International Conference

On

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Greatness of any Research is only through its Wider Applicability

- KW. Prof. Dr. R. Ganesan

International Conference

On

Contemporary Researches in Engineering, Science, Management & Arts
(ICCRESMA)

<u>Acknowledgements</u>

I whole heartedly thank the honourable international keynote speakers Dr. S. Anuzsiya, Senior Lecturer & Head, Department of Social Sciences, Faculty of Arts & Culture, South Eastern University of Sri Lanka, Oluvil, Sri Lanka and Dr. B. Ramanathan, Founder & Managing Director, ACE International Pte Ltd., Singapore for their venerated presence and enthralling keynote address.

I heartily thank the distinguished national keynote speakers Dr. P. Srinivasa Rao, Chief Executive Officer, Apollo MedSkills Limited (AMSL), Hyderabad, Telangana, Dr. Deepti Maheshwari, Professor & Dean, Faculty of Commerce, Rabindranath Tagore University, Raisen, Madhya Pradesh, Prof. S. Magesh, Chairman & Director, Magestic Technology Solutions Pvt. Ltd., Chennai, Tamil Nadu, Prof. Dr. S. A. Senthil Kumar, Campus Head, Pondicherry University Karaikkal Campus, Puducherry, Mr. Venkat Kumaresan, Assistant Vice President - Strategic Support Group, Exela Technologies, Guindy, Chennai, Tamil Nadu and Sr. Prof. Dr. K. Santiagu Mary, Administrator & Head, Department of Philosophy, St. Joseph's College (Arts & Science), Kovur, Chennai, Tamil Nadu for their august presence and enlivening keynote address.

I humbly thank the valediction chief guests, Prof. S. Magesh, Chief Adviser, National Foundation for Entrepreneurship Development (NFED), Coimbatore, Tamil Nadu, Mrs. T. Vanadhi Devi, Director, Vista Expedition, Chennai and guests of honours Dr. K. Kalaiselvi, Associate Professor and Head, Department of Computer Science, School of Computing Sciences, Vels Institute of Science Technology and Advanced Studies (VISTAS), Pallavaram, Chennai and Mrs. Esther Faith Martina, Director and Chief Executive Officer, Magestic Technology Solutions Pvt. Ltd., Chennai for their distinguished presence and enchanting valedictory address.

I sincerely thank Mrs. Ramya Kandavel, Executive Chairman & Director, National Foundation for Entrepreneurship Development (NFED), Coimbatore, Tamil Nadu and Conference Coordinator, ICCRESMA for her laudable efforts and unstinting support to make this international conference a grand success.

I heartily thank Conference Director, Dr. Ramya Hari, National Head – Academic Excellence, Apollo MedSkills Limited (AMSL), Vadapalani, Chennai and Conference Director, ICCRESMA for her diligent efforts in facilitating NFED to host this international conference in association with AMSL, Hyderabad, Telangana.

I extend my profound gratitude to all the Conference Conveners, Organizing Secretaries and Organizing Committee Members for their continuous support for successfully conducting this international conference.

I extend my heartiest thanks to all the Session Chairs from different states of India for their invaluable time and scholarly services.

I owe my special thanks to international academic associate Dr. Patrick Osa. Oviasuyi, Professor, Department of Public Administration and Director, Academic Planning Division, Vice-Chancellor's Office, Ambrose Alli University, Ekpoma, Nigeria for his support in providing international research contributions from Nigeria.

I heartily thank all the student authors, research scholars and faculty authors from various states of India for supporting this international conference in submitting their research contributions.

I owe my sincere thanks to all the Presidium Members of NFED for their remarkable co-operation to conduct and host this international conference.

I express my wholehearted thanks to faculties and non-teaching staffs of Apollo MedSkills Limited (AMSL), Vadapalani Campus, Chennai, Tamil Nadu for their benign facilitation to successfully host this international conference.

I extend my cordial thanks to Mr. Saravanakumar. V., Director, Bonfring and Director, Centivens Institute of Innovative Research, Coimbatore, Tamil Nadu for his timely publishing support and continuous co-operation to our international conference.

I thank all the vendors for continuous co-operation to this international conference.

I thank the media and friends for their constant encouragement and support to this international conference.

Sd/-

KVJ. Prof. Dr. R. Ganesan
Conference Chair & Chief Patron, ICCRESMA '2020
&
Founder & Chairman
NFED, Coimbatore, Tamil Nadu

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(ICCRESMA)
28-29 February 2020
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Prologue

The advent of globalization has necessitated the advancements in technology and its utility in all spheres of life. Also, it compels to overcome obsoletion with frequent innovation in terms of ergonomic aspects for societal wellness. This is in turn, forcefully triggered the new vistas in the research so as to address the emerging trends in all the industry and service sectors with time. The contribution of researches in the past has witnessed intermittent growth and development. However, it could not wholly gauge the systematic sequences in terms of development throughout to meet the overall requirements of mankind in terms of achieving stability. The reason could be the integration of researches and its societal integrity in upbringing the wellbeing of humans in totality. This may be due to the achievements in accordance with unidisciplinary focus, wherein the other disciplinary contributions are not completely attended. The current scenario is ever-changing and demands growth with balancing every aspect of livelihood and promulgation for effectiveness. This leads to the congregation of research across inter-disciplines and multi-disciplines in terms of socio-economic development. Keeping these paradigms in view, the international conference intends to radically drive on the contemporary researches in the fields like engineering &technology), basic sciences, medical sciences, paramedical sciences, social sciences, management and arts (including humanities) to facilitate the overall sustenance and phenomenal development in terms of focus so as to meet the upcoming future challenges. Hence, the conference has been officially coined by the Conference Chair as 'International Conference on Contemporary Researches in Engineering, Science, Management and Arts (ICCRESMA)'. The aforementioned international conference has been powered by National Foundation for Entrepreneurship Development (NFED), Coimbatore, Tamil Nadu in association with Apollo MedSkills Limited (AMSL), Hyderabad, Telangana to garner and gauge the inter-disciplinary and multli-disciplinary research contributions.

I am sure this international conference has laid the foundation towards understanding the congregation of contemporary researches in engineering, science, management and arts across the globe.

Sd/-
KVJ. Prof. Dr. R. Ganesan
Conference Chair, ICCRESMA '2020 & Chairman, NFED

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Conference Objectives

To highlight the holistic research contributions in accordance with current trends and future challenges for societal upliftment and global development

To congregate the contemporary researches across various academic and industrial domains for upbringing socio-economic development

To act as a platform for global knowledge sharing and information dissemination channel for overall understanding of various research aspects towards sustenance and growth

To encourage and promulgate the research acumen of students and research scholars from various academia

National Foundation for Entrepreneurship Development (NFED)
Coimbatore, Tamil Nadu
(In Pursuance to Create Socio-Economic Sustenance through Entrepreneurship Development)

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NFED is a unique socialistic organization, which is predominantly into promulgating entrepreneurship cult across the nation. NFED is driving and thriving on socialistic notion with righteous academicians, corporate citizens and entrepreneurs in its fold, which is established as virtual organization, since 2003 and registered as a full-fledged Trust on 7th November 2013 towards accomplishing its mission 'In Pursuance to Create Socio-economic Sustenance through Entrepreneurship Development. It is headquartered at Coimbatore District, Tamil Nadu and pertinent information regarding activities is floated in its aforementioned official websites.

NFED primarily aims in creating enterprising communities at large in Schools, Colleges and Varsities through its training and development activities, faculty development programmes on research and entrepreneurship development, awareness, workshops, refereed conferences, seminars, etc. pertaining to Management Development, Research Emancipation, Technology Innovation and Entrepreneurship Development. It frequently engages in research and development activities by publishing research articles, book chapters and edited books on holistic research, which congregates the disciplines like, engineering, technology, sciences, management, arts and humanities.

NFED encourages the entrepreneurial spirit of youths and facilitates them with opportunity guidance. Also, serves under a glocal perspective to bring in prosperity by and large to foster entrepreneurial progression amongst all communities in general and women in particular, across the nation. It has associated and collaborated with academia including, schools, colleges, varsities, etc. and also with national and international organizations. It has instituted numerous programmes hitherto towards promulgating entrepreneurship development, career development, employability skills, research publications, women empowerment, etc. Besides, these aforementioned aspects, it also recognizes talents and potential among various domains towards identifying the righteous pillars in shaping the nation and creating social sensation towards achieving socio-economic progression and sustainable growth. Hence, the Founder & Presidium Chair of NFED has instituted and enacted national awards, wherein it celebrates the National Women's Day (8th March 2014 onwards), National Teachers' Day (5th September 2010 onwards) and NFED's Foundation Day (7th November 2014 onwards) as the National Entrepreneurs' Day. This encompasses the Teaching Communities, Women Communities and Entrepreneurial Communities who are the role models and realistic cause for country's development and to bring in a holistic prosperity.

Apollo MedSkills Limited (AMSL)
Hyderabad, Telangana
www.apollomedskills.com

Apollo MedSkills Limited (AMSL) is a skill development centre having its headquarters at Hyderabad and regional offices across India. It has collaborated with Ministry of Skill Development and Entrepreneurship (MSDE), Government of India under the initiative of National Skill Development Corporation (NSDC). It has adopted innovative teaching methodologies to make healthcare education more practically relevant. AMSL conducts numerous diploma and post graduate diploma courses relevant to healthcare industry. The main focus is on imparting job specific skills that will make the Indian healthcare professional a part of the global workforce. The AMSL is ascertained to impart skill development for youths in health education. Also, it instituted various up-skilling courses for healthcare professionals and skilling courses for school and college students.

