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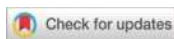
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Viscoelastic, thermal, and morphological properties of nanocomposites based on modified PVA using a twin-screw melt extrusion process

B Rajeswari, N Malarvizhi, Dhanasekaran Prakash and Sellamuthu N Jaisankar 

Abstract

Melt polymer nanocomposites were prepared using polyvinyl alcohol (PVA) with the different weight percentage of calcined clays (CCs) in a twin-screw extruder at 210°C and 70 r min⁻¹ for 8 min. Bentonite was surface functionalized with benzidine using dilute hydrochloric acid at 60°C and calcined at 600°C for 6 h. The CCs were incorporated into the PVA matrix to study their morphology and rheological properties. The melt viscosities of the composites were measured by the cone-plate rheometer, the rheogram show non-Newtonian and thixotropic flow behavior. Scanning electron microscope confirmed the degree of exfoliated nanocomposites. The polymer and functionalized nanoclay interactions were reflected in the enhancement of thermal stability and mechanical properties. The melting endotherm temperature (T_m) and glass transition temperature (T_g) of the nanocomposites tend to increase with increase in weight percentage of the calcined nanoclays. Thermal properties show that addition of calcined nanoclays would improve the thermal decomposition temperatures from 295°C to 307°C when CC content was 2 wt% in covalent or ionic bonding system.

Keywords

Nanocomposites, twin-screw extruder, polyvinyl alcohol, nanoclays, rheology


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Immobilization of Pt nanoparticles on magnetite–poly (epoxyamine) nanocomposite for the reduction of *p*-nitrophenol

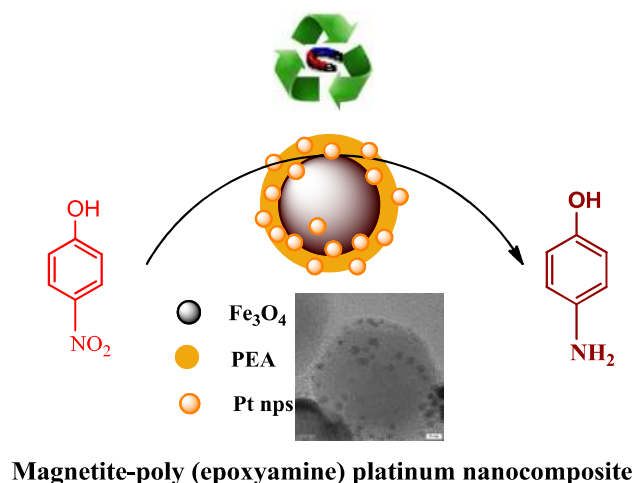
Kannappan Lakshmi¹ · Rajmohan Rangasamy¹  · E. Prathibha¹ · A. Sridhar¹

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Abstract

Recently the magnetic nanoparticle earns more attention in the field of catalysis for their enhanced loading capacity and magnetic recyclability. In this study, we intended to focus the synthesis of polymer coated iron oxide nanoparticle as support for the immobilization of metal nanoparticles. The typical synthetic strategy involves the synthesis of 1,4-diaminobutane functionalized superparamagnetic Fe_3O_4 nanoparticle, followed by epoxyamine polymer coating on amine functionalised Fe_3O_4 using 1,4 diaminobutane and epichlorohydrin monomers through one pot method. Further, ultrafine Pt nanoparticle was immobilised onto poly (epoxyamine) coated Fe_3O_4 . These materials were characterized using FT-IR, XRD, VSM, EDS, SEM HRTEM etc. The semiheterogenous catalytic efficiency of the material was examined in aqueous phase reduction of *p*-nitrophenol. The catalyst was reused up to 5 times without loss of activity.

Graphic abstract



Keywords Magnetite · Poly (epoxy amine) · Nanocomposite · Platinum nanoparticle · Immobilization · *p*-nitrophenol

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Polymer-supported eosin Y as a reusable photocatalyst for visible light mediated organic transformations†

Arunasalam Sridhar, Rajmohan Rangasamy and Mari Selvaraj  *

A novel polymer-supported recyclable photocatalyst has been developed for visible light mediated oxidation reactions. The organic dye eosin Y was loaded on macroporous commercially available Amberlite IRA 900 chloride resin and exploited as a photocatalyst for visible light mediated oxidation of thioethers to sulfoxides and phenylboronic acids to phenols under open atmospheric air. Varieties of functional groups were well tolerated during oxidation. The catalyst is recyclable for six cycles without significant loss in its efficiency. Furthermore, gram-scale oxidation of sulfides to sulfoxides has been demonstrated to prove the commercial viability of the method.

Introduction

In recent years, visible light photocatalysis has gained more attention in organic synthesis owing to its sustainability, non-toxicity and ease of handling.¹ Transition-metal complexes, such as Ru(II) and Ir(III) bipyridyl complexes, have been extensively employed as photocatalysts due to their ease of synthesis, stability at room temperature, and excellent photoredox properties.² However metal-based photoredox catalysts suffer from the disadvantages of being toxic, highly expensive, and difficult to remove, especially in the pharmaceutical industry.³ Recently, organic dyes such as eosin Y, rose bengal, rhodamine B, and fluorescein have been widely used as photocatalysts due to their ability to be involved in single electron-transfer (SET) processes with organic substrates upon photoexcitation with visible light.⁴ Though numerous developments have been made on visible light mediated organic transformations, the use of recyclable heterogeneous photocatalysts remains relatively unexplored.⁵ Macroporous ion exchange resins remain a suitable candidate for immobilization of dyes possessing carboxylate anions.⁶ This prompted us to develop novel anion-exchange resin supported xanthene dyes as reusable catalysts for visible light mediated photocatalytic reactions.

Sulfoxides and phenols are the most ubiquitous and important functional groups present in diverse natural products, and pharmaceutical compounds.⁷ Also, these compounds are synthetic intermediates for the construction of various organic molecules.⁸ Due to such broad utility, a large number of methods and varieties

of oxidizing agents have been developed.⁹ Most of the reported methods rely on the use of stoichiometric oxidants such as TBHP,¹⁰ hydrogen peroxide,¹¹ oxone,¹² etc. Thioxanthone derivatives,¹³ acetylated riboflavin,¹⁴ TiO₂ sensitized by alizarin red S,¹⁵ polymer-supported and layered double hydroxide (LDH) supported rose bengal,¹⁶ polydimethylsiloxane supported rose bengal *via* ion-exchange reaction¹⁷ and perylene diimide¹⁸ were used as photocatalysts for the oxidation of sulfides to sulfoxides. Recently, oxidative hydroxylation of phenylboronic acids to phenols was achieved in the presence of rose bengal under visible light irradiation.¹⁹ Despite high efficiency, these protocols are associated with one or more limitations such as high cost, need for pure oxygen, tedious synthesis of the catalyst and so on. Moreover, the catalyst is discarded at the end of the task. A method that uses atmospheric air as an oxidant and a reusable catalyst is highly desirable. Hence the present study involves the immobilization of xanthene dye on a polymer-support and exploring its potential as a photocatalyst in the oxidative transformations of sulfides to sulfoxides and phenylboronic acids to phenols.

Results and discussion

Commercially available Amberlite IRA 900 chloride resin was chosen as a polymer-support for synthesizing photocatalysts with xanthene dyes such as eosin Y, rose bengal and rhodamine B. The dye eosin Y was immobilized on the polymer-support through an anion-exchange reaction (Scheme 1). The loading capacity of the dye on the polymer-support was studied by varying the amount of dye per gram of the polymer-support in the same volume of water. The maximum loading of eosin Y was found to be 1.39 mmol per gram of resin (Table 1, entry 6).

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Organic & Supramolecular Chemistry

Potassium Iodide/ *Tert*-Butyl Hydroperoxide Mediated Sequential Oxidative Amidation of Ethylarenes – A Direct Approach to α -Ketoamides and AmidesArunasalam Sridhar and Mari Selvaraj^{*,[a]}

A highly efficient KI-TBHP mediated oxidative amidation of ethylarenes into primary, secondary and tertiary α -ketoamides was developed at an ambient temperature. In addition, oxidative degradation of ethylarenes to primary aromatic amides using KI-TBHP-I₂ was also demonstrated in an environ-

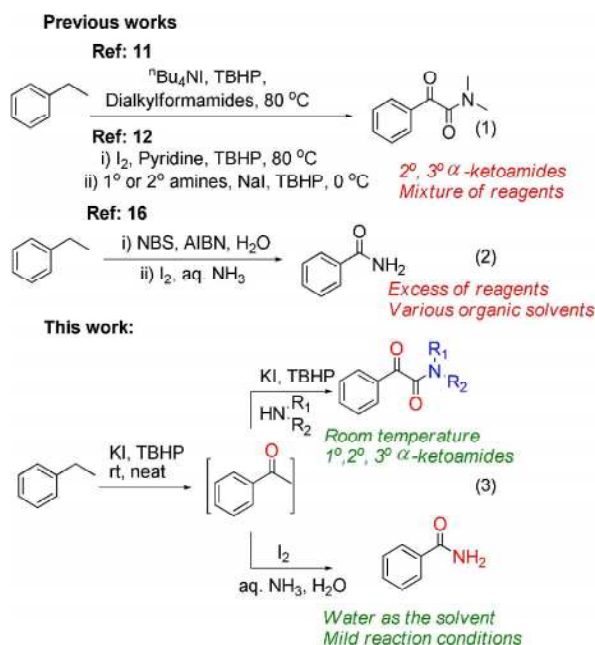
mentally benign water medium. The merits of this transition metal free transformation includes 52–81% yield, inexpensive catalyst and substrate. The synthetic potential of the protocol was showcased by scale up reaction and functionalization of the α -ketoamides.

Introduction

α -ketoamides remain as versatile synthetic intermediates in functional group transformations and also a privileged structural moiety in several bioactive natural products such as chloropeptin I and complestatin that are HIV replication inhibitors.^[1] In addition, α -ketoamides also have been used in developing inhibitors of thrombin, leukotriene A4 (LTA₄) hydrolase and epoxide hydrolase.^[2] The increased significance of α -ketoamide scaffold has inspired researchers to develop efficient synthetic methods for the same.^[3] Even though a few review articles summarize the synthetic methodologies,^[4] there is an added focus to develop one-pot conversion of suitable chemicals to α -ketoamides.

Generally, transition metals are utilized for the carbon-carbon and carbon-hetero atom coupling reactions. For the synthesis of α -ketoamides, copper catalyzed coupling of aryl acetaldehydes,^[5] aryl methyl ketones^[6] with amines, Pd- and Cu-catalyzed double carbonylation of aryl iodides with amines^[7] have been developed. Also, iodine or iodide salts in combination with the oxidant TBHP has proved to be an eco-friendly and metal free catalyst for many organic transformations. Several other methods have been published for the synthesis of α -ketoamides using acetophenone,^[8] styrene,^[9] phenylacetylene^[10] coupled with various amines or dialkylformamides under metal-free conditions. In recent years, researchers are focused towards the synthesis of α -ketoamides from an unfunctionalised molecule like ethylarenes.

Sun and his co-workers have synthesized a range of α -ketoamides from ethylarenes and *N,N*-dialkylformamides under tetra-*n*-butylammonium iodide (TBAI) and *tert*-butyl hydroperoxide (TBHP) mediated oxidative conditions (Scheme 1,



Scheme 1. oxidative transformations of ethylarenes to α -ketoamides and amides

eq. 1).^[11] Limitation of this synthesis being the availability of *N,N*-dialkylformamide. Recently Liu *et al.* synthesized the secondary and tertiary α -ketoamides by oxidation of ethylbenzene using iodine, pyridine and TBHP followed by coupling with amine in the presence of NaI and TBHP (eq. 1).^[12] Even though this method expands the synthetic diversity of α -ketoamides, requirement of mixture of reagents, high temperature for a long time and usage of pyridine offers more limitations.

Primary aromatic amides also play a vital role as pharmaceuticals^[13] and intermediates for the synthesis of aromatic nitriles, carboxylic acids and heterocyclic compounds such as oxazoles. Apart from the conventional Schottan-Boumann

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SYNTHESIS, CHARACTERISATION AND PASS STUDIES OF SOME NEW CHALCONES

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Abstract:

Chalcones are open chain flavonoids which have been shown to exhibit diverse pharmacological activities. These are the building blocks for heterocyclic compounds like Pyrazole, Pyrimidine, Oxazole and isoxazole derivatives. The current study deals with synthesis of hydroxychalcones by Claisen-Schmidt reaction of 2-hydroxy-5-methylacetophenone with substituted benzaldehydes which are not reported so far. The structures of these compounds were confirmed by ¹H, ¹³C, IR and mass spectra. Pass analysis was carried out for the various chalcones.

Keywords: Chalcones, PASS analysis, hydroxychalcones.

Introduction

Chalcones are α , β - unsaturated ketones containing two aromatic rings having diverse array of substituent. The two benzene rings are interconnected by a highly electrophilic three carbon α , β - unsaturated carbonyl system which assumes a linear or nearly planar structure.^{1,2} They are usually trans-1,3-diaryl-2-propen-1-ones³ belonging to flavonoid family. As precursors of open chain flavonoids and isoflavonoids they are abundant in edible plants. They are also key intermediates in the synthesis of many biologically important heterocyclics such as benzothiazepine, ⁴pyrazolines, ⁵ 1,4-diketone, ⁶flavones, cyanopyridines, pyrazolines,⁷ isoxazole and pyrimidines⁸ which are of physiological importance.

Chalcones are known to exhibit various biological activities. They have been reported to possess antioxidant,⁹⁻¹² antimalarial,¹³ antiinflammatory,¹⁴ antitumour¹⁵ and antibacterial activity.¹⁶ These properties of chalcones are highly influenced by the substitution on two aryl rings of chalcone molecule and their substitution pattern. Especially hydroxyl substituent are proved to be one of the key groups that greatly enhance the bio activities of chalcones.

PASS (Prediction of activity spectra for substance), the web-based application predicts the biological activity spectrum of a compound based on its structure.^{17,18} It has been successfully applied in the pharmacological field supported by the experimental confirmation of the prediction.

Objective of the present work

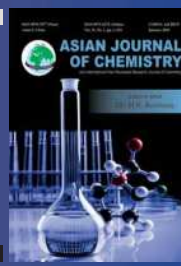
In the present work we report the reaction of 2-Hydroxy-5-methylacetophenone with four different substituted aromatic aldehydes to form chalcones (C-1 to C-4). The structures of the chalcones synthesized were characterized by IR, ¹H, ¹³C- NMR spectra and HRMS. The synthesized compounds were subjected to pass analysis.

Materials and method

All the chemicals and solvents were purchased from Merck and Sigma Aldrich, India. IR spectrum was recorded Bruker instrument with KBr pellets in the range of 4000 to 400 cm⁻¹. ¹H, ¹³C NMR (400, 75 MHz) spectrum were recorded on Bruker NMR spectrometer using CDCl₃ and DMSO-d₆ as solvent. TOF and quadrupole mass analyser types are used for the HRMS measurements. Reactions were monitored by TLC silica coated plates obtained from Merck. Reagents and solvents were purchased commercially and used without further purification.

General procedure for synthesis of chalcones.

Chalcones were prepared by Claisen-Schmidt reaction carried out with 2-hydroxy-5-methylacetophenone and four different substituted benzaldehydes in presence of sodium hydroxide.⁷ To an alcoholic solution of 2-hydroxy-5-methylacetophenone (1 mmol), sodium hydroxide (2 mmol) was added and stirred to get



Studies on Composite PVA-CA-NH₄CF₃SO₃-Al₂O₃ Polymer Electrolyte for Electrochemical Devices

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In the present study, polymer electrolyte with poly(vinyl alcohol) (PVA) blended with cellulose acetate (CA) was chosen to prepare composite electrolyte using ammonium triflate salt and nano sized alumina (Al₂O₃ < 50 nm) by the solution casting method. The as prepared samples were characterized by X-ray diffraction, FT-IR, differential scanning calorimetry and AC impedance spectra. The loss tangent and dielectric studies were carried out for all the prepared samples using AC impedance analysis. Activation energy with regression values and relaxation time were calculated and found to be low for the highest conducting membranes. The presence of 0.1 mol content of nano alumina has enhanced the ionic conductivity significantly to the value of 2.012×10^{-3} S/cm from that of the filler-free electrolyte (2.93×10^{-4} S/cm). Ionic transference number was calculated by electrostatic polarization method and it was found to be 0.9684, which shows the conducting species were ions. A proton battery fabricated using the configuration Zn+ZnSO₄. H₂O || PVA-CA-0.5 mol NH₄CF₃SO₃-0.1 mol Al₂O₃ || PbO₂ + V₂O₅ produced a steady state open circuit voltage of 1.39 V, which proves the prepared composite electrolyte is suitable solid electrolyte for electrochemical devices.

Keywords: FT-IR, Ionic conductivity, Dielectric analysis, Poly(vinyl alcohol), Cellulose acetate, Ammonium triflate, Nano alumina.

INTRODUCTION

In the process of achieving a good solid electrolyte for electrochemical devices the composite polymer electrolytes plays an important role. Over the past few years, many polymer blends with different lithium and ammonium salts have been reported as a potential polymer electrolyte material for solid state batteries and other electrochemical devices [1-3]. In the preparation of proton exchange membrane materials, different polymers like SPEEK, PVdF, PMMA, PVA, cellulose acetate, PEO, PANI and nano wires were used [4,5]. Among those, poly(vinyl alcohol) has been widely used because of its potential property to form good miscible blends. Poly(vinyl alcohol) has been separately reported to produce highly conducting electrolytes with salts and acids [6], but its mechanical stability is always a concern for the application of those membranes as a potential electrolyte for solid state electrochemical devices. Further, the blending of natural polymers like cellulose acetate with poly(vinyl alcohol) has been shown to give notable incre-

ments in the conductivity values and its mechanical stability. However, the ionic conductivity value was not preferable for the application in electrochemical devices. This problem can be overcome by the incorporation of organic/inorganic nano fillers with suitable ammonium salt complex polymer electrolytes [7].

The usage of ammonium triflate salt has enhanced the ionic conductivity, as one of the H atoms in the NH₄⁺ ions of ammonium triflate is weakly bound to the polar group of host polymers and it easily dissociates under the electric field [8]. The transport of H⁺ ions by Grotthus mechanism through the coordinating sites of polymer matrix is the main reason for selecting this salt as a dopant in our system. From the earlier works reported by many researchers [9-11], the incorporation of inorganic fillers over the organic fillers reduces the cost of polymer electrolyte and thus the nano alumina was chosen to be a filler material. It helps to enhance H⁺ transport through the expected interaction between the surface group of fillers and the migrating ions.



CHARACTERIZATION AND POTENTIAL APPLICATION OF ALKALINE PROTEASE FROM THE GUT MICROBIAL ISOLATE OF *Portunus pelagicus* AS DETERGENT ADDITIVE

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AUTHORS' CONTRIBUTIONS

This work was carried out in collaboration among all authors. Author KP designed the study, wrote the protocol and wrote the first draft of the manuscript. Author EG collected the source for methodology and review. Authors JJ and MGR performed the statistical analysis and proofread the manuscript. Authors JJ and MGR managed the literature searches, read and approved the final manuscript.

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Original Research Article

ABSTRACT

Proteases are the foremost important hydrolytic enzyme that plays a vital role in the metabolism and physiological activities of every organism. There is an increasing demand for protease enzyme worldwide. An extracellular protease producing strain was isolated from the gut of *Portunus pelagicus* and was identified as *Bacillus subtilis*. The stability of crude protease in various solid laundry detergents was investigated. The enzyme had an optimum activity at pH 9.0-10.0 and temperature 55-60°C. The protease was found to be stable towards non-ionic (Triton X-100, Tween 20, Tween 80, Brij 35) and ionic detergents (0.1% SDS) and were relatively stable in bleaching agents such as 1% H₂O₂ and 1% sodium perborate which retained 74% and 63% of their initial activity respectively. Except for acetone, all other organic solvents showed more than 70% of total activity in 10% of solvents (methanol, 2-propanol, xylene, toluene, and benzene). Moreover, the alkaline crude enzyme extract showed its stability and compatibility with commercial solid detergents. Wash performance analysis, stability in pH, temperature, thermal stability and the stability in the presence of surfactants, bleaching agents and organic solvents, suggest its application as a laundry additive.

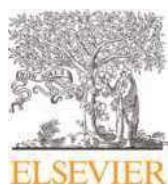
Keywords: Proteases; *Portunus pelagicus*; *Bacillus subtilis*; detergents; stability; laundry additive.

1. INTRODUCTION

Recent advancements in enzymology rendered scientists to study microbial proteases among various hydrolytic enzymes. In addition to their vital role in cellular metabolic processes, these enzymes gained more attention in the industrial sectors. These enzymes have been used as an additive in detergents

since 1941. A wide range of microorganisms such as bacteria, yeasts, mould, produce protease and are also found in plants and various animal tissues [1]. Bacterial proteases possess many significant properties as they are mostly extracellular, easily produced in larger quantities, thermos table and active at wider pH range [2] which enabled them to be most suitable for wider industrial application.

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Data Article

Synthesis, X-ray crystal structure and DFT calculations of 2',4'-dihydro-10H-spiro [anthracene-9,3'-benzo[*b*][1,4]thiazin]-10-amine and 1,3,5 -triindolyl benzene



Kanagasabai Somarathinam^a, Saravanan Velautham^b, Rajakumar Perumal^b, Saravanan Kandasamy^c, Shantkriti Srinivasan^d, E. Gayathri^e, Gugan Kothandan^{a,*}, S. Usharani^f

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ABSTRACT

Two different organic compounds (**I**: 2',4'-dihydro-10H-spiro [anthracene-9,3'-benzo[*b*][1,4]thiazin]-10-amine; and **II**: 1,3,5 - triindolyl benzene) were synthesized and structure determined by single crystal XRD. The molecular formulae of the synthesized compounds are C₂₁H₁₈N₂S₁ (**I**) and C₃₀H₂₁N₃ (**II**), respectively. Crystals of **I** and **II** exhibited monoclinic and hexagonal crystal systems, respectively. The molecule **II** is fixed with enantiomorphic space group (one part is equal to another two parts). The two synthesized molecules were further optimized by density functional theory (DFT/B3LYP) with the basis set 6-311G**. The optimized parameters were compared with the experimental results. Atomic charges and molecular orbital analysis have been calculated. The electrostatic potential map was plotted to understand the energy distribution and chemical reactivity region of the molecule. The comparisons of both experimental and theoretical values are showing small differences and the overall conformations are almost the same.

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Specifications Table

Subject area	X-ray Crystallography
Compounds	2',4'-dihydro-10H-spiro [anthracene-9,3'-benzo[<i>b</i>][1,4]thiazin]-10-amine (I); and 1,3,5 - triindolyl benzene (II)
Data category	Synthesized, crystallographic data & Computational Simulations
Data acquisition format	X-ray crystallography, DFT, Hirshfeld Surface analysis
Data type	Analyzed,

(continued on next page)

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Research Article**Antibacterial activity of the hemolymph of *Uca triangularis* and its bacterial load**

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Abstract

Background: Crustacean is very important phylum, whose commercial outputs have not been understood clearly. In the present study the innate immune response among the male and female species of *Uca triangularis* was studied. **Objective:** To understand the immune response generated in *Uca triangularis* and to check if there is any difference in immune response among the male and female specimen. **Material and methods:** Four different types of bacteria were isolated and identified from the hemolymph of both male and female healthy *Uca triangularis*, collected from the coast of Marina beach, Chennai. The bacteria were identified as *E. coli*, *Staphylococcus aureus*, *Pseudomonas aeruginosa* and *Proteus vulgaris* based upon their biochemical characterization and their growth pattern upon the selective media. The enzymatic biomarkers like glutathione-S transferase, glutathione reductase, super oxidase dismutase and non-enzymatic stress parameter such as reduced glutathione were estimated. The total hemocyte cell count in both male and female sample were estimated. Further the crude hemolymph preparation was subjected to the analyses of antibacterial activity by well diffusion technique. **Results and conclusion:** The maximum sensitivity pattern was observed against *Staphylococcus aureus* (24mm \pm 0.0025- male hemolymph and 21mm \pm 0.0037- female hemolymph) and the least inhibition was observed for *Proteus vulgaris* (9mm \pm 0.0015- male hemolymph and 5mm \pm 0.0017- female hemolymph) was observed. It is evident from the present study that *Uca triangularis* harbors bacteria as commensal and its hemolymph contains antibacterial peptides, which prevents the bacteria becoming pathogen to the animal and the male hemolymph generates maximum inhibitory activity than female sample.

Keywords: *Uca triangularis*, bacteria, hemolymph, antibacterial activity

Introduction

Crustaceans are the largest habitants of the both freshwater and marine habitats. Crustaceans are good examples to study the immune responses, as they survive in variety of habitats (Smith and Chisholm, 1992; Soderhall and Cerenius, 1992; Swetha et al., 2015). There are increased number of research and their respective publications pertaining to immune responses of other animals and not on Crustaceans (Lorena et al., 2009). In these primitive animals the immune responses are innate and are well developed (Chirs, 2012; Bernard and Sekhar, 2015). The

brachyuran Crabs, like *Uca triangularis* plays an important role in the balancing of coastal ecosystem, specially the mangrove ecosystem (Subhasish and Susanta, 2014). *Uca triangularis* is one the important brachyuran crabs, and quite often found in the Eastern coastal area. There are reports related to the feeding, behavioral and toxicologically studies, but there are no reports available in regarding with the *Uca triangularis* immune responses.

The respiratory burst due to NADPH-oxidase is one of the most vital characteristic feature in invertebrate phagocytic immune responses (Arumugam et al., 2000; Lee and Söderhäll, 2002). These mode of immune responses are highly dependent on production of superoxide molecules. According to Singaram et al. (2011), ROS production was linked with generation of antioxidant responses also. Thus due to the presence of bacteria in the hemolymph, immune

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Immunomodulatory activity of *Salvinia molesta* D.S. Mitchell in fresh water crab *Oziotelphusa senex senex* bacterially challenged with *Pseudomonas aeruginosa*

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1. Introduction

Marine products especially seafood business in India is booming in recent days. In 2014–15, Indian seafood export business has crossed \$2-billion mark (US\$ 2.1 billion) by exporting about 663, 603 tonnes of seafood. Presently seafood export is one of the major economic activities in India and it is the fourth largest contributor of net foreign exchange to the country (Handbook of Fisheries and Aquaculture, 2015). Crab species are one among the emerging aquaculture sector as they yield good economical benefits for the vendors when exported. It was estimated that the potential resource of crabs particularly from the estuaries and backwaters of south Indian coastal areas are 13,209 tonnes and has proven that southern part of the coasts are potentially richer than the northern part of Indian coastal region (Shelley and Lovatelli, 2011).

Hence the reason, scientific fish farming commenced into the country since 1980's with traditional, extensive, semi-intensive and intensive farming techniques. Increase in demand for crab products also had further opened path for intensive farming, where the animals are at high risk of pathogenic attack under multiple stress conditions. Major pathogens that are affecting aquaculture industry include bacteria (Wang, 2011), fungi, viruses and parasites (Ramaiah, 2006). Diseases caused by bacterial infections in

crabs are observed to cause a higher percentage of mortality and economical loss when compared to fungal and viral attacks (Bagum et al., 2013). Among numerous bacterial pathogens studied for their pathogenic role in aquatic animals, *Aeromonas* spp. and *Pseudomonas* spp. are known to cause rapid mortalities in fishes and crabs by rapid tissue invasion and multiplication causing severe hemorrhagic septicaemia condition (Ponnerassery Sudheesh et al., 2012).

