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**SIMULTANEOUS EFFECTS OF SORET AND DUFOUR ON UNSTEADY HYDROMAGNETIC FREE
CONVECTIVE CHEMICALLY REACTING FLUID FLOW PAST AN INFINITE VERTICAL PLATE
FILLED IN POROUS MEDIUM**

R. SRINIVASA RAJU

&

K. SARADA

*Department of Mathematics, GITAM University, Hyderabad, Medak (Dt),
502329, Telangana State, India.*

*Assistant professor of Mathematics, Vivekananda Govt. Degree College,
Vidyanagar, Hyderabad, 500010, Telangana State, India.*

siddisarada@gmail.com

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ABSTRACT

Taking the influences of chemical reaction mechanisms into account, a mathematical model has been developed to simulate the combined effects of Soret and Dufour on unsteady hydromagnetic free convective flow of a Newtonian, viscous, electrically conducting fluid on a continuously vertical permeable surface in the presence of a first - order chemical reaction and the mass flux are reported. It was evident that for some kinds of mixtures with the light and medium molecular weight, the Soret and Dufour effects should be considered as well. The plate is assumed to move with a constant velocity in the direction of fluid flow. A uniform magnetic field acts perpendicular to the porous surface, which absorbs the fluid with a suction velocity varying with time. The dimensionless governing equations for this investigation are solved numerically by the efficient finite element method. Graphical results for velocity, temperature and concentration profiles of both phases based on the numerical solutions are presented and discussed. Numerical computations for skin friction

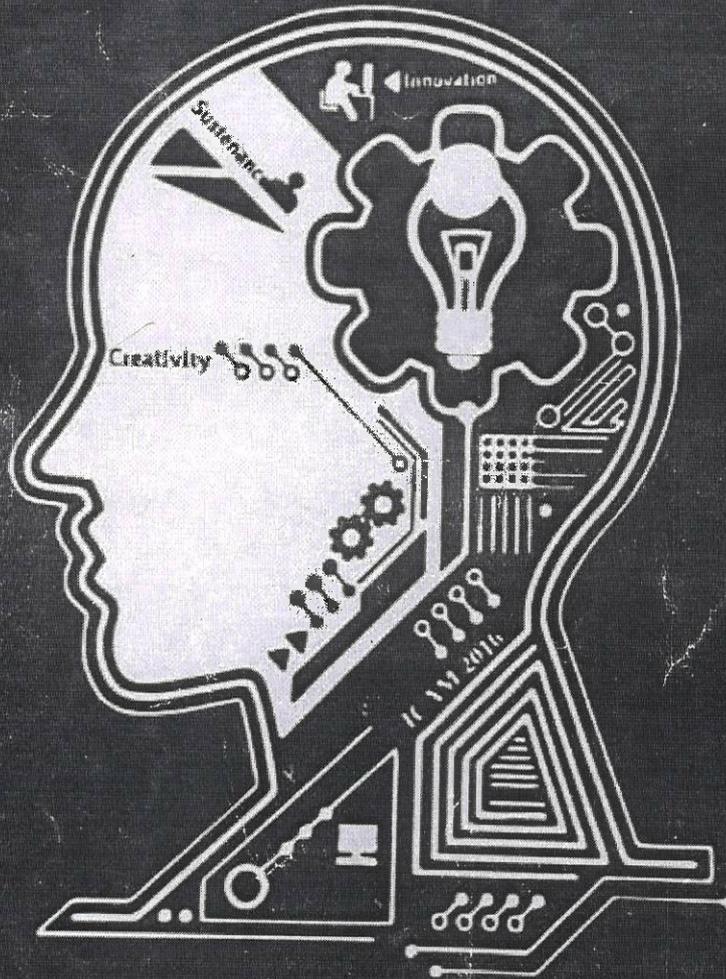
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INDIAN RURAL TOURISM AND INTEGRATED QUALITY MANAGEMENT (IQM)

Dr. Sridhar Ryakala¹

Abstract:

India's rural areas provide an overflowing storehouse of rich experiences for the visitors. Both Domestic and international visitors are turning to countryside destinations for holidays in increasing numbers, but rapid growth in alternative destinations worldwide and changes in the length and type of visit sought has meant that India's rural areas are facing a need to be ever more competitive. Improving quality in Indian rural tourist destinations is an essential requirement in satisfying tourists' needs, in enhancing the competitiveness of the tourism industry, and in ensuring balanced and sustainable tourism development.