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Coimbatore, Tamil Nadu

KVJ. Prof. Dr. R. Ganesan

Conference Chair & Chief Patron

Karma Veer Jyoti. Professor Dr. R. Ganesan earned his doctorate from the reputed IIT Delhi with a special focus on Entrepreneurship Development. He possesses more than two decades of research experience in the field of entrepreneurship and management. He has served in different academia ranging from Deemed Varsities, Engineering Colleges, Arts & Science Colleges, B-Schools and International Varsities. He has more than 70 research contributions to his credit, which are published in refereed and indexed journals, books, book chapters, monographs and conferences. He is a global author in Women Entrepreneurship, whose research papers are listed in Google Scholar and indexed in ISI (AHCI), MLA Citations, Scopus, EBSCO, ASOS, Cabells' Directory etc. He has authored two books on women entrepreneurship development and insurance management, which have been published at Germany. He is serving as editorial member and reviewer for numerous journals and possesses more than 17 years of editorial experience. He has edited more than 475 research articles to his credit, which includes his editorial experience across refereed and indexed journals, conferences and book chapters at national and international levels. He has hosted 3 refereed & indexed conferences and 14 faculty development programmes focusing on Research & Development and Entrepreneurship Development Programmes at national level. He is the Founder and Chairman of the renowned National Foundation for Entrepreneurship Development (NFED), Coimbatore, Tamil Nadu. He has delivered more than 100 sessions on Research Insights and Publication Strategies, Entrepreneurship Development, Managerial Skills, Career Development, Employability Skills, Self Management, etc. across the nation. In commemorating his laudable academic, research and societal transformational services through upbringing entrepreneurship development he has been conferred with the prestigious title Karma Veer Jyoti (KVJ) by Indian Confederation of Non-Governmental Organizations (iCONGO), New Delhi, India on 22nd March 2015. He has received Life Time Achievement Award in Researchers & Scholar Icon powered by Jupiter Publications Consortium (JPC), Chennai in association with Ingenious Cyberonics Pvt. Ltd. (ICPL), Chennai, Tamil Nadu on 22nd July 2017. He is the recipient of PFLA Excellence Award for his 'Outstanding Service to Education and Entrepreneurs' community from People First Leadership Academy

(PFLA), Bengaluru, Karnataka on 19th January 2019. He has been conferred with 'Order of Eminence' the highest honour for his global contribution to research, teaching and training in Entrepreneurship Development by the Presidium of NFED in its 10th National Teachers' Day Awards on 5th September 2019. He has been conferred with Prestigious MTC Global Distinguished Teacher Award in Entrepreneurship Development in the 9th World Edu Summit organized by Management Teachers Consortium (MTC) Global, Bengaluru, Karnataka on 7th September 2019.

Dr. Ramya Hari

Conference Director

Dr. Ramya Hari has earned her M.D. in Medicine from People's Friendship University of Russia, Moscow and Master of Business Administration with specialization in Operations Management & Supervision from University of Madras, Chennai. She has 14 years of experience as medical practitioner, medical officer and trainer. Her experience includes practicing clinician, academic excellence, performance consulting, success profiling, content development, skilling, reskilling, e-learning, project management, ROI, curriculum framing and assessment, etc. As an active L&D practitioner, she has imparted training to more than 500 trainers on skill based training in healthcare. She focuses on designing and facilitating challenging business solutions and learning curricula and specializes in developing Impact, Learning, Knowledge & Accountability-the ILKA Framework. She is instrumental for setting up curriculum, bringing in innovative teaching methodologies in skill development centres, identify and support training for management development, clinical standards and tools, clinical competencies and quality standard implementations. She has chaired and organized various workshops, symposiums, seminars and conferences in healthcare radiology, medical lab technology, dialysis technology, cardiac care tech, emergency care tech, operation theatre and anesthesia technology, etc. She has been invited as speaker to deliver sessions in various educational institutions across India. She is the recipient of the prestigious Young Educator and Trainer Award in the 10th National Teachers' Day Awards from the renowned National Foundation for Entrepreneurship Development (NFED), Coimbatore, Tamil Nadu on 5th September 2019. She currently chairs the National Head for Academic Excellence in Apollo Medskills Limited, Apollo Hospitals Group, Chennai, Tamil Nadu.

Mrs. Ramya Kandavel

Conference Coordinator

Mrs. Ramya Kandavel earned her Master's in Statistics from University of Madras, Chennai and Master's in Applied Psychology from Bharathiar University, Coimbatore. She holds a Diploma in Transactional Analysis from South Asian Association of Transactional Analysts (SAATA). She is a Psychological Counsellor and a Master practitioner in Neuro-Linguistic Programming. Her expertise as a counsellor includes Personal One-to-One Counselling, Stress Management, Psychotherapy and Dream Interpretation. She has published papers and book chapters in Edited Books. She commenced her professional career in the ITES Sector and possesses more than 15 years of administrative experience at various corporates and academic institutes. She joined as an active member in the renowned National Foundation for Entrepreneurship Development (NFED) and has facilitated its national events as Event Anchor, Programme Coordinator, Programme Director and Chief Coordinator. In regarding her impeccable services, the Presidium of NFED has designated her as the Executive Chairman & Honourable Director, wherein she oversees the entire administrative activities and also promulgates its social sensational programmes across the nation.

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Conference Conveners

Dr. K. Kalaiselvi
Associate Professor & Head
Department of Computer Science
School of Computing Sciences
Vels Institute of Science, Technology & Advanced Studies (VISTAS)
Chennai, Tamil Nadu

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Senior Lecturer & Head
Department of Social Sciences, Faculty of Arts & Culture
South Eastern University of Sri Lanka (SEUSL), Oluvil, Sri Lanka

Dr. P. Srinivasa Rao
Chief Executive Officer
Apollo MedSkills Limited (AMSL), Hyderabad, Telangana, India

Dr. Deepti Maheshwari
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Faculty of Commerce
Rabindranath Tagore University
Raisen, Madhya Pradesh, India

Mr. Venkat Kumaresan
Assistant Vice President - Strategic Support Group
Exela Technologies, Chennai, Tamil Nadu, India

Day II (29th February 2020)

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Chennai, Tamil Nadu, India

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Founder & Managing Director
ACE International Pte Ltd., Singapore

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Administrator & Head
Department of Philosophy, St. Joseph's College (Arts & Science)
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Conference Abstracts

Wearable Smart Gloves for People with Communication Disorders

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&
Dr. Fathima G
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Abstract

Disability is known as a scenario that produces a long-term impairment that affects activities of daily living like eating, walking, and maintaining personal hygiene. Over one billion people of the world's population experience some forms of disability. This mainly due to the unavailability of assistive devices and technologies, non-adapted means of communication and gaps in service delivery that make them feel burden of themselves. There are many different types of disability and to overcome these difficulties, the proposed work offers the support for people with disabilities, which they need to achieve a good quality of life. Hence, the researchers have focused on developing an assisting system to support the people who are unable to communicate or walk. Moreover, all existing systems use sign language as the base to invent technologies that could help people who cannot speak. However, people who lost their ability to communicate suddenly will not be able to use these systems as they require a prior knowledge of sign language. The present study proposes a smart glove, which is designed and developed for providing a solution that enables the affected people to communicate efficiently with their caretakers by the use of IoT, Arduino Microcontroller and Mobile Application. With this wearable smart glove, patients or aged people will simply communicate by just tapping the points on the glove by their thumb that leads to twelve totally different commands that are played as an audio and displayed as an image on any Android Smartphone through an app.

Change Detection in SAR Images Segmentation Based on NSCT and Spatial Fuzzy Clustering Approach

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Abstract

Synthetic Aperture Radar (SAR) with change detection approach for images based on an image fusion and spatial fuzzy clustering algorithm is proposed. Furthermore, in order to generate difference images using complementary information from a mean-ratio image and a log-ratio image fusion technique is introduced. The non-sub-sampled contourlet transform fusion based on an average operator, where in the minimum local area energy are selected for fusion of the contourlet coefficients for low-frequency band and high-frequency band respectively so as to restrain the background information and changed regions in the fused difference image is enhanced.

Integration of Particle Swarm Optimization based Image Segmentation and Active Contour Image Segmentation for Thermal Image Face Recognition

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Abstract

The face recognition using thermal images have gained lot of attention and interest in the recent years due to its non-contact and non-intrusive mechanism. The present research study is divided into three stages namely segmentation, feature extraction and classification. The first stage explains the Darwinian Particle Swarm Optimization (DPSO) technique performs the segmentation of thermal face images, which in turn carried out by the Chan-Vese active contour image segmentation to extract the binary face image. The second stage extracts the binary moments of face images. The last stage deals with extracted features that are trained and classified using various classifiers. The results indicated that the integration of DPSO image segmentation and Chan-Vese image segmentation is a feasible approach, which gives better results when compared with previous research studies. The experimental findings has suggested that Random Forest classifier gives good results when compared with other classifiers.

Simulation Study to Compare THD of Level Shift and Phase Shift Modulation

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Abstract

The conventional power converter produces a square wave and not a proper sine wave to convert direct current to alternate current. Hence, disparity exists between two techniques of modulation both using sine wave as the reference wave. The Graphene Base Transistor (GBT) is highly efficient and quickly switched compared to other semiconductor switching devices. Under carrier based pulse width modulation, there are many techniques compared to phase shift modulation method, just level shift modulation (i.e. in phase disposition (IPD)). The FFT study has been carried out after the correlation of voltage and current levels for the two techniques and the Total Harmonic Distortion (THD) of the two techniques is addressed with the aid of the simulation carried out on MATLAB 2015 a Software. The present study discusses the two techniques for a 9 level cascaded inverter. Finally, based on the Fast Fourier Transform (FFT) analysis, the less THD method has been suggested for usage to simulate induction motor drives' speed control.

Keywords: DC-AC Inverter, Sinusoidal Pulse Width Modulation, THD, MATLAB Software R2015a

Fusion & Mining Based Performance Prediction Model for Educational Data Processing and Knowledgebase Development

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Abstract

The higher education institutions and educational analytics field have seen an archetype swing from a conventional silo approach to an incorporated loom in producing new possibilities for gathering, analyzing and presenting student data to provide quality education to students. Educational data mining and learning analytics are day-by-day adding new techniques and possibilities to improve student's performance. This has lead the attention of academic institutions to implement effective learning process so that learner's achievements and weaknesses can be predicted well in advance and appropriate measures can be taken for their better academic progress and future performance. The researchers have proposed a novel classification driven data fusion and mining based modeling approach for data integration, processing and knowledge-based development related to educational network pathways for dynamic analysis of performance targets. Based on data, information, and knowledge evaluation; and by extracting relevant features from such educational and academic analytics, the authors reviewed the existing educational performance analysis techniques used in research papers and identified the challenges and opportunities in using such techniques to map, merge and integrate heterogeneous data from academic institution domain. The paper has suggested that teachers, course designers as well as learners should come together and gradually evolve and progress from data and information fusion to translational knowledge fusion so as to transform towards next generation educational analytics driven academics sector.