Repeated use of antibiotics can develop resistance in disease causing bacteria and can render life-saving antimicrobial compounds ineffective permanently. Moreover, diseases caused by antibiotic-resistant bacteria are difficult to treat and therefore alternates drugs to antimicrobial compounds which can provide an enhanced protection to aquatic animals are needed to treat diseases effectively. Plant products are recently explored for their potent role against fish diseases which would be cheaper and safer without serious side effects (Sivagurunathan et al., 2012). Medicinal plants are the significant source of drugs since time immemorial, holding the scenario of the Indian system of medicine (Sharma et al., 2009) and they are rich sources of bioactive compounds serving as an important raw materials for drug production. They are used for its therapeutic purposes since ancient times and their use is of a greater demand nowadays.

Immune-modulation is the process of modifying or regulating an immune response in a positive or negative manner by administration of a drug or compound. In short, they are biological or synthetic substances, which can stimulate, suppress or modulate any of the immune system including both adaptive and innate arms of the immune response (Nagarathna et al., 2013).

Oziotelphusa is a genus of freshwater crabs in the family Gecarcinucidae. It belongs to the crustacean family. These crabs are abundantly available in the paddy fields. The crabs are rarely

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Research Article**Investigation for inhibitory effect *Uca triangularis* extracts**

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Abstract

Objective: There are increased incidences of the multi-drug resistance *Staphylococcus aureus* infections, worldwide, especially in India. In India among the male population the prostate Cancer is high. Thus it results in high mortality rate. Hence this present research is aimed to identify the alternative compounds which generate effective microcidal properties and also the anticancerous properties against the prostate cancer cell line model- PC3. **Material and Method:** The hemolymph of both male and female crab *Uca triangularis* was extracted and screened for the antibacterial activity against *Staphylococcus aureus* and same the same hemolymph of the male and female was subjected to protein purification by ammonium sulphate precipitation, combination of molecular sieve and ion exchange chromatography and the purified protein fraction was subjected to cytotoxicity assay against PC-3 cell line. **Result and Conclusion:** The crude male hemolymph sample was found to generate better antibacterial activity against *Staphylococcus aureus* as 9mm \pm 0.02 at 50 μ l by the well diffusion method. The DEAE cellulose- Sephadex A-25 generated antibacterial activity against *Staphylococcus aureus* as 11 mm \pm 0.24. The anticancerous study against PC3 cell line, the IC50 value was determined 120 μ g/ ml and 29.6% \pm 0.87 cells were found to be viable at 200 μ l/ ml of the male hemolymph fraction. The antimicrobial peptides extracted from the *Uca triangularis* of the both male and female was able to generate the both antibacterial and anticancerous properties.

Keywords: *Uca triangularis*, antimicrobial peptides, anticancer compounds

Introduction

Prostate cancer occurs in a man's prostate which is a small walnut-shaped gland that produces the seminal fluid that nourishes and transports sperm. Cancer usually grows slowly and initially remains confined to the prostate gland, where it may not cause serious harm. While some types of prostate cancer grow slowly and may need minimal or no treatment, other types are aggressive and can spread quickly. With increase in life expectancy, adoption of newer lifestyles and screening using prostate specific antigen (PSA), the incidence of prostate cancer is on rise. Globally prostate cancer is the second most

frequently diagnosed cancer and sixth leading cause of cancer death in men. The present communication makes an attempt to analyze the time trends in incidence for different age groups of the Indian population reported in different Indian registries using relative difference and regression approaches (Krishnappa *et al.*, 2012).

High incidence rates of these cancers can be attributed to both internal (genetic, mutations, hormonal, poor immune conditions) and external or environmental factors (food habits, industrialization, over growth of population, social etc.) (Ali *et al.*, 2007). Population size increase and with enhanced life expectancy, the population of older men are increasing and thus the number of prostate cancer also. In the occurrence of the prostate cancer androgen receptor, androgen and its related signal transduction plays a very important role. (Jsgirling *et al.*, 2007). Crustaceans are huge reservoir of anticancerous products. In crustaceans, the defense system against microbes rests largely on cellular

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On vertex-magic total labelings of Cayley digraphs

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1. INTRODUCTION

By a digraph $G = (V, E)$ we mean a finite digraph without self loops and multiple arcs and is defined by a set V of vertices and a set E of arcs or directed edges. The set E is a subset of elements (u, v) of $V \times V$. The out-degree (or in-degree) of a vertex u of a digraph G is the number of arcs (u, v) (or (v, u)) of G and is denoted by $d^+(u)$ (or $d^-(u)$). A digraph G is said to be regular of out-degree d if $d^+(u) = d^-(u)$ for every vertex u of G . Let $|V| = p$ and $|E| = q$.

The concept of graph labeling was introduced by Rosa in 1967 [1]. A graph labeling is an assignment of integers to the vertices or edges, or both, subject to certain conditions. Labeled graphs serve as useful models for a broad range of applications such as coding theory, x-ray crystallography, radar, astronomy, circuit design, communication network addressing and data base management[12]. Hence in the intervening years various labeling of graphs such as graceful labeling, harmonious labeling, magic labeling, antimagic labeling, bimagic labeling, prime labeling, cordial labeling, mean labeling, arithmetic labeling etc., have been studied. Almost all of the labelings mentioned in Gallian's dynamic survey [2] deal with labelings of undirected graphs. Bloom et al. [3] defined magic labelings for directed graphs. MacDougall et al. [4] introduced the notation of vertex-magic total labeling. For a graph G with p vertices and q edges, a vertex-magic total labeling is a bijection $f: V(G) \cup E(G) \rightarrow \{1, 2, 3, \dots, p+q\}$ such that for every vertex $u \in V$



Post-restoration ecological assessment on the zooplankton dynamics of the Adyar creek and estuary

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Abstract

The Adyar estuary is one of the highly productive transitional zones of southeast India, situated in the southern part of Chennai city and acts as a nursery ground for several endemic flora and fauna. Since few decades, due to anthropogenic activities, indiscriminate dumping and discharge of domestic and industrial wastes and pollutants has environmentally damaged the Adyar estuary lowering many of its ecological and socio-economic attributes. In order to mitigate further environmental damage and to restore it to its earlier pristine condition, the Government and several non-Governmental agencies have undertaken ecological restoration measures to enhance its ecology and diversity. In order to evaluate the restoration process, our present study attempts to assess the diversity and abundance of zooplankton population in the restored and non-restored parts of the Adyar creek and estuary. 34 species belonging to 12 zooplankton groups from 4 stations of the Adyar creek and estuary were recorded. Copepods and rotifers were the dominant groups of zooplankton in Adyar estuary. The overall density of zooplankton from 4 stations ranged between 11.5 ± 4.39 and $23,046.67 \pm 2872.68 \text{ Ind l}^{-1}$. In general, Adyar estuary recorded higher zooplankton abundance than creek. The relative percentage composition was maximum for rotifers with 85.67% at Station-IV. Copepods dominated Station-I, whereas rotifers dominated the other 3 stations. Overall results indicate that the restoration activities had beneficial effect on the hydrological parameters and in increasing the diversity of zooplankton in the restored part of the Adyar creek and estuary compared to the non-restored part. Ecological indices have been used to assess the present status of the restored and non-restored parts in the Adyar creek and estuary.

Keywords Adyar estuary · Zooplankton · Diversity · Ecology · Restoration

Introduction

Estuaries are characterized by wide fluctuations in hydrodynamic, physio-chemical and biological properties, making them the

most highly productive zones in terms of both ecology and economy (Pritchard 1967; Day 1980; Costanza et al. 1997; Jassby and Cloern 2002; Mumby and Hastings 2008). They constitute ideal breeding and nursery grounds for many finfishes and shellfishes (Beck et al. 2001; Hughes et al. 2014; Nagelkerken et al. 2015; Sheaves et al. 2015). Excessive anthropogenic activities due to industrialization and urbanization along with consequent eutrophication has led to pollution and decline in water quality of estuaries resulting in hypoxia and growth of undesirable algal blooms (Pihl et al. 1991; Alpine and Cloern 1992; Cloern 2001; Duarte 2009; Switzer et al. 2009; Tucker et al. 2014). Pollution enhances decline in biodiversity and water quality, which in-turn influences the structural and functional aspects of an ecosystem (Balmford and Bond 2005; Tapia-González et al. 2008; Schneiders et al. 2012). Negative impact on estuarine ecosystems by the anthropogenic activity triggers attention towards the need for monitoring and managing ecological integrity of an estuary to promote their long-term sustainability (Kennish 2002; Borja et al. 2008). Relationship between species distribution and environmental characteristics are major forces driving the distribution of species to community level

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Equitable Total Coloring of Direct Product of Path and Cycle

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ABSTRACT

An equitable total coloring of graph G is an assignment of colors to all the elements (vertices, edges) of graph G such that adjacent or incident elements receive the different color and for any two color classes different by at most one. In this paper, we obtain the exact expressions for the equitable total coloring of direct product of path and cycle.

Mathematics Subject Classification: 05C15.

Keywords: Equitable total coloring, Tensor product, Direct product and cycle graph.

1. INTRODUCTION

All graphs considered finite, simple and undirected. Let $G = (V(G), E(G))$ be a graph with the vertex set $V(G)$ and the edge set $E(G)$ respectively. A total coloring of graph G is a coloring of the vertices and the edges of G such that any two adjacent or incident elements (vertices, edges) have different color. The total chromatic number of a graph G denoted by $\chi''(G)$, is the minimum number of colors that required in a total coloring. Total Coloring Conjecture formulated by Behzad¹ and Vizing⁹, says that $\Delta(G) + 1 \leq \chi''(G) \leq \Delta(G) + 2$ for a simple graph G . A total coloring of graph G is said to be equitable if the number of elements (vertices, edges) are colored with each color differ by at most one. The minimum number of colors that required for an equitable total coloring of graph G is called the equitable total chromatic number of G and is denoted by $\chi_e''(G)$. In 1973, Meyer⁶ introduced the concepts

Equitable Edge Coloring of Strong Product of Cycle, Complete Graphs

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Abstract—An edge coloring of graph G is equitable if for each vertex v of G , the number of edges of any one color incident with v differs from the number of edges of any other color incident with v by at most one. In this paper, we obtain the exact expressions for the equitable edge coloring of strong product of $C_n K_m$.

Keywords— Equitable edge coloring, Product graph, Cycle, Complete graph.

I. INTRODUCTION

Coloring problem is one among the most important research area in graph theory. As an extension of proper edge coloring [3,10,11] and conjectures on equitable edge coloring [1,4,6,9] is established. It is tough to find a result using equitable edge chromatic number.

In this paper, we consider a graph G as finite, simple and undirected. Let $G = (V(G), E(G))$ be an ordered pair of graph G with the vertices and the edges respectively. An equitable edge coloring of graph G is a mapping $f: E(G) \rightarrow N$, where N is a set of colors satisfying the following conditions.

1. $f(e) \neq f(e')$ for any two adjacent edges $e, e' \in E(G)$.
2. $||E_i| - |E_j|| \leq 1; i, j = 1, 2, \dots, k$.

The minimum number of colors are required for an equitable edge coloring of graph G is called the equitable edge chromatic number of G and is denoted by $\chi'_e(G)$. The edge chromatic number of graph G is related to the maximum degree $\Delta(G)$, the greatest number of edges incident to any single vertex of G . it is clear that $\chi'(G) \geq \Delta(G)$, for if Δ various number of edges join at a single vertex v , then all of these edges to be received different colors from each other and that can be possible if there are at least Δ colors available to be received.

The edge chromatic number of graph G must be at least Δ , the greatest vertex degree of graph G given by Skiena [10].

However, Vizing [11] and Gupta [3] proved that any graph G can be edge colored with at most $\Delta+1$ colors. Vizing's theorem states that, the tight bound of edge coloring for any simple graph G , $\Delta(G) \leq \chi'(G) \leq \Delta(G) + 1$. If a graph G with edge chromatic number equal to $\Delta(G)$, then the graph G is called Type-1 and if edge chromatic number is equal to $\Delta(G) + 1$, then it is called Type-2 graph. The number of colors for bipartite graph and high degree planar graphs is always Δ and for the multi graph may be as large as $3\Delta/2$. In 1964 Paul Erdős [1] conjectured that an equitable coloring is achievable with only one more color; for any graph G with greatest degree Δ has an equitable coloring with $\Delta + 1$ colors. This conjecture was proved in 1970 by Hajnal and Szemerédi [4] with lengthy and diffculted proof is called as the Hajnal Szemerédi Theorem. In the year 2008, Kierstead and Kostochka [6] was presented the same proof in a simple way. Seymour [9] introduced a good result in Hajnal Szemerédi theorem that conjecture is called Seymour's conjecture.

Theorem 1.1: [2] For any complete graph K_n ,

$$\chi'_e(K_n) = \begin{cases} \Delta(G) + 1, & \text{if } n \text{ is odd} \\ \Delta(G), & \text{if } n \text{ is even.} \end{cases}$$

Theorem 1.2: [2] For any cycle graph C_n ,

$$\chi'_e(C_n) = \begin{cases} \Delta(G) + 1, & \text{if } n \text{ is odd} \\ \Delta(G), & \text{if } n \text{ is even.} \end{cases}$$

Graph products were first defined by sabidussi [8] and vizing [12]. A lot of work was done on various topics related to graph product, but on the other hand there are still many

TOTAL COLORING OF SUN LET GRAPH, HELM GRAPH AND CLOSED HELM GRAPHS

P. NEDUMARAN K. MANIKANDAN T. HARIKRISHNAN AND K. SIVALINGAM

ABSTRACT. A proper coloring of the graph assigns colors to the vertices, edges, or both so that the elements are assigned distinct colors. In this paper, we have found the total chromatic number of sun let graph, Helm graph and Closed Helm graph.

1. INTRODUCTION

All graphs considered only finite, simple and undirected. Terminology and notation not introduced are given in the literatures. Let G be a graph, the vertex set, the edge set and the maximum degree of its vertices are denoted by $V(G)$, $E(G)$ and $\Delta(G)$ respectively.

A total coloring is an assignment of colors to the elements of graph in such a way that no two adjacent or incident elements receive the same color. The total chromatic number of a graph G is denoted by $\chi''(G)$ is the least number of color to total color this graph. Clearly $\chi''(G) \geq \Delta(G) + 1$, where $\Delta(G)$ denote the maximum degree of a vertex in G . The total Coloring Conjecture (TCC) states that for every graph G can be total colored with $\Delta(G) + 2$ colors. By the TCC only two values would be possible for the total chromatic of a graph $\chi''(G) = \Delta(G) + 1$ or $\Delta(G) + 2$. If graph G has the total chromatic number $\Delta(G) + 1$, then G is said to be Type 1; if G has the total chromatic number $\Delta(G) + 2$, then G is said to be Type 2. We know that a bipartite graph G is $\Delta(G) + 2$ total coloring, since we can use $\Delta(G)$ colors assigned to the edges of G and the two additional colors to the color the vertices of G . The Total Coloring Conjecture has been verified in some cases such as graphs with maximum degree $\Delta(G) \leq 5$, but the general problem has been open in 1964, how to challenging the problem of total coloring is NP-complete to determine whether the total coloring of a graph G is $\Delta(G) + 1$. The Total Coloring Conjecture has verified few classes of graphs. Bezhad et al. [2] have verified this conjecture for complete graphs and complete multipartite graphs. Rosenfeld [3] proved that the total chromatic number of every cubic graph is totally colorable with five colors. Borodin [4] proved this conjecture for planar graphs. Borodin et al. [5] proved that the chromatic number of a planar graph

2000 *Mathematics Subject Classification.* 05C15.

Key words and phrases. Total coloring, Sun let graph, Helm graph and Closed Helm graph

TOPOLOGICAL INDICES OF $X(Z_n, C)$ -GRAPH

K. MANIKANDAN AND *T. HARIKRISHNAN

ABSTRACT. In this paper, we analyse an exact formula to calculate the reciprocal degree distance (RDD), hyper Wiener index (WW), reciprocal Gutman index (RGut) and forgotten topological coindex (\overline{F}) for $X(Z_n, C)$ -graph.

1. INTRODUCTION

In this study a graph shall mean simple and connected. The distance $d_G(u, v)$ between two vertices $u, v \in G$ is the length of the shortest (u, v) -path in G and $d_G(v)$ denote the degree of the vertex in G . A topological index of a graph is a real number related to the graph which is independent of labeling or pictorial representation. In theoretical chemistry, molecular structure descriptors (also called topological indices) are used for modeling physicochemical, pharmacologic, toxicologic, biological and other properties of chemical compounds [9]. There are many types of such indices, which are based on vertex and edge distances. Wiener index is one of the most intensively studied topological indices and the other related topological indices are mentioned in [20]. For any connected graph G , the Wiener index of G is defined as $W(G) = \frac{1}{2} \sum_{u, v \in V(G)} d_G(u, v)$ with the summation runs through all pairs of distinct vertices of G , and Harary index of G is defined as $H(G) = \frac{1}{2} \sum_{u, v \in V(G)} \frac{1}{d_G(u, v)}$. Dobrynin et al. [4] and Gutman [8] is proposed by a vertex-degree-weighted version of Wiener index called degree distance or Schultz molecular topological index, which is defined for a connected graph G as $DD(G) = \frac{1}{2} \sum_{u, v \in V(G)} (d_G(u) + d_G(v))d_G(u, v)$. It should be noted that the degree-weight version of the Wiener index is degree distance. Hua et al. [10] introduced a new graph invariant namely reciprocal degree distance, which can be viewed as a degree-weight version of Harary index, that is, $RDD(G) = \frac{1}{2} \sum_{u, v \in V(G)} \frac{d_G(u) + d_G(v)}{d_G(u, v)}$. Plavsic et al.[18] and by Ivanciuc et al. [11] in 1993 independently introduced the Harary index of a graph G . Its wides applications and mathematical properties are studied in [2, 6, 12, 22]. The lower and upper bounds of the

2000 *Mathematics Subject Classification.* 05C10, 05C12.

Key words and phrases. Reciprocal degree distance, Hyper wiener index, Forgotten topological coindex, Reciprocal gutman index.



Equitable total chromatic number of splitting graph

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Abstract:

Among the various coloring of graphs, the concept of equitable total coloring of graph G is the coloring of all its vertices and edges in which the number of elements in any two color classes differ by at most one. The minimum number of colors required is called its equitable total chromatic number. In this paper, we determine an equitable total chromatic number of splitting graph of P_n , C_n and $K_{1,n}$.

Keywords: Equitable total coloring; Equitable total chromatic number; Splitting graph.

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Induced Extended Fuzzy Clustering Method (IEFCLM) for Uncertainty

Srimathi V, Bennilo Fernandes J

Abstract: The Act 1995 seriously started taking policy decisions to rehabilitate the PWDs by allotting funds and implementing programs, though not to the full satisfaction of PWDs. The rural PWDs are yet to be sensitized on their rights as per the Act. Assuring by a NGO in Melmalayanur District found over eighty percent of PWDs not having the basic Natural ID card, require for availing and rehabilitation measures. In this paper the difficulties faced by the rural deprived PWDs were analyzed using Induced Extended Fuzzy Clustering Model (IEFCLM). There are four sections. Section one describes the PWDs, giving the historical background. Section two gives the methodology of hidden pattern of Induced Extended Fuzzy Clustering method. Section three discusses the study using IEFCLM. Fourth section gives the result of the study.

Keywords: Fuzzification, Induced FCM, Extended FCM, algorithm, Persons with disabilities

I. INTRODUCTION

Attitudes to disability were mixed and ever changing. There were periods when the disabled were thought of persons who suffer for the sin committed in the past. To help them is going against the will of God and Law of karma. Manu, the greatest law giver, in his sanidhi, treated the disabled on par with dog. They were denied right to take decisions, right to ancestral property, right to life, right to marriage etc. According to Roman law, if a child is born disabled, it could be killed after proving the neighbor, the child was disabled. The children born disabled were taken to hill tops and thrown to death.

But belief systems changed over the passage of time due to intervention by divine personalities such as Lord Buddha, Jesus Christ. Due to advancement in science and technology now the people are slowly getting sensitized on the real causes for disability. Disability occurs even before the child is conceived, after conception in the womb, during the delivery of the child and after birth. The world wars have witnessed good number of able bodied soldiers losing their limbs. The Millennium development goals of U.N are specifically designed to address the needs of the world's poorest citizens and the world's most marginalized populations. While persons with disabled make up ten percent of world's population, disability is associated with twenty percent of the global poverty according to the findings of the World Bank. Naturally, the policy makers at the International and National level should include the Rights of the PWDs in implementing MOG.

This thought process had given rise to various countries focusing on the rights and rehabilitation of the PWDs. India has enacted Persons with Disability Act 1995 and has been focusing on their rights by observing Asian Decades of Disability 1992-2002, 2000-2012, 20 and so on.

II. METHOD OF HIDDEN PATTERN

Step1: The nodes for the study were collected from the expert's.

Step2: By passing the instantaneous state vector in ON state, the vector with maximum number of one's was considered as the resulting vector.

Step3: Every node of the resulting vector is then passed to get the resultant vector of it.

Step4: The maximum number one's is considered as the resultant vector and this process is carried over until the fixed point occurs.

Step5: The nodes resulting in the vector with maximum number of one's were then categorized in three range of clusters and then the algorithm of extended Fuzzy Clustering is then applied to obtain the dominant node among the most induced one.

III. AN ANALYSIS ON THE PROBLEMS FACED BY DEPRIVED RURAL PWDs

The nodes of the problem are listed below:

- C₁- Not considered in decision making process either at home or in the society
- C₂- Unemployed/Unskilled to earn a living on their own
- C₃- Marriage remains a question mark
- C₄- Suffer from mental stress & trauma
- C₅- Denied good food, clothing, sheltering, health care, etc.
- C₆- Loss of Identity (ID)
- C₇- Lack of mobility
- C₈- Considered to be the result of "Cause of GOD"
- C₉- No share in property
- C₁₀- Not able to be independent and depend upon other for their day-to-day activities
- C₁₁- Poverty
- C₁₂- Welfare measures seldom reach them
- C₁₃- Discriminated marginalized
- C₁₄- Lack political will and insufficient rehabilitation
- C₁₅- No knowledge on welfare measures such on SSHC

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DIVERSITY MANAGEMENT AN IMPORTANT TOOL IN HRM

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ABSTRACT:

Every employee in an organization is diverse. He/she will have his/her own set of values, ethics, beliefs and practices due to their respective cultural moulding and upbringing which may clash with another employee's values and belief system. This may create disruption in the organization. Hence, a HR manager must know how to manage a diverse set of employees and be more sensitive to the employee's needs. Since globalization has created a situation where there is free movement of labour across nations. This has made diversity, especially cultural diversity, even more evident in organizations after globalization. Hence there is a need for diversity management in today's organizations. Hence, the aim of this paper is to study diversity management and to create an understanding as to why this notion is needed in HR management.

Key words: Globalization, culture, ethics, cultural diversity, human resource (henceforth HR) management

INTRODUCTION:

The post-globalization period saw a high amount of movement of labour amongst the nations. This rendered various organizations of the world very diverse. Even in India, which is one of the most diverse countries in the world, it can be witnessed that the organizations are filled with employees hailing from various cultures. However, a lack of sensitivity of the HR manager often results in a lot of cross cultural clashes in an organization which may suspend the organization's growth. Hence diversity management will prove to be very useful the HR managers. A thorough understanding of this subject will create more sensitivity in the HR manager. It will create more cultural awareness and cultural reconciliation in an organization. This will create peace and a sense of mutual understanding in the organization, thus leading to the growth of both the employees and the organization.

It, however, has to be noted that diversity management is not simply a HR strategy which has to be practiced by the HR manager alone. The need for efficient diversity management percolates down to the level of every individual employee. Though diversity management is an important skill for the HR manager, it should not be seen as a one-way street. The notion of diversity management must pass through the HR manager to all the employees in the organization. In other words, the HR manager and the employees must create an inclusive environment in the organization together.

The Impact of Employee Empowerment In Organizational Performance With Special Reference To IT Sector

Gunita Arun Chandhok, Saranya.J

Abstract— *In view of the rapidly changing business environment, the success of an organization depends on committed, highly motivated, satisfied and innovative human resources. Employee empowerment is gaining momentum in the effective functioning of an enterprise. This paper focuses on the role and importance of employee empowerment with reference to organizational, occupational and individual factors supported by employee motivation based on Maslow's theory, in the Information technology sector.*

Key words: Employee, empowerment, motivation, organization.

I. INTRODUCTION

The IT industry has made the world a worldwide village, reduced domestic borders and integrated cultures. India has been able to accelerate its development through this sector. Different scientists have looked at the aspects of empowerment through varying angles. Controlling one's own work, work autonomy, teamwork differences, and pay-performance structures all refer to empowerment. Maslow created his theory of hierarchy in which food is our basic necessity; in pyramidal, we move up to the greatest self-realization requirements. Each phase of human development is based on a previous phase and every phase is moved to a greater sequence. Every employee in an organization should be recognized as an individual, since what motivates one individual cannot motivate another. Circles of quality have been superseded by employee empowerment; motivation schemes operate only if the staff are confident that leadership is ready to make real efforts.

Employee Empowerment is the method by which a person can believe, act, regulate and take decisions in independent ways or authorize them to take decisions. It is a state of self-empowerment in which you take control of your own fate. Empowerment is not what one is doing for another in human relationships. This is one of the issues with the notion of empowerment in organizations. People believe that someone, generally the manager, should empower the individuals who tell him. The reporting employees, therefore, wait for the empowerment, and the manager asks why individuals are not empowered. This resulted in a general, largely undeserved lack of joy in many organizations with the notion of empowerment. The organization is responsible for

creating a working atmosphere that promotes employees' capacity and willingness to behave empowered. The Workplace is responsible for removing obstacles which restrict the capacity of employees to behave with empowerment.

II. OBJECTIVES OF THE STUDY

- To examine the relationship between empowerment and employee motivation
- To analyze the motivational factors of employees with Maslow's Need theory
- To identify and study the factors of empowerment which positively influence employee motivational need theory in the IT sector

III. REVIEW OF LITERATURE

Uman and Vasanthi (1999) argued that there is now widespread acceptance of the practical significance of Maslow's theory. Physiological needs are taken into account in decision-making regarding space, lighting and general working conditions; work safety; love for cohesive work teams; appreciation through responsibility and recognition; self-actualisation in terms of providing opportunities for creative jobs or tasks.

According to Chandler (2004), the most widely-known theory of motivation was the one developed by Abraham Maslow in his book entitled Theory of Human Motivation typically referred to as the hierarchy of needs. A hierarchy of five fundamental levels was built by Maslow. In addition to these requirements, there are greater needs. These include the need for knowledge, recognition and purely spiritual requirements. In the five basic Maslow-related requirements, a person will not feel the second need, until the requests of the first or the third have been met. Nearly all continuous employees have significantly met their lower-order requirements. The hierarchical theory is often portrayed as a pyramid, while the bigger, smaller theory represents the smaller requirements and the highest theory is the self-actuality.

