys. B, 2006, 82, 431–437.  8. Kulyk, B.; Sahraoui, B.; Krupka, O.; Kapustianyk, V.; Rudyk, V.; Berdowska, E.; Tkaczyk, S.; Kityk, I. J. of Appl. Phys., 2009, 106, 093102(1-6).  9. Johnson, Justin C.; Yan, Haoquan; Schaller, R.D.; Petersen, P.B.; Yang, P.; Saykally, R.J. Nano Letters, 2002,		7-13
	Authors:	Ebenezer Komla Gavua, Seth Okyere-Dankwa, Martin Offei	Charac
3.	Paper Title: The Importance of Management Information Systems in Educational Management in Evidence from Koforidua Polytechnic		спапа:
	Abstract: There is a clear synergy between the history of education policy and the development of educational management. Initial attempts at data collection helped support the formulation of the country's national education policy. In spite of all the success chalked in the development of educational management; most educational institutions are faced with numerous challenges especially in the area of Information and Communications Technology. A study into the importance of Management Information Systems in educational management was undertaken among others to examine the role of MIS in improving educational management, examine how MIS could improve capacities in data processing, storage, analysis and the timely supply of educational information to management and administrators to enhance quick and efficient decision making. Stratified and purposive sampling techniques were the main sampling techniques employed. Interviews and Questionnaires were employed to gather		14-18

data. Statistical Package for Social Sciences (SPSS) and Microsoft Excel were used to analyze the data. The study revealed that cost, lack of competent Information Technology Staff to man the systems, lack of computer systems and accessories and the fear of the unknown were the major problems militating against the implementation of MIS in most institutions. Recommendation were made to aid in ameliorating the challenges discovered. Staff in the institution should be taken through in-service training on the use of computers.

**Keywords:** Management Information Systems, Education Management, Information and Communication Technology.

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#### **Authors:** Parminder Kaur ROMCOB - Reduced Overhead and Memory Consumption on Base Station with Improved LEACH Paper Title: **Protocol for Clustered Wireless Sensor Networks**

Abstract: Wireless Sensor Networks (WSNs) are gaining popularity with each passing day because of their wide range of applications [1]. WSNs consist of sensor nodes, which are small in size and have wireless communication capability [2]. To increase the efficiency of the network, the sensor nodes are grouped in the form of Cluster, such a network of clusters is known as Clustered Wireless Sensor Network. In Clustered WSN, the base station keeps and maintains the record of all the sensor nodes in the network hence the load on the base station is more than any other sensor node in the network. This paper attempts to reduce the workload of base station, reduce memory consumption and maintains secure connectivity by using the concept of Exclusion Basis System (EBS) matrix. The paper is organized in five sections. Section I & II gives the overview of background and literature review. Section III explains the system architecture which gives the description of proposed scheme. Section IV describes the performance evaluation. Section V explains the future scope.

Keywords: WSN, Exclusion basis system, Key management, secure group communication.

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#### Authors: Suresha Gowda M. V, Ranganatha S, Vidyasagar H. N.

#### Paper Title: Basic Studies on the Role of Softer Metallic Coatings in Ball Bearings

**Abstract:** The performance, reliability and load transferring capabilities of bearing elements are very important in industrial applications. The newer design of high speed machines demands better bearing system. The reliability is of primary importance in case of bearing elements used in aerospace industries. Exhaustive studies have been carried out by different researchers under two extreme conditions. One is using a fluid as lubricants which do not bear shear loads. The other extreme were using hard coatings which bears enormous amount of shear loads. In the present investigation an attempt has been made to understand the kinematics of deformation of coatings which are not as hard as conventional coatings. Casehardened carbon steel balls were coated with tin, zinc and nickel by electroplating technique. The thickness of the coating was maintained at 25 μm. Four ball test rig was used to simulate the field conditions. The experiments were conducted without lubricants. The normal loads were 100N, 300N and 500N respectively and run for a period of 5 minutes. The frictional load and normal load were monitored and co-efficient of friction was estimated. The wear scar was studied under scanning electron microscope. The co-efficient of friction was found to be minimum of value 0.28 for a maximum normal load of 500N for tin coating. The morphology of wear scar studied in scanning electron microscope explains the dependency of co-efficient of friction on normal load and different coating materials.

**Keywords:** Rolling contact fatigue, four ball tester, Coatings.

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## Authors: Himangi Pande, M. U. Kharat Paper Title: Performance Analysis and Comparison of Modified SMAC and WiseMAC with Adaptive MAC for WBAN Applications

**Abstract:** Wireless Communication and Wireless Networking is the popular research in this era. The combination of this is useful method for one step ahead to increase the life of human being. The motto of the research is to implement the protocol on Data-Link Layer, which is the WBAN stack protocol layer architecture, use to increase the life time of battery by energy saving. The novelty in the proposed method is to reduce energy consumption using

32-35

24-31

the concepts of contention window which is adaptive to the different traffic conditions. The experimental result shows increase in Total Remaining Energy, Common Node Energy, Cluster Head Energy and BAN Coordinator Node Energy of Wireless Body Area Network. The proposed protocol is simulated in NS2 environment.

**Keywords:** Wireless Body Area Networks, Media Access Control, Micro Electro Mechanical Systems, Personal Digital Assistance

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Authors: Mark Obegi Kenyatta

Paper Title: Exploring Into the Factors That Cause Payment Defaults: a Perspective of the Payment Dispute Cases in the Kenyan Construction Industry

Abstract: Regular and timely payment is an important feature of the construction industry. Therefore failure to pay one or several certificates or invoices, paying in installments and sometimes not paying at all will undoubtedly cause cash flow hardships to those involved and may even bring the project work to an end. This study explores the factors that cause payment default in building and civil Engineering projects in Kenya. Primary document analysis of payment dispute cases lodged in the commercial courts in Kenyan was adopted. The study establishes that inadequate funding, variations, disagreements on the value of work done and defective work are the main factors that lead to payment default in their various forms. The study not only creates but also enhances awareness to all construction stakeholders in matters payment. It is therefore hoped that the awareness created will reduce the prevalence of payment default problems in the construction industry of Kenya.

**Keywords:** Payment, cash flow, construction industry of Kenya

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