Impact of IoT on Indian Healthcare and Study of Various Algorithms to Secure the Patient's Data

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Abstract

Healthcare is one of the most important sectors among all other industries. The services in healthcare are very costly and people in rural areas are not able to access the primary health centres because it is located far away from their location. IoT technology will not be able to stop any chronic disease but will predict it and provide timely alert, which will save many lives. However, it will make things to be affordable and available so that people in any part of India will be able to access it. Indian government has initiated several projects in Healthcare using IoT. According to iotforall.com, IoT healthcare market will reach USD 14,660 million by 2022, which clearly shows that IoT in healthcare will be booming in the upcoming years. Also, security of data is another main challenge, which needs prime attention. The present study intends to explain the need of security and algorithms for implementing security in IoT devices.

Securing Distributed Database Using RSA and Blowfish Algorithm

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Abstract

Data is an asset in the current technological era. Hence, to prevent the unauthorized and malicious use of this data during the transmission from sender to receiver, computer scientists have been working on the algorithms and the studies collectively referred as Cryptography. The present research paper focuses on RSA and Blowfish cryptographic algorithm and the same is implemented with the educational dataset. Thus, in order to secure the distributed database, the researchers have suggested the usage of extended version of RSA algorithm.

A Dexterous File Security System with Triple Key ABE and Fine-Grained Access Control Using Cloud Environment

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Abstract

The cloud computing application has been the prime focus in the recent years. Furthermore, the same can be used along with attribute-based data sharing scheme for data security. The present research envisages on two-party key issuing protocol, which has been implemented in a way such that the secret key cannot be accessed by cloud service provider and hackers. The researches have proposed the attribute of weight in order to minimize the complexity of access policy, which in turn reduces the complexity of encryption as well as reduces storage cost. Moreover, the trusted authority is being presented to have secure data storage on a semi-trusted cloud service provider. This trusted authority also plays a role when it comes to sharing data with selective users. In this approach, the owner's of the data encrypts the secret data using ABE Encryption scheme. Furthermore, in the data access, a request is generated and authority owner with in the access control will receive the request, wherein finally, the data owner take decision related to sharing the secret key to data receiver. Thus, the original file has been downloaded by data receiver with the help of secret key.

Multi Cloud Secure Data Sharing Using Encryption and Decryption Algorithms

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Abstract

The multi cloud situations are quite intricate and confounded, managing issues from numerous clients getting to various conditions from better places. It has been observed that as advancements crosswise over cloud approach develop security issues. Hence, the organizations are embracing crossover frameworks to manufacture extra layers to their security foundation. Furthermore, certain administrations are better taken care of in the cloud in order to help explore the possible assaults. The present study takes an expressive investigation of issues related with crossover cloud and their plausible arrangements using an Improved Hybrid Encryption (IHE). In using IHE, the information has to part and stock-up in various different cloud conditions to offer high security for information that have been put away in multi cloud. Moreover, the execution of it is better and the outcome is contrasted, wherein the encryption calculation takes place to provide better information security and reduces the time required for such procedures.

Load Balancing and Resource Allocation Approaches for Cloud and Fog Environment

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Abstract

Cloud Computing is a definite innovation in the web, which is a method for procuring computing possessions, making and delivering programming software and services. The cloud computing enables clients to apply the application without set up and get to their very own records on any gadget within the web. Cloud services can be obtained whenever and wherever required. The cloud service providers have sufficiently grown to meet the demands of ever growing number of clients. In case of sudden traffic the load balancing mechanism helps to send requests to the available resources. However, the network, which needs to deal with various customers with a single server, becomes troublesome. It is to be noted that the Software Defined Network (SDN) permits to improve the performance system or server. It is the new developing system innovation that allows you to improve the network services. Moreover, the Software Define Network (SDN) based load balancing is utilized to deal with gigantic traffic load, which circulates the load among various servers. The Fog computing is another paradigm that stretches out Cloud computing and services to the edge of system. Like Cloud, Fog provides data, computation, storage and application services to end-users. The Fog computing utility lies in the progression of genuine situations. For instance, Fog Computing is utilized in Smart Grid, Smart Traffic Lights in vehicular systems and SDNs. In the present study, the researchers have proposed a system for securing data stored in the cloud using decoy technology in which the data access in the cloud is detected and validated. Thus, denies unauthorized access or abnormal access, wherein such activity is recorded in the log details table.

Routing Techniques in Source-Location Privacy in Energy Efficient Using Wireless Sensor Networks for the Social Internet of Things (SIoT)

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Abstract

Internet of Things (IoT) is an emerging technology, which in turn evolves the Social Internet of Things (SIoT) as an application of IoT. SIoT has been the topic of various autonomous research activities, since it guarantees to obtain scalable services with trillions of interconnected objects and supports the interesting novel applications. Wireless Sensor Network (WSN) is a multi-hop self-organizing network composed of multiple sensor nodes. Based on the characteristics of the sensor nodes, the source location protection emerges as a challenging problem for WSN. This present study focuses on the basics of routing techniques used in wireless sensor networks and intends to discuss and analyze about the source-location privacy models in a Wireless Sensor Network that are related to SIoT.

Implementation Using Multiple Linear Regressions with ADAM Optimizer Technique in Neural Network for Crop Prediction-MLRAONN

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Abstract

The increase in population leads to demand for food, which has been found increasing day-by-day. This necessitates the prediction of crops, which is also the need of the hour to fill the gap between the demand and the supply. The objective is to develop one such system with parameters acquired from soil laboratory in Chennai. This system uses micro and macro nutrients along with that pH, EC and OM values for crop prediction. The MLRAONN (Multiple Linear Regression with Adam Optimization in Neural Network) model is developed using Keras, software mainly used for Deep Learning. The Loss Metrics such as, Root Mean Squared Error (RMSE), Mean Squared Error (MSE) and Mean Absolute Error (MAE) of the proposed algorithm are compared with the existing algorithm. The present study has found the proposed MLRAONN algorithm yields a better result than the other two standardised algorithms such as, Random Forest Regression (RFR) and Multiple Linear Regression (MLR).

Cryptanalysis for Various Cryptographic Security Algorithms Using Big Data in Cloud Security

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Abstract

Today, every individual has accounts in many social sites like face book, twitter, Instagram etc. Using this, the people are sharing their data by uploading and downloading large complex and different types of data. This includes all the organizations, financial institutions, medical, government and space research data. Moreover, it is very intricate to convert large and complex set of data into a structure and useful format. Also, information coming in the form of data from different sources and sectors are not the same kind. The Big data handle variety of data such as, audio, video, text which includes numeric, digital, binary and images. The heaps of data are sitting within Big data are in raw format only. Hence, Big data used to efficiently analyze these kind of raw and structure data. Furthermore, it provides data-driven decision making. The Big data consist of velocity, volume and variety of information that need new methods of handling to allow improved decision building. It is a smart analysis tool to process information that go beyond our existing competency. The Cloud Computing providers offer the services based on demand instead of product and Big data with cloud computing combination is the future of IT sector. Keeping in view, the present research study focuses on the cryptanalysis for various cryptographic security algorithms using Big data in cloud security environment.

Epilepsy Neurological Problem: Prediction Using Machine Learning Techniques

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Abstract

Today, neurological problems are very common and have a serious impact on human beings both in adults and children. The seizure affects the routine work of patients. Hence, using the latest emerging technologies like data mining and machine learning algorithms, the prediction of nervous problems in the earlier stage is possible, with the help of EEG (Electroencephalograms) signals. Also, the relevant treatments are given to patients having nerves related problems. The present research focuses on the overview of one of the common neurological problems seizure and discusses the same using machine learning techniques.

Diabetes Risk Prediction Model of Connected Organs Using Retinal Images

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Abstract

Healthcare is one of the fastest-growing domains that aim to provide the appropriate treatment to delay the disease progression. The healthcare domain consists of most important sub-domain termed as disease prediction, which is an efficient technique to predict the disease in early stages. Data mining provides efficient techniques for early disease prediction. The present research uses the existing classification techniques to build the risk prediction model for early prediction of diabetes. This risk model predicts the possibility of patient affected by diabetes after the age of 40. The dataset consists of set of retinal images of high myopia, dry eyes and red eyes of polycystic ovary syndrome (PCOS), pancreatic problem and lifestyle disorder. The study explains the correlation of diseases like PCOS and pancreatic cancer with diabetes. In addition to this, classification techniques like Adaboost, Decision tree, Navies Bayes, Logistic regression and neural networks are compared to find an algorithm with high accuracy.

Accident Avoidance System Using RF, Cloud Computing and IoT Technologies

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Abstract

The population has become a major problem, which continuously increases across the globe. It is mainly due to unemployment, wherein most of the people from rural areas migrate themselves to urban cities, which leads to controlling of population an unavoidable issue. Therefore, population enormously increases in metropolitan cities like, Kolkata, Mumbai, New Delhi, Bengaluru, Chennai, etc. in a densely populated country India. This in turn causes unmanageable traffic congestion at peak hours and increases rate of road accidents. Hence, the monitoring and obeying of traffic rules becomes a major concern. The present study deals with an idea to design a smart display controller to control speed in vehicles and for monitoring the zones. The proposed system comprises of two units such as, zone status transmitters and speed control units. As the information is passed on from the zone, the attached unit in the vehicle automatically alerts the driver so as to decrease the speed accordingly. The fundamental goal is to create a change in the current road safety paradigm by providing user friendly and digital alternative to static road signs. Also, depending on the road signs the devise will aid in avoiding accidents and curb unwanted traffic jams.