Jhul and Wilkinson (1997) explained the objective of the empowerment process is to improve employee power, understanding, motivation for the job; thus, to improve employees' contribution to business satisfaction and customer satisfaction, while at the same moment increasing

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Green Retail Marketing for the Sustainable Development

G. Ravindran, M. Malathy, J. Saranya

Abstract: The term "sustainability" has become the main word for this competitive resource scarce and human desires are endless and this wider divide has raised customers around the world's interest in environmental fortification. The growing worldwide knowledge of the ecological balance has given them more knowledge of the environment. Green products refer to selling products or services by highlighting their environmental benefits. So it is called eco-Marketing or environmental marketing and consumers recognize such brands like organic, eco- friendly, recyclable or sustainable. The green marketing services are financial services, transportation services, medical services, educational institutions and retail services. This study focuses about the retail services in green marketing.

Key words: Green marketing, sustainability and retailers

I. INTRODUCTION

The green marketing approach includes a wide array of businesses, including product changes and fair trade practices, eco-friendly manufacturing and altered advertising and packaging. Green marketing or environmental marketing includes all actions to create and promote exchanges that fulfill human requirements or wants with minimal adverse environmental impacts. The word green and environmental marketing has taken center stage in latest years and reflects an increasing concern at all levels about the consequences on the physical setting of enhanced consumption. Retailers has to take the lead in green marketing and the one who takes they are leaders in the market industry. In most instances, it is the biggest product marketing channel in their respective goods and particularly energy-using products. These distributors are the main players to reach thousands of customers. This has turned the behavioral plans into people and companies. There's now an age of green goods that react to recycling, non -toxic and the environment. The fresh mantra for green marketers has developed to convince the target audience. Most of the organizations in the whole globe try to decrease the damaging environmental and climatic effects of manufacturing procedures. The reasons for adopting green retail marketing are chances or competitive benefits, CSR, Government pressure, competitive pressure and cost problems.

II. OBJECTIVES OF THE STUDY

- To study the consumer perceptions about green retail products
- To inculcate the buying motives in purchase of green products
- To analyze the impact of retail green products for the sustainable development

III. GREEN MARKETING CONCEPT

Green marketing includes the development and promotion, without any adverse environmental consequences, of products and services which fulfill customer demands and require quality, performance, affordable pricing or comfort. People usually want to do the correct thing, so that the green marketing company's challenge and chance is to create it simple. The marketing sector can walk, speak and become the fresh environmental champion. Successful Green marketers will benefit from the benefits of good earnings and an enhanced shareholder value and assist to improve the world in the future.

In the assessment of their effect on the environment and marketers' dedication to the environment, environmentalist analysts assess products. Environmentally secure goods are endorsed and green signals are received and used on publicity and packaging by businesses. Green marketing is aimed at maintaining the environment.

3.1 Eliminate the concept of waste

Inefficiency typically results from waste and pollution. Produce the goods without waste, therefore, instead of waste handling.

3.2 Reinvest the concept of a product

Consumables or long-term products should be products. Consumer products can either be consumed or put into the soil without damaging the environment. In a closed loop scheme, durables can be produced, used and returned to the manufacturer.

3.3 Make prices reflect the cost

Each product should not just replicate the direct cost of production but also air, water and soil, or at least approximate the real cost of it.

3.4 Make environmentalism profitable

Consumers are educated by retailers to realize that market competition should not be between environmentally harmful businesses and those seeking to save them. Green marketing is also known as eco-friendly buying and selling activities. In the late 1980s and early 1990s it became famous. This includes the investigation of beneficial and negative elements of marketing operations relating to pollution, energy decline and non-energy loss.

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**INFLUENCE OF SELF PERCEPTION ON STRESS AMONG
IT PROFESSIONALS BASED ON EXPERIENCE**

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Abstract

Self-perception theory suggests that people determine their attitudes and preferences by interpreting the meaning of their own behaviour. When the level of stress is high employees are bound to be frustrated and demotivated on account of which they may fail to give their best at work. Research studies have shown the prevalence of a high level of correlation between the level of stress at work and the overall performance of the organisation as a whole. Thus, it becomes imperative for management and employees to identify stressors and reducing the magnitude of such stressors. The objectives of this study are to identify the variables which influence self-perception of IT professionals in Chennai and analyse the relationship between the variables of self-perception and experience of IT production engineers in Chennai.

Keywords : *Self-perception, stress, self-confident, self-esteem, locus of control*

INTRODUCTION

Self-perception theory suggests that people determine their attitudes and preferences by interpreting the meaning of their own behaviour. Individuals have the opportunity of knowing to some extent their internal states such their attitudes and emotions by observing their own explicit behaviour or from the situation in which their behaviour occurs. Since such cues got by them are frail, vague, or cannot be easily interpreted, the individual is in a position which is quite similar to any outside observer.

Developing one's identity is a lifetime cycle, with the most critical period of adolescence occurring. Identity is characterized as a wide continuum of 'who one is' which develops through psychosocial factors such as personal values, self-awareness which self-valuation, as well as a range of social positions such as family, physical, and cultural; outside of oneself. Adolescence is a difficult process to navigate, because many, sometimes daunting, choices about the future can affect one's personality, and can be influenced by personal desires, preferences, peer and adult encouragement, and social media. The wellbeing of a teenager's personality depends also on whether they discuss or hold an academic position.

Harter has outlined nine aspects of self-perception that characterise the maturity and appropriateness of an adolescent. Such included scholastic abilities, cognitive skills, athletic ability, personal presence, work skills, emotional attraction, interpersonal behaviour, strong friendships and global self-worth.

Rose and colleagues found that an individual's motor ability level was correlated with their self-perceptions of global self-worth, sporting abilities, physical attractiveness, close friendships, social recognition and romantic appeal. In a variety of domains females have higher self-perceptions of close friendships compared with males. Their research has also proved that it is possible that self-perceptions across a number of realms will mediate the effect on their sense of identity of an individual's motor ability. Many have shown in a variety of domains poor self-perceptions, which may lead to a less positive personality. It has also be observed that positive understanding of close friendships, for example, may boost the relationship between the health of a female's identity compared with a male.

A Study on Role of Advertising Agencies in Chennai

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Abstract - The advertising agency establishes a link between advertise and media owners. An advertising agency provides competent advice. It has easy access to and close contracts with numerous sources of initial information. The primary role of advertising agencies are planning and creating advertising campaigns for its clients and placing advertisements in various media. The agency then creates the advertising campaign and contracts for time and space with selected media. The traditional role of the advertising agency has changed over the years . It has improved from an organization that develops, designs and launches print, radio and television ads, to an organization that does all that and more -- it builds content, provides branding and includes diverse marketing strategies. The advertising could be on social media, using mailer coupons or using content strategies. The agency should state clearly the reasons as to why this is the best way the business and niche to succeed. Hence the study focuses on the role of advertising agencies in Chennai.

Keywords – Advertising, Agency, media.

I. INTRODUCTION

Advertising agencies are Professional body of experts playing an active role in advertising plan and campaigns to offer sources in advertising clients that on a commission or a fee basis .It provides a quality and range of service greater than any modern commercial world. It provides a specialized knowledge, skills and experience needed to generate effective advertising plans and campaigns layouts for advertisements, getting blocks made for layouts, the description of brands, designing the package for undertaking the market research. Besides planning and executing the advertising campaign, the advertising agency also performs several other services like, preparing sales promotion advertising on marketing management or public relations, preparing and distribution of information etc.

The advertising agency works as an agent or consultant, the advertiser who is manufacturer, wholesaler or retailer of the advertiser It also provides services and guidance on advertising and marketing problems relatively low cost. It employs the services of highly experienced specialists in different aspects of advertising and provides various advertising facilities.

The advertising agency establishes a link between advertise and media owners. An advertising agency provides competent advice. It has easy access to and close contracts with numerous sources of initial information. The primary role of advertising agencies are planning and creating

advertising campaigns for its clients and placing advertisements in various media. The agency then creates the advertising campaign and contracts for time and space with selected media.

STATEMENT OF THE PROBLEM:

Advertising agencies are acting as the tool for selling the product for the marketers. Though, they are more in the number, the major problems faced by them are

1. Change in the technology
2. Demanding clients
- 3 .More competitors
4. Rapid change in the media
- 5 .Shrinking margins

OBJECTIVES OF THE STUDY

1. To identify the role of Advertising Agencies in Chennai.
2. To measure the role of Advertising Agencies.

II. RESEARCH METHODOLOGY

Research Methodology is a way to solve the research problem. This chapter presents the methodology adopted to identify the advertising agencies from the population considered for the study.



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Influence of Human Resource Practices on Supply Chain Performance of Automobile Firms in Chennai

[M. Sheeba](#), [S. Latha](#), [A. Shameem](#) • Published 2019 • Business

Supply chain management Supply Chain Management which deals with movement of goods from the place of origin to the place of consumption should be professionally managed in order to help the organisation enjoy competitive advantage. This could further be improved through the use of information technology. By using technology starting from the point of procurement of materials through storing of raw materials, work in progress and finished goods the organisational could be able to... [Expand](#)

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INFLUENCE OF HR PRACTICES ON ORGANISATIONAL PERFORMANCE

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Abstract: The article pursues to address the relationship between influence of HR practice on organisational performance. It is a known fact that HR practices could play a vital role in enhancing the competencies of employees. It also seeks to analyze in depth of profiteering human resource management towards increased organisational performance. HR practices such as Recruitment and Selection, Training and Development, Compensation and Performance appraisal are either directly or indirectly related to motivation or enhancing of employee competencies. To achieve the objective of the study a structured questionnaire was used as a major tool for collection of primary data from a sample of 75 respondents. The results reveals that the HR practices have a significant and positive effect on improving organisational performance.

Keywords: HR practices, Competence and organizational performance.

1. INTRODUCTION:

The success stories of organisations revolve around the fact that efficient and effective application of the indispensable and most valuable factor the human resource. Analyzing the basic factors makes the organisation capable of innovation, competition and survival. The increased organisational performance is lead by implementing the latest developments and technological advancement in HR practices and Competencies. The organisations highly depend on the most important factor which is the creative human force than all the other factors. Attracting the most creative and talented individuals to adapt to changes and to face current challenges and future employment needs leading to improved organisational performance. Competitive edge over the competitors of an organisation can achieve by quantitative and qualitative performance in the long run.

2. THEORETICAL FRAMEWORK:

HR Practices

In line with preceding HR studies, the objective of current study is to highlight the importance of various HR practices and competence in organisational performance. Soomro, Gila and Jatoti (2011) admit that c are explored in empirical studies on HR practices. Marwat, et al., (2009); Aggarwal and Bhargava, (2009); Namazie and Frame, (2007); Chiang, Shih and Hsu, (2013) bestow that employee competence in the organisation is influenced by recruitment and selection, compensation, training and performance appraisal. Dessler (2000) confer that HR practices subsist of recruitment and selection, training and development and compensation.

Competence:

Competence is characterized by Parry (1996) as a group of related attitudes, skills and job knowledge. Competencies of employee are treated as one of the factors that contribute for increased organisational performance Cummings and Worley, (2001); Vathanophas, (2007). Nowadays it is needed to assert the imperative values of competencies, as it is widely used construct of HR studies. Overall, the researchers consider these competencies as facilitator for future organisational success, McClelland, (1973); Rodriguez et al., (2002).

Social Media Addiction, Culture Code and Mediation Effect of Mindfulness: A Structural Equation Modelling Access

Anuradha, Thangaraja Arumugam, N.Akbar Jan, A.K. Subramani

Abstract: *This study has been initiated with a view to understand the social media addiction and its influence on culture codes a mediation effect of mindfulness. The social media addiction would be a very common problem in the social and the organizational set up. The employees are getting distracted easily because of social media addiction. The organisations are taking much action to rectify this problem but end up with the talent lose because the employees are ready to quit the job when they are not allowed to use social media in the organisation. It has been an inevitable problem for the organisations so many techniques have been initiated in order to solve this problem. Many studies are concentrating on mindfulness which is a tool to remove the distractions and to be a focused employee in the organisation. The social media addiction many a times create a toxic culture among the employees. It needs a high attention to be cured. The employee relationship are highly under stake when they are social media addict. This study would attempt to understand the empirical evidence on this relationship by examining the association among addiction in social media and its effect on culture code and mediating role of mindfulness. This study also concentrates on the moderating role of gender on the proposed model.*

Key words: *Social Media addiction, Culture code, Mindfulness, SEM*

INTRODUCTION

This study has been initiated with a view to understand social media addiction and its influence on culture codes as mediation effect of mindfulness. The social media addiction would be a very common problem in the social and the organizational set up. The employees are getting distracted easily because of social media addiction. The organisations are taking much action to rectify this problem but end up with the talent lose because the employees are ready to quit the job when they are not allowed to use social media in the organisation. It has been an inevitable problem for the organisations so many techniques have been initiated in order to solve this problem. Many studies are concentrating on mindfulness which is a tool to remove the distractions and to be a focused employee in the organisation. The social media addiction many a times create a toxic culture among the employees. It needs a high attention to be cured. The

employee relationship are highly under stake when they are social media addict. This study would attempt to understand the empirical evidence on these relationship.

RESEARCH OBJECTIVE

To examine the association among addiction towards social media and its effect on culture code and mediating role of mindfulness. This study also concentrates on the moderating role of gender on the proposed model.

REVIEW OF LITERATURE

Cultural Codes

Interdependence amid levels and therefore the discernment of culture is habitually demonstrated via the usage of codes. The concept of 'Codes' maybe a confidential structure of behaviours, signs or words that are made to transfer messages that are circumstantially bound. Codes are often revealed at a perceptible level through rhetorical and plainspoken medium. Codes maybe the aftermath of the reactions of and exchange with varied cultural levels. This holds that what is noticed generally may not seem sensible to the outsider. Inventors and authors of codes constitute the insider group and codes are familiar only to them. These codes can be made use of as calligraphy by such groups for compactness or in allowing speedy communications. Codes may also be used to hide authentic messages and to conceal them from external forces. This applies not just to intelligence workers and masons but also for fulfilling research objectives as well.

Codes are made use of both voluntarily as well as involuntarily and they are hard to understand. Similar to a mysterious puzzle, it is indispensable to beguile the directive that will reveal the fundamental theme to make the crossword juxtaposed. Nonetheless the codes are split; we are left stumbling in a sphere of presumption, speculation and erroneous premise. This indicates our potential to impact metamorphosis via appraisal and other indistinguishable processes is consequentially diminished. We are in a peril of appearing on misinterpretation which indicates that our attempts to bring about differences are likely to be lead astray.

Codes subsist in gross cultures. Not just in cultures but in sub cultures as well. After all, they would materialize to be exceptionally supreme episode in a country like Europe (Both Eastern and Central) in the post-Communist epoch.

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Customer Satisfaction towards Paytm Mobile Wallet - With Special Reference to Working Women in Chennai City

S. Ramya, T. K. Avvai Kothai

Abstract: *The main aim of the mobile wallet is to make paperless money transaction convenient through advanced features like money transfer through the mobile application and QRcode. The mobile wallet has become an essential part of daily life mainly because of its convenient features in making quick payments from the same device with the help of the internet connection through a secured payment gateway. This empirical study focuses on the level of customer satisfaction towards the Paytm wallet and it also seeks to identify the challenges faced by the users while using Paytm mobile wallet.*

Keywords : *Paytm mobile wallet, mobile application, money transfer, quick payment, working women.*

I. INTRODUCTION

Paytm mobile wallet is India's largest payment gateway that provides payment services for customers and merchants. It provides services to over seven million merchants and permits customers to make seamless mobile payments from cards, bank accounts and digital credit among others. Paytm is the pioneer and the leader of the QR barcode. This quick response code is a machine-readable code used for scanning purpose. The Paytm payment bank aimed to bring banking and financial services to unserved and under-served Indians.

Paytm – “Pay through money” started in August 2010 under “one 97 communication limited” as a prepaid mobile recharge website by the CEO Vijay Shekhar Sharma. Over the years, the company has undergone a change moving from a mobile recharge website to Paytm mobile wallet (mobile application) in the year 2013. It is a semi-closed wallet that does not permit cash withdrawal or redemption by the holder. The cashless transaction can be made through Paytm wallet at several places like petrol bunks, supermarkets, hotels, coffee shops, multiplexes and while travelling in taxis and autos. Paytm is also used for paying online recharges, utility bills and for booking movie tickets or travel tickets among other things on the Paytm application.

In order to study the customer satisfaction towards Paytm mobile wallet, this study focuses on four factors namely (1)

Perception of Paytm wallet, (2) Usage of Paytm wallet, (3) Satisfaction towards Paytm wallet and (4) Problems and challenges faced by the users of Paytm wallet.

II. RESEARCH OBJECTIVES

1. To identify the areas where Paytm payments are more preferred by the users
2. To analyze the level of customer satisfaction towards the Paytm payments with respect to its features.
3. To focus on the challenges faced by the users while using Paytm mobile wallet.

III. NEED FOR THE STUDY

The main aim of the study is to understand the perspective of usage of mobile wallet from the point of view of women employees who are working in banking and information technology sector. Here, the main focus is on the women employee to appreciate their willingness to adapt the new technology in today's scenario and to identify the areas where they use this Paytm payment mode and finally to focus on the problems and challenges they face during the usage of Paytm wallet.

IV. RESEARCH HYPOTHESIS

1. There is no significant difference between the unmarried and married working women with respect to the factors influencing Paytm mobile wallet
2. There is no significant difference among the age group of working women with respect to the factors influencing Paytm mobile wallet.

V. LIMITATIONS

1. The study is gender-specific.
2. The study confines only to working women in banking and Information Technology sector.
3. The data is collected from the Paytm users in Chennai city only. Hence, it lacks generalization to other cities, states and countries.
4. The study is based on a small sample, due to time constraint.

VI. REVIEW OF LITERATURE:

Following are some of the research work conducted on Paytm wallet by various researchers' in India.

Pooja (2017) explains about

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Employee Engagement Strategies in Software Companies in Chennai

Keerthana Y. H., **T. K. Avvai Kothai**

Abstract: *The level of enthusiasm an employee feels towards the job is called as Employee Engagement. An engaged employee cares about his performance and its effect on the organization. It is an internal state of mind that binds together work force, commitment and satisfaction in an employee. The organization has to look after its employees so that they can satisfy their customers. The management has to find out what the employees want so that the ultimate goal of organization is achieved. Strategies like Transparency, Empowerment, Purpose, Behaviour and Listening can be used to engage the employees. This study mainly focuses on the engagement strategies applied in selected software companies in Chennai and also aims to explore the strategies that drive employee engagement in software companies. This empirical paper also seeks to find the effect of the identified strategies on employee engagement..*

Keywords: Employee Engagement, Organizational Performance and Strategies.

I. INTRODUCTION

Employees are the most useful and beneficial resources in every industry. It is very difficult to make work interesting for employees in an organization as they might feel that they are doing the same work over and over again. This is where motivation, training and engagement play an important part. Employee Engagement is the level of enthusiasm and dedication an employee feels towards his or her job. The employee uses his or her talents and improves the outcome and develops productive relationship. Engaged employees help to improve the performance of the organization in several ways such as Profitability, Productivity, Customer satisfaction, Innovation and Absenteeism. Engaged employees care about their performance and its effect on the organization as they feel that their effort could make difference. It is an internal state of mind that binds together work effort, commitment and satisfaction in an employee. It is the eagerness towards the task that motivates them to do the work and is often reflected in the outcome. An engaged employee is enthusiastic about the work place and takes positive action to increase organization's reputation. It is the work of the employer to make sure that his employee is impressed about the work place like the goals or targets to be achieved, environment, organization culture and also has to

ensure that his employees are comfortable with the organization. Employee engagement occurs when the goals of the organization are aligned with the goals of the employee. Earlier employees were interested only in the task given to them and not in the business. As the competition grew the employers learnt that it was essential to engage the employees and make them feel as the integral part of the business to increase their growth. In 2017, as per the Gallup's State of the Global Workplace report, it was found that only 15% of the employees around the world are engaged in their job, meaning that they are emotionally interested in the job i.e. they are contributing their time, talent and ideas for the organization's growth. The main aim of engagement is to achieve the ultimate goal of organization i.e. customer satisfaction. If the employees find their job interesting and are engaged in it they achieve the ultimate goal i.e. customer satisfaction.

a. Strategies

In order to engage the employees the Organization or employer may follow the following strategies:

- **Transparency:** Transparency is sharing of information among all in the organization. It helps openness between the employer and employee. It is nothing but an idea to break down the barriers, encourage creativity and collaboration among employees. The employees may be asked to be transparent in the work place by sharing the feedback or suggestions about their employers, peer groups etc.

- **Empowerment:** Empowerment is where the employees are given authority to make decisions regarding training, hiring, pay scales, priorities, schedules etc. In simple terms it means giving employees authority to make or take decisions regarding their job. Authority is given to the employee to make him feel that he is given importance in the organization. When an employee is empowered he will be loyal to the organization, will be motivated to work more, will perform well which ultimately benefits both the employer as well as the employee

- **Purpose:** The purpose of employee engagement is to make the employees committed to their job. Employees feel engaged when they are able to understand the true nature of the job or work given to them, when they feel comfortable with the organizational culture and when they are given proper guidance. Apart from the pay benefits they receive, the employees expect all these to keep themselves committed and engaged in the job.

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INSIGHTS OF E-USERS TOWARDS DIGITAL ADVERTISING

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ABSTRACT

The present research paper is an effort to examine the insights of e-users towards digital Advertising. The research exercise was carried out on a sample of 209 respondents residing in and around Chennai city using non-probability convenience sampling method. Independent samples t- test and ANOVA were applied to answer research questions and it was established that the users are possessing favorable perception towards digital advertising and the role of gender is significant as far as the same is concerned. The results also exposed the fact that male respondents hold relatively favorable perception towards digital advertising than female respondents and perceptual differences between genders is also significant.

KEYWORDS: Digital Advertising, Perception, t- Test, ANOVA, e-Users

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INTRODUCTION

The rise of digital advertising has revolutionised the dimensions of advertising horizon. Global marketers are keen on making use of innovative cues and technology in their marketing communications to grab the competitive advantage. India is the 9th largest advertising market and 2nd biggest online market of the world (Adage India, 2018 Sep 20). Domination of smart phones, availability of 3G/4G network services and growing internet penetration rates in India were witnessing significant increase in the Ad spent by digital advertisers. Traditional media continuous to be the largest share of the total media spent but the shift from traditional to digital media is happening at a faster pace. Digital advertising proved to be promising contributor to the whole Indian advertising market preparing the marketers to take advantage in win over the media clutter. In this scenario, it is essential to explore the perspective of the prospective consumers towards digital advertising which would throw lights on the winning mantra of the digital marketers.

REVIEW OF LITERATURE

In everyday life, technological devices become more common in the developed countries. (Balasubramanian, Peterson and Jarvenpaa, 2002). Their relevance is obvious to all of us. The instant adoption and rapid growth in the usage of mobiles shows that larger portion of the respondents are agreed to accept technological devices in the day-to-day life in many developed countries. E.g., in the US the number of cell phone users has reached a level of almost 72% (number of cell phone subscribers according to FCC, 2004) as a portion of total US population older than 14 years (US-Census, 2001). In Western Europe, 60% of the total population was unique mobile phone users in 2002, almost 30% were unique SMS users (Marcussen, 2004).

Knowledge Management - a Fostering Tool for Parallel Outlines among Public & Private Sector Banks

V. Kuppulakshmi, S. Manikandan, M. Kavitha

Abstract: *In this global Scenario, Banking sector has gone through drastic technological changes. Customer Knowledge plays a crucial role in the banking sector. To achieve the operational efficiency, customer knowledge management (CKM) techniques support the banks to move forward. Banks need a well-organized database to facilitate the availability of information to their customers. Hence focus should be made on CKM practices which include Knowledge Gathering, Storing, Transferring and Utilizing the Customer Knowledge, ideas, information and experiences. Knowledge Gathering includes the study of customers' priority and needs. Knowledge storing can be done by way of knowledge repository, updating and retrieval of information. Knowledge transferring comprises of providing data to clients regarding new schemes and services. It distributes the knowledge throughout the organization. Knowledge utilizing can be made by way of quick access of knowledge about the customers to meet out their priorities. Thus, the CKM process will enable the banks to maintain better relationship with their customers.*

Keywords : Knowledge Management, Customer Knowledge Management (CKM), Knowledge Gathering, Knowledge storing, Knowledge transferring, Knowledge utilizing, Customer Relationship Management.

I. INTRODUCTION

Present day organizations, especially, the banks are undergoing intense competition as a result of the increasing globalization and the resultant market pressure. Knowledge management dominates all disciplines in most of the organization. Therefore, organizations must effectively manage their knowledge to attain competitive efficiency. The progression of managing knowledge is called Knowledge Management (KM) or sometimes known as Business Intelligence (BI). Knowledge Management enables organizations to discover, select, arrange, transfer and disseminate significant information and ability required for activities, for example, critical thinking, dynamic learning, decision – making and strategic planning.

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II. REVIEW OF LITERATURE

Customer learning ability helps in, creating and coordinating client data all through the organisation (Alexandra J. Campbell, 2011). (Attafar Ali et al 2013) stated that Knowledge Management incorporates usage and support of the organisational and technical foundations or infrastructure. Organisation must appreciate both implicit and explicit information to control the data and they need to offer right information cycle of available knowledge. Customer Knowledge management allow the organization to take the best needed customer knowledge for proper decision. This decision process gaining more knowledge from customers and use it for their business processes. Many companies can directly make personal interaction with customers to know their preferences and needs (Narges Sharifi Tehrani et al 2015). Establishment of technological and informational infrastructure allow organizations to better understand the knowledge about customers (Graeme Shanks and Emily Tay 2001).

III. OBJECTIVES

The major objectives are

- Studying the Customer Knowledge Management Practices in the banking sector.
- Making a relative study about the Public and Private sector banks on CKM practices
- Measuring the Business Performance of the banks.

IV. AN OVERVIEW OF CKM IN BANKING SECTOR

Knowledge is considered as a fundamental key asset that empowers firms to continue an upper hand in a modern environment (Grand, 1996 & Spender, 1998). Knowledge management in business firms need to deal with the exercises of knowledge workers and cooperation of organizational static and dynamic knowledge about products, administration, services, process development, simultaneously, making new or existing organizational information.

Perception of Web Users on the Effectiveness of Search Engine Marketing and Search Engine Optimization in the Era of Digitalization

S. Manikandan

Abstract: *The Digital era has revamped many sectors and industries, information sharing is considered as the most important aspect any business now, any industry have not been spared from the technological growth, digital world have given an opportunity to go on business of your product and services online. The attitude of the consumers and their behavior has seen considerable change; the business has to cater the needs of their customer's. The product or services can be reached the end users much easier through virtual digital marketing cutting across the geographical and political boundaries. The websites created by the business has to be on the internet, not only on the net but have to land on the prime pages of the Search Engines, the marketers have to strive for ranking their webs on the top hit rank in order to be in the market. This article attempts to study the Search Engine Marketing (SEM) and to improvise on the strategies to remain on top by carrying out Search Engine Optimization and to adopt Search Engine Marketing Strategies (SMES) on a more effective way and also provides suggestions based on the empirical facts.*

Keywords : *Digitalization, digitized markets, SEM (Search Engine Marketing), SEO (Search Engine Optimization) and SEMS (Search Engine Marketing Strategies).*

I. INTRODUCTION

In the Digitalized era, the marketing in a traditional form has been invisibly replaced, the prenominal presentation of the original markets have been completely changed. The virtual form has been over taken the contemporary form of marketing. The pace in which the advancement of technology is progressing is unimaginable and even uncontrollable. The essence of Digitization is present in every walk of life of the society. The economy is digitalized; the economic activities are facilitated using technology in specific the information sharing. The state of the economic transaction are so, if the digitalized technology breaks the survival of the society itself is big question to be answered. A digital dependent society is the order of the day. This ear of Digitalization is moving in direction toward Cen percent functionality on digital economy. This pace of rapid advancement has never been seen in any other contemporary eras.

