

strategic planning implementation and engaging professionals and experts in the strategic planning system. Suggestive from the analysis therefore is that organizational management in Chennai need to scan the environment and evolve a systematic strategic plan that would checkmate the impact of the business environment and equip the organization with appropriate new technologies for strategic planning implementation. More so, professionals or experts need to be assigned in their respective areas of core competencies during strategic planning development. This would propel increase productivity, efficiency and effectiveness in the organization for global competitiveness.

Keywords: Strategic planning, productivity, organization, manpower and management.

A STUDY ON PROCESS OF SCHEDULING QUEUES

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Our research is about the impact of e-advertisements on social networks site that reveals the fact that how far it conveys the actual information. Social networking- a place where people can use networks of online friends and group memberships to keep in touch with current friends, reconnect with old friends or create real-life friendships through similar interests or groups and share their social experiences. Social network advertising is a term that is used to describe a form of e-advertising that focuses on social networking sites. In the last decades of the 21st century world saw the rapid advancement of information and communication technologies. Social Networking Sites are a type of virtual community that has grown tremendously in popularity. Through social networking people can use network of online friends and group memberships to keep in touch with current friends, reconnect with old friends or create real-like friendships through similar interest or groups. Besides, establishing social relationships, social networking member can share interests and their ideas with other like-minded members by joining groups or forums. They can also participate in discussions through SNS. Members will be updated instantly about their friends and groups. It also offers micro blogging facility. In short, a SNS is a hub for communication, entertainment and information. In this paper, we studied about the impact of SNS among human being.

Keywords: Social Networking Site (SNS), e-advertising.

A STUDY OF PERFORMANCE APPRAISAL

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A major concern of every organization should be to contribute positively towards the achievement of its objective. Organizational effectiveness is often equated with managerial efficiency. A manager can ensure organizational effectiveness only by