Medical Data Mining – Needs, Methods and Applications

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Abstract

The improved database technologies and advancements in internet, has paved way for the availability of enormous Medical data are in numerous databases. Recent estimates state that annually healthcare industry is generating terabytes of data. It is quite obvious that to store such a large amount of data or information the sizes of databases also increase substantially. Actually, the job of extracting useful information for quality healthcare is tricky and important and subsequently extracts the useful hidden patterns for the purpose of data classification. The machine learning methods are widely used in healthcare domain to overcome the difficulties of handling huge data. The present research study highlights the unique features of Medical Data Mining to make the expert system to deal with healthcare as more constraint free specifically, while mining the large heterogeneous medical data.

Mitigated Quality of Service in Wireless Sensor Network Using a Mobile Sink

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Abstract

Wireless Sensor Networks (WSNs) are emerging as a promising technology because of their wide range of applications in industrial, environmental monitoring, etc. It is due to its inherent resource-constrained characteristics, they are prone to various security attacks, wherein a black hole attack is a type of attack that seriously affects data collection. One of the major Quality of Service (QoS) degradation factor is last hop bottle neck in WSN, which results in low throughput and valuable energy depletion of the nodes, which results in degradation of overall network lifetime and latency. It provides in-depth simulation and analysis of sink mobility strategies to overcome the last hop bottle neck issue. The present research study investigates the different sink mobility strategies with different speeds depending upon network load and traffic to bring optimized results.

Analysis of Academic Performance through Mining

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Abstract

Knowledge mining has become one among the effective tools for knowledge analysis and knowledge management systems in the recent years. The recent analysis in the instructional sector is that to build use of information mining algorithms. Also, previous research studies carried out on data processing algorithms like, J48 call Tree, Multilayer Perception, Naive Mathematician and Sequent Stripped-down improvement have imposed problems such as, curse of spatiality, cardinality and imbalance attributes. It is to be noted that the development within the data processing approaches promotes the researches over classification of options within the provided dataset. The applications like student performance analysis plays vital role in important potency of the instructors within the establishment. Moreover, many instances have been recorded in the present research study to boost the potency of academic performance analysis system through knowledge mining techniques.

Efficient Tracking System for Women through Location Meticulous with Shrink Energy Consumption

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Abstract

The safety and security prevention of women plays a vital role in the current epoch, wherein women are often get kidnapped, raped and murdered after sexual harassments. The offender engaged in woman assaults and capturing immediately throws mobile phone and other gadgets. In this scenario, tracking devices would carry out tracing of the attackers using Global Positioning System (GPS), wherein it identifies the location value and continues on various locations ahead. It is to be noted that when the location is interrupted in-between by lack of signal, this analysis would help in routing the location and communicate the location values with the next nearest node by passing the message to packets via server and send it to the receiver node. Moreover, the energy consumption with regard to battery usage is relatively decreased using shut-down concept. In this process, all the other security nodes are shut down while the battery has less power and communication node alone will send the message to the nearest network node via server, wherein the packet delivery ratio and average speed is efficiently carried on. Thus, it helps in safely rescuing women from the trapped location via tracking without any signal interruption.

A Conceptual View on Unifying God and Science through Variegating Perspective

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Abstract

Science is often associated with atheistic ideologies. The field of science is thought to be as one of the disciplines, where only rational and logical theories are often applicable. Moreover, anything that cannot be explained in terms of logical scientific theories or formulae is termed 'supernatural' or 'irrational'. This has also created a stereotypic notion among people that whoever is a patron of scientific ideas ought to be an atheist. Some scientists have been a fuel to this stereotype by openly embracing atheism. Furthermore, rationalism has gotten us far in the field of science. However, the ground reality is that the answers to seemingly impossible-to-solve questions cannot be discovered with logic alone. Hence, we refuse to believe in something, which is not scientific. Also, we may soon need to consider things, which we think as 'beyond science' to make further developments within it. The reason being this enables the mind to embrace creativity and look at various possibilities from different perspectives. This perspective of scientific thinking might even help us to resolve paradoxes and provide answers to questions like 'Does God Exist?' Keeping in view, this conceptual paper overlooks scientific theories from a variegating perspective by proposing the 'String Theory' concepts to understand the possibility of existence of higher dimensions (up to 10th dimension) and facilitates to explain the existence of God.

A Study on the Quality of Work Life among Women Employees Working in Selected Private Sector Banks with Reference to Palakkad District

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Abstract

India is the second largest population in the world, wherein women contribute a significant part to the economic development of our nation. The Indian women are mark up a quarter of all the disciplines. Work life commonly denotes the life of employee, physical, mental ability and interest intellectual thinking to complete their work. The good quality of work may decrease due to over overburdening, lack of co-ordination in workplace and home environment, less payment, lack of interest etc. The quality of work life (QWL) is the most significant part in the context of commitment to work, work force, time need to complete the work, training, evaluation work, analysis and motivation. It is related to facilitate the gratification of human needs and to achieve their goals and targets. The quality of work life supports to achieve the organizational goals easily. Keeping in view, the present study focuses on the quality of work life among women employees working in selected private sector banks with reference to Palakkad District.

The Effects of Accounting Scandals on Public Confidence in Financial Reports

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Abstract

The accuracy of financial reports brings about informed economic decisions of stakeholders but reduced confidence in such reports would result in an investor's retreat and increased cost of capital. The present research has been borne out of the concern that despite the auditors' clean opinion given on companies financial statements, serious backlash of corporate collapse is being experienced as evidenced in Enron (U.S), one of the world's leading energy, natural gas, communication giants with a claimed revenue of nearly US$ 101Billion in the year 2000, but suddenly collapsed in 2001.This paper is therefore significant as it seeks to examine the effects of accounting scandals on expectation gap and public confidence in the financial reports and proffer solutions to building maximum level of confidence. The methodology adopted is review of relevant literatures on the effects of accounting scandals on public confidence in the financial reports of corporations. The findings revealed that enhancing the level of public confidence in financial report rests with the directors who prepare the financial statements and the auditors seen as watch Dogs. The researchers recommend that company directors should have the interest of the stakeholders above their personal interests and professional bodies should constantly review the existing professional standards, guides and codes of ethics in the interest of public.

An Analytical Study on PEG ratio (Price-Earnings to EPS Growth Ratio) of Indian Listed Mid-Cap Companies and its Relation with their Share Price Performance

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&
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Abstract

There is no fixed formula to find the real worth of the stock. However, the investors are always in search of stocks, which could deliver very high returns in the long run. Apart from the huge returns in terms of stock price, there is an additional benefit in terms of lower tax outgo as long term capital gains tax is always lower than short term gains tax. In addition to this, investors need to monitor only few companies in terms of performance and need not change the stocks frequently and look for short term gains. With few potential wealth multipliers in portfolio investor has to only monitor the continuation of stocks, which has good future prospects. The Earnings Per Share (EPS) is the most important parameter because it directly tells us as to how much we pay in terms of share price and how much company earns in terms of Net Profit per year. Moreover, the Price-Earnings ratio is another important indicator as to how many years it will require to double the investment assuming no growth in net profit. The present study attempted to establish the relationship of dependent variable (share price) with independent variable (PEG: Price-Earnings to EPS-Growth) for minimum three years), so as to find the optimum value of PEG, wherein the share price offers decent gains. This research paper intends to provide the empirical evidence on how the movement in PEG ratio over a minimum three year period affect the share price movement.

An Evaluation of Mid-Day Meals Scheme for Schools Based on Financial Factors

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Abstract

Education is the fundamental right of every citizen in a country. Moreover, educated population is the capital of any country, which leads to better livelihood and standard of living of the people at large. In India, most of the population is falling under below poverty line (BPL) category. These population lives in rural as well as urban areas respectively, but due to poor financial support they are not able to pursue the right education. Thus, in order to support these people, the government has launched mid-day-meal scheme so that the attendance of students may not suffer due to poverty. The present research study focuses on the evaluation of aforementioned government scheme based on financial factors with regard to schools.

Risk & Risk Adjusted Returns of Unit Trust of India's Mutual Funds With
Reference to Open & Closed End Schemes

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Abstract

Mutual fund industry has accomplished a radical growth in the past two decades. The increase in number of schemes with increased mobilization of funds in past few years shows the importance of this industry. Among different financial products, mutual fund provides the maximum returns to the investors with minimum risks. The returns from mutual fund schemes and its sufficiency have been observed to be the major expectations of investors. Hence, the performance efficiency of mutual fund schemes would be based on returns drawn from such schemes. This paper is an attempt to evaluate the performance of schemes by making use of different tools, which have been developed and applied by many experts.

Transformative Finance and Gender Outcome

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Abstract

Finance by its nature can be empowering and in this context Transformative Finance is the one that bring the best fit to all by transforming the society. Financial Services institutions need to take conscious efforts to implement and practice transformative finance. Transformative Financial efforts can take three forms: Inclusion, Innovation and Integration (Triple I). The research studies across the globe from Africa to Asia have numerous evidences to this effect. India has recently seen a great financial inclusion initiative with Pradhan Mantri Jan-Dhan Yojana (PMJDY), which has started to show results for women empowerment. Moreover, the financial innovations in many forms are prevalent today like micro finance and self-help groups (SHGs). The microfinance and its SHG model of saving and lending has helped women to graduate to better levels of financial freedom and empowerment. However, the integration of financial services, which is often known as bundling up of products has not fully enabled women to access all required products from the same platform without going around and checking for various suitable finance products. The concept of transformative finance gains importance in this aspect, wherein through transformative financial efforts women empowerment can happen in societies where they are sidelined and oppressed. Furthermore, it is believed that financial independence and financial literacy can give women the transformation that they need to be empowered and equipped to lead normal lives free from economic compulsions and social oppression or suppression. The present study conceptually reviews the Triple I: Inclusion, Innovation and Integration in Financial Services through secondary data sources and highlights it as the major elements that constitute as vital part of Transformative Finance, which bring in gender equity and women empowerment. Also, the researcher intends to bring to light each of the three forms and their impact on women empowerment.