The economy has explored new changes and new form of channelings and has encountered many troubleshooting

which are been resolved using the rapidly increasing innovative technological advancement. The participants of the economic transactions in buying and selling of products and services across industries have seen a tremendous change in their attitude and behavioral aspect, the feel of new digitalized technology has given a new experience to the customers as well the industry. This has customized the pattern of marketing and its idea and design, the face look of the marketing has seen a paradigm change in the reconstruction of major economic activity including marketing. This has forced the industry to shift towards a digitized market to cater the needs of consumers who live in a digital dependent society. This from of marketing can be termed as online marketing or internet marketing, market has transformed substantially in the recent past. The market has gone global visible through the world crossing the political boundaries of countries. This growth in marketing is on due to the exploration and hasty usage of internet, which ensures fast and flexible buying and selling with cost efficient with a global reach. This has been a creditable boon to the business the impact has forced the industries to go digitized looking forward to new technology based markets.

Interactive and Virtual Global internet marketing

The fading of traditional method of marketing has given way to a new path for an interactive and virtual format of exceptional global internet marketing, but leave away the uniqueness of traditional marketing like personal contact, zero bargaining, lack of touch and feel of products, make a real deal, physical exchange and so on and on but to encounter with doubts on privacy and worries on security. But however one should accept the fact that the impact created by online marketing is tremendous. The new sharing of information has exploited new marketing techniques and adapts new strategies in order to meet the consumers' needs and to satisfy them. Online marketing has induced the consumers' decision of purchase and a change in the purchasing habits or it can be in the other way that the consumers' behavior and attitude has made this change in the design of marketing converting into online marketing.

Online marketing

Online marketing has a spread on various forms by usage of internet such as blogs, chats, social media flat forms, mobile apps and other form of digital interface.

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The Key Determinants of Behavioural Intention Towards Mobile Banking Adoption

R. Tamilselvi, P. Balaji

Abstract: *This research was conducted to understand the customer behaviour in mobile banking usage intention and adoption with the primary objective to explore the factors determining the behavioural intention of mobile banking adoption practices among the bank customers in the study area. The empirical research design was adopted by employing survey method to collect responses from target population through convenient non-probability sampling method. The primary data collected were subjected to analysis using SPSS Version 17.0 and the statistical tools such as, percentage analysis, descriptive statistics, Independent sample t test, Analysis of Variance and multiple regression analysis. The empirical evidences reveal that Performance Expectancy, Effort Expectancy, Habit and Trust are significant and positively influencing the Behavioural Intention of the Mobile Banking whereas, Hedonic Motivation has significant and negative influence on Behavioural Intention of the Mobile Banking. This study concluded that banks should advertise and promote mobile banking through handsets and live demonstration counters at selected branches manned by a dedicated staff to adopt various promotional activities for enhancement in digital literacy and financial inclusion with other government schemes. Banks must extensively engage in the promotion of all Digital based initiatives launched by the Government of India and engage its customers to install banking Apps like BHIM, PhonePe, Payment Banks, etc. to facility effortless banking on their own palms. This research paper aims in exploring various insights related to behavioural intention towards the adoption of mobile banking especially among youth in the Chennai city and Hyderabad city. This study also aims to explore the key determinants of mobile banking adoption among customers of public and private sector bank customers.*

Key Words: *Mobile Banking, Behavioural Intention, Hedonic Motivation, Performance Expectancy and Risk..*

I. INTRODUCTION

The demonetisation was made to eradicate black money economy, counterfeit note circulation and terrorism funding in the country. On the other hand, this leads to cash crunch to meet their day-to-day expenses and higher thrust for banking services in the country. This was transformed the way banking business is being conducted today due to the emergence (Goode A 2018; Keeton W R 2001 & Arnold, D) and growth of digital payment services (Malini, A., & Menon, D. G. 2017; Malik S 2014; Gupta S 2013). Banking is the life blood of Indian economy and it is also considered as

the backbone of Indian financial system. In the recent past, banking industry has undergone tremendous changes due to technological transformation of the industry. It is therefore imperative to understand the adoption and growth of technological changes in banking industry to deliver maximum benefits to the share holders (Anbalagan, D. G. 2017; Stepanova, S. V., & Karakchieva, V. L. 2018; Roumeliotis, P. 2019). According to IMAI Report 2017, youth are turned to be more prolific users of mobile internet in India (Khan, D 2017). The statistic shows the number of mobile phone users in India from 2013 to 2019. For 2017 the number of mobile phone users in India is raised to 730.7 million. In this same year the number of smartphone users in India is reached 340 million and could expected to reach almost 468 million by 2021. Due to the rapid growth and increase in the use of mobile phone and internet among Indians create feasibility to adopt mobile banking instead, traditional banking or physical cash transactions in their day-to-day lives.

II. REVIEW OF LITERATURE

Balogun Emmanuel Olanrewaju (2016) examined the role of information technology adoption on the organisational performance of employees working Nigerian banking industry. The researcher has randomly selected twenty banks for the research design. Further, the researcher adopted structured questionnaire to gather information from employees working in all the selected twenty banks for this study. The result indicates that technological innovation has significant influence on employees' performance and higher employee performance leads to profitability of banks. The researcher recommended that top level management should nurture various training programmes to its employees for technological adoption in their banking services which would facilitate survival in the competitive environment of the Nigerian banking industry.

Ibha Rani (2015) conducted an exploratory study to examine the impact of information technology on Indian banking industry. The author stated that the growth of information technology in banking sector enables the bank to provide sophisticated, better and secured services to its customers. Further, the author explained that electronic clearing services (ECS), electronic fund transfer (EFT), real time gross settlement (RTGS), core banking solutions (CBS) are the technological platforms that provide faster and secured banking services to the customers. The author had also elaborated that phone

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Digitalizing 360 Degree Employee Competency using Banzhaf Power Index and CDF

J. Mahalakshmi, K. Umadevi

Abstract: Traditionally, 360 degree evaluation of employee competency has been done using ratings given by Subordinates or Direct Reports, Peers, Manager and Self. Based on the rating by all rating group, the competency of the employee is determined. The gap between self-rating and ratings of all other group determines whether an employee has hidden strength or has blind spot in each competency variable. However, whenever larger number of subordinates or peers rates an employee, there is inherent bias and the employee's overall competency rating can be low if the larger group holds grudge against the employee. To avoid bias and determine true rating, this paper proposes innovative use of Banzhaf Power Index. The complete computation and digitalization of Banzhaf Power Index for Chennai based Wind Energy Company is carried out and presented in this paper. The interactive Wolfram Computable Document Format (CDF) has also been created for wider use by personnel managers of other companies.

Keywords : 360 degree evaluation, Employee Competency, Banzhaf Power Index, Wolfram Computable Document Format.

I. INTRODUCTION

One of the popular and elaborate method of rating an employee's competency is 360 degree evaluation. In this method, the Subordinates (Direct Reports), Peers and Manager rates an employee's competency on a 5 point scale. The employee also rates himself on his competencies. The overall rating of the group determines the final competency score of the employee. However, this method is riddled with many problems, the chief among them being group bias. Whenever large numbers of subordinates or peers rate an employee, there is inherent bias and the employee's overall competency rating becomes low if the larger rating group holds grudge against the employee. In order to overcome this bias and compute true rating, Banzhaf Power Index can be modified to suit the 360 degree evaluation.

The Banzhaf power index or Penrose - Banzhaf index was invented by John F. Banzhaf. It is computed by the probability of changing the outcome of a vote where ever the voting rights are not equally divided among the voters or raters. The Banzhaf power index is only applied for larger rating groups like subordinates and peers since group bias – as against individual bias- can stem only from these raters.

This method is applied to competency ratings of 50 employees of Chennai based wind Energy Company. In order to compute the Banzhaf power index and digitalize the entire process, interactive Wolfram Computable Document Format (CDF) has also been created.

II. REVIEW OF LITERATURE

The key research literature pertaining to competency mapping and Banzhaf power index which were examined are delineated below :

P. Suguna, T. Tamil Selvi (2013) examined employee Competency Mapping in garment firms in Tirupur district. This study gives concise summary of competency measurements in garment firms and gives a good view of method used to determine competencies in traditional garment manufacturing companies.

S. Balaji & D. Vimala (2012) carried out Competency Mapping in Adecco Service Organizations, Chennai Asia Pacific and their study elaborates the traditional competency mapping methods in a typical service company.

Su-Chin Hsieh Jui-Shin Lin Hung-Chun Lee (2012) reviewed a large body of international research literature on competency ratings. The meta review gives a very good insight into the practice of competency mapping among international companies.

Y. Nagaraju and V. Sathyanarayana Gowda (2012) examine the strategies of competency mapping in Bangalore companies and contrast the various strategies used.

The Banzhaf related literature which were studied and reviewed includes

B. Llamazares (2006) research focused mathematics of on how difference of votes determines majority.

Matsui, Tomomi and Matsui, Yasuko (2000) reviewed the various algorithms for Calculating Power Indices of Weighted Majority Games which form basis of applying Banzhaf power index to various business situations.

Lehrer, Ehud (1988) in his paper on axiomatization of the Banzhaf Value shows the method of axiomatization using three axioms. None of the papers adopted the Banzhaf power index to evaluate the employee competency which is the reason this paper used Banzhaf power index in an innovative way to remove group rating bias.

III. OBJECTIVES OF THE STUDY

The main objectives of this study are:

- Determine senior employees 360 degree

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The Role and Perception of Customer on Buying Behaviour Towards Real Estate Industry

C. P. Senthil Kumar, M. Karthiga Priya

Abstract: *This present study aims to explore the various dimensions and role of customer perception and buying behavior towards the growth of real estate industry in Chennai city of Tamil Nadu. The researcher has adopted survey method to gather the primary information from individuals those who shown interest to purchase and invest in real estate industry. The statistical tools such as, percentage analysis, descriptive statistics, mean based ranking, cluster and discriminant analysis has been applied for 148 samples collected in the study area. The result indicates that three dominant dimensions are significantly determine the purchase of real estate such as, Economic consideration factor, Livelihood Consideration factor and growth factor. Further, the result indicates that two types of purchasers are in the realm of real estate industry namely, individual investor and return seekers significantly differentiated with three purchase consideration factors. The real estate industry provides higher earnings to the buyers across the country to have better investment decisions and economic growth. Thus, leads to higher industrial growth, enhancement in socio economic conditions, strengthening the financial system, increase in financial leverages and lending among the individuals through different types of financial institutions in India.*

Keywords : *Real Estate Industry, Investment Decision, Considerations, Economy and Growth.*

I. INTRODUCTION

The real estate sector consist of commercial and residential houses, business spaces, hotels, industrial buildings and etc for the purpose of purchase, sale and development of land. The real estate business generally comprises of both the construction and building sector. The real estate sector in India is worth of 12 billion US dollars in the year 2018 which accounts five percentage of India's Gross Domestic Product (GDP) and it is expected to increase six percentages in the upcoming years (IBEF Report 2019). Over the decades the real industry has shown tremendous growth of 30% as compared to last decade. India is currently destination for many multinational companies to start their own business or company or centers and also attracts many foreign investments to make use of available human as well as natural resources. The real estate industry provides higher returns to the investors in Indian context due to easy mode of operations and low cost budget to make their investment decisions (PWC Report 2014). Thus, leads to higher

industrial growth, enhancement in socio economic conditions, strengthening the financial system, increase in financial leverages and lending among the individuals in India. A liberalisation policy helps the Government to open the doors for the foreign companies to think about investment in India. This facilitates the country to attract more foreign direct investment and foreign institutional investment to make the Indian real estate sector to reach the greater heights in global business environment.

II. REVIEW OF LITERATURE

Levy, D., Murphy, L., & Lee, C. K. (2008) have discussed the customers purchase decision of buying a house is embedded within a set of economic and social cultural processes towards operationalised within specific local property market. The author made an attention to focused the customers purchase consideration to buying a housing property with different parameter and that are house prices, life-course and demographic influences on the decision to buy, but less attention has been directed to understanding the internal family decision-making process also plays a significant role. The authors have adopted both qualitative and quantitative approach for this study through the semi-structured interview questionnaire and data were collected from the family respondent recent housing property purchasers. The authors have listed the process of purchasing a residential property is an inherently social activity and it negotiating various family needs. In addition, the examiners while purchasing a residential property place within specific market condition through interpret of estate agents. Finally, the authors have concluded that the respondents purchase behaviour in family decision significantly influenced by estate agents/brokers and the purchasers were comparing their decision with each other in their family and others. This empirical paper provides into the way in which families engage in search practices, interpret information and internally negotiation of their decision. Furthermore, it argues that the findings were contributing a greater understanding of how housing market performed and made.

Ketterer, R. (2002) made an attempt to understand the electronic, virtual real estate brokerage technology integration system and provided methods for a meaningful guidance to buyers and sellers of estate for their process of transaction property.

The examiner was clearly list out the elements for buyers and sellers were require to focus on property transferring process i.e., listing of the property, scheduling of property showing, negotiating the terms of sale,

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Determinants of Work Life Balance Among Women in Chennai City

C. P. Senthil Kumar, H. Krupanandhan

Abstract: *This empirical study focuses on determinants of work life balance of women in Chennai city of Tamil Nadu. The exploratory research design with primary data method was adopted to gather information from four hundred women residing in Chennai city. The statistical tools such as, percentage analysis and multiple linear regression analysis have been applied to explore the meaningful findings to the research objectives. The result indicates that coping strategies, organisational support, familial support and job description have significant influence on the work life balance of women in Chennai city of Tamil Nadu. This research study proves that job description as an important aspect determines the work life balance which indicates there is need to understand the role and responsibilities of the individual in an organisation to achieve and accomplish the organisational goals of the organisation.*

Keywords : *Work Life Balance, Women, Job Description, Organisational Support and Family Support.*

I. INTRODUCTION

Today's employees are highly exposed to work life imbalance in their professional and personal life due to many imperative reasons. The human resource managers are highly working on these areas to provide innovative and ideological solutions to the work life imbalance among employees. Employees are not having quality time with their family members due to several work pressure and lack of time and on the other hand, they face lot of problems to achieve higher productivity or targets in their organisation. These two important aspects are highly causing the employees to experience higher occupational stress in their professional life. There is a need to explore the factors and dimensions that contributes for the work life balance in competitive, pressure and complex organisational environment. Especially, women employees are facing as many as problems such as, lack of familial and organisational support, lesser job satisfaction, unclear job description etc., in their day-to-day life.

II. REVIEW OF LITERATURE

Suboosh Yusuf (2018) has conducted comparative study of work life balance and its impact on employee job satisfaction among BPO employees of Aligarh and Delhi. The researcher developed hypothesis to identify the difference among gender of the employees with respect to their perception on work life balance and job satisfaction. The researcher collected primary information from two hundred BPO employees and the information collected were subjected to independent sample 't' test by using SPSS. The results indicate that there is no difference of opinion between male and female employees with respect to their job satisfaction and work life balance.

Deivasigamani and Shankar (2017) conducted an exploratory study with primary objective of exploring the problems prevailing among information sector women employees on their work life balance maintenance. The researcher found that, improper work environment, lack of superior and subordinate relationship, unhealthy interpersonal relationship, occupational challenges and psychological issues are major problems of women employees in IT sector of Chennai City. Further the researchers suggested the organisation to encourage women empowerment, workers participation in management, effective leadership and job enrichment to enhance the work life balance.

Chetan Arora and Rajlakshmi Wagh (2017) educated the importance of work life balance for the wellness of the various business organisation. The authors stated the importance of work life balance to effectively execute the work life responsibilities. The authors finally concluded that, work life imbalance will lead to absenteeism, stress and job dissatisfaction.

Mrinalini Pandey (2016) conducted a study to examine the impact of work life balance on job satisfaction of women doctors of private hospitals of Jharkhand City. The structured questionnaire was used to collect data from one hundred and fifteen women doctors by adopting survey method through non-random convenient sampling technique. The empirical evidences explicit that, higher is the age higher is the work life balance and job satisfaction. Work life balance and coping strategies have significant and positive influence on job satisfaction of women doctors of private hospitals.

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Customers' Perception Towards Mobile Banking with Reference to Chennai City

R. Purushothaman

Abstract: India is a developing and leading country in the field of technology. We are facing the fourth industrial revolution. In this era, technology advancement plays a crucial role in all the part of industries. In banking sectors also technology plays an important role. Due to the technology advancement traditional banking operations are changing to modern banking methodologies. One of the most important modern banking methods is Mobile Banking or M-Banking. This study attempts to fathom the customers' perception towards M-Banking with reference to Chennai city. The aim of the study is to know the reasons for using M-Banking services by the respondents and to identify the level of awareness of the respondents. In the sample survey method, questionnaire technique is used to collect the primary data. The sample size is 60 banking customers in Chennai city. After analysing the data, it is observed that banks and government need to motivate and create awareness among the customers to widely use M-Banking services.

Keywords: Banking customers, Technology, Mobile Banking and Customers Perception.

I. INTRODUCTION

Technology advancement is more vital in all segments of industries. Hence, all the segments should adopt technological changes to sustain and achieve in their filed. In no doubt, the banking sectors are also changing from traditional methods of banking operation to modern methods of operation. In India, most of the banks are adopting modern banking services like online banking, automated depositing machine, automated pass book entry machine, mobile banking or M-Banking etc., M-Banking is one of the major elements of modern banking services. M-Banking means undertaking banking operation through Mobile device.

M-Banking services comprises of balance enquiry, m-pass book, m-statement, fund transfer, utility bill payment, ATM locator, SMS services etc., Even though, most of the people in India are using smart phones, crowd in bank and time spent in banks to access banking services is not reduced. In this study, the level of awareness on using M-Banking Services and the reasons for using M-Banking services are analysed.

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II. OBJECTIVES OF THE STUDY

1. To study the socio-economic profile of the respondents.
2. To know the reasons for using M-Banking services by the respondents.
3. To identify the level of awareness of the respondents about M-Banking.

III. RESEARCH METHODOLOGY

Population of the study: Banking customers in Chennai city

Method of Data Collection: Sample survey method. Convenient sampling method was adopted.

Technique of Data Collection: Questionnaire technique.

Sample Size: 60 respondents from Chennai city

Types of Data: Primary and secondary data.

A. Hypotheses

- There is no significant difference in the ranking of reasons for using M-Banking services.
- There is no significant association between Socio Economic profile of the respondents and overall awareness level of Mobile banking services.

B. Statistical Tools Applied

- Percentage analysis
- Mean
- Friedman's Test
- Chi-square Analysis

IV. LIMITATIONS

1. The study is limited to 60 banking customers.
2. The survey is conducted in Chennai city only.
3. This study confines only ten reasons for using M-Banking services.

V. REVIEW OF LITERATURE:

Zaman et al (2011) study analysed the reasons for using M-Banking services for trustworthiness followed by handiness followed by promptness and security.

Yesodha Devi et al (2011) concluded that there is no association between education and the level of awareness on M- Banking usage.

Amola bhatt (2016), in his article found that updated user friendly technology is the



Psychological Dependence on Social Media Usage of College Youth

G. Archana, P. Balaji

Abstract: The present study was exploratory and diagnostic in nature to examine the level of psychological dependence on social media networking sites usage of college youth in Chennai city of Tamil Nadu. This research was adopted survey method and structured questionnaire was collected from 200 college students residing in Chennai city to gather the information and perception on psychological dependence on social media networking sites addiction. The data collected were subjected to data analysis using SPSS software and statistical tools such as, percentage analysis, descriptive analysis and exploratory factor analysis to understand the level of social media addiction of college students. psychological dependence on social media networking sites variables have been reduced to Five independent factors and the most dominant factor is Communication Factor (CF) followed by, Curiosity Factor (CUF), Attention Factor (AF), Time Factor (TM) and Upgradation Factor (UF) in their order of dominance. College youth are opined that they are more excited and curious to use a greater number of social media networking sites due to growth of internet and mobile penetration. To conclude, college youth can use social media networking sites with some limit timer through self-control and they should spend their quality time in the real world rather than the virtual world.

Keywords: Social Media, Networking Sites, Psychological Dependence, Curiosity, Attention and Social Interaction.

I. INTRODUCTION

The growth of technology paved a way for the growth of social media networking sites usage across the globe. The penetration in the smart phone usage and dependency of people towards technological platforms made them committed in social media networking sites. In addition to the internet addiction disorder and gaming addiction disorder, the social media addiction also causes many problems for the users. World health organisation announced that excessive social media usage as a psychological disorder among its users. Mental health, anxiety and depression are caused by social media networking sites across the people. especially, among the youngsters. There many youngsters and college students have shown the excessive intent and addiction to social media usage due to more time spent on social media. They feel more connected to the society by using the social media networking sites to get instant attraction and satisfaction and social attention in their society. There is a need to examine the social media addition behavior of college youth to drive them effectively towards healthy and effective social life.

II. REVIEW OF LITERATURE

Balaji and Sreenivasa Murthy (2019) conducted an exploratory study to made critical evaluation of social media networking sites of employed youth in Chennai city. The authors have adopted survey method to gather the data from employed youth from different form of industries. The result indicates that employed youth have excessive usage on social media networking sites and they prefer WhatsApp and Facebook to stay connected with society. The authors suggested to use social media platforms to create lucrative business ideas than wasting the valuable time in virtual world.

Andreassen *et al.*, (2017) carried an exploratory study to explicit the relationship among social media addiction, self-esteem and vanity among Norwegians. The researcher has adopted Bergen Social Media Addiction Scale (BSMAS), the Narcissistic Personality Inventory-16, and the Rosenberg Self-Esteem Scales to investigate the behavioral addiction. The result indicates that females have more indent to use social media as compared to males and there is a cognitive strong relationship among self-esteem, vanity and social media usage of Norwegians.

Masthiet *et al.*, (2017) studied the comparison of social media addiction between government and private school students in Bengaluru city of Karnataka. The researchers have adopted cross sectional method of investigation and questionnaire method to carry the empirical study. The result indicates that private school students have more social media addiction as compared as Government school students in the study area.

Jaclyn Cabral (2008) examined the Generation Y behavior and addiction towards social media networking sites. The researcher has used Griffith's Six components to measure the social media addiction. This research was adopted questionnaire method to collect the perception and behavior of university students and result indicates that university students are suffers in tolerance, salience and relapse components in social media usage.

Imade Idubor (2015) investigated the social media addiction behavior among university students of Nigeria. The researcher has adopted carried an empirical and exploratory research from under-graduate students of University of Ibadan, Nigeria. The result indicates that social media usage and addiction are highly correlated to each other and Facebook and Twitter are the major social media networking sites preferred by respondents. Further, the author suggested to have orientation and awareness program for under-graduates'

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Prevalence and Psychological Intervention of Internet and Smart Phone Addiction

G. Archana, P. Balaji

Abstract: This empirical research was aimed to explore the prevalence and psychological interventions of college youth towards internet and smart phone addiction in Chennai city of Tamil Nadu. This study was adopted exploratory research design to explore the perception of college youth towards their addiction of internet and smart phone in their day-to-day lives. This study was adopted survey method and structured questionnaire of 173 were collected from college students. The result indicates that college youth have higher addiction towards internet and cognitive confinement factor, laxness factor and usage supremacy factor are the major factors of internet usage among college students. The college youth are suggested to reduce the usage of internet and smartphone by giving focus to other physical activities. The college youth are suggested to have self-control and determination to use smart phone whenever there is actual need for appropriate usage.

Keywords: Internet, Smart Phone, Addiction, Cognitive Confinement, Laxness and Usage Supremacy.

I. INTRODUCTION

The internet and smart phone addiction lead to pathological usage among many people due to growth of communication and information technology growth in India. The hours spent on smart phone and usage of internet is drastically increasing day-by-day especially, among the youngsters. There are many individuals who use the smart phone and internet even by reducing their sleeping and working hours every day. The prevalence and psychological interventions of smart phone addiction and internet addiction were increased due to the growth of these sectors. The smart phone market in India was the one of the highest contributors as compared to other countries at the global level. The higher usage of smart phone leads to health issues and increases the risk factors especially among adolescents in India.

II. SMART PHONE AND INTERNET ADDICTION

A. UCLA Loneliness Scale

Russell, D, Peplau, L. A. & Ferguson, M. L. (1978) have developed a scale to measure the loneliness for self-reported examination of UCLA (University of California, Los Angeles) Loneliness scale for the purpose of understanding the relationship between the psychological experience and loneliness perception. Russell, D (1996) developed UCLA 3rd Version to validate and consistency and reliability of same to explore the loneliness perception of individuals.

B. Smartphone Addiction Scale (SAS)

Min Kwon et al., (2013) assessed the smart phone

addiction of adolescents with the use of receiver operating characteristics curve. The scale was validated for its consistency and reliability for the exploration and future usage.

C. Smartphone Addiction Proneness Scale (SAPS)

Kim et al., (2014) developed a scale with twenty-nine items to existence and addiction of internet and smart phone usage of individuals. There are four important dimensions were explored by the authors namely, disturbance of adoptive functions, virtual life orientation, withdrawal and tolerance. The authors predicted that smart phone usage was greatly provides spotlight to internet usage among its users. Dmitri Rozgonjux et al., (2016) developed the smaller version of SAPS Scale. Further, validated the scale coined the name as Estonian Smartphone Addiction Scale (E-SAPS18).

D. The Korean Internet Addiction Scale (KS-Scale)

Min Kwon et al., (2013) conducted a diagnostic study to explore the perception of Korean adolescents on internet addiction in their day-to-day life. This scale was primarily focusing on depression and suicidal ideation via internet addiction was explored and they proved that gender is not a parameter to differentiate the prevalence of internet addiction.

III. REVIEW OF LITERATURE

Alosaimiet al., (2016) stated that university students are spending more than eight hours in internet and social media and they use minimum four different applications per day in Saudi Arabia.

Hauget al., (2015) conducted survey among Swiss vocation schools to measure and understand the smart phone usage of students. The result indicates that younger adolescents have higher addiction towards smart phone as compared to young adults.

Sharma et al., (2014) carried an exploratory study to examine the level of addiction and prevalence of internet and smart phone usage of Madhya Pradesh students. The result proves that professional course students have higher internet and smart phone addiction as compared to other course students and the author suggested to have therapeutic interventions which plays vital role in reduction of internet and smart phone usage among students.

Young, K. S. (2007) found that middle aged people those who have 4-year degree are exposed to higher internet addiction as compared to other age groups.

Kibona, L., & Mgaya, G. (2015) found the effects of smart phone usage on the academic performance of university students and result proves that higher the smart phone usage lesser the academic performance and vice-versa.