Introduction:

Rural tourism is not a new phenomenon in India. However, in recent years the market has become highly sophisticated and discriminating and there has been an increasing interest in tourism as a valuable vehicle for much needed diversification of the rural economy. This high profile is now a common factor across the country and all states are facing similar issues and opportunities in rural tourism. Indian Rural areas have small scale and widely dispersed enterprises, communities and administrative structures. The relationship between tourism, agriculture and other sectors of the local rural economy is increasingly important and involves many different players. Natural resources, cultural traditions, transport services and a whole range of tourism enterprises have an influence on the visitor experience and in turn are affected by tourism impact. For these reasons, an Integrated Quality Management (IQM) approach to tourism is very relevant in rural areas.

Objectives of the Study:

The present paper aims at focusing on the concept of Integrated Quality Management and its objectives, elements in IQM approach and lastly, to present a schema of IQM approach proposed for rural tourist destinations.

Integrated Quality Management (IQM):

There is an increasing need to be sensitive to both the positive and negative impacts of tourism on the environment and local communities and this is particularly important in rural areas, which are often small scale and intimate and where visitors have a close relationship with the place and people who receive them. Quality exists only to the extent that whether a product or service meets the customer's requirements and expectations are not. Total quality management systems are a common feature in the approach developed for specific tourist service providers such as tour operators, travel agents, hotels, restaurants, etc. However, as far as the tourist is concerned, the satisfaction derived from staying at a destination not only depends on experience of specific tourist services, but also on more general factors like hospitality, safety and security, sanitation and salubrity, traffic and visitor management. A large number of elements have an impact on the tourist's perception

¹ Assistant Professor, Department of Commerce, Vivekananda Government Degree College, Hyderabad



FII's INVESTMENTS AND DII's INVESTMENTS IN INDIA – A CAUSALITY STUDY

Omprakash Kajipet¹ & Sridhar Ryakala²

Abstract: *There has been a dramatic increase of portfolio flows from institutional investors into Indian stock market, with professionally managed investment funds taking the lead. Foreign institutional investors have played an important catalyst role in the improvement of the institutional infrastructure of Indian capital market. This has undoubtedly contributed to the most recent development in which domestic institutional investors have started playing an increasingly important role. There have been many instances where DIIs pouring money into Indian stock markets at a time when FIIs are rushing for the exit and such startling calls of DIIs have been highly accurate under many circumstances. The present study aims at analyzing the co-integration and consequently to find both long run and short run causal relationship i.e., unilateral or bilateral between foreign institutional investors' investments and domestic institutional investors' investments in India.*

Keywords: *Foreign Institutional Investors (FIIs), Domestic Institutional Investors (DIIs), Indian Stock Market, Vector Error Correction Model (VECM)*

1. Introduction

Institutional investors are playing an increasingly important role in the world's financial markets. Being highly specialized and managing substantial capital, institutional investors can enhance market features in many ways including increasing liquidity, influencing market psychology, improving disclosures and corporate governance. Institutional investors can also leverage their size to negotiate better services at lower cost. Foreign institutional investors have had a major impact on the development of Indian stock market. There has been a dramatic increase of portfolio flows from institutional investors into Indian stock market, with professionally managed investment funds taking the lead. Foreign institutional investors have played an important catalyst role in the improvement of the institutional infrastructure of Indian capital market. This has undoubtedly contributed to the most

¹ Professor, Department of Commerce & Business Management, Kakatiya University, Warangal, Telangana, India

² Assistant Professor, Department of Commerce, Vivekananda Govt. Degree College, Hyderabad, Telangana, India


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