Empirical Study on Impact of Goodwill on Profitability in listed Information Technology Companies in India

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Abstract

After tremendous growth till 2008-09, the recession period has moderated the growth of Indian Information Technology (IT) sector. Also, this has led the sector to implement the mixed strategy of organic and inorganic growth by acquiring other firms from within and outside India respectively. The intangible assets are differentiators and driving engine of IT sector's growth. Moreover, in business combinations, many types of intangible assets are acquired and Goodwill is a special type of intangible asset, which becomes the part of balance sheet, only if arising out of business combinations. The present empirical research intends to understand the impact of goodwill asset on financial performance particularly towards Profit after Tax and Operating Profit in the Indian IT sector. Furthermore, to assess the above mentioned financial aspects, secondary data of top 20 listed companies for the period of ten years have been stratified and used. The researchers have conducted non-parametric statistical analysis and concluded that Profit after Tax and Operating Profit can be predicted from Goodwill and it also showed significant positive correlations.

Role of Social Health Insurance in Health Care Management

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Abstract

Social Health insurance is now emerging as a tool to manage financial needs of poor people to seek health services. The most ambitious health insurance programme in the world today is India's Pradhan Mantri Jan Arogya Yojana (PMJAY) launched in September 2018. This provides the chance to transform India's healthcare infrastructure in the market with the goal of offering the highest possible level of health and well-being for all age groups as envisaged in the National Health Policy 2017. The present study views social health insurance (SHI), the form of PMJAY, which currently exists as a largest health insurance scheme. It also exhibits the issues and constraints in scaling up the healthcare initiatives along with conditions essential for extending health insurance to low-income groups are presented.

Foreign Direct Investment in India – An Overview

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Abstract

Foreign Direct Investment (FDI) is the investment in another country in the form of having subsidiary to a parent company, wherein it has the control over the subsidiary. Although, there are different definitions of FDI are given by different economist but what remains is the essential condition to qualify an investment as FDI is that the company from one country should invest in another country. FDI is considered to be the most vital part of the economic system and which can be catalyst in the economic development of the country. The benefit of the FDI vary from country to country as the national policies and international architecture matters a lot for reaping the full benefit of the FDI to the host countries. India ranks second, wherein China stands first with respect to FDI in accordance with the recent survey. Surprisingly, US stood at third position; Russia and Brazil jointly stands in fourth rank. India attracts FDI because of its stable economy, which 7-8 plus, which is the foremost important condition for FDI. There has been a usual comparison between India and China with respect to as to who attract more FDI and china has always scored high in that respect. It does not mean that China has received more FDI than India. As per the definition of FDI given by International Monetary Fund (IMF) there are 12 items, which are to be included while calculating FDI, whereas china includes all of them and India does not follow this definition. India is emerging market in attracting FDI. Hence, it has grown at a higher rate towards benefiting from FDI. What makes India and China as well as other south east nations as the favourite destinations for FDI? How the FDI is helping in boosting and growing the economies of the countries? This research paper tries to explore these points with respect to FDI.

Analyzing the Credit Risk of Micro Finance Institutions – A Qualitative Approach

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Abstract

The microfinance offers a bouquet of financial services like credit, insurance and savings to economically deprived community who has no collateral securities. In India, the intense commercialization and motive to increase the loan portfolio made micro finance institutions (MFIs) to dump loans. The loan burden has created a lump for the lenders. It is during 2010, India's some of the largest Microfinance Institutions pitched financial crisis due to over indebtedness. Although, this industry has multiple risks, the most worrisome amongst all had been the credit risk. In general, the credit risk of MFIs is done on quantitative basis at large, which did not picture the credit risk in fullscape. The importance for qualitative factors is gaining momentum after the crisis. This study aims at studying the qualitative factors affecting the credit risk of MFIs. Hence, the present study intended to test the qualitative factors through a structured questionnaire. Thus, the data collected are interpreted accordingly and provided the suggestive measures for MFIs to inculcate these factors to overcome the aforementioned financial crisis with regard to their credit mechanisms.

Business Models and Financial Innovations are the determinants of Success for Microfinance in India: A Case Study on Ujjivan

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Abstract

This case study aims to study 'Ujjivan Small Finance Bank' from its inception as Non-Governmental Organization (NGO) based microfinance institution, which has pioneered a sustainable scalable model to provide micro loans to urban and semi urban poor. It is based on the Grameen group lending model with sophisticated consumer banking technological tools and professional management practices to its performance as a bank. The present research has attempted in highlighting its financial structure as an NGO and NBFC with highly performing business model that has led to better performance as bank through detailed financial performance analysis for the last ten years. Finally, the case study concluded with an analysis regarding the probable challenges that are to be faced by Ujjivan Small Finance Bank in operations and its role in financial inclusion, which is the prime agenda of the present government, depicted through its various financial inclusion programmes. Ujjivan has managed to achieve profitability in the first two years, which is substantial along with serving under its social objectives. The Ujjivan Small Finance Bank has not only succeeded as a microfinance entity but also as an bank due to its business model, which is currently serving more than 4.9 million customers with gross loan disbursement to the tune of INR 12,864 Crores along with growth in deposits to the tune of INR 10,130 Crores as on September 30, 2019.

The Effect of Performance Appraisal on Employee Productivity: A Study of Selected Branches of First Bank Nigeria PLC in Edo State Nigeria

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Abstract

The present research study examined the effect of performance appraisal on employee productivity in the organization, using selected branches of First Bank Nigeria PLC in Edo State, Nigeria as the study area. The literature for the study has been partitioned into four main sections namely; conceptual review, theoretical framework, theoretical exposition and empirical review. The study adopted descriptive survey design from a population of 1,097 senior bank employees in the area, wherein 293 have been determined as the sample. The statistical tools adopted in the study for analysis are summary statistics, Pearson's correlation coefficient and multiple regressions, wherein the findings are at 95% level of significance. In furtherance, the major findings indicated that performance appraisal feedback have a positive and significant effect on employee's productivity in the organization. Also, it showed that performance appraisal frequency and rewards mechanism have positive and significant effect on employee's productivity within an organization. Therefore, the study concluded that performance appraisal is an unavoidable exercise that organizations should undertake regularly to enhance its employees' productivity. Also, it has been recommended that organizations should frequently endeavor to emphasize the issue of performance appraisal feedback because it is the only way of communicating employees' strengths and weaknesses to them for bringing in necessary improvement with regard to performance that needs to have effect in future exercises.

Skill Based Education System: A Determinant of Employability

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Abstract

The education system is struggling to address significant changes. According to the guidelines of National Curriculum Framework (NCF), education must reflect changes in the learning standards and put more emphasis on critical thinking and problem solving. In this context, project based learning is one of the strategies likely to be helpful. The professional development must emphasis on critical thinking, communication, collaboration and creativity skills. This can be done effectively in professional learning communication, wherein the teamwork facilitates to improve the practices of Four 'Cs'. In this present study, a model is proposed to measure the skill based education for employability that includes the managerial skills, analytical skills, basic skills, interpersonal skills, etc.

Conscientiousness Engrosses Academic Performance of Engineering & Management School - A Case of Bhubaneswar & Adjacent Region

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Abstract

Today, the global market has the challenge of lack of efficient professional, unemployment and brain drain, which is mainly due to lack of academic excellence. The reason being, there may be lack of conceptual clarity due to absence of conscientiousness. The researcher has tested the student's conscientiousness, which is an important factor for the growth and development of academic performance. The present study has taken 455 B.Tech, MCA and MBA students of Biju Pattanaik University of Technology (BPUT) to find out the students' conscientiousness level and academic achievements through regression analysis and data are interpreted accordingly.

A Study on Benefits of Automation in Human Resource Management Practices

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Abstract

In today's competitive business world, for any kind of organization the human resource (HR) is a binding asset and input for improving the organizations' performance. Moreover, for organizations to be efficacious, they have to strive for higher customer satisfaction, which is a key for their survival. Furthermore, to achieve sustenance, the organizations have to adopt innovative human resource practices to improve their performance and be dissimilar among its contenders. Interestingly, in the impending years, human resource management (HRM) is going to moving away from its underpinning administrative functions like recruitment, selection and monitoring of employees at all the levels, which is appraising to more advanced progress like using Automation, Augmented Intelligence, Robotics and Artificial Intelligence that are completely redefining and reshaping the way of their workforce characteristics and organizations. At present the corporate world is completely transforming the human resources, seizing millions of jobs into global Artificial Intelligence in each and every segment. However, human resources have not been associated with this emerging technology, the reason being its failure to deploy Artificial Intelligence with human resources practices could prove to be outrageous, which make the organizations difficult to grow gigantic and subsist in this globe driven by these advanced technologies and machines. The Global Artificial Intelligence workforce is completely susceptible by Artificial Intelligence and advanced self-learning machines and they are sponging away the intrusion or engrossment of humans in each and every facet. It is to be noted that Artificial Intelligence and advanced technology, whichever created and used hitherto are for the benefit of humans not for its devastation, but to carry out best human decision making process. In furtherance to compete with advanced machines Artificial Intelligence now lies within the respective human resource, wherein the sub-divisions have to engage in the training modalities so as to retransform their workforce in understanding the Artificial Intelligence and collaborating and working with Robots in the forthcoming future. The present study provides an overview of benefits of automation in HRM practices.

Augmentation of Emotional Competency and Teacher's Efficacy Model in Coimbatore District

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Abstract

Emotional intelligence is constructive among teaching professionals in recognizing their strengths and limitations to build self-worth and capabilities, which advances their efficacy through 'self' and 'societal realization'. Educational performances are considered as lifetime activity, wherein the teaching professionals are the backbone for effective educational system. An idea of intellectual coherence is the essence of human intelligence, which has been widely accepted. The current research focuses on expansion of Emotional Competency among teaching professionals and their Efficacy Model in Coimbatore District. The research has been enriched with parameters like training programmes, self-monitoring performances and quality enhancement in andragogy. The results have provided a considerable support of hypotheses and confirmed the relationships among emotional variables, which necessitated an individual level of approach towards personal and professional accomplishments. Furthermore, the framework of emotional intelligence of teaching professionals has been developed with emotional abilities and competency intended for greater success and satisfaction. The present research proposes the relationships of background and emotional intelligence variables, which necessitated their enrichment towards application learning skills for career development and socio-emotional stability.