Nayak, J. K. (2018) examined the correlation among usage, addiction of smartphone and academic

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Social Skills Acquisition Among Engineering and Management Research Scholars

S. Jayalakshmi, P. Balaji

Abstract: *This study was conducted to explore the determinants of social skills acquisition among research scholars. The empirical research design was adopted by employing questionnaire method to gather perception and responses from respondents. The primary data collected were subjected to analysis using PSPP software and the statistical tools such as, percentage analysis, descriptive statistics, Independent sample t test and Analysis of Variance has been applied to draw meaningful findings. Four dominant factors have been extracted out of 21 social skills variables of which the team building factor is the most dominant factor followed by responsibility factor, peer relations factor and motivation factor. There is a significant difference between marital status, medium of instruction, course work completion and research stage of research scholars with respect to social skills. Further, the research proves that research scholars participated in the survey have higher perception towards all the four components of social skills acquisition. The researchers are suggested to develop and enrich their social skills and self-competence in order to complete their research within the stipulated time.*

Keywords : *Social Skills Acquisition, Research Scholars, Motivation, Team Building and Responsibility.*

I. INTRODUCTION

Twenty first century was witnessing rapid change and complexion in managing the human forces towards the excellence in academic and industry environment across the globe. Especially, in higher education sector it is very complex to make the students more employable (Andrews, & Higson, 2008) and adoptable in today's competitive environment. The professional bodies, Government and other national committees should focus on the design of appropriate education system with career development opportunities (National Research Council 1996; Garet, & et al., 2001). Indian higher education system subjected to lot of radical changes and structural reformation as par as policies and standard is concern (Ball, 2017; Muralidharan, 2013; Trowler, 2008; Jayaram, 2004). The Government is looking for those institutions with potential for 'Institute of Eminence' in order to cope up with established and high ranked foreign university. These changes will make the

higher education more versatile and challenging for the purpose of economic transmission. These changes should ensure the standard in quality of higher education offered in India (Agarwal, 2006; Singh, J. D, 2011; Kumar, S., & Dash, 2011). As it was witnessed in many other nations that modernisation of higher education is not only a matter of policies, strategies, organisations and structures but also a question of individual behaviour and attitudes. On the other hand, the universities are becoming the manufacturing units to produce a greater number of Ph.D.'s in the recent years and surprisingly, those Ph.D. holders are showing positive intend towards other non-teaching Government jobs in the recent years (Zusman, 2005).

In the recent years, higher education institutions are lacking in teachers in both quantitative and qualitative aspect of results (Boud, & Falchikov, 1989; Trigwell, & Prosser, 1991; Biggs, 2001). Higher education institutions are in deficit of appropriate human resources for the effective function in the long run. In this study an attempt has to be made to investigate the social skills acquisition, ethicality in research and environment of higher education in Tamil Nadu was tend be explored through the investigation among research scholars in higher education institutions from the state of Tamil Nadu.

II. REVIEW OF LITERATURE

Poulou and Bassett et.al (2018) critically investigated the emotional intelligence and social emotion learning skills of US and Greek preschool students with respect to the perception of teachers. The authors examined the teachers' perception on the application and implication of emotional intelligence in the social skills for behavioural and emotional transformation among the student's community. The authors found that emotional intelligence have significant influence and relationship with ability and development of proper emotion management.

Massoumeh Zandi (2012) conducted a study to examine the role of emotional intelligence in French language learning and academic success of the female students. The authors have adapted the questionnaire method to collect data from 239 female students. The authors have been found the function of the emotional intelligence learning French and the achievement of the female students. Findings revealed that there existed a significant correlation between subjects' achievement and stress management, adaptability, reading skill and stress management, general mood and adaptability, speaking

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Relationship of Emotional Intelligence, Workplace Spirituality and Performance

S. Bhavaneswari, P. Jagadeesan, **P. Balaji**

Abstract: *The main objective of this research is to examine the influence of emotional and spiritual intelligence on the performance of selected IT employees working in Chennai city. Spiritual intelligence also makes every individual more concerned with other and the accepted surroundings. Self-Awareness, Self-Regulation and Self-Competence are the construct under Emotional Intelligence. The study population comprised the employee of IT sector at Chennai region. The required sample size was initially arrived by conduction pilot survey. From the pilot study the sample size estimated was 381 and which was collected through stratified random sampling method. The Analysis of Confirmatory Factor was conducted to acquire a measurement model for the research and also to confirm the factor structure identified in the EFA analysis in view to simplify the relationship between observed measures and latent variables. The result indicated that there is no effect between the self-regulatory and self-competence and workplace spirituality and self-awareness on work performance. The results of the study indicate that the spiritual intelligence in IT employees affect the increase or decrease in the job performance of their work place.*

Keywords : *Emotional Intelligence, Spirituality, Work Performance, Self-Awareness, Self-Regulation, Self-Competence.*

I. INTRODUCTION

Performance is the effect of work achieved by an individual based on job requirements. Performance can be interpreted of individual expression in achieving institutional objectives (Pritchard, & Karasick, 1973; Schmidt, & et al., 1986; Walumbwa & et al., 2008). The internal factors as well as the external factors affect a person's performance (Law, M & et al., 1996). Performance employees can influence by some internal factors that are emotional intelligence, spiritual intelligence, and work motivation (Tischler & et al., 2002; Gundlach & et al., 2003; Lam., & O'Higgins, 2012; Kaur, D & et al., 2013). Spiritual intelligence also makes every individual more concerned with other (Tischler, & et al., 2002; Luckcock, 2008) and the accepted surroundings. The more the spiritual intelligence craved, the individual will not lose the values of life,

sympathy, and also empathy in him. Spirituality as reported by most researchers is relatedness to self, other's and more power. It is said that what one does on the world should be significant and beneficial for everyone, the institution, and the society.

According to Goleman (2000) Emotional intelligence has 80% of a individual's success factor, remaining 20% is determined by IQ. It indicated that there are emotional factors that affect an individual in dealing with an organization. Some emotional factors are how the person regulates his emotions, and how the person takes a decision with positive emotions. An Individual with high Emotional Intelligence has the capability to deal with people and situations with a optimistic attitude towards all aspects of life and has the capacity to command respect by connecting relationships. Besides intellectual emotional intelligence, there is moreover spiritual intelligence that helps an individual in their day to day activities (Goleman & et al., 2013). The three intelligences are just as significant for a person even though the responsibility is given differently. The intelligence field of all those things that need to believe in them and the role and responsibility of beliefs, ideas and values in their activities. Spiritual intelligence is capable to place an individual's attitude and life in the context of a wider and rich meaning compared with others, spiritual intelligence is the foundation important to enable other intelligences effectively (Hosseini & et al., 2010).

II. REVIEW OF LITERATURE

Sudarsih (2018) analyzed that the pressure of spiritual and emotional intelligence on the performance of the employee of banking in member with inspiration as mediating. His research method is path analysis. His sampling technique used is census and the research sample is 103 employees. His result indicated that emotional intelligence, spiritual intelligence, and graft motivation have a significant and optimistic impact on the performance and the motivation of the employees.

Siti Masitoh and Ketut Sudarma (2019) aimed to examine that the impact of spiritual intelligence, emotional intelligence, on job satisfaction and performance of the employee is prevailing variable.

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Web 2.0: An Evaluation of Social Media Networking Sites

P. Balaji, S. Sreenivasa Murthy

Abstract: Purpose of This Paper: This research was conducted to understand the socio-economic conditions of the peoples in the Chennai city. To examine the preference of employed youth with respect to social media networking sites and to categorise the selected social media networking sites based on the Importance cum Performance perception analysis of customers in Chennai city of Tamil Nadu. The empirical and exploratory research design was adopted by employing survey method to collect responses from target population through convenient non-probability sampling method. The primary data collected were subjected to analysis using SPSS version 23.0 and the statistical tools such as, percentage analysis, descriptive statistics, reversed weighed average mean ranking and Multi-Dimensional Scale Approach was adopted to draw meaningful answers to research objectives. The employed youth were classified into two categories based on the social media usage namely, highest users and high users. The Elucidean scaling map reveals the relative positions of the different social media networking sites in different quadrants and it was categorised namely, Excellent Performance / Extremely Important, Excellent Performance/Slightly Important, Extremely Important/Fair Performance and Slightly Important/Fair Performance. This study concluded that digital marketers are advised to market their products and services in the Whatsapp, Facebook, YouTube and Instagram social media networking sites. Since, these sites are highly preferred by the employed youth in the study area for the purpose devising the effective social media marketing strategies. Snapchat and Pinterest are the two least preferred social media networking sites among the employed youth. Finally, the employed youth are suggested to use the social media networking sites actively, intelligently and efficiently rather, burning their valuable time of routine life. This research paper aimed to explore the usage and preference of employed youth towards selected social media networking sites. The Multi-Dimensional Scaling (MDS) approach was adopted to find the relative positions of the different social media networking sites in different quadrants.

Key Words: Social Media, Web 2.0, Employed Youth, Importance and Performance.

I. INTRODUCTION

The growth of social media over the decade helped for the growth and development of web 2.0 which emphasis user generated content, participatory culture, usability and interoperability for end-users (C McLoughlin, & M Lee, 2007; Kamel Boulos, & S Wheeler, 2007). The growth of internet in India has witnessed rapid change in the internet usage of the people in the country (Malhotra, A& et al., 2018).

The invention of mobile technology and the evolution of social web have greater reach across the globe (A M Kaplan& M Haenlein, 2010) especially, in India. The internet is continuous to be the most important aspect for the mass media (A Mishra & et al., 2018; M McCombs, 2018). In the recent past, the social networking sites became inevitable (Cross Karen, 2018) and powerful platform in the hands of every citizen in the country. Social networking sites are currently the most popular online platform for the end users to share the information and engagement in their daily life (Perreault, M. C., & Mosconi, 2018; Park & et al., 2018; J Shi, & et al., 2018; Luttrell, 2018; Kucukemiroglu, & A Kara, 2015; H J Veale, & et al., 2015). The social media networking sites though with larger user base and considerable competition, performing efficiently to fulfil the expectation of end-users. The social network users in India, has witnessed 50 percent of the growth from 2015 to 2018 currently, India have 226.06 millions of social media networking sites users in the country and it is expected to cross 250 millions in the year 2020. According to Stat counter survey report 2018 reveals that 88.23 percent of the peoples are using Facebook and rest are using Youtube, Twitter, Instagram, Pinterest, Linkedin and Snapchat. On the other hand Whatsapp messenger have emerged as one of the dominant social networking site in India (Statista 2018). Currently majority of the end-users are largely addicted to these kinds of social networking sites in their day-to-day life for better social connectivity (C Maier, & et al., 2015; P Ifinedo, 2016; L Yu, & et al., 2018; V Benson, & S Morgan, 2018). This present study focused on the usage of different selected social networking sites and its performance among end-users especially, employed youth in the country.

II. REVIEW OF LITERATURE

Deepesh K Srivastava & et al., (2018) explored the importance of users profile attributes on their online social networking sites usages for the purpose of identity match. The researchers made an empirical investigation to explore various attributes determining the identity match among the online social networking sites users. The results indicates that name, location place & date of birth, gender, educational qualification, language and occupation are the key attributes helps the users for perfect identity match in their online social networking sites usage.

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Imperativeness and Dimensions of Labour Welfare Measures for Employees' Fulfilment in Manufacturing Companies of Chennai

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Abstract

This empirical study was conducted to explore the fulfilment of labour welfare measures in selected manufacturing companies. Exploratory and descriptive research design was adopted to collect employees' perceptions through a structured questionnaire by adopting non-random convenient sampling technique. The data collected were subjected to analysis using SPSS Version 1.0.1. The statistical tools such as percentage analysis, factor analysis, independent samples t - test, analysis of variance (ANOVA), and weighted average mean score were used in this study. The results indicated that fulfilment of welfare measures variables were reduced to seven independent factors, and the most dominant factor was found to be the Amenities Factor (AF) followed by Environment Factor (EF), Physical Well - Being Factor (PBF), Comfort Factor (CF), Yardstick Factor (YF), Food Factor (FF), and Supervision Factor (SF) in their order of dominance. We concluded that employees gave importance to counselling facilities, transport facilities, medical facilities, and housing facilities in order of importance to enhance their satisfaction levels.

Keywords

Welfare Measures, Manufacturing Industry, Amenities, Environment, Physical Well Being.

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Predictive Analytics: A Crucial Factor of Competitive Intelligence in Logistic Management

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ABSTRACT

In Today's digitalized society, the Predictive Analysis plays a crucial and vital role in performing competitive Intelligence to ensure success of a company's activities, like Marketing, Personnel Management, Production, Logistic Management etc. The Transportation and Logistics industry remains under constant pressure to adopt innovative ways to provide high quality services to the companies and consumers. Due to the lack of knowledge in the areas of topography, infrastructure facilities, warehousing and geographic limitations affects the growth of logistics industry. Therefore, this paper highlights the use of predictive analytics to ensure competitive advantage of market potential so as to sustain in this competitive world and ensuring a comprehensive Supply Chain Management and Logistic Management.

PREDICTIVE ANALYTICS

1.1 Meaning

The Predictive Analytics is the process of extracting information from existing data in order to determine the patterns and to predict the trends and future outcomes. The predictive analytics considers the risk assessment and helps to predict the future with an acceptable level of reliability. The Predictive models are used to analyze current data and historical facts to better understand customers, products and partners and to identify potential risks and opportunities for a company.

Predictive analytics is being functional towards all facets of business operations and processes to anticipate events, avoid risks and create solutions. By forecasting future supply chain and logistical events, companies can gain a competitive advantage. It also helps to prevent monetary loss due to inaccurate stocking, and mismanagement of goods, deliveries, in time.

According to Forbes, "establishing efficiency in the supply chain management is crucial". Inventory management, picking, packing, and shipping requires intensive processes and failing which, it has its own impact on business.¹

ETHICS AND ENTREPRENEURSHIP

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ABSTRACT

Entrepreneurship is the running of a business for oneself. Entrepreneurship has attracted increasing attention for its contribution to new products and services, employment, and the economy more generally. Entrepreneurs should not break the rules regarding truth telling and promise making. Entrepreneurs who are creative innovators are praised for their contribution to the development of society by creating employment opportunities and thus opening new possibilities for all of us. On the other side, entrepreneurs are often criticized for compromising moral values for their success. In today's competitive world, entrepreneurs should not break the rules just for their success. Entrepreneurship, Society, Entrepreneur, Ethics, Economy.

INTRODUCTION:

"Our ambitions are huge, start slow, start small, build gradually, build smart".

-Gary Vaynerchuk

Entrepreneurship is a process of designing, launching and running a new business which is usually a small business. The people who create this business are called entrepreneurs. It is about creating a business or businesses while building and scaling it to generate a profit. Entrepreneurs can change the standard of living by increasing their own wealth from their business and at the same time they facilitate for improvement of the living conditions and provide opportunities for the society. They create new business which leads to increase in GDP of the country and they also pave way for community development which leads to positive changes in the system of moral and ethical beliefs that guides the values, behaviours and decisions. The organisation and the individuals within that organisation is known as business ethics.

KEY ELEMENTS

"Doing the right things in life and acting accordingly"

THE ROLE OF ARTIFICIAL INTELLIGENCE IN THE GREEN HRM PRACTICES

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ABSTRACT:-

In the current competitive world it is a challenging task to run the business by traditional method. Advancement in information technology plays a vital role in effecting Human Resource Management practices and process. At present every business is focusing towards constructing the desirable eco- friendly organization. Thus the concept of Green HRM is becoming important element for the integration of corporate environmental Management in Human Resource Management (HRM). Artificial Intelligence (AI) is the emerging technology for improvisation. It acts as a tool to increase the productivity and performance of all industries. It also enables the organization in the Recruitment process, Employee engagement, Training and development with less use of resource and by reducing the overall environmental impact. Artificial intelligence can be applied in the area of Human Resource policies, procedures, and intensify the effectiveness of Green Human Resources Management. This study explains how the AI works in Green HRM practices and process. This study was done through secondary data by referring to various related articles and Journals.

Keywords:- Artificial intelligence, Green HRM, Environment, Technology, Productivity.

INTRODUCTION:-

In the fast moving business world we witness that the nature of job keeps changing. Most of the manual jobs are have vanished and intellectual jobs have replaced the manual jobs. Labour based industries have been replaced by knowledge based industries. Technology and innovation makes the world a worldwide global village.

Artificial Intelligence (AI) is the division of computer science which is otherwise called Machine intelligence. It refers to the stimulation of mankind intelligence in machines that are programmed to think like human and mimic their action. The term AI applied to the machine that exhibits attributes with a human mind such as learning, problem solving, decision making and speech

Determinants of Organisational Communication Effectiveness In Information Technology (IT) Companies - An Empirical Investigation

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Abstract

This research study aimed to explore the underlying dominant dimensions of organisational communication effectiveness variables and determinants of organisational communication effectiveness with respect to Information Technology (IT) industries in Chennai city. This research was adopted descriptive and empirical research design and survey method was adopted to examine the perception of IT employees with regard to organisational communication effectiveness. The empirical result reveals that information outflow and information inflow are the two dominant dimensions of organisational communication effectiveness and educational qualification, age, income and total experience are personal profiles significantly influencing the organisational communication effectiveness among IT Employees. IT companies are suggested to focus the educational qualification and experience in the organisation rather the other personal and familial profiles in the premises for effective organisational communication.

Keywords: Information and Communication Technology Information Systems IT Management and Personal Management

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Exigency of Work- Life Balance Supportiveness among Employees of BPO Companies

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Abstract

This study was conducted on employees of BPO companies in Chennai city with the primary objective to explore the exigency of work life balance supportiveness and to test the association among work-life balance (WLB) supportiveness, recreations satisfaction, division of work load and holiday support. The structured questionnaire with three sections was designed to collect responses from BPO employees residing in Chennai city by using non-random convenient sampling technique. The data collected were subjected to analysis by using PSPP Version 1.0.1 and tools such as, percentage analysis, descriptive analysis, chi-square test and One-Way Analysis of Variance (ANOVA) was been applied to draw meaningful answers to research objectives of the study. The results indicate that respondents hailing from joint families have higher work life balance compared to those who are hailing from nuclear families and age above 25 years have higher perception work life balance compared to those who are aged less than 25 years. To conclude, BPO companies are suggested to provide WLB supportiveness, recreations facilities, division of work and holiday support especially, to youngsters and employees earning lesser income for enrichment in the maintenance of work life balance.

Key Words: *Work-Life Balance, BPO, Supportiveness and Recreations Satisfaction*

The Business Process Outsourcing (BPO) companies are witnessing tremendous growth over the past decade and also expanded quickly in the recent years in India. Economy of scale, cost advantage, enriched competency and business risk mitigation has lead to the growth of BPO companies in India (Budhwar, & et al., 2006). BPO industry employees in India themselves don't have adequate time for their families and facing problems to maintain both the professional and personal life (Cohen, & El-Sawad, (2007). Work-Life balance is a concept of supporting and equally maintaining the efforts, time and energy for the both personal and professional aspects of their daily lives (Anila and Krishnaveni, 2016). Over the past three decades the society is experiencing the considerable increase in the field of the burnout and work-life balance (Turker Tugsal, 2017). The proper maintenance of work-life balance is tend to have positive impact on the psychological well-being, health well-being and job satisfaction of the employees (Avey et al., 2010) and work life balance is an imperative aspect of every employee to commit themselves towards their employment for increasing the performance (Baral, & Bhargava, 2010;

EMPLOYEE SATISFACTION ON LABOUR WELFARE MEASURES: AN EMPIRICAL EXAMINATION OF MANUFACTURING COMPANIES

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Abstract : This empirical research study was conducted to explore the employee satisfaction on labour welfare measures in selected manufacturing companies of Chennai city of Tamil Nadu. Exploratory and descriptive research design was adopted to collect employee's perception through a structured questionnaire with two sections by adopting non-random convenient sampling technique. The data collected were subjected to analysis using PSPP Version 1.0.1. GUI the empirical tools such as, percentage analysis, factor analysis, Independent Samples t test, Analysis of Variance (ANOVA) and weighted average mean score were used in this study to draw meaningful answer to the research questions of the study. The result indicates that, Employee Satisfaction of Welfare Measures variables have been reduced to three independent factors and the most dominant factor is Amenities Satisfaction Factor (ASF) followed by Environment Satisfaction Factor (ESF) and Monetary Satisfaction Factor (MSF) in their order of dominance. The researchers concluded that, Employees are giving importance to Welfare measures, Health measures and Safety measures in their order importance to enhance the employee satisfaction.

Index Terms - Welfare Measures, Manufacturing Industry, Amenities Satisfaction, Environment Satisfaction and Monetary Satisfaction.

INTRODUCTION

In recent years, labour welfare measures satisfaction has emerged as vital aspect to determine the social right of the employees. Labour welfare measures are very imperative component to maintain the cordial healthy relationship between management and employees and also to increase the standard of living of the people (Rhodes, M. 1998). Labour welfare measures are commonly classified into statutory and non-statutory in nature and it various based on the industry or sector for the better maintenance of employee satisfaction. The Government plays a very important role to determine the welfare measures satisfaction of employees for their socio-economic enhancement (Salamon, L. M. 1987 & Tirole, J. 1994). However, these welfare measures are only to widen the area of its applicability (Briggs, A. 1961 & Rhodes, M. 1998). Labour welfare is a concept of flexibility and changeability due to the nature of industry and its structure (Mishra, S., & Manju, B. 2007). Application of these labour welfare measures are primarily depends on the nature of industry, geographical location, living standards and economic condition of peoples hailing from same ideologies (Inglehart, R. 2018; Gourevitch, P. 1986 & Boserup, E., Tan, S. F., & Toulmin, C. 2013). Labour welfare measures in the form of amenities, environment and other benefits are very important to enhance the standard of living of the employees (Patro, C. S. 2017; Venugopal, D & et. al., 2011 & Bagul, D. B. 2014). Fulfillment in the various basic and required amenities helps to employees to attain their satisfaction in both personal and social life (Abramovitz, M. 2017). Government is establishing the certain statutory guidelines and procedures to the different type of employees based on their nature and level of employment (Harilal, K. N., & et. al., 2006). In general, labour welfare is known as voluntary efforts and benefits given by employer to their employees for the betterment of working conditions (Pigou, A. 2017 and Jones, H. 1983).

REVIEW OF LITERATURE

Srinivasa Rao and Vidyanath (2017) have carried comparative study to examine the effectiveness of statutory welfare measures fulfilment in sugar mills at Krishna District of Andhra Pradesh. The researchers critically evaluated the canteen facility satisfaction among the selected employees of sugar mills. The researchers framed hypothesis test to explore the association between age and statutory welfare measures fulfilment across the different sugar mills selected for the study. The result indicates that age has significant association with welfare measures fulfillment and KCP sugar mills have higher welfare measures fulfillment compared to Delta Sugar Mills and other Sugar mills of Andhra Pradesh.

Neha Rathore and Manish Tanwar (2017) have conducted a comprehensive review of literature to understand the existing body of knowledge with respect to the effect of employee welfare in service industries and the researchers found that still there is gap for offering a well structured theoretical model for the better implementation of welfare measures in service industries.

Hemalatha and et.al (2017) have examined the impact of employee welfare facilities on job satisfaction of the workers. The researcher adopted interview method of data collection for the primary survey and applied regression analysis to explore the

CASHLESS ECONOMY: THE DREAM OF DIGITAL INDIA

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ABSTRACT

The drastic digitalization over the past few years has indeed affected almost every sphere of our lives. One of the most recent effects has been the move towards a cashless economy in India. Starting with the note ban in 8/11/2016 due to the sudden withdrawal of the notes of Rs.500 and Rs.1000 denominations from the economy overnight, the Indian economy is going cashless. In other words, least paper transactions will be involved, substituted by more digital transactions with the help of internet banking, digital wallets, Point-of-Sale machines, credit and debit cards, etc.

Keywords: Cashless economy, note ban, Digital transactions

SOCIAL MEDIA MARKETING: OPPORTUNITIES AND CHALLENGES

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Abstract

In the era of internet everyone is aware of social networking. Social network is a place where users can communicate what is in their mind, share knowledge about similar interests, discuss favorite topics, review and rate products/services and places, etc. social network marketing is still in a integrating stage, still it holds a potential success for businesses if it is carefully integrated in the marketing mix. This paper discusses the advantages and risks that social network marketing holds. Future opportunities for social networks, particularly mobile social networking, are also discussed.

Keywords: Social Networks, marketing, Internet, opportunities and e-commerce

1. Introduction

In recent years, people check their social networking sites even before the daily routine work after waking up and popularity of online social networks have had a tremendous impact on the way companies conduct marketing. No doubt the basic marketing principles are important; but companies must be creative in order to target specific audiences and make a profit. Through social network marketing it is easier for companies in attracting new clients, servicing current clients, and making money, as well as promoting brand image, providing helpful services, and gearing up targeted advertising campaigns.

Social networking is rapidly expanding; As per a survey, in 2015, the number of users of social networking users in India was 181.7 million and it was increased to 216.5 million by the end of 2016 which is almost 16% of India's population

DIMENSIONS AND DOMINANT GROUPS OF CUSTOMER PERCEPTION AND ATTITUDE TOWARDS BEAUTY PARLOUR SERVICES

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ABSTRACT

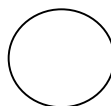
Beauty parlour services industry in India has witnessed tremendous growth due to the enhancement in the socio-economic conditions and changing lifestyle of the people. Beauty care industry was categorised into three different types namely, hair care, skin care and general personal care products. This primary study was aimed to explore the customer attitude and perception towards visiting the beauty parlors in Chennai city. This study was adopted survey method and questionnaire to collect responses from the beauty parlour visitors. The statistical tools such as, percentage analysis, factor analysis, cluster and discriminant analysis has been applied to draw meaningful findings for the research questions. The result reveals that beauty parlour service variables are grouped into promotional, safety, atmosphere, functional, technological advancement and service factors and all the respondents are significantly grouped into two cluster groups based on these seven factors. The service provides are suggested to use those products which creates safety and credibility sense among the consumers and they should avoid use of local cosmetics and other personal care products. Store atmosphere and store ambience are another important factor influencing the perception and attitude of the customers with respect to beauty parlour services.

Key words: Customer Attitude, Perception, Beauty Parlour, Promotion and Store Atmosphere.

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IMPACT OF CUSTOMER COMMITMENT IN SOCIAL MEDIA MARKETING ON PURCHASE DECISION – AN EMPIRICAL EXAMINATION

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ABSTRACT

This primary study was aimed to investigate the consumer's commitment on purchase decision among social media users. The researcher was adopted survey method for the purpose of data collection. The data collected were subjected to data analysis using PSPP version Software, which is alternative for same. The result indicates only two factors are extracted out of customer commitment variables. Further, the result indicates that information and experience are the major key dimensions for the purpose of social media evaluation. To conclude, Experience Factor and Information Factor are significantly and positively influencing the purchase decision. Therefore, higher is the customer commitment in social media, higher is the purchase decision

Key Words: Customer Commitment, Purchase Decision, Social Media Marketing, Experience and Information

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<http://www.iaeme.com/IJM/issues.asp?JType=IJM&VType=10&IType=2>

1. INTRODUCTION

Social media acts as platform to share and discuss the opinion of the individuals. Social media facilitates to share ideas, messages, information, ideas, images and videos through particular

PERCEPTION OF YOUTH TOWARDS MOBILE BANKING USAGE INTENTION – AN EMPIRICAL STUDY

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ABSTRACT

Purpose of This Paper: *The main aim of this empirical study is to examine the mobile banking usage intention among the youth customers of public and private sector banks in India.*

Research Methodology: *The empirical research design was adopted by employing survey method to collect responses from target population through convenience sampling method. The primary data collected were subjected to analysis using SPSS Version 23.0 and the statistical tools such as, percentage analysis, Correlation analysis, Factor analysis and multiple regression analysis.*

Major Findings: *Statistical evidences exhibit that mobile banking usage intention variables have been reduced to five independent factors namely, Convenience Factor (CF), Benefits Factor (BF), Deliberation Factor (DF), Safety Factor (SF) and Trust Factor (TF) in their order of dominance and occupational status is most significant influence of total mobile banking usage intention, followed by major source to information about mobile banking service.*

Practical Implications: *User friendliness and Users Awareness of Mobile Banking at large has to be thrust at every branch banking units to digitally promote awareness of Government Schemes such as, Jan Dhan Yojana, Digital India, Licensing Small Finance Banks/Payment Banks, Aadhaar Enrollment and etc.*

Originality of the Paper: *This research paper aims in exploring the youth customer behaviour and usage intention towards mobile banking in the Chennai city.*

Key word: Mobile Banking, Usage Intention, Convenience, Safety and Trust.

