VOLUME 10

NUMBER 1

JANUARY-JUNE 2018

ISSN: 0975-2099

International Journal of

INFORMATION TECHNOLOGY AND

MANAGEMENT RESEARCH





SERIALS PUBLICATIONS (P) LTD. New Delhi (India)

International Journal of INFORMATION TECHNOLOGY AND MANAGEMENT RESEARCH

Volume 10 • Number 1 • June 2018

Contents

1.	Rationalizing Power Trading in Economically Backward States in India	1-8
	Achyut Chandra, Tavishi and Santosh Kumar	
2.	Sierpinski Curve for Agarwal Orbit	9-14
3.	Keyword Advertising and Trademark Infringement	. 15-28
4.	Empowering Smart Cities with Energy Supply Models	. 29-35
5.	Effect of Green Supply Chain Management on Organization's Performance	. 37-50
6.	Transformation of Emigration Services in India through E-governance: Enabling Safe	. 51-58
7.	Online Activities, Interests and Opinions of Internet Users in India	. 59-75
8.	Social Media Marketing – An Effective Competitive Intelligence Tool	. 77-81
9.	An Exploratory Study on e-HRM: A Comparison of Indian and Multinational Organizations	. 83-95