Organizational Successes and Collision with Personnel Optimization for Effective HRM - An Empirical Study

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Abstract

The human resource management is one of the vital areas for any organization across the globe. Moreover, the strength of an organization is determined by its effective human resources within its ambit. Hence, the Human Resource Management (HRM) practices are quite indispensable for organizational effectiveness and growth. Furthermore, managing human resources effectively is the task of individuals who have specialized in it and are primarily responsible for human resource management because of the rapidly changing and highly competitive environment respectively. The trend today seems to be towards greater decentralization and delegation of responsibilities to lower human resource level and to operating units and managers themselves. It has been observed that the trend toward less formalization of human resource policies is indispensable for efficiency of workforce development. The aforesaid condition provides human resource department within the organization to adopt the flexibility for coping with more rapidly changing environment. The liberal and / or diminished bureaucratization as a function of human resource department in an organization can lead to a greater openness in terms of understanding the human resource perspectives and its associated practices. However, things like employment problems and salary related matters have to be federalized because of its steadiness and prospects within an organization. The managing human resources by itself become a collective responsibility and there are various techniques that have to be instigated and handled by the personnel or human resource manager in an organization. The present study has attempted to understand the purview of HRM through analyzing the personnel optimization techniques on the success of organization and its financial performance.

Social Media Influence on Students with Special Reference to Coimbatore District

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Abstract

Social media intends to connect the individual to various platforms like learning, chatting, discussions, sharing information in all formats and making the process of communication much simpler and faster. The present study has been conducted at Coimbatore as it emerged as one of the technology hub and second largest city in Tamil Nadu. The reviews collected have envisaged social media with regards to people of different age groups and development with regards to academic or education. The study adopted descriptive research design and simple random sampling method for sample selection, wherein 112 students from different colleges in Coimbatore district have been included. The researcher analyzed the influence of social media with reference to several aspects, which focused on the overall development of younger generation. The reason being today's younger generation are much influenced and attracted to social media. The data collection has been carried out through a structured questionnaire, which comprised of both independent variables (demographics) and dependent variables (purpose of using social media, personal developments like knowledge gaining through videos and lectures, information sharing, job opportunities (for job seekers and providers), online purchases, responding to queries, multiple source of information and variables on social aspects like, communications, type of friends (groups), interacting with expert people through discussions, influence of reference groups, Technology Acceptance Model (TAM) and level of satisfaction towards social media, influence of real time messages) through non-parametric statistical analysis. The suggestive measures are provided with regard to increasing the security concern in social media.

Metamorphosing Boomerang as a Talent Acquisition Strategy - An Overview

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Abstract

Even though everything has modernized, still old is considered as new. For instance, the retro fashions have come back with its style. The rock bands are reunifying for the tour. Likewise, most of the organizations are bringing back the old talented employees who quit the jobs. This strategy is referred to as Boomerang strategy. The Boomerang strategy helps in rehiring the talented employees who quit the job voluntarily due to personal or professional reasons. The reason being, hiring a new candidate would cost high on the basis of training. This cost will be reduced by adopting boomerang strategy. Hence, it is considered as a best practice in acquiring the right talented employee for right job. This research paper is an attempt to unearth the truth behind rehiring a former employee and expedites the reason on why talented employees often leave an organization. Also, suggests the steps to attract former employees. Furthermore, it discusses the pros and cons of adopting Boomerang strategy and the statistics of Boomerang employees, rehiring policies and questions in recruitment interviews.

Conceptualization of Consumer Brand Hatred and its Effects on Business Performance: An Overview

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Abstract

Modern brands are highly consumer focused, wherein the consumers have become more vocal and expressive in various social media and other platforms. The researcher identified certain factors, which might lead for consumer brand hatred and conducted 40 interviews to find out whether those factors affect the consumers towards a brand. In addition to this, the researcher interviewed on how brand hatred affects the business performance. The reason being, brands have become highly competitive and consumers today have lots of options. Hence, the brands should know, which factors affects consumers' decisions. The consumers are judging brands based on its past experience, image, price, etc. Moreover, the brands whichever intends to become more successful needs to engage more with consumers. Today, consumers even look how brand is socially placed and environmental concerns. The present research paper conceptually addresses on various aspects of consumer brands and its hatred effects in terms of business performance.

A Study on Antecedents of Customer's Repurchase Intention towards Online Shopping in India

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Abstract

India is fourth largest online shopping market in the world and third largest market in Asia. Electronic retailing is booming in an exponential rate for the past decade in India. This is mainly due to higher penetration of Smartphone, which leads to large number of internet users. Hence, it is a biggest challenge for the e-tailors to retain the customers or making the customers to repurchase from the same e-tailor. The purpose of the study is to examine the influence of the factors such as: Perceived Ease of Use, Perceived Enjoyment, Satisfaction, Trust and Loyalty on customers' Repurchase Intention. The sampling has been carried out through purposive sampling with a sample size of 150. The data has been collected through a structured questionnaire through online survey. Factor analysis and multiple regressions have been analyzed using SPSS. The results revealed that the factors such as Perceived Ease of Use, Perceived Enjoyment, Satisfaction, Trust and Loyalty influences Repurchase Intention amongst customers.

The Influencing Factors of Online Grocery Shopping and Associated Risk - The Role of Delivery Charges

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Abstract

The online business has gained momentum in the recent years. It is to be noted that online grocery shopping has been growing day-by-day in the metros and periodically in the suburbs, which exhibits the steady growth of online grocery retail. The purpose of the study is to determine the influencing factors that motivate Indian customers to do online grocery shopping and to examine the uncertainties and identifying the associated risk factors in this burgeoning sector. A pilot survey has been conducted among 40 samples using questionnaire method in Kolkata, West Bengal, India. Interestingly, some new factors like convenience and free home delivery have been found as the most prominent influencing factors of online grocery shopping. Among all the proposed risk factors from previous market research studies, product-quality risk and customers' adoption behaviour are the two factors, which are the main uncertainties of online grocery shopping.

Analysing the Role of Brand Rationalization in Business Performance Strategy: An Exploratory Study on Branding

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&
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Abstract

Today, most of the company dealing in consumer markets with an array of different brands (i.e. a brand portfolio) and regularly address strategic questions related to brand portfolio management, such as what brands to add and how to keep strategic brands. Also, the companies are into identifying, which are the ones to retain for a long time and the ones to delete/prune for lack of contribution. In furtherance, profit discontinuing a brand from the firm's brand portfolio is mainly to streamline the profitable ones. The above mentioned process is termed as Brand Rationalization. In other words, brand rationalization can be defined as a process by which a company cuts off the brands, which are not so profitable with less contribution to its bottom-line or sometimes top-line. This is a continuous process, particularly for FMCG and white goods in a country like India. Moreover, there is an extensive literature available on creation/acquisition of brands, brand architecture, brand equity and the impact of existing brands on firm performance, but there is scant research in the area of brand deletion. The theoretical part of Brand Rationalization is relatively new, although it has been practiced by many companies for ages and decades. However, non-availability of a comprehensive literature is the major issue. The earliest record of advocating brand rationalization process can be traced in early 1930's; Neil McElroy was a Manager who supervised the advertising for Camay soap at Procter & Gamble. The consumer product giant ignored "Camay" but spent money and paid attention on its flagship product, Ivory. In doing so, Ivory remained the leader while Camay struggled for survival. The annoyed McElroy drafted a three-page internal memo in May 1931 and argued that P & G should switch to a brand-based management system. He further suggested that company's brands would fight with each other for both resources and market share, wherein each "brand man's" objective would be to ensure his brand to become a winner, even if that happens at the expense of businesses of other brands. Furthermore, Diageo the worlds' one of the largest spirits company, sold 35 brands of liquor in some 170 countries in 1999. Interestingly, it is just eight of those brands namely, Baileys Liqueur, Captain Morgan Rum, Cuervo Tequila, Smirnoff Vodka, Tanqueray Gin, Guinness Stout, J & B and Johnnie Walker whiskeys provided the company with more than 50 percent of its sales and 70 percent of its profits. The present research paper intends to shed a light on utility, process, rationalization and signs of brand rationalisation.

Impact of Social Media on Digital Marketing

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Abstract

The digital marketing has created an extensive platform for advertisers to promote their brands or products online. It has paved a profitable path for business owners to reach their targeted customers in the border less commercial world. Furthermore, with the fast evolution of technology, a continuous change in the buying behavior and purchase decision making of the consumers has been observed. Keeping these aforementioned aspects, the present research focuses on factors influencing the buying behavior of youth and attributes that are attracting consumers to buy using digital marketing. The research has been conducted on 232 respondents to trace the impact that digital marketing on youth by administering a structured interview schedule among the young generations and date were interpreted accordingly.

Marketing of Indigenous Handicrafts

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Abstract

The sales of indigenous handicraft industry has been showing a gradual downfall over a period of time and this particular industry's glory, might become a faded history for future generations. Hence, the present research study aims to elaborate on the marketing challenges faced by the indigenous toymakers to sustain and grow their customer base in the face of competition from the global toy giants. It also prescribes innovative marketing strategies that could help the artisans across India to create a niche for themselves and to grow economically. One of the strategies includes organizing events, fairs and exhibitions with "shop local" theme. In addition to this, creating window displays away from the stores, creating a national logo for region specific toys for brand identity, designing pop-up stores in different locality and online marketing can help change the marketing game in favour of the indigenous handicraft industry. Moreover, organizing theme parties for kids can positively impact the customers. Also, some of the possible themes for promotion of these toys could be mythology. Furthermore, creating documentary movies, infomercials in theaters and publicity on social media and participating in national and international toy fairs can open up new markets can gain them the required identity and increase the demands for these struggling artisans.