CONSUMERS PURCHASE BEHAVIOUR TOWARDS GREEN MARKETING PRODUCTS

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Abstract: There has been a rapid growth in economy with the increase in the consumption across the world. This over consumption has resulted in the deterioration of the environment. The consequences of this environmental degradation has resulted in pollution, global warming etc which has become a cause of public concern which in turn lead to the green movement for the preservation of environment. The purpose of this paper was to understand the variables affecting the consumer buying behavior of green products. The study revealed the demographic factors don't influence the purchasing behavior of green products. A consumer's purchase behavior depends on the consumer's level of satisfaction towards the product. Purchasing behavior and customer satisfaction is mostly influenced by the attributes of the green products.

Keyword: Green Product, Buying Behavior and Environment

I. INTRODUCTION

With the increase in the technologies there has been an increase in the industrial activities which has affected the environment adversely. The environment has been exploited extensively; this over exploitation of environment has resulted in climate change, global warming, pollution, depletion of the ozone layer etc. These issues have raised concerns to protect our environment which has led to the concept of going green. Government has introduced policies to save the environment from further degradation and so has the corporations opted for environmentally friendly practices. One of the earliest steps that were taken regarding this environmental concern was to introduce products that were supposed to be environmental friendly and had utilitarian status for consumers (D'Souza et al., 2006). These products have positive effects on the environment as they are less toxic, biodegradable, recyclable, energy efficient, renewable due to which they are termed as "Green Products". Because of the negative effects on environment, green marketing activities have been a major tool that is utilized by various organizations, which have brought about a change in buyers' purchasing approach towards green items (Cohen, 1973).

Short-Lived Content, A Social Media Platform It's Purpose, Perspective Of Generation Z

Dr. Gunita Arun Chandhok & Dr. V.Nithya

Abstract: The new spanning called Generation Z, is a freshest group took its birth in the mid/late years of 1990's. Needless to say this crowd operates in a very fast pace according to the fastest wavelength of the technology. This technology based demographic group has the potentiate capacity to just thread the generational timeframes in just a matter of years than decades. This paper analyses about the short-lived content, which is the temporary content (images, video, etc.) of the brief life span of 24 hours, after which it disappears automatically from the profile. In that context the short-lived content, in the social media platform, the different factors like familiarity, involvement, usage, liking & preference, intention with attitude component took its shape in, how it created a strong role in the digital lives of the generation Z category. The study concludes, the Generation Z is very much familiar with the short-lived content and they prefer to use the feature of the social media in various platforms.

Index Terms: Generation Z, Short-lived content, Social Media, technology.

1. INTRODUCTION

The massive evolution of social media has delivered large group of people the ease to share and communicate so easily. The ever-rising volume of information rolling through the social media compels the group of these networks to contend for attention and effect by relying on others to spread of information. The Generation Z is more influential, more connected, and they all use the social media platform for various purposes. They create a new identity for themselves, become popular in their groups. A Short-lived content a new feature, most used by generation Z, without any planning they do it immediately. The study attempted to examine about the short-lived content of social media through variety of aspects, that how it takes the lead of Generation Z. The latest trend, where the generation Z, how they play with the technology to communicate, entertainment, shopping etc., the study also focuses on the barriers of being in social media towards the usage and the impact that it has on their lifestyle. The findings of this study will focus on the reach of the short-lived content. Social media consists of the communication websites that expedite the affiliation amid the users from varied segments, ensuing in a rich and mass social structure. A projecting output of this structure is the vast and massive information flow, offering the users exceptional service value proposition. Sometimes the limitation of this information overload may lead to find the right and credible source to use at the time of need. Social media are already intensely rooted in to our day-to-day aspects, news, entertainment, connecting with family and friends, product reviews, services, fashion and brands. When we refer to social media, facebook, whatsapp, Instagram, snapchat often flashes in mind. The latest added feature in these social medium is the short-lived content or impermanent content of any visual update, photos, video's that has a short span of 24 hours, after which the content gets automatically disappears. The generation Z is very much attracted towards the feature of status updates in social medium of sharing stories or live streaming. The Generation Z, the technology native cohorts pose a challenging ground for the social media application developers and marketers. The impermanent content, which is referred to, as short-lived content in social

media is any content like visual, video, photograph that has a very short life span of 24 hours before the content automatically gets disappeared. The short-lived content frame is supported by the social media applications like snap chat (first to introduce), Instagram, Facebook, whatsapp. The users can share the short-lived content via stories or live stream on various platforms mentioned above. Generation Z is digitally native and technologically innate. This generation is pacing with the technology and speedier in compressing the culture of the generational cycle in very lesser time than the expected number years to happen so.

Generation Z, Who are they?

Demographic segmentation groups by generations in the segment of the population who were born after the year 1998 to present. This group is characterized by

- More awareness towards safety & security
- More cautious & conservative
- Chaos, volatility, uncertainty, more complex in nature.
- Concern for others.
- More engaged and obsessive in making a difference.

The role of technology and its impact in the lives of generation Z is not to assume that the technology is used only for the entertainment purposes. Apart from that, the respondents of the study have mentioned various other reasons like texting & chatting, catching up on the news, learning new things, following favorite brands & celebrities. Over the past two decades, there is a remarkable evolution of the digital technology and its impact in the social media. According to Jepsen (2006), in the early 2006, it was argued that the social media have started replacing the traditional sources of information. Now, social media enjoy a phenomenal rise in their popularity among the users of Internet. Facebook, (2011) states that there are more than 750 million active users worldwide and spending not less than 700 billion minutes per month. To further describe the impact of the short lived content in the social media, this study is an attempt to know about the reach of the short lived content, its involvement & usage, liking of Generation Z and, to understand the preference and intention of Generation Z in short lived content.

LITERATURE REVIEW

The word social network takes the lead, and changed the traditional ways of people communication. Started as a basic mode of sharing photos, discussing about the common interests and what not? This has triggered the source of change in various fields. Parker & Chao (2008), Prensky

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THE ROLE OF LOGISTICS MANAGEMENT IN MILITARY AFFAIRS



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Abstract

The modern world industries and corporate sectors are having various innovations to meet their challenges related to Accounting, Finance, Financial Management and Supply Chain Management. The Supply Chain Management includes the most important component called **Logistics Management**. Logisticians play a vital role in managing and controlling supply chain management to ensure profit and sustainability of the company in a competitive environment. The logistics not only plays a crucial role in corporate sector but also in War between the States.

Logistics/ Supply Chain Management

Supply Chain Management (SCM) is the broad range of activities required to plan, control and execute a product's flow, from acquiring raw materials and production through distribution to the final customer – the target group, in the most streamlined and cost-effective way possible, within the time frame. It is a component of supply chain management. It focuses on moving a product or material in the most efficient way so it arrives at the right place at the right time. It manages activities such as packaging, transportation, distribution, warehousing and delivery.

According to Council of logistics management: "Logistics is the process of planning, implementing and controlling the efficient, effective flow and

Knowledge Management through Social Media – An Empirical Study on Students in Chennai

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ABSTRACT

Social Media is a major source that disseminating information among the people. The custom of Social Networking Sites is a status for an individual in the modern society. Every individual has a habit of entertaining with social media from each category of the population. SNS covers an extensive set of publishing and social networking apparatuses that make it unpretentious for students and other users to embrace and use and also to combine or render the content in new and novel form. Apart from the traditional way of learning, Students has been acquiring, storing and distribution of knowledge through Social Networking Sites that associates learners and Tutors. This study is descriptive in nature and the research design implied in the study is random sampling with structured questionnaire for the defined population of 60 Students at higher education level in the stream of Arts and science. Cronbach's alpha test reveals the reliability of factors taken for the study based on the primary data. This paper deals with the Knowledge Management through Social Media among the Students in Chennai City.

Keywords: Knowledge Management, Social Media and Students.

1. INTRODUCTION

Knowledge makes the man perfect. All the people can acquire knowledge for their survival because; it becomes a major source to live in the world. Social media is a best way to share knowledge among all kind of people. Knowledge Management is a term used to describe as the process of identifying needs and demands with activities such as discovering of a new knowledge, capturing, disseminating both tacit and explicit knowledge (Mary Ann C. Paguio, 2016). Knowledge management promotes a collaborative and integrated approach to knowledge creation, capture, organizational access and use (and re-use) of an enterprise's knowledge assets. (Bhojaraju Gunjal, 2012). The social networking paradigm can be integrated with the knowledge management field, in which sharing knowledge with others is a central issue (Tanguy Coenen, 2006). Knowledge management (KM) is a new emerging field in the academic environment. The main source of generation of knowledge is human efforts which are developed through conducting good educational activities, research activities and generating innovative concepts in the area of interest (Ms. Sangeeta Namdev Dhamdhare, 2015). In recent years smartphones occupies a huge market place and entertains all kind of people including Students. Social Media play a vibrant role in gathering knowledge using internet through smartphone. Students have been using social Media for the knowledge management and the traditional way of learning has decreased.

RESEARCH PROBLEM

Social media is a mandatory vehicle which brings information, pictures, video's and statistics of all kind of works, events and history. In recent years, the custom of social media by the people enables them to acquire, store and share knowledge. It is a faster and easier way to share knowledge at a required time with high

SANSKRIT: THE E-WAY**Dr.M.K.Shakila**

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Abstract

Sanskrit is not only a language but also a source of wide range of knowledge. With support from various tools of information technology the whole world can be reached and could be given access to ocean of information available in the Sanskrit script. The task could be interesting to the Gurus in the field and could be challenging as well.

Keywords: Knowledge transfer, teaching learning process, information technology and teaching methodology

Introduction

Sanskrit is an ancient language. The earliest recorded form of the Sanskrit is in the Rig Veda, which dates back to 1500 B.C.E. Panini's grammar which dates back to 350 B.C.E. contributes greatly to establishing a recognizable and reproducible language (Houben, 1996). There are many languages which are said to have been derived from Sanskrit language. Sanskrit has various genres like philosophy, Sanskrit is a wide arena of knowledge. Vedas, upavedas which includes Economics, Medicine, Sports and Music. Such is the diversity which is available in the Sanskrit scripts. Given these fact it becomes important to spread this among the next generation learners so that it is carried forward to subsequent generations. Gurukul was the traditional teaching style in which learning got transferred to the students. With the advent of variety of interventions in teaching-learning process it is beneficial to take Sanskrit e-way.

Major Challenges in Learning Sanskrit**Pronunciation**

Pronunciation is a major element in learning this ancient language. The learning of a second language is a daunting process for most of the learners. Unlike Sanskrit, most of the languages do not require the full use of the mouth, tongue and breath patterns while speaking. Sanskrit is peculiar in this way. It requires a perfect articulation of the tongue and use of the breath and tone to pronounce well. Even a minor difference in pronunciation of a word or a letter would drastically make it mean something else. In order to exactly understand how to pronounce a word or a letter, the learners need to listen to the someone who is well versed in using and teaching this language. There are considerable differences among the learners with respect to the level of achievement in learning the language. These difference are mainly based on two factors such as Individual Learner Difference and language Anxiety (Szyzka, 2016). The traditional method of teaching would be greatly useful in overcoming these factors, as there is a psychological interaction between the teacher and the learners. The identification of the errors in pronunciation and the necessary corrections can be done instantaneously. However, in online

Customer Perception towards On-Line Atmospherics

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Abstract: Customer perception plays a pivotal role in marketing any product. With changes in life style & access to electronic media, online shopping has become the order of the day. The offline stores due to physical availability of the store layouts and design could offer atmospheric elements like touch effect, demo effect, temperature, soothing lights, music & an entertaining environment. Online stores competing with offline retail stores have a different approach to visual merchandising. This paper tries to identify customer perception towards the offline stores.

Keyword: Customer perception, offline Stores, On-Line shopping, store brand, store layout, visual merchandising.

INTRODUCTION

People have become more interested with the growing digital world. Every feasible digital platform against the traditional physical environment is being appreciated by the people. The online shopping or e-shopping is not an exception to that. Online shopping has found a tremendous growth in last 10 years. From shopping electronics, apparels and furniture to ordering foods and booking hotels, everything has become online. These online shopping methods enables the consumers to carry out the purchase activities through internet with the use of a web browser or a mobile app. Like the cherry on the cake, some of the popular search engines in their search results, have started showing the product's availability on different e-retailer sites and comparing the prices in each site along with the coupon details. A typical online store displays the images of the products, product features, prices and the reviews of the customers who have bought the products earlier. They also provide the customers with the various modes of payments such as credit card, debit card, net banking, e-wallets, etc.

REVIEW OF LITERATURE

In a physical retail store, visual merchandising is one of the most important store attributes. It is the combination of visual and other sensory elements to capture the shopper's attention, awaken their senses and provide a pleasing buying experience to customers. A perfect visual merchandising would result in achieving more sales and improving the store image (Blessa, 2015). Similar to the atmospherics of the physical store, the online retail store should also be equipped with perfect virtual atmospherics to capture the attention of the shoppers. It is evident from previous researches that visual merchandising cognition influences brand salience which in turn affects brand attitude and then purchase intention (Park, Jeon, & Sullivan, 2015). Also, the store atmospherics influence the inferences that customers make about the store's products and service quality (Baker, Grewal, & Parasuraman, 1994).

The effect of the digital environment on consumer behaviour is dynamic in nature. The customers consider themselves interactive in the online store through their product reviews and ratings. Apart from the influences made by the retailers, the customers are also get influenced by the reviews of the other customers. In this case, unlike the physical stores, the customer review plays a major role in influencing the potential buyers (Kannan & Li, 2017). With respect to the shopping perspective, consumer behaviour has evolved significantly in the past decade. It has been evolutionary and the seeds of the evolution have been clearly visible for generations (Kar, 2010).

The interactive nature of online shopping is considered positively influencing the consumer responses, including increasing the desire to browse and purchase online (Jin & Fiore, 2003). It was found

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கம்போடியாவில் பௌத்தம்

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கி.மு. ஐந்தாம் நூற்றாண்டில் கௌதம புத்தரால் வட இந்தியாவில் தோற்றுவிக்கப்பட்ட பௌத்த சமயம் கி.மு. மூன்றாம் நூற்றாண்டில் தமிழ்நாட்டிற்கு வந்துள்ளது. மாமன்னர் அசோகரும் அவரது உறவினர் மகேந்திரரும் அவரைச் சார்ந்த பிக்குகளும் தமிழ்நாட்டில் பௌத்த மதத்தைக் கொண்டு வந்துள்ளனர். பௌத்த துறவிகள் பௌத்தப் பள்ளிகளில் கல்வி கற்பித்தல், ஏழைகளுக்கு இலவச மருத்துவம், அறச்சாலைகள் போன்ற அன்புமார்க்கத்தைக் கொண்டிருந்தனர். பௌத்தத்தின் தத்துவம், அறம், இலக்கியம், மொழி, சமூகம், கலை, பண்பாடு, நாகரீகம் என்ற எண்ணற்ற அடையாளங்களை இந்திய மற்றும் தமிழ் பண்பாட்டிற்கு மட்டுமல்லாது ஏனைய நாடுகளுக்கும் பரவச் செய்துள்ளது. இந்திய பண்பாடு மட்டுமல்லாது தமிழ்ப்பண்பாட்டின் அடையாளத்தையும் ஒருங்கே பெற்று ஆசிய நாடுகளான பர்மா, இலங்கை, தாய்லாந்து, ஜப்பான், சீனா, தைவான், பாகிஸ்தான், பிலிப்பைன்ஸ் உள்ளிட்ட நாடுகளிலும் பரவி உள்ளது. மேலும் கம்போடியா, லாவோஸ், திபெத், பூடான் ஆகிய நாடுகள் பௌத்த சமய நாடுகளாகவே மாறியுள்ளன. இவற்றில் கம்போடியா நாட்டில் பௌத்த சமயம் பரவிய தன்மையும் அந்நாட்டில் காணலாகும் தமிழ்ப் பண்பாட்டு கூறுகளையும் பின்வருவனவற்றுள் காணலாம். “சீனதேச பௌத்தர்களும், ஜப்பான் தேச பௌத்தர்களும், மங்கோலிய தேசப் பௌத்தர்களும், திபெத்திய தேசப் பௌத்தர்களும் பிரம்மதேசப் பௌத்தர்களும், இலங்கா தேசப் பௌத்தர்களுமாகிய உலகத்தோற்ற மனுக்களுள் அரையே அரைக்கால் பாகம் பௌத்த மாக்கள் கொள்வினை, கொடுப்பினை உண்பினை முதலியவற்றுள் யாதொரு பேதமுமின்றி வாழ்க்கைச் சுகம்பெற்றிருக்கின்றார்கள்” (2011:116) என்று பண்டிதர் அயோத்திதாசர் குறிப்பிடுவதிலிருந்து தென்கிழக்கு ஆசிய நாடுகளின் பௌத்த சமயம் குறித்து விளங்கிக் கொள்ளலாம்.

கம்போடியா

கம்புவின் வழிவந்தவர்கள் ஆட்சி புரிந்த நாடு கம்போஜம் என்று பெயர் பெற்றது. கம்போஜம் என்ற பெயரை ஐரோப்பியர்கள் கம்போடியா என்று திரித்து வழங்கலாயினர். சில ஆண்டுகளுக்கு முன்பு அந்நாட்டு அரசு கம்பூச்சியா என்று தனது நாட்டின் பெயரை மாற்றிக்கொண்டது.

புறநாலூற்றில் வீர மங்கையர்கள்

(முனைவர் க. சியாமலா)

உருவமொழி தழித்தோரே, கிருஷ்ணமீ மகன் அறிவெய் களவு மற்றும்
மேலவையின் கந்தை, கடவுள்

மூலக்கவி

"புறநாடகாராய் பிறப்பதற்கே தல்ல மாதவம் செய்திடல் வேண்டாமா" என்றா கவிமணி. இக்கூற்று பெண்ணின் மேன்மையை உணர்த்துவதும் உட்கம் உயர் காரணமானவள் பெண். உயிர் உருவம் பெற உதவும் கருவியைத் தாக்கி இருக்கும் உண்பதப் பிறவி. மகற்பேற்றிற்காக மறுபிறவி எடுப்பவள் அன்பு அடக்கம் சகிப்புத்தன்மை தன்னல மறப்பு வீரக் கொடுத்தல் போன்ற பண்புகளின் உறைவிடமானவள். குழந்தையின் ஆளுமையில் மிகப்பெரிய மாற்றத்தை ஏற்படுத்தும் சக்தி பெண். இந்தையை உயரிய படைபடம் பெண்ணின் தலை காலத்திற்குக் காலம் மாறுபட்டு காணப்படுகிறது. ஒரு காலத்தில் மதிக்கப்படும் பெண் மற்றொரு காலத்தில் மதிக்கப்படும் தலை உள்ளது.

மகன் 3

சிறப்பிதழ்: 4

மாதம்: பிப்ரவரி

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மேலும் தந்தை கொண்டு வாழ்த்தவர்கள் பண்டித தமிழர்கள் என்பதை யறிவோம். அதுபோல் பெண்களும் மகந்தின்மை வாய்ந்தவராய் வீரத்தில் காணப்படுகிற இயைபராய் விளங்கினார்கள். அந்த மறவல் குலத்தில் உத்த மங்கையர்கள் தங்கள் சகிப்புத்தா செல்வங்களும் வீரராய் வீரக் வேண்டியை விளையுதார்கள். போர்க்களத்தில் "தங்கள் மகன் உயிரிழந்தாலும் அன்னாள் அயிரிழந்தால் காலவழியின்" எனப்பிறர் போற்றிப் புகழ் வேண்டியவள் என்னவாள். களத்திலே இறந்த மகனின் வீர செயல் கண்டு சற்றே பொறுதியும் பெரிதானத தாமதமாகும் வாழ்த்துதலர்கள். போர் களத்திலே புறங்கொடுத்த ஏழாய்ந்தவர்களால் அந்தப் பெண்ணை பாவிக்குப் பாழாடிய கொடுமைகளை அனுத்தெறிவென் னைக் கறி அடக்கச் சிவந்ததன் போர்க்களம் சென்று மகன் கிடந்த நிலைகண்டு மகிழ்ச்சி கொண்ட தாய்மகள் பலர் பண்டித தமிழர்களில் வாழ்ந்தனர். அந்தகைய வீரத்தாய்மகன்களைப் பற்றி இங்கு காண்போம்.

தாய் மகன் உடையகன்

வீரநிலை விவையாடத்தகுக்கும் வீரத்தாய்மகன்களுக்கும் அங்கம் பெற்றெடுத்த செல்வங்களுக்கும் சில உடையகன் உண்டு. அந்த உடையகனை திரும்பித்தீர்ப் பொன்முடியன் என்ற புலவர் பெருமான் காலையப் பெற்று வளர்த்தப் பாதுகாத்தல் என் முகவையான - தலைமைய உடையகரும் தன் குலத்திற்குரிய படைக்கலப் பயிற்சியாகிய கடவி அந்தரூப அறிவு செய்கைகள் ஆகியவற்றால் திறைத்தவனாக செய்தல் ஒரு தந்தைக்குரிய கடமையாகும். வேலைக் செய்வமைய வாழ்த்துத்தீர்த்தல் வேலாவின் கடமையாகும். தன்முறையில் போர்க்களப் பயிற்சி முதலியவற்றை அளித்தல் அரசுக்குக் கடமையாகும். இந்தவகை உடையகனையும் பிற செய்ந் தீர்ப் ஒன்றின்று வளர்வதைப் போர்க்களத்திலே ஓற்றி எடுத்துத் தீர்ப் பொருத்தவனின் உயிரகனைக் கொண்டு குகிப்பி

விவையாடத்தகு வகை மற்றும் அறிவெய் களவு மற்றும் (மகன்) போல்

சாண்டுகள்

பண்டித தமிழன் அறிவு

மீண்டு வருதல் அந்தக் காலங்களூரிய கடமையாகும் என்கிறார். என்ற புறத்தகுத லென்றலைக் கடனை சான்றோ னாக்குத நந்தைக்குக் கடனை

கனிமுற்றிது பெய்தல் காலாக்குக் கடனை (312)

வீரம் மீதுந்த தாய் தன் கடமையினையும் பிறர் தன் மகனுக்குச் செய்கைக் வேண்டிய கடமைகளையும் தன் காளை ஆற்றவேண்டிய கடமைகளையும் முறைப்படுத்தி எடுத்தோதியதைப் பார்க்கின் வீரப்பரம்பரையாக விளங்க வேண்டுமெனவும் பாணைகளையே வீரன் கொடுத்துத் வேண்டும் எனவும் குறிக்கோளினையும் கொண்டிருந்தனர் என்பதை உணரலாம். பாணைகளைக் கொண்டு குறிப்பதையே வீரத்துள் வீரமாகக் கருதினர் பண்டிதரோ என்பதை

ஒளவன்

கறைபடி பாணைக் கல்ல

கறைபடி பறியா வேலோன் (323)

என்பதனால் உணரலாம்.

சுற்றவன் பெற்று இன்பம் ஆடவர்கள் ஆண்மைபுடன் போர் புரிதலைக் கடை தாய்மகளின் உள்ளங்கள் உவமைக் கடலில் ஆழ்ந்ததைச் சில புலவர்கள் எடுத்துக் காட்ட தவறினார்கள்.

மீன் உண்ணும் கொக்கிளது இறுகினைப்போல் நளரத்த கத்தலை உடைய முதியோனின் சிறுவனை இவன் வயதில் சிறியனாயினும் போரிலே எதிர்த்து வந்த கவிரைக்க கொன்று தானும் மாந்தினன். அது கண்டு மூங்கில்கள் அசைக்கிற வெந்ர மலைவிலே மறையெய்ய அழகுக்கல்களின்னறும் கொட்டும் மறையுதல்களினும் அவன் சொந்த கண்ணித்துயர்கள் யிருந்தாக இருந்தன. அங்கனம் மகனின் வீரநிலையினைக் கண்டு முதுதாய் ஒருத்தி ஆனந்தக் கண்ணி விட்டு உவமை அடைந்ததை

முதியான் சிறுவன்

கனிமுற்றிது பட்டன வென் னுமுவுகை

சன்ற ஞான்றினும் பெரிதே கண்ணி

தோக்கமு தாயல் வெறித்தது

வளையெத் தாய்கிய சிதரினும் பலவே (277)

என்ப பூங்குறுத்தினாயன் எனும் புலவர் பெருமான் எடுத்துவந்தப் பூங்கிண்ணர். பிற்பொரு தாய் தான் அவனைப் பெற்று பொழுது எடுத்துவனை மகிழ்ச்சி அடைந்தாளே அவளிடப் பண்டிதருக் கிழித்ததாகக் கூறுகின்றனர்.

தாய்புகள் மேலெழுந்து தோன்ற வற்றியுலர்ந்த தோல்களும் தாமது இலை போன்ற கலையிற்றினையமுடைய முதியோனிடத்து போகினை அறிவான் பன் வந்து "தாயே தன் மகன் தன் பெற்று போரிலே புறங்கொடுத்தான்" என்று கூறின. அண்ணத்தனையச் செல் மடுத்த அனவிலே சிவங் கொண்டு என்மகன் போரிலே புறங்காட்டி ஏழான் என்பது உண்மையானல் அவனுக்கு வளர்த்த. இக்கொங்கைகளை அழுத்து ஏறிவன் என்று வஞ்சிக்கிற் கையகத்து வழுபுடன் போர்க்களத் சென்று போககுடியைக்களைத் தோலுற்றான். குருதி வறித்தோரும் கைத்திலே விதைத்து வேறாய் விடுத்து கிடத்த மகனின் உடலைக் கண்டான். கவி அனவிலே அவனை சன்ற பொருதிலே எடுத்துவனை மகிழ்ச்சி பெதினாளே அந்தகைய மகிழ்ச்சியும் பண்டித மகிழ்ச்சியுறவன். இதனை

சிறந்த வேகிய

பறியன் கிண்கை காணுஉ

சன்ற ஞான்றினும் பெரிதுவத் தனவே (278)

எனும் பாடலால் அறிவோம்.

போர்க்களத்திலே வேலைக் கையிலே பற்றியவனாய் பகவரின் வேலைத் தொத்தியைப் பிழிந்து இட முண்டாகுமறு விலக்கிச் சென்று பகவனது அறிதான். மறல் குகிப உயிப் பிழிப்பது. மறியல் அப்பொழுது அவனையும் தாக்கிச் சிவன்கிண்கைச் சிறந்ததன் பகவரின் அந்தனைச் செவிறு முதுதாய் போர்க்களம் வந்திருந்த. சிறந்த வேறாய் விடுத்துட்ட.

