



GLOBAL JOURNAL OF ENTERPRISE INFORMATION SYSTEM

Volume 8 Issue 1, January-March 2016

C o n t e n t s

Editor Desk

- 1 Message from Editor Desk
Subodh Kesharwani

Empirical Research Paper

- 2 A Study of Relationship of Perceived Organizational Politics and Spirituality at Workplace in IT and ITES Organizations 1
Puja Khatri and Pragya Gupta
- 3 Simulation of Manufacturing System at Different Part Mix Ratio and Routing Flexibility 9
Rajeev Kumar
- 4 Intelligent Query Expansion for the Queries Including Numerical Terms 15
Aimen Fatima

Theme Based Paper

- 5 CSR to Be or not Be 21
Ritu Agarwal

Case Based Study

- 6 Sales of Ferrous and Non-Ferrous Metals in Indian Markets: Some Supply Chain Issues 26
Rahul Sharma and Kamal Vagrecha
- 7 A Clarke and Wright Improved Algorithm to Solve the Vehicle Routing and Traveling Salesman Problem 35
Mamoon Alameen, Rasha Aljamal and Sadeq Damrah

View Point

- 8 Impact of Emotional Intelligence in Indian Retail Banking Industry: Challenges and Opportunities 39
Tanvir Hussein and Tanu Goel

C o n t e n t s

Doctoral Snapshot

- 9 Impact of WTO's AOA on India's trade in agriculture 48
Sunil Kumar Niranjan
- 10 Marketing Audit and Auditing: Diagnosis through Intervention 54
Tanushree Roy

Book Review

- 11 Securing IT Infrastructure - A Complete Solution 59
Namrata Agrawal

Biographical Note of a Luminary in an area of EIS

- 12 Leader of a Strategic Research Cluster and has a Strong 61
Track Record of Programmatic Research based around
his Interest in Information Technology Evaluation
Editorial Board
- 13 Well-known Personality in a Technical World and Information System 62
Editorial Board
- 14 Pioneer in Applying Modern Technology to the Ancient 63
Science of Ayurveda
Editorial Board

Great Enterprise Contribution to Society

- 15 Management Teachers Consortium - Global (MTC Global) 64
is an Apex Global Advisory Body in Management Education
Editorial Board
- 16 Technology Enabled Audio and Video Textbooks used by the 66
World's Best Institutions and Remain Low Cost (MYeducator.com)
Editorial Board
- 17 Society for Rural Employment and Empowerment' (SREE) 67
Brings and Integrates the Strengths of the Energetic
Young Professionals
Editorial Board

C o n t e n t s

18 Taking Ayurveda to Every Home 69
Editorial Board

19 Esconet is a Complete IT Solutions Provider, Covering IT 71
Infrastructure, Business Continuity Solutions, Messaging
and Collaboration, and Cloud
Editorial Board

Award

20 Amity Academic Excellence Award to Prof. M. Aslam 73
Editorial Board

Conference and Workshop

21 International Conference on Sustainable Development 75
in Design & Manufacturing
Editorial Board

22 Call for Papers and Presentations: Ieom Istanbul Conference 2017 78
Editorial Board

23 17th International Conference & Exhibition on Digital 79
Services Asia 2016
Editorial Board

24 8th International Conference on "Strengthening Strategies, Shaping 80
Policies & Empowering Personnel : Key to Organizational
Competitiveness"
Editorial Board