Social Media Influencers and Their Impact on Brand Marketing

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Abstract

Influence marketing on social media has clearly emerged as one of the most effective and powerful to build brand attention and helps to bring beauty products to life. The beauty buyers definitely like engaging with brands on social media. Moreover, the platforms such as, Instagram and YouTube have given people location to express themselves to an audience. Social media is additionally enabling established celebrities with a huge social presence to make their own direct-to-consumer brands that focus on specific market gaps. Today, the influencers have transformed the way that brands approach consumers with their products. Moreover, this influence goes beyond just customer contact, as brands are also reconsidering their values, image and digital marketing strategies. Also, the influencers have the ability to foster a special, authentic relationship with the customer, helping the companies towards understanding what they want and how to give it to them. Social media influencers are first explored in the advertising field, particularly to create a buzz in the younger markets and further expand social media coverage in business. Thus, social media can create an impact on customers that involve within the process of deciding of branded cosmetic products. The influencers exhibited confidence through the assertion of specific claims they make on products throughout the videos. The aim of the present research study is to explore how influencers are using Social media as a platform for the cosmetic industry and utilizing advertorials for brands on YouTube and other social networking sites.

Consumer Behaviour towards Green Marketing in India

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Abstract

Environment pollution is the main concern in the today's business environment. The damage done to ecological conditions of the earth has reached a threshold to an alarming limit, wherein the concept of Green Marketing gains importance in the recent years. Green marketing is the phenomenon that has been developed in the whole world to facilitate sustainable development. It is the process of marketing products that are environmentally safe. Furthermore, the ethical measures in marketing constitute an important part of modern business. The Green Marketing trend has been categorized under four sectors (Fashion and Makeup, Tourism and Hotel, IT and Food and Beverages) and it is important to understand how the companies falling within these sectors have influenced the industry in terms of changing the face of markets. These industries have been selected due to the fact that, they have implemented green practices and initiatives thereby receiving praise and recognition. This has facilitated the aforesaid industrial sectors to become as trendsetting companies by gaining huge market share and profits. However, it has its own negative effects on the business in terms of consumers' attraction and choices. This paper envisages into unconventional and emerging techniques of marketing, which is an essential part of future businesses in shaping its aspirations and catering to the needs of future generations.

Laundry Care in India: An Inquiry into the Quality of Delivered Service

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Abstract

Laundry care in India has been growing rapidly for the past decade and a half. It has reached a stage where growth and consolidation within the industry is happening. With more and more couples and young singles with hectic schedules and rising disposable incomes, it has been predicted that the Laundry service market in India is set to grow to $76.5 billion by next year. This implies that the rise of many Laundry start-ups becomes indispensable to meet this need, wherein professionalism in the delivery of services is the need of the hour in a huge unorganized sector. Furthermore, this research study looks into the existing market scenario in India by investigating the association between factors affecting service quality and customer satisfaction and perception of customers on the quality of Laundry care services in general.

An Empirical Investigation into Consumer Attitudes and Preference towards Electric Vehicles

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Abstract

Indian automobile industry is the fourth largest market and seventh largest manufacturer of commercial vehicles in 2018. Although, the domestic growth was disappointing, exports grew by 14.5 percent during the financial year 2019. The sale of electric two wheelers crossed 55000 units in 2017-18. With the growing impetus for electric vehicles and governmental push, 2020 is a watershed year in the automobile industry, which is introducing new models of electric two wheelers and four wheelers with a lot more cost-effective models that are slated to be introduced in the latter half of 2020 and beyond. In the present scenario, understanding consumer behaviour, attitudes and preferences towards electric vehicles will help both government and companies alike to adopt strategies to increase acceptance and adoption of such technology on a mass scale. The present research paper attempts to study the consumer's attitudes, preference and purchase intention towards electric vehicles.

Gender Gap and Women's Literacy Rate in Tamil Nadu: An Analysis

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Abstract

Education is the backbone for growth of any developing nation. It has been a saying that 'a man without education is like a building without foundation and a woman without education is a body without breath'. Education for all is one of the missions of India but still, we have not achieved the phenomenal women literacy rate. According to 2011 census, only 57.16 percent of women are literates. Although, the education system has been growing rapidly, gender gap in literacy remains conspicuous particularly, in the state like Tamil Nadu. The Constitution of India grants women with equal rights, equal opportunities and empowerment in all fields particularly, in education. The existing scenario is women in India have not been able to take full advantage of their privileges in practice for various reasons. Hence, this paper attempts to focus on the participation and empowerment of women's education.

Integration of Information Communication Technology in Class Room for Transformative Teaching Learning Process

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Abstract

India has been a knowledge driven society since ancient times. The gurukuls imparted knowledge to students based on the information and experience of Acharyas, which was stored in the brains of students. The era of internet-based society has made information a nucleus for the world. The whole world is working to keep themselves abreast with the latest technology and information, wherein technology needs to be integrated for societal progression. Technology integration is a progressive process because teachers need to recognize educational technology and understand those that can be used with a specific subject. Moreover, in doing so, they have to form a favourable attitude to accept it. Furthermore, they can prepare different activities with technology and time through applying their different experiences thereby improving the use of technology. Finally, evaluating the results of their decision and integrating the technology effectively in the classrooms by creating a productive teaching-learning environment for students. The technology integration in classroom has been performed with a "beginning, middle and end" by the teacher according to specific objectives, for an explicit subject, in accordance with context, which could bring enough benefits to education. The present study conceptually envisages on technology integration using ICT techniques for effective transformative teaching learning process for both teachers and students.

Spreading the Beams of Information and Communication Technology to the Students with Learning Disabilities with Special Reference to Dyslexia

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Abstract

Learning disabilities are considered as neurological based processing issues. These problems can affect the basic learning skills such as reading, writing. The Dyslexia is a learning disorder that affects the ability to read, spell, write and speak. It also affects the student's life beyond academics and can impact the relationship with family and society. This necessitates the medium of communication to overcome the learning disorders. In today's context, the Information and Communication Technology (ICT) gains prominence to facilitate the teaching-learning process, which refers to technologies that provide access to information through telecommunications. It mainly focuses on communication technologies, which include the internet, wireless networks, cell phones and other communication mediums. A virtual classroom is an online learning environment that allows for live interaction between the author and the learners as they are participating in learning activities. It is an online space where the learner and teacher work together simultaneously. This conceptual paper deals with the requirement of using ICTs to reduce the hurdles of children having the problem of learning disabilities.

Conservation of Flora & Fauna – An Overview

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Abstract

The conflict between humans and animals are major problem in many parts of India. The damage and destruction caused by a variety of animals to human property and sometimes to human life is a real and significant danger to many human communities. With the animals often killed, captured and harmed in retaliation, these conflicts are one of the main threats to the continued survival of many species. Furthermore, one of the main reasons for this conflict is increasing human population and the continued loss of natural habitats. We need to place more emphasis on creating awareness among the people on the need to protect these animals. Endangered species in India includes large varieties of rare species of flora and fauna. The result of human and animal conflict is very serious problem in many parts of India, wherein many people lose their crops, livestock, property loss and sometimes their lives. It is to be noted that many of the animal which are already threatened or endangered are often killed in retaliation or to prevent any future conflicts. In such situation, it is necessary to manage the conflict with speed and accuracy in order to prevent panic, injuries or death. The aim for conservation of flora and fauna are to build up with the following: 1) Scientific knowledge on wildlife resources 2) To train personnel at various levels for conservation and management of wildlife 3) Carry out research relevant to management including the techniques appropriate to Indian conditions 4) Provide information and advice on specific wildlife management problems 5) Collaborate with international organizations on wildlife research, management and training and 6) Develop a regional center of national importance on flora and fauna conservation. The present research study is an overview on conservation of flora and fauna using thematic approach. This includes methods of conservation in India and Abroad in accordance with constitutional provisions and directive principles of state policy towards major threats faced by wildlife in India and importance of forest and wild life.

Impact of Smart Classroom Learning Environment on Secondary School Students and Teachers

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Abstract

The convergence between information and communication technology (ICT) has resulted in an unprecedented increase in the capacity to generate, store, retrieve and distribute knowledge. ICT has many applications in the education field. Moreover, in order to apply different innovative technological devices in teaching and learning process, the teachers should use ICT in teaching. The researchers intended to see the impact of smart classrooms as an outcome of ICT on science subjects. Hence, they have taken a pre-test and post-test experimental design for the present study. The study has been on students of class ninth of Bharati Vidyapeeth English medium school Navi Mumbai, Maharashtra. The data have been collected through Statistical Analysis System (SAS) score sheet and analyzed through simple statistical procedures. It has been found that there is a significant difference in the results of pre-test and post-test after using the Smart Classrooms. The study has been simultaneously conducted on teachers to assess a change in teacher's opinion after teaching in Smart Class environment. Therefore, to investigate the opinion of different schools, a survey has been conducted using questionnaire on 20 teachers of Navi Mumbai. Finally, the study concluded that teaching-learning process can be made more interesting and effective for the students as well as teachers through smart classrooms.

Mobile Learning and Educational Research

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Abstract

Mobile learning has become indispensable in the recent years. It is a technology, which allows the citizens of the world to access information and learning materials from anywhere and at any time. As a result, learners have control on when and from which location they want to learn respectively. Also, all humans have the right to access learning materials and information to improve their quality of life regardless of where they live, regardless of status and culture. Hence, the learners will not have to wait for a certain time to commute to a place for learning. With mobile learning, learners will be empowered in terms of access to information and retrieval of the same. Moreover, the learners do not have to learn what is prescribed to them. Thus, becomes a platform for independent learning. They can use the wireless mobile technology for formal and informal learning, wherein they can access additional and personalized learning materials from internet or host organization accordingly. The workers on the job can use mobile technology to access training materials and information when they need it for just-in-time training. Furthermore, it facilitates the researchers to do researches (including online) and access secondary information sources pertinent to understand the research prospects.