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நான்மணிக்கடிகை காட்டும் அரசியலறம்

முனைவர் ம.சீயாமுனா

உதவப் பேராசிரியர், கிருஷ்ணசாமி மகாவி அறிவியல், கலை மற்றும்
மேலாண்மையில் கல்வியுரி, கட்டளை

சங்க காலத்திற்குப் பிறகுத் தோன்றிய நாலடி முதல் கைந்திலை ஈறாக உள்ள பதினெட்டு நால்களையும் பதினென் கீழ்க்கணக்கு என்று பெயரிட்டு அழைத்தனர். இந்நால்கள் அறக் கருத்துக்களை மக்களிடம் பரப்புவதற்காக எழுந்தன. பதினென் கீழ்க்கணக்கு நூல்களில் அடி அளவினால் நாலடியார் பெயர் பெற்றுத் தோல் பொருள் கூறும் முறையினால் நான்மணிக்கடிகை பெயர் பெற்றது. இதனை,

நான்கு இரத்தினங்கள் பதித்த ஓர் ஆபரணம் ஒவ்வொரு வெண்பாவிலும்
நான்கு கருத்துக்கள் அடங்கியுள்ளன. ஒவ்வொரு பொருளும் ஒரு மாணிக்கம்.
என்று இந்நால்களைச் சிறப்பிக்கின்றனர். இந்நாலில் கடவுள் வாழ்த்துச்
செய்யுட்கள் இரண்டுடன் 106 வெண்பாக்கள் உள்ளன. இதன் ஆசிரியர்
லீளம்பிநாகனார். இந்நூல் கட்டளை முறையில் நீதிகளைக் கூறுகின்றன.
மக்களுக்குத் தேவையான வாழ்க்கை தெறி முறைகள், அரசியல்
அறக்கருத்துக்கள், நம்பிக்கைகள் போன்றவற்றை கூறுகின்றன.

அறக்கருத்துக்கள்

நான்மணிக்கடிகை 'அறம்' என்றச் சொல்லை பல இடங்களில் கையாண்டுள்ளது. இந்த அறம் என்றச் சொல் இடத்திற்கேற்பப் பொருள் கொள்ளுமாறு கையாளப்பட்டுள்ளது.

நான்மணிக்கடிகை காட்டும் சமுதாயத்தில் வாழ்வியல் அறம் குறித்தும், அரசியலறம் குறித்தும் கூறப்பட்டுள்ளன. அரசியலறம் குறித்து இக்கட்டுரையில் கவனலாம்.

அரசின் தேற்றம்

மனிதன் தனித்து வாழ்ந்த நிலைமற்ற கூட்டம் கூட்டமாக சேர்ந்து வாழத்தொடங்கிய காலத்தில் பல்வேறு சிக்கல்கள் தோன்றியிருக்கும். அச்சிக்கல்களைத் தீர்க்க ஒரு தலைவனைத் தேர்ந்து எடுத்து இருப்பர். அத்தலைவனே பொருளாதிக் சமுதாயத்தால் அரசனாக மாற்றம் பெற்று இருப்பான். பிறகு மக்கள்தொகை பெருகப்பெருகப் பொறுப்பு மிகுந்ததன் விளைவாக அரசனுக்கு உதவி செய்ய அமைச்சர், ஏற்றர், தூதர், படைத்தலைவர் போன்றோர் தேர்ந்து எடுக்கப்பட்டனர். இவ்வாறு தேற்றம் பெற்று அரசு வளர்ச்சி பெற்றது.

அரசன்

அரசன் ஈகை, கல்வி, அறிவு, அஞ்சாமை முதலிய பண்புகளைத் தன்னகத்தே கொண்டு திகழவேண்டும். அரசன் தன்னலத்தை நோக்காது மக்களின் நலத்தை மனத்தில் நிறுத்தி மக்களுக்கு நன்மை புரிய வேண்டும் என்ற எண்ணத்தை உடையவனாய் இருந்தல் சிறப்பானது. அரசன் தான் நினைத்தவாறு அரசாளாமல் அமைச்சர்களோடு ஆராய்ந்தக் கருத்துக்களை

முனைவர் கி.சங்கர நாராயணன் மற்றும் முனைவர் வே.நீர்மலர் செல்லி

யினும் தன் உள்ளத்தில் ஆராய்ந்து பார்த்துத் தன் உள்ள வெளிப்பாட்டிப்படி இருந்தான் என்பதை,

தெரிந்து ஆள்வான்

உள்நாட்டம் இன்மையும் இல்" (நா.ம.க.94.4)

அறிவியலாம், மேலும் அரசனது போக்குப்படி ஆட்சி அமையும் என்பதனால் அரசன் சொங்கோல் அரசனாகவே இருக்க வேண்டும் என்று விருமபிணர்.

அரசன் தான் கைப்பற்றிய நாட்டை ஆளுவதிலும் சிறப்படைந்தான் (நா.ம.க.94.3). தன் நாட்டை ஆளுவதோடு பிற நாட்டையும் கைப்பற்றி ஆள்வதையே அரசின் இயல்பு எனக் கொண்டனர் (நா.ம.க.85.3). நல்ல அரசன் என்று குடிமக்கள் அரசனைப் போற்றினர் (நா.ம.க.18.3).

இவற்றை நோக்கும்போது அக்காலத்தில் நாட்டில் வாழும் மக்களின் நலத்திற்கும், மேம்பாட்டிற்கும் அரசனே பொறுப்பு. இதனால் மக்கள் அரசனுக்கு மிகுந்த உயர்வினைத் தந்தனர்.

ஆட்சிமுறை

ஆட்சிமுறையில் அரசனுக்கு முக்கியத்துவம் கொடுக்கப்பட்டபோதும், அரசனுக்கு உதவ அமைச்சர் போன்ற அமைப்புக்களும் இருந்தன. இதனை, சிலப்பதிகாரத்தில், எண்பேராயம், மும்பெருங்குழு என்று வழங்குவர். எண்பேராயம் கரணத்திலால், கருமாரர், கணகர கற்றை, கடைக்காப்பாளர், நகரமாதர், நளிபடைத்தலைவர், யானைவீரர், இவ்வி மறவர், எவ்விவ ளும்பெருங்குழு இவ்வமைப்புகள் அரசனுக்கு ஆட்சிமுறையில் உதவி செய்தன.

தாட்சணியம் இன்றி அரசாளப்பவனே அரசன். அவனது ஆட்சிமுறையே சிறந்த ஆட்சிமுறையாகப் (நா.ம.க.94.3) போற்றப்பட்டது. அரசன் நீதியை மட்டும் அறிந்திராமல் வெற்றியைப் பெறும் வழியையும் அறிந்திருந்தான் (நா.ம.க.89.2). ஆட்சிமுறையானது அரசனது இயல்புக்கேற்ப அமைந்தது (நா.ம.க.40.4). மேலும், செங்கோல் வேந்தனால் நாட்டுக்கு நன்மை (நா.ம.க.18.3) ஏற்பட்டது. இதனை நோக்கும்போது, நாடுதலும் பெறச் செங்கோல் வேந்தனே தேவை என்பதையும், அக்காலத்தில் நன்மைகளைச் செய்யவும், குடிமக்கள் நலத்தைப் பேணவும் மக்கள் செங்கோல் வேந்தனையே விருமபிணர் என்பதையும் அறியலாம்.

செங்கோல் அரசனின் மூலம் நாடு நலம் பெறும். மேலும் அரசனது முறையான செங்கோலாட்சி தவத்தினை வளர்க்கும் (நா.ம.க.47.2) என்பதனால் தலம் வளர்க்கும் முனிவர்கள் அரசனால் சிறப்பு எய்தினர் என அறியலாம்.

படை

அரசன் என்ற அமைப்பிற்கு அமைச்சம், படையும் இவ்றியமையாதன, மேலும் ஒரு நாட்டினைப் பாதுகாக்கப் படையினர் (அ) வீரர்கள் அவசியம். படையினர் இல்லாவிடில் பணத்தோடு போ தோடுதது நாட்டைக் கைப்பற்றும். எதிர்களை வெல்லப் படையானது அரசனுக்கு மிக அவசியமாக இருந்தது. நான்மணிக்கடிகை காலச்சமுதாயத்தில் அரசனுக்கு உதவியெய் நூற்படையர் அமைந்திருந்தன. யானைப்படை, குதிரைப்படை, தேர்ப்படை, காலாட்படை என்ற நான்கும் அரசனுக்கு உதவி செய்யத் தேர்வியவை.

யானைப்படை

யானை, அரசனுடனும், அரசாட்சியுடனும் நெருங்கிய தொடர்பு கொண்ட ஒன்று. சங்ககாலத்தில் யானையிடம் மாணவியனைக் கொடுத்தது. யானை அம்மாணவியை யானையடி கழுத்தில் பிடுகின்றதோ அவனே அரசன் என்று அனைவரும் ஏற்று செய்தியும் சேவிவழிச் செய்தியாகப் போய்விட்டது.

யானைப்படை என்பது போர்க்காலங்களில் அரசனுக்கு உதவ முன் சென்றது. அந்நேரத்தே குதிரைப்படை, தேர்ப்படை, காலாட்படை ஆகியவை சேன்றன. யானைப்படை வீரர்கள் யானையின் சிவந்தை விரும்பினர் (நா.ம.க.54.1). சிவன்கொண்ட யானை படை பண்டியினர் புத்தகு படைக்களை அழிக்கக் கூடியதால் அக்கால வீரர்கள் யானையின் சிவந்தை விரும்பியிருப்பர்.

The Depiction of the Cultural Dominance in Bharati Mukherjee's *Wife*

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Abstract: *The Diasporic writings have been received increasingly academic and disciplinary recognition throughout the globe. The diasporic writers are often concerned with giving a voice to the displaced and dislocated. Their nostalgic response to their homeland and reaction to the alien land, leads to a kind of hope for change of the alien land into a new homeland. One of the remarkable diasporic writers Bharati Mukherjee is an Indian-born American novelist. In her fiction she depicts problems faced by Indians and other third world immigrants who attempt to assimilate into North American lifestyles. Using an understanding prose style replete with ironic developments and witty observation, Mukherjee focuses upon sensitive protagonists who lack a stale sense of personal and cultural identity and are victimized by racism, sexism, and other forms of social oppression. In the novel Wife the central plot revolves around the incessant urge of Dimple Dasgupta to seek independence in the form of marriage and to romanticise that marriage would bring immigration. The novel is divided into three parts. The first part is the exposition of Dimple's romantic quest for marriage and immigration both as the mode of freedom. The second part consists of Dimple's experience of immigration in alien land. The third part of the novel is a pathetic exposition of the perverted mental condition of Dimple.*

Key Words: cultural dominance, diasporic, identity, sexism, racism

The diasporic writings are generally marked by a sense of removal and isolation from the mother country. The words like immigrant, exile and refugee are applied to this type of writing. The word 'immigrant' indicates physical movement from one place to another, a location and a foreign settlement. The term 'exile' evokes the variety of relationships with their own country. The word 'refugee' denotes a person seeking refuge in a foreign land for safety or self-fulfillment. This attitude of texture combines the whole features of diasporic writings. The diasporic writings in English are evidently produced by persons of Indian origin who are presently living outside their country. This type of diasporic writing has a worldwide context and it includes writers of both old and new generations who have left India and settled in abroad. Such writers are listed as Kamala Markandayan, B.Rajan, Santha Rama Rau, Bharati Mukherjee, Anita Desai, Salman Rushdie, Vikram Seth, V.S. Naipaul, Nirad Chaudhari, Amitav Ghosh, Ved Mehta and A.K. Ramanujan.

This paper highlights Bharati Mukherjee's experiences of diaspora in Canada, the United States and her literary productions. They lead to imaginative, textual and cultural negotiations with dominant narratives. The diasporic writings have been received increasingly academic and disciplinary recognition throughout the globe. The diasporic writers are often concerned with giving a voice to the displaced and dislocated. Their nostalgic response to their homeland and reaction to the alien land, leads to a kind of hope for change of the alien land into a new homeland. In her fiction she depicts problems faced by Indians and other third world immigrants. Bharati Mukherjee's second novel *Wife* (1975) conducive to the same phase focuses on the life of Dimple, a middle – class Bengali girl married to Amit Basu, a consultant engineer. After their marriage they migrate to America where Dimple encounters alienation, isolation and a deep sense of cultural shock. Dimple had many expectations from her married life; she believed that this marriage would bring her freedom, fortune and happiness.

Unfortunately, Dimple's dream about happiness was soon shattered. There were conflicts with her mother-in-law and sister-in-law. After sometime, she begins to expect a child which is quite unwanted and decides to get rid of the child by skipping ropes. The self-abortion is liberation from the traditional role of motherhood. Another disappointment comes for Dimple when Amit does not get a suitable job in America. Her dreams had failed:

She was bitter that marriage had betrayed her, had not provided all the glittery things she had imagined, had not brought her cocktails under canopied skies and three A.M. drives to dizzy restaurants where they sold divine kababs rolled in roti (102).

As her frustrations multiply she finds ways to end this torturous existence. She even contemplates the murder of her husband Amit. An Indian wife murdering her husband raises questions. Some critics opine this is not the result of any cultural shock; rather it is because Dimple suffered from neurosis. Regarding the murder of Amit, K.S. Narayan Rao poses a very relevant question: "the novel raises an important question: was the Indian wife happier in India with her limited freedom and greater docility; or does she achieve happiness in her painful search for more individual freedom and in the process of maturing" (98).

An Improved Dual Clustering Method for Classification of Microarray Image Segmentation

D. Ravi Kumar, V. Devi, M. Balasaraswathi, B. Karthik

Abstract Microarray is a fast and rapid growing technology which plays dynamic role in the medical field. It is an advanced than MRI (Magnetic Resonance Imaging) and CT scanning (Computerised Tomography). The purpose of this work is to make fine perfection against the gene expression. In this study the two clustering are used which fuzzy c means and k means and also it classifies with better results. The microarray data base indicates the classification in support vector machine. Segmentation is most important step in microarray image. The classification in support vector machine is compared with other two classifiers which means the k nearest neighbour and with the Bayes classifiers.

Keywords: Segmentation, Microarray image, classification (SVM – Support Vector Machine), dual clustering.

I. INTRODUCTION

A. Microarray

A high throughput technology that allows detection of thousands of genes simultaneously. Principle: basepairing hybridization. Much rely on computer aids Central platform for functional genomics DNA microarray technology may be defined as a high throughput and adaptable technology used for parallel gene expression analysis for thousands of genes of known and unknown functions. It's used for detection of polymorphisms and mutations in genomic DNA. ADNA microarray is a gathering of infinitesimal DNA spots on strong surface. Each spot contains picomoles of a particular DNA arrangement, known as tests or columnists. DNAmicroarray are strong backings, ordinarily of glass or silicon, upon which DNA is attached in an organised grid fashion. Each spot of DNA, called a probe, represents a single gene. There are several synonyms of DNA microarrays such as DNA chips, gene chips, DNA arrays, gene arrays and biochips. The thousands of genes in a single experiment is allowed with the simultaneous measurement by using this technology. One important task involved in the analysis of cDNA microarray images is the spots, addressing and gridding, can be divided into three main types like manual, semi-automated, and automated. The other important task in the analysis of cDNA microarray images is a microarray image segmentation process, which characterizes the pixels into background and foreground pixels.

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B. Segmentation

The reason for picture division is to segment a picture into important locales regarding a specific application.

The division depends on estimations taken from the picture and may be dark level, shading, surface, profundity or movement. Typically picture division is an underlying and essential advance in a progression of process went for general picture understanding. Utilizations of picture division incorporate distinguishing objects in a scene for question-based estimations, for example, size and shape. It also identifies objects in a moving scene for object-based video compression. Its also identifies the objects which are at different distances from a sensor using depth measurements from a laser range finder enabling path planning for a mobile robot.

C. Clustering

A group is in this way a gathering of articles which are "comparable" amongst them and are "divergent" to the items having a place with different bunches. Various things of the same kind, growing or held together, also refers to a group of things or persons close together. Clustering can be considered the most important unsupervised learning problem. so, as every other problem of this kind, it deals with finding a structure in a collection of unlabelled data. A main definition of clustering could be "the process of organizing objects into groups whose members are similar in some way". Here the objects are grouped according to their fit to descriptive concepts, not according to simple similarity measures. The goal of clustering is to determine the intrinsic grouping in a set of unlabelled data. The main requirements that a clustering algorithm should satisfy are its scalability, should able to deal with noise and outliers, high dimensionality etc., In this paper two of the most used clustering algorithms they are,

- **K-means**
- **Fuzzy c-means**

Therefore, clustering here is a grouping of an objects into a more similar and the objects in the same group which is called as a cluster.

D. Classification

Classification is created on the SVM (Support Vector Machines) this classifier is further compared and experimented with the other two classifiers namely KNN (K Nearest Neighbours) and Bayes. In machine learning, support vector machines which also support vector networks are the supervised learning models with associated learning algorithms that analyse data used for classification and regression analysis. In addition to performing linear classification, SVMs can efficiently perform a non-linear classification using

A Novel Deep Learning Based Sentiment Analysis of Movie using Hybrid CNN_SVM Algorithm

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Abstract: Data flow in web is becoming high and vast, extracting useful and meaningful information from the same is especially significant. The extracted information can be utilized for enhanced decision making. The information provided by the end-users is normally in the form of comments with respect to different products and services. Sentiment analysis is effectively carried out in these kinds of compact review to give away the people's opinion of any products. This analyzed data will be efficient to improve the business strategy. In our work the collected online movie reviews are analyzed by using machine learning sentiment classification models like Random Forest, Naive Bayes, KNN and SVM. The work has been extended with CNN and hybrid CNN-SVM deep learning models to achieve higher performance. Comparing the workings of all the above classification models for sentiment analysis based upon various performance metrics is the main objective of the paper.

Keywords: Machine learning, Sentiment analysis, Movie review, Algorithm, Random Forest, Naive Bayes, KNN, SVM, CNN

I INTRODUCTION

The process of analyzing end-user opinion or view as positive or negative or neutral via in the form of text with respect to any product or topic is sentiment analysis. Sentiment analysis is a highly focusing area in Natural Language Processing. In this field, machine learning technique is considered to be a dominating process.

The basic task of machine learning is to extract complex features from the reviews which are in the form of text and additionally it figures out relevant features and selects a classification algorithm [4].

There are several drawbacks is seen while using traditional lexicon-based approaches: there is always dependency of lexicon which is reliable and consistent whenever there is unpredictability of opinion words, languages and contexts. Because of these dependencies maintaining domain independent lexicons is becoming tough. In contrast to this deep learning has an alternative potential to handle traditional methods. Deep learning has exposed performance of superiority in NLP tasks especially in sentiment analysis.

With minimal external contribution, learning complex features that has been extracted from the data is the core objective of deep learning techniques [8]. Yet another characteristic of deep learning is that they require a huge set of data for better performance.

Conversely, it is not understandable that whether the traditional approach's domain specialization capacity be capable of surpassing deep learning's generalization capacity with all task of NLP. But promising outcomes are thrown out in most of the applications when these two techniques are appropriately combined for sentiment classification [5].

In this paper higher performance rate has been produced when using hybrid CNN with SVM which has been derived from the combination of machine learning and deep learning-based sentiment classification techniques.

II METHODS

A. Random Forest:

This supervised learning algorithm is also called to be random decision forest and highly implemented for the purpose of classification, regression and many more tasks. A forest is meant to be collection of trees. It generally comprises of huge quantity of individual decision trees which usually perform as ensemble. A class prediction is thrown out from each tree in the random forest and model prediction is finalized from the class that has more number of votes [1].

With the concept of bagging and bootstrapping, random decision forest has been regarded with robust and accurate classifier.

B. Naive Bayes:

It is one amongst the simplest classifying algorithms for text document. This probabilistic method is developed upon Bayes' theorem and independence assumption of Naive among given set of inputs. In Naive Bayes the basic assumption is to create an independent and equal contribution to the outcome from each feature.

$$P(I|J) = \frac{P(J|I) * P(I)}{P(J)}$$

With respect to machine learning, selecting the best hypothesis (I) with the given data (J) is often considered as potential interest. As per the theorem stated above, $P(I|J)$ is the probability of hypothesis I with the given data J, which is called as posterior probability. When the hypothesis I was true, then the probability is $P(J|I)$ with the data J. $P(I)$ is the prior probability of I when hypothesis I is being true regardless of the data. $P(J)$ is the probability of the data regardless of the hypothesis.

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An Enriched Chaotic Quantum Whale Optimization Algorithm Based Job scheduling in Cloud Computing Environment

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ABSTRACT

In recent years, cloud has become a metaphor for voluminous data storage and utilization of virtual resources by cloud user. This study focuses on independent job scheduling in cloud computing paradigm. This paper devised a new enriched approach of chaotic quantum whale optimization algorithm (CQWOA), whose ultimate objective is to overwhelm degree of imbalance, increasing makespan and overheads in cost, energy consumption, resource utilization. With the intelligence of chaotic mapping and the quantum mechanism based optimal virtual machine selection, the global optima is achieved more significantly by CQWOA. This algorithm discovers best location and the direction to detect appropriate virtual machine in terms of reduced resource utilization, increasing makespan and evenly distributing the work load, makes the presented model to be more superior than Particle swarm optimization, Ant colony Optimization and standard Whale optimization. The existing models fails to handle the inconsistencies and vagueness in discovering potential virtual machine's which qualifies their requirements and standard whale optimization easily meets earlier converge of local optima and it is very complex for them to reach global best virtual machines in cloud computing Paradigm. The proposed CQWOA model has saved the total execution cost in job scheduling more successfully and it is proved by its simulation results.

Key words: Job scheduling, significant, chaotic mapping, quantum mechanism, whale optimization, local optima, global optima, cloud computing.

1.INTRODUCTION

Amid of all fiercely competitive technologies emerging in IT field, cloud computing is one of the most significant fields. Approximately each company pushing its infrastructure into cloud empowering system which intensifies the increase in productivity as well as to afford more continuous services with qualified comfort. The main awareness about cloud computing is that it permits users to store their data remotely on third party data centers and access it from anywhere an

internet connection is available [1]. With its reliability now cloud computing is highly accepted paradigm for its high performance by providing many IT functionalities to the users as service. The service providers are termed as cloud in cloud computing, they hold all kinds of computing, storage resources, etc.

They chiefly provide three levels of services like Infrastructure as a Service (IaaS) which provides virtualized hardware and software, Platform as a Service (PaaS) which provides user to deploy their web applications and reduces the complexity in using high level programming and Software as a Service (SaaS) in which service providers develop software applications and host on cloud, the user can subscribe and start using that application without worrying about updating of software or purchasing hardware [2].

Apart from this, one of the main activities done by cloud computing paradigm is job scheduling. To increase the efficiency of cloud computing, managing the scheduling process is very important task. The main objective of job scheduler in cloud computing is sharing the load on processors in a balanced manner, to maximize the resource utilization and minimize the overall execution time of each job. But handling job scheduling is the toughest challenge in cloud computing, because it works under shared environment. Several algorithms are developed to handle the job scheduling process based on the number of resources available and the user's requirements. It is easy to schedule job if they are simple, but it not in case of complex applications in which it requires more complex and efficient scheduling scheme.

This paper focusses on developing a novel bio inspirational meta heuristic method for scheduling jobs in cloud computing with the intelligence of whale's behaviour.

2. RELATED WORK

Salim Bitam [3] developed a novel bee swarm optimization to schedule the jobs with available resources in cloud data centers. Its performance is compared with the genetic algorithm. The results show that bee life algorithm generates less execution time comparing with genetic algorithm with less complexity. Arash Ghorbannia et al [4] in their work introduced a consistent scheduling scheme in cloud computing paradigm. In this model, each main job is

DATA MINING AND EXTENTION OF APRIORI ALGORITHM

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ABSTRACT

Recently, the best instance for distributed computing which involves dispersion of data geographically is internet. In general, it is quiet challenging for any human being to retrieve information from huge amount of data available at different health centers. Therefore it is quite difficult to acquire the expert knowledge from the world of medical dataset; also there was and is a quite lot of problems prevailing due to imperfection of knowledge. Newly it brings attention for computer scientists, especially in the area of knowledge mining and artificial intelligence. Usually, medical informatics has high perceivable through applications in different fields such as diagnostic techniques in ultrasonography, x-ray, computerized tomography scanning, nuclear magnetic resonance imaging etc. Clinical laboratories, pathological investigations and computer assisted decision-making are the other fields. Information is obtained by processing the data.

Keywords – Data Mining, Apriori algorithm, medical industry, FP approach

INTRODUCTION

Data mining is defined as the process of obtaining useful information from a large amount of data from which knowledge can be extracted to take appropriate and timely decisions. In other words, data mining is the process of identifying or extracting relevant and useful patterns, and their relationships from the data which has been collected from different data sources, such as databases, images, videos, audios, texts, and the internet stored the data. It uses statistical and pattern matching techniques.

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A NOVEL APPROACH TO SEGMENT LEAF REGION FROM PLANT LEAF IMAGE USING AUTOMATIC ENHANCED GRABCUT ALGORITHM

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R RADHA**KEYWORDS:** Segmentation, Grab Cut, RGB Color Space, CIELAB Color space, Threshold, Flood Fill algorithm**ABSTRACT** Segmentation of leaf region from background is one of the essential pre-processing steps

required in the Plant Leaf Image Processing. This paper proposes an innovative segmentation approach for extracting color leaf region from the healthy or infected plant leaf image with background using an enhanced automatic GrabCut algorithm that does not take any input from the user. In this method, first GrabCut algorithm was applied on the original image. The algorithm removes background but shadows remain in the resultant image which may cause misinterpretations in further processing steps. Hence, the shadows in the image were removed by thresholding a^* and b^* components of CIELAB color space. This step created holes in the infected region, which had similar color as that of shadow, of the leaf image. Hence, the image obtained was binarized and holes were filled with white (foreground) colorizing Flood Fill algorithm. From this binary image containing only leaf region, the color leaf region of the image was filtered. The accuracy achieved was 98%.

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Prediction and Diagnosis of Dravet Syndrome Data Set for Myoclonic Disease

C.Radha, K. Ramesh Kumar

Abstract: This article presents the detailed introduction on the dravet syndrome data set which has been collected from various medical organizations. The data set has various informations about the patients and it has been framed with different attribute. The myoclonic disease has been identified in various patients of different geographic locations in different age groups. It occurs with the patients with various neurology conditions according to different other factors. We display the list of parameters like Prediction Accuracy, False Prediction Ratio and Rule Generation Efficiency and features considered.

Keyword:- Dravet syndrome, data set, myoclonic disease

I. INTRODUCTION

This paper presents the detailed introduction on the dravet syndrome data set which has been collected from various medical organizations. The data set has various information about the patients and it has been framed with different attribute. This paper explains different information about each feature considered.

The myoclonic disease has been identified in various patients of different geographic locations in different age groups. It occurs with the patients with various neurology conditions according to different other factors. To explain the features considered, it is necessary to pop a single instance here. We display the list of parameters and features considered here in this section.