Creativity and Slow Learners - An Overview

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Abstract

A slow learner is a learner who hits his or her developmental pushers at a much slower rate than compared to the peers. The educational and social limitations of slow learners are so obvious. Hence, there is a greater need for special educational measures for the slow learners. The creative activities provide a variety of experiences needed for the all-round development of pupils. Creative activities are extremely important for all kinds of students, whether they are normal or subnormal. Many scientists emphasized on discovery and self-directed inquiry approaches, which can work better only when the individual learner has enough enthusiasm, information, knowledge and skill in the area being studied. Thus, in the case of slow learners knowledge and skill should be taught before they are provided with opportunities for self-directed enquiry.

India's Cultural and Other Relations with Her Neighbours

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Abstract

The tradition and culture of India is very vast with its landscape. The different cultures, patterns and life styles have been a natural phenomenon of the Indian stage. Moreover, the Indian cultural expansion to her neighboring countries did not take place over a period of time. The cultural spread has occurred after the culmination of continuous process over a long period, which slowly started spreading with her neighbouring countries. There are number of strategies, which have been responsible for spreading the cultural message. The maritime activists, missionaries and expeditions of Kings carried have carried the cultural message to India's neighbours. Furthermore, India has developed commercial contact with outside world before many centuries. The contemporary relations with her neighbors have some time constraints in terms of culture. The researcher has adopted historical research and descriptive methods to analyze the aspects associated towards spread of Indian culture and other relations with her neighbouring countries.

Dark Tourism: An 'Appealing' Morbid Side of Travel

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Abstract

One of the fast-developing forms of tourism is Dark tourism, and is synonymous to Black tourism, Grief tourism, Morbid tourism and Thana-tourism. Dark Tourism is a form of extreme travel experience that is associated with places, which have experienced misery, mystery, disaster, tragedy and death. Also, it is gruesome and scary, but has become popular due to its unconventional nature and experience. The historical root traces the emergence of a morbid attraction of Pompeii. The Roman Colosseum is said to be one of the earliest dark tourist sites where people travelled long distances to watch death as an adventure sport. It is during the late 18th Century in Central London, people used to pay money to sit in grandstands to watch mass executions. It was only in 1996 that the concept of dark tourism entered the academic discipline, and applied it to the assassination site of President J. F. Kennedy. Furthermore, Poland is also a top list of dark tourism, as it is home to Auschwitz concentration camp, Museum of the Second World War(Gdansk) and Mausoleum of Struggle and Martyrdom (Warsaw) – each a reminder of the pain, terror and suffering inflicted upon people by Nazi Germany. Dark Tourism is a concept that emerged in mid 1990s, actually transforming war or disaster zones into tourism destinations and such sites are gaining popularity in the recent years. For instance, Auschwitz Museum, Poland; Anne Frank House, Netherlands; Peace Park, South Korea; Jallianwalabagh, India; Cellular Jail, Andaman and Nicobar Islands; Skeleton lake, India, etc. The death is one kind of heritage that every human shares and has been an element of tourism. One can travel back into the past era and also into an apocalyptic future. Dark tourism can serve some purpose like educational purpose, economic development, for reminiscence purpose, political and also provides entertainment. This kind of tourism is a complex one and has its own merits and demerits. It is sheer curiosity that pushes people to tread the road less travelled, wherein some take a detour from their regular plan of visit to places and visit these spots to experience how these places withstood the test of time. It is to be noted that any form of dark event can create an emotional impact on people and may include social and political aftermath. Many tourists are attracted by events with sudden and violent death like, September 9/11 attacks and other type is that few are curious and visit places of haunted history. Interestingly, the recent trends indicated that films, literature and other media on genocides, wars and battlefields have received significant support and recognition. Many survivors also share their nation's previous plight, while demonstrating the positive aspects of their culture. Likewise, India too can follow the same thereby developing this tourism aspect. They can use their tragic past as a tool to promote their culture and educate the international community about

the progress that has been made and the true identity of their nation by adding individuality to their exhibits, including traditions, folklore and other methods.

The present study takes a detour around the subsets of dark tourism – Battlefield tourism, Holocaust tourism, Cemetery tourism, Prison/Jail tourism, Slavery-heritage tourism, Monument tourism, Black spot tourism, Haunted palaces and fort tourism. The tourist behavior also differs from one place to another. The researcher ventures into the historical development of than atopic elements of travel and intend to show how Dark Tourism gains importance to the issues is devoted can be located within a historical tradition which sheds light on how it should be defined and viewed today. Also, discusses how a variety of forces have fuelled dark tourism in the recent years. Moreover, in the process of regional development, the concept of dark tourism has many benefits. The present study concentrates on the dark tourist destinations in India, thereby opening a new venture in the tourism industry. It is due to lack of promotion and publicity, travel agencies and tour operators are unable to provide suitable services to the tourists who would love to visit these spots. India's image as a cultural and regional country also hinders the growth and development of this aspect Dark Tourism. The reason being India shelters so many spots and dark destinations within its ambit that fall under the category of Dark tourism, which needs to be promoted by bringing to notice the stakeholders, travel agents and tour operators and media groups. The study suggests that government has to take necessary steps and make necessary arrangements for attracting the tourists towards Dark Tourism for promulgating the historical growth, socio-cultural and socio-economic prosperity.

An Appraisal of Renewable Energy Use and the Regulatory Models in Nigeria: The Challenges and Prospects

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Abstract

The renewable energy is nature's infinite quick action on a human time-scale and an alternative resource to fossil fuels. The doctrinal method used have showed fossil fuels deplete the ozone layer; increases global warming and may bring biodiversity and humans into extinction. The present study examines Nigeria's regulatory models; the extant legislation, the role conflicts amongst law enforcement agencies and confusion amongst stakeholders. However, the study compares with Europe and some West African States: the prospect, mitigate/sequestrate chlorofluorocarbon [CFC] emissions, naturally regenerated biodiversity; the balance of carbon cycle and creation of job opportunities etc. Furthermore, it recommends a specific legislation; merger of extant regulations and institutions so as to explore abundance of(solar, hydro and wind) renewable energy types, increase fossil fuels taxations, encourage collaborations amongst global states and will power to implement the enhanced models for better human and environmental prospects.

Crisis Faced By Children with Special Reference to Social Media

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Abstract

Today, social media is one of the most important activities carried out by people across the globe. Social media is ordinarily known as any websites and applications that enable users to create and share contents or to participate in social networking. This includes face book, gaming sites, video sites, etc. Nowadays, many children get influenced by it and use social media for many purposes, which have both positive and negative impact respectively. The children share all their details in social media but they do not have awareness about its consequences. Though there are many laws which protect them, majority are still victims to it. Keeping in view, the present empirical study has made an attempt to analyze the crisis faced by the children through social media and suggest the possible remedial measures available to overcome from this menace using descriptive and quantitative approaches.

The Need for Legal Control over the Environmental Pollution Caused By Artificial Light with Special Reference to India – A Study

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Abstract

The pollution today is enormous with regard to increase in population. Light pollution is one of the most rapidly increasing types of environmental degradation. The artificial lighting at night is contributing to light pollution and it affects all over the world including densely populated countries like India. The present research study analyses the awareness about light pollution among the people and suggests few solutions for reducing the pollution caused by artificial lights using descriptive and quantitative approaches. Furthermore, the researcher emphasizes on new legislations, which needs to be enacted to legally control the light pollution.

Study on Physical Fitness and Its Relationship to Mental Well-being

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Abstract

Health is considered as important of all possessions. The World Health Organization (WHO) has defined "Health is a state of complete physical, mental and social well-being and not merely the absence of disease or infirmity". The present research paper has been structured to analyze the importance of health in psychological wellbeing in accordance with self concept perspective. The researchers have taken 225 respondents as sample size to evaluate the physical concept, wherein Batican self-concept scale has been modified and administered for data collection. A structured questionnaire has been used to study the physical fitness of the respondents. The researchers used factor analysis and correlation techniques to find the significant relationships between independent and dependent variables. The findings have showed fitness enhances one's self concept and the results revealed that there are notable differences in the perception on fitness and self-concept among gender groups.

Empirical Analysis of Gender Differences in Social Networking Sites Usage and Purpose

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Abstract

Today, companies are venturing into digital platforms to engage customers and communicate effectively. Hence, social networking sites are becoming very popular through social media tools. The review of literature throws light on gender differences towards usage and purpose of social networking sites. In furtherance, gender differences insights offer prospects for marketers to develop effective marketing communication. The descriptive study has been carried out by the researchers to identify the gender variance that drives them for visiting social networking sites. The study included 581 samples from Chennai who are online shoppers of fashion products and social networking site users. The data collection has been conducted using a structured questionnaire. The results indicated that majority of female users watch social media for advertisements and male users to relax. It also highlighted other variances among male and female users in visiting social networking sites.

Causal Factors of Stress and its Impact on Menstrual Cycle – A Psychosomatic Analysis

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Abstract

Menstrual cycle is a natural and regular change that occurs in the female reproductive system in preparation for fertilization and is governed by rise and fall in hormone levels. During this monthly process women undergo various physical, emotional and behavioural changes that are mainly attributed to fluctuating levels of hormones in the body. In this study, the focus is mainly on Pre-Menstrual Syndrome (PMS), which is a group of symptoms that occur before the onset of menses and is common amongst middle-aged women. There are multiple symptoms associated with PMS and various researches are conducted using multi-dimensional approach such as bio psychosocial factors for analysis and interventions. However, the psychological dimensions are not fully tapped in understanding the causal factors and effects of PMS on women. This necessitates the understanding of 'self' and deep-diving of genesis of causals associated with it through multi-faceted approach, which includes observation of one's thought processes, mind patterns, emotional state, behavioural manifestation, sociocultural belief segments and its effect on physiology. The body-mind relationship and how the mental and emotional states are capable of influencing and aggravating the pre-menstrual symptoms must be observed to understand the underlying stressors. The link between 'Psyche' and 'Soma' will give insights into our body's function and helps to manage stress through self-awareness and therapeutic interventions as necessary. Furthermore, the causal factors with regard to psychological perspectives helps to achieve adequate coping mechanisms in overcoming stress, thereby reducing the intensity of PMS in order to achieve work-life balance through emotional stability.