Table 1: Details of features considered

S. No	Feature	Details	Possible Values and Explanation
1	PID	The patient ID is the value assigned as the unique factor for each patient by the medical organization	-
2	PNAME	Denotes the patient name	-
3	GENDER	Denotes the gender of the patient	M-Male F-Female
4	Age in Years	Denotes the age of patient in years	-
5	Age in Months	Denotes the age of patient in months	-

6	Mother Feed in Months	Denotes the number of months the child has given mother feed	-
7	1st Occurrence	The month at which the first occurrence of the seizure has appeared.	-
8	Number of visits	The number of times the patient has visited to hospital	-
9	History of Parents	Denotes whether the parents has the seizure	Y- Yes N-No
10	Frequency in Seasons	Denotes the frequency of seizure in different seasons	Winter- Number Summer-Number
11	General Reason for Seizure Occurrence	Denotes the reason for the seizure occurrence	GR1- Sleeplessness-Number GR2-Tiredness-Number GR3-Weight Increase-Number GR4-Fever-Number
12	General Symptoms	Denotes the symptoms for the seizure occurrence.	GR1 – Number of mild jerks in finger - number GR2- Number of mild jerks in legs - number GR3- Number of upward staring in eyes- number GR4 – Number of whole body jerks - number
13	Tests	Denotes the result of different diagnosis	Blood Test- AN, NR Metabolic Disorder – AN,R EEG- AN, NR MRI- AN, NR Muscle Biopsy- AN, NR Bone Marrow- AN, NR

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Sentiment Analysis on Social Media

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Abstract— Microblogging platforms like Twitter can convey short messages to direct contacts, but also to other potentially interested users. They are actively exploited either by individual users or whole organizations and companies. This paper describes some results we obtained from the Social Network and Sentiment Analysis of a Twitter channel, related to a pop music event. Apart from the particular results a methodology and some guidelines for the automatic classification of Twitter content are discussed.

Keywords— Social Network, Sentiment Analysis, Hierarchical Classification

I. INTRODUCTION

In the common meaning of the term, an online community (or virtual community) is a group of people interested in a particular topic, or that share some ways of thinking, or that in general have some kind of link that brings them together, with the peculiarity that they interface and connect to each other through data communication network (such as Internet). In this way, they form a social network with unique characteristics:

Fact this combination is not necessarily bound to a physical place and anyone can participate wherever he is, with a simple access to networks. The social networking sites (SNSs), as defined by Boyd and Ellison in [1], are a collection of web-based services that allow users to build a profile within the system and define a list of other users with whom they have some kind of connection. According to Sunden profiles are unique pages where one can “type oneself into Being” [2], as the creation of a profile is the minimum condition for joining a SNSs. What makes the SNSs unique is that their purpose is not in most cases, to allow users to make new friends but the emphasis is on making visible their existing social networks and on the chance to describe them. On the other hand, the specific features of each social network site may depend also on the possible target (social, linguistic or geographic) to which the service is directed. The architecture of social networking platforms is much differentiated. While the most popular platforms are built as essentially centralized systems, other platforms have a distributed architecture [4].

The decentralized systems, in particular, often use some notion of trust and cryptography to address the risks of online social networks, which are perceived as serious by many users and have led to incidents.

Ethnicity, religion, sexual orientation, political beliefs are other factors that have led to the establishment of dedicated social network services, but probably they are also playing an active role in creating and aggregating online communities leveraging the bigger and most popular social networks. This suggests the possibility of new ways to spread information and to influence public opinion [2] [3]. These new scenarios can be better evaluated by a combined observation of the structure and the actual content of the network. This kind of analysis could highlight emerging social behaviours. for example, the possible differences in the sentiment polarity of female and male users, towards the discussed topic are examined.

To investigate on the content and on the relations among the actors of a network, it could be useful to contextualize the network itself. In particular, it could be important to consider and inquiry the content of the messages that guide the relationships of the community. It is only through this kind of investigation that we can analyze the semantic meaning of a link, from which we could infer the kind of relationship. This sharpens our description of the social network in many of its facets. A useful tool for such surveys is Sentiment Analysis (SA). SA is a branch of Opinion Mining that aims to listen and process the data that users post on social media. It is an interdisciplinary field that in recent years has had a significant growth and that makes extensive use of machine learning techniques [5].

The information about social relationships can be used to improve user-level sentiment analysis. Sentiment Analysis is mapped on social media with observations and measurable data; the results highlight the importance of SNSs (i.e. Facebook) as a platform for online marketing. Social media provide tremendous challenges for researchers and analysts trying to gain insight into

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தமிழ்நாட்டிற்கும் தாய்லாந்திற்கும் மிக நீண்ட உறவு இருந்து வருகிறது. கி.பி. முதலாம் நூற்றாண்டு முதலே இத்தொடர்பு ஏற்பட்டது என்று ஆராய்ச்சியாளர்கள் கருதுகின்றனர். அரசியல், சமயம், வாணிபம் உள்ளிட்ட காரணங்களால் இது நிகழ்ந்திருக்கிறது. இந்திய மண்ணில் தோன்றிய பௌத்தம் தமிழகம் மட்டுமல்லாது உலகம் முழுமைக்கும் பரவியிருக்கிறது. குறிப்பாக ஆசியக் கண்டம் முழுவதும் பௌத்தம் செழித்திருக்கிறது. தென் கிழக்கு ஆசியாவில் பௌத்தம் மலர்ந்ததற்குத் தமிழக பௌத்த மரபு அடிப்படக் காரணமாக இருந்திருக்கிறது. உலகமே கொண்டாடிவரும் பௌத்த சிந்தனை வாழ்வியல் முறை தாய்லாந்தில் எங்ஙனம் வளர்ந்திருக்கிறது, அதனூடே தமிழ்ப் பண்பாட்டின் வளர்ச்சி எத்தகையது என்பது குறித்து இங்கு விவாதிக்கப்படுகிறது.

தாய்லாந்து மக்கள் பௌத்த சமயத்தைத் தங்களுடைய தேசிய சமயமாகவும் அரசியல் சமயமாகவும் ஏற்றுக்கொண்டனர். தமிழகத்திலிருந்து இலங்கை வழியாக பௌத்தம் சயாம் எனப்படும் தாய்லாந்திற்குப் பரவியதாகக் கருதப்படுகிறது. பௌத்த சமயம் இலக்கியங்களைப் படைத்துக்கொள்வதற்கும், ஆயிரக்கணக்கான விகாரைகளை நிறுவுவதற்கும் எண்ணற்ற சிலைகளை அமைத்துக் கொள்ளுவதற்கும் வழிவகுத்தது. ஆசியா முழுமைக்கும் பரவியிருந்த பௌத்தம் குறித்து பண்டித அயோத்திதாசர், “ஜப்பான், சீனா, திபேத், மங்கோலியா, சையாம், பர்மா, இலங்காதீவகம் முதலிய தேசங்களிலுள்ள பௌத்தர்கள் யாவரும் உலகத்திலுள்ள மனுகலத்தோர் ஜனத்தொகையில் அரையரிக்கால் பாகம் பௌத்தர்களே நிறைந்திருக்கிறார்கள். இத்தகைய பெருந்தொகையார் எத்தேச யாத்திரைகள் செய்தபோதிலும் அத்தேசவாசிகளிடம் சாதிபேதமின்றியும், சமயபேதமின்றியும், உணவு பேதமின்றியும் உலாவிவருவார்கள்” (2011: 145) என்று பதிவுசெய்திருப்பது தாய்லாந்தின் பௌத்த சமயத்தைப் புரிந்துகொள்ள உதவுகிறது.

Ranking Method For Uncertain Problems Using TpFCMs Model

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Abstract:

Occurrence of any situation in the world has its own cause and outcome. The whole process of the situation depends on the decision making of any one person who is authorized for it. The process of decision making is an extremely a tedious job, for any type of person who is dealing with. From the lower category to the higher level, decision making process varies accordingly to the environment. It is possible for anyone to discuss any type of situation theoretically. But, when this situation is modelled mathematically, one could easily find out a solution for the problem accurately. This would enhance the process of decision making in a more appropriate manner. One such type of uncertain problem is analysed in this paper using the fuzzy model Trapezoidal Fuzzy Cognitive Maps. This fuzzy model helps to rank the factors affecting the problem.

Keywords: Decision making, Uncertain, Fuzzy Models, Trapezoidal Fuzzy Number and Domestic workers

1. Introduction:

Uncertain nature prevails between the relationship of domestic workers and the owners. The study has reported that there has been an increase in the domestic workers in India from 1991 till now. All types of family classes have the maids ranging to their level. The treatment of housemaids by their owners varies from person to person and the situation that prevail is vague and uncertain. The sufferings underwent by the maids in their occupation is hard to express in words. The thought of the owners that they are high in level is the basic root cause for such poor condition to happen for the domestic workers in their work. Most of them are treated badly. They aren't even allowed to sit in front of the owners. Most of the female domestic workers come from the background of poor educational and financial status. Hence, in this paper the

GROUP ACTION ON (M, N) -FUZZY GROUP

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Abstract

Keywords:

Mathematics Subject Classification:

1 Introduction

Satya Saibaba [2008] initiate the study of L -fuzzy lattice ordered groups and introducing the notice of L -fuzzy sub l -groups. Goguen [1967] replaced the valuation set $[0, 1]$ by means of a complete lattice in an attempt to make a generalized study of fuzzy set theory by studying L -fuzzy sets. Solairaju and Nagarajan [2009] introduced the concept of lattice valued Q -fuzzy submodules over near rings with respect to T -norms. Gu [1994] introduced concept of fuzzy groups with operator.

Cho and Jun [2005] discussed the notion of the intuitionistic fuzzification of a right (resp. left) R -subgroup in a near-ring. Kim and Jun [2000] investigated fuzzy algebraic properties in fuzzy R -subgroup in a near-ring.

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Scanning Electron Microscopic Analysis of Passiflora Incarnata, Linn. Leaf

Poonam Sethi • Published 2019 • Chemistry • Acta Scientific Agriculture

Page 1 SCANNING ELECTRON MICROSCOPIC ANALYSIS OF PASSIFLORA INCARNATA LINN LEAF Poonam Sethi 1
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Abstract

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8 References



FOLIAR TRICHOME AND PHYTOCHEMICAL CONSTITUENTS OF *JATROPHA GOSSYPIIFOLIA* (EUPHORBIACEAE)

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ABSTRACT

Leaf of *Jatropha gossypifolia* was studied. A detailed pharmacognostical and phytochemical evaluation was done. The study revealed several interesting characters such as anticlinal cell wall pattern (ACWP) and glandular trichomes (GT). Trichomes, glandular unicellular, uniseriate, multi-cellular head with uniseriate stalk. Thus the above-mentioned leaf features are studied as SEM images which are of great taxonomic significance, trichome character is an important data for systematics. Powder Microscopy and phytochemical screening was also studied. The name "*Jatropha*" is derived from the Greek words "*jatros*," which means "doctor" and "*trophe*," meaning "food," which is associated with its medicinal uses. The leaf decoction of this plant is used for treating wounds, sores, sprains, rash and other skin diseases. Presence of high amounts of alkaloids and flavonoids contribute to the medicinal effects that are exhibited.

Keywords: Alkaloids, Epidermal, Glandular, *Jatropha* Leaf, Stomata, Trichome, SEM.

INTRODUCTION

India is one of the countries in the world where medicinal plants form the backbone of traditional systems of medicine in India; thousands of tribal communities still use folklore medicinal plants for the cure of various diseases. Indian medicinal plants have been studied for potential source of bioactive compounds. The great interest in the use and importance of medicinal plants in many countries has led to intensified efforts on the documentation of ethno-medical data of medicinal plants Dhar *et al.* (1968). Medicinal plants are the rich

Rare and interesting plant of *Mahonia imbricata* T.S. Ying & Boufford – an addition to India from the Manipur State

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Abstract. *Mahonia imbricata* was reported for the first time from Manipur, India. This paper describes taxonomy, morphology, phenology, habitat requirements, ecology and world distribution of the species. On the basis of the examined specimens, notes and photographs for easy identification are presented.

Key words: India, Manipur, *Mahonia*, new record, Berberidaceae

1. Introduction

As part of survey and collection of medicinal plants across India, within the framework of the Center of Excellence programme supported by the Ministry of Environment and Forests & Climate Change (MoEF & CC), a botanical survey was undertaken in many places of Manipur state namely, Agidziukhe, Asufii, Chokhurii, Esii Phi, Kapengho, Kapenho Karale, Karong, Khole, Khungho, Kozii, Koziiir Korii, Makhon Khulloen, Punanamai, Sholitokhu, Soprie and Vanee. The botanical survey resulted in the collection of 267 plant species. The plant species were identified by referring floras such as Hooker (1872), Deb (1983), Haridasan & Rao (1985, 1987), Guha Bakshi (1993), Hajra *et al.* (1996), Kanjilal & Bor (repr. ed. 1997), Singh *et al.* (2000, 2002) and Giri *et al.* (2008). Of these, one genus, namely *Mahonia* does, failed to match any of the specimens in Indian flora and, later, it was identified and confirmed with the Flora of China (Chang *et al.* 1996; Ying *et al.* 2000) as *Mahonia imbricata* T.S. Ying & Boufford of Berberidaceae. This species has not been reported in any Indian literature and Indian Herbaria.

The voucher specimen was deposited at FRLH National Herbarium of Medicinal Plants, Bengaluru, India.

2. Species description

Mahonia imbricata T.S. Ying & Boufford in T.S. Ying, Fl. Reipubl. Popularis Sin. 29: 309. 2001; Ying Junsheng *et al.* in Wu & Raven (eds.), Fl. China 19: 781. 2011. Berberidaceae (Fig. 1).

Morphology: Shrubs, up to 3 m high; stems hard, show light yellow when cut. Leaves 25-45 × 10-15 cm, alternate, imparipinnate, usually crowded at apex; leaflets 3-7 pairs (7-15 numbers), often unequal, sessile, truncate to sub-obtuse at base, acuminate at apex, margin spinose-dentate, glabrous, coriaceous, lower ones often smaller, ovate-suborbicular, terminal ones much bigger than others, ovate-oblong. Lower leaflets 2-4 × 2.5-3 cm; second pairs of leaflets 6-7 cm long apart from the rachis; third to seventh pair 3-4 cm apart from each other; terminal leaflets c. 8.5 × 5 cm, rounded at base. Spines 8-11 in each leaflet, 1-2 cm long, strong; nerves 5-7-nerved from base, inconspicuous, c. 12 nerved to the tip, forming an intramarginal looping

Influence of Training and Its Effectiveness on Career Development of Students with Reference to Autonomous Arts and Science College

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Abstract: The rising costs of higher education with lowering rates of unemployment has made academicians and students raise doubts about the advantage of pursuing such higher education in spite of we being wrong in accepting that education is worth it only if it has a commercial value. In a country like India there is no doubt that many pressures are at play when it comes to analysing the role of education in creating employability. Employability, however one should remember just not mean getting a job. It is more about developing the attributes, techniques or experience which would enable a student to get a job and when placed progress within the same thereby building a career and in due course ensure career development. Thus it would require learning with a lesser focus on 'employ' and more focus on 'ability'. This study focusses attention on knowing the type of career related information made available by students, practical experience and exposure provided to students, key skills and competencies developed among students through career oriented activities, type of direct career help expected by students from their institutions and know expectations of students with respect to their career development from their respective institutions. The results of the study show large gaps between what is desired and what is provided.

Keywords: Students, career development, information, skills, expectations, gaps.

INTRODUCTION

The rising costs of higher education with lowering rates of unemployment has made academicians and students raise doubts about the advantage of pursuing such higher education in spite of we being wrong in accepting that education is worth it only if it has a commercial value. In a country like India there is no doubt that many pressures are at play when it comes to analysing the role of education in creating employability.

Collection of statistics with respect to employment of graduates completing a particular course could be used as an excuse for the same becoming unattractive among prospective students which as a result could ultimately be done away with by being described as an ineffective course. Hence institutions of higher education are always under pressure to enhance the employability of their students by making sure that more and more of their graduates move into paid work which commensurate with their education.

Employability, however one should remember just not mean getting a job. It is more about developing the attributes, techniques or experience which would enable a student to get a job and when placed progress within the same thereby building a career and in due course ensure career development. Thus it would require learning with a lesser focus on 'employ' and more focus on 'ability'. In short, the focus of the student should be on developing critical, reflective abilities, with a view to empowering and enhancing his knowledge.

Employability could also be taken to include competencies, in terms of things that a person should know how to do facts that they have committed to memory, in areas like medicine, nursing, law and

EVALUATING THE IMPACT OF DIGITAL TRANSFORMATION ON ECONOMIC CONDITIONS OF UNORGANIZED SMALL AND PETTY TRADERS IN BANGALORE

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ABSTRACT

The present study made an attempt to figure out the impact of digital payment mode on economic conditions of small and petty traders. The economic conditions in the sense, the changes in income level, investment level and savings of the small entrepreneurs. Digital India scheme campaign was launched by the government of India to make sure that every citizens of India must make use of digital transformation. This digital transformation plays a key role in making and getting the payments towards all purchases and sales of traders. However, the small traders were struggling to make small transactions. Ultimately, the government policy on digital payments have enhanced the small and petty business. The empirical research method is applied to carry out the study. Moreover, the study relies on primary data collected from sample respondents through a semi-structured questionnaire and distributed to the targeted groups. Stratified random sampling method is adopted to select the sample from the total sample universe. Sample size was determined by applying appropriate statistical formula (Bill Godden, 2004). There were One hundred and fifty (150) samples selected and collected information on socio-economic, demographic and information were related to changes in economic condition after the implementation of digital payment networks. Bangalore is providing large chunk of opportunities to the unorganized small vendors and retailers. Obviously, Bangalore is a fastest growing metropolitan city in India. There are large number of residents and migrants have attracted to start small trades for their livelihood. So, the city provides good self-employment opportunity to the poor. The study found that the small and petty traders are started enrolling of various online platforms such as UPI payment, Amazon pay, Google pay, Paytm applications as mode of payments for transactions. These service providers are not deducting any service charges for the transactions. Because of these digitalization, payment mode have made their business grown as compared with the previous volume. Moreover, the chances of losing the sale were also reduced considerably due to non-availability of smaller denominations. The digitalization drive also made the vendors to have bank accounts, it leads to financial inclusion. A considerable amount of investment also has grown after the introduction of digital payment modes among the small retailers. On the whole, the study reveals that the digitalized payments had positive impact on the economic conditions of small and petty retail traders in Bangalore city.

KEYWORDS: Digitalization, Payments, Small & Petty Traders, Income, Investment & Financial Inclusion

JEL Classification: M2, M4, M5 & M21

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INTRODUCTION

Small and petty retail trades are playing an important contribution in generating revenue self-employment among urban poor. The petty trade is a crucial economic activity in unorganized sector and occupies a key role in economic

PATTERN OF USING PUBLIC NETWORKING SITES BY WOMEN WITH SPECIAL REFERENCE TO CHENNAI CITY



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Abstract

Use of social networks may expose individuals to other forms of harassment or even inappropriate contact. This can be especially true for teens and younger children. Unless parents diligently filter the web content of their family, children could be exposed to pornography or other inappropriate content. Besides unleashing age-inappropriate content, the digital age also gave birth to a social phenomenon – cyber bullying. It is often levied more harshly against young females than males and, unlike traditional bullying, it is not limited to physical interaction. Cyberbullying can happen 24 hours a day, every day of the week. Adding to this realm of cyber abuse are the anonymous social media sites which can elevate the severity of the assault - under the false promise of privacy. This paper deals with the pattern of using social networking sites by women in Chennai city. **Key Words:** Harassment, Pornography and Cyberbullying

Preface

Social media has grown tremendously in the last few years. From 2006 onwards the growth rate is unexpectedly very high. Especially Facebook and Twitter have grown much faster and captured millions of users in just a few years. The way technology is growing, it is obvious that more and more people are going to grasp its benefits. It has brought a lot of advantages for the society. From progressed nations to under-developed countries, every nation is utilizing the power of social media to enhance life and use it for the betterment of the people. However, on the other hand it has also affected the society in the negative way. Just like anything which can be used for both good and bad, social media have also provided the negative and positive ways for the people. It is all about the usage and getting things done positively by using the power of social media. It is in the hands of the user to use to its advantage. But willingly or unwillingly it can still have negative impacts on the users.

CUSTOMER MOTIVATION AND LOYALTY TOWARDS SHOPPING MALLS IN CHENNAI CITY



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Abstract

Consumer motion is an everyday phenomenon. The goods or offerings available may be in abundance or in quick supply, but the position of the patron is susceptible, with regards to the vendor. Sellers need clients, as consumers and now not as complainants. The frustration and bitterness on the part of purchasers, who have been promised a good deal are certainly notable, however they understand much less. It may be because of the lifestyles of the sellers' market, in which customers are voiceless. There are many practices whereby clients are not only being denied their primary rights but are being deceived too. A purchaser is a person who consumes items, synthetic with the aid of companies or created by nature (air, water and so forth.) and offerings offered with the aid of government health facility, instructional establishments and so forth.

Keywords: Profit marketing, Consumer products, Products

Introduction

The majority of the customer in advanced international locations are properly educated, well-informed and are in a role to guard themselves. But our Indian state of affairs isn't the same as the Western, where adequate production and right distribution of merchandise exist. In India, industries have not done the extent of affluence of generation and the prevailing markets of merchandise run in shortages, adulteration and black marketplace expenses. Indian human beings have much less cash at their disposal. The earnings- advertising mindset of the business failed to discharge the social responsibilities of retaining fair fee, great of goods and presenting services etc. In brief, consumerism is a final result of sufferings and exploitation of consumers, and some businessmen goal to make the peculiar profit, that's at the value of customers" protection and

AN ANALYSIS OF FDI FLOW TRENDS IN INDIA- PRESENT SCENARIO



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Abstract

Foreign Direct Investment (FDI) plays a very crucial role in the development of a country. The capital available within the country may not be sufficient for the purpose of overall development of the country. Capital is raised from foreign countries in the form of FDI in order to bridge the gap between domestic savings and investments. The present study focuses on the trends of FDI Flows into India and its influence on the Indian economic growth. FDI has helped our country to achieve financial stability, increase employment opportunities, enhance knowledge & technology transfer and improve growth & development trajectory for competing strongly in the global economic market. This study highlights sector wise FDI inflows to India for the period April' 2000 to June' 2018. FDI inflows in India were remarkable during the past few years except last year where it fell to the amazement of many financial experts and economists. Suggestions for improvement of FDI inflows in future is provided in this paper. Secondary data published in various bulletins and reports by the Government of India is the main data source used for this study.

Keywords: FDI, Growth, Development, Economy, Inflows

Introduction

FDI - Foreign Direct Investment is defined as a company from one country making a physical investment into building a factory in another country. It is the establishment of an enterprise by a foreigner. It includes investments made to acquire lasting interest in enterprises operating outside of the economy of the investor. The FDI relationship consists of a parent enterprise and a foreign affiliate which together form a multinational corporation (MNC). In order to qualify as FDI, the investment must afford the parent enterprise control over its foreign affiliate.

AN ANALYSIS OF THE USAGE OF INTERNET BANKING SERVICES BY CUSTOMERS IN CHENNAI



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Abstract

This article tries to study the frequency of usage of internet banking per month is analyzed. The demographic composition of internet banking customers with regard to age, gender, educational qualification, occupation and monthly income of internet banking customers in Chennai are studied. The internet banking products and services which is mostly patronized is analyzed. The major problems present in internet banking are studied by framing a questionnaire and collecting the opinion of customers. Finally, this paper wants to analyze whether the Chennai customers derive any benefit out of technology patronization, namely internet banking.

Key Words: Internet Banking, Customers, Traditional banking, Services.

Introduction

The world has become a global village connected through the internet. The banking industry has undergone a sea change and today it has started using internet for carrying on their day to day activities. Internet banking has emerged as one of the most profitable E-commerce applications over the last decade.

Internet banking is an extended mode of banking services with the help of automated computer network. Due to the popularity of easy access to internet and World Wide Web (WWW) banks initiated using internet as a network for receiving instructions and selling their products and services to the customers. Internet banking involves consumers using the internet in order to access their bank account and to undertake banking transactions (Sathye, 1999).

THE ROLE OF LOGISTICS MANAGEMENT IN MILITARY AFFAIRS



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Abstract

The modern world industries and corporate sectors are having various innovations to meet their challenges related to Accounting, Finance, Financial Management and Supply Chain Management. The Supply Chain Management includes the most important component called **Logistics Management**. Logisticians play a vital role in managing and controlling supply chain management to ensure profit and sustainability of the company in a competitive environment. The logistics not only plays a crucial role in corporate sector but also in War between the States.

Logistics/ Supply Chain Management

Supply Chain Management (SCM) is the broad range of activities required to plan, control and execute a product's flow, from acquiring raw materials and production through distribution to the final customer – the target group, in the most streamlined and cost-effective way possible, within the time frame. It is a component of supply chain management. It focuses on moving a product or material in the most efficient way so it arrives at the right place at the right time. It manages activities such as packaging, transportation, distribution, warehousing and delivery.

According to Council of logistics management: "Logistics is the process of planning, implementing and controlling the efficient, effective flow and

GST - IS AN OVER VIEW IN INDIA



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Abstract

The present work is an attempt to bring out Goods and Service Taxes - is an over view in India. The study finds that Almost the GST is a marvelous strategy in Indian tax system. It is a major improvement over the preexisting indirect taxes at the national level. It is no doubt that the biggest ever changes in tax structure. Though there is a fall in prices of some of the goods like auto commercial goods and exemption for few essential items, footwear, Building material and education, healthcare products etc., from GST but some other goods and services increased after GST like Hotel service, fine dining and branded apparels. This paper conclude that unless to create awareness about GST among traders as well as among general public, to make them understand about GST which is really change the economy only in hands of officials (like auditors) and ruler of policy makers.

Introduction

This paper is trying to make understand the people about GST which how it will become an effective device for the economic growth of the country. In many developed countries, the GST is effected from before three or four decades but in our country it is introduced only in this year (2017) after overcoming several counseling and debate in parliament of both houses.

Our economy is need to follow a modified strategy like GST (Goods and Service Tax) for overcoming the economic crisis across the globe and to achieve strategic mission like 'make in India, Digital India, SwachBharate etc. Goods and Service Taxes is expected to provide the much required arouse for economic growth in India by replaced all indirect taxes towards restriction on free flow of goods and services within the country and also eliminating cascading effect on various taxes like VAT, CST etc.

In 2000 July 17, the government of India set up the empower committee of State Finance Ministers from various state for bringing changes in existing tax system. The first discussion (report) of this committee was released on

DEVELOPING SUSTAINABILITY BUSINESS



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Abstract:

Talent management is fast becoming a critical strategic objective for growing organizations. This responsibility represents an excellent opportunity to create value. The importance of hiring competent talent is evident in any direction. Talent is king – now and in the future. It is the last source of competitive advantage. This paper looks at the issues and challenges facing organizations and countries with regard to talent and its management, a topic which is particularly relevant at time when the world is facing a 'talent crunch'. The document pays particular attention to the acquisition and retention of talent, and whilst it maintains a telecommunications bias, the paper adopts a global sector perspective, given the cross-cutting nature of the talent shortage, and the common behaviour and response patterns of organizations and nations to this crisis. This paper recognizes the particular vulnerability of developing countries in the global competition for talent and the attendant dangers of brain drain on the economies of these countries. Brain drain is here defined as the permanent loss of skilled manpower to other countries. However, the paper draws on evidence from the rapidly growing economies of India on how there can be a reversal of the brain drain, or even a brain gain. Based on this evidence, the paper seeks to provide some comfort to any sense of fatalism among the developing countries towards the perceived inevitability of the brain drain. It is within the reach of organizations and nations to address the brain drain, by adopting a mix of deliberate policy interventions at national level and new talent management practices at organizational level in order to attract and retain talent at a time it is such a scarce commodity. Without intervention,

INCOME AND EXPENDITURE PATTERN OF THE SANITARY WORKERS



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Abstract

The present work is an attempt to bring out to examine the income and expenditure pattern of the sanitary workers in Chennai Corporation. This paper based on the objectives and literature and formulated the following hypotheses. They are; there is a positive correlation between income and expenditure. This paper depends on primary data. The primary data for the paper has been collected through structured interview schedule. The schedule has been structured in income and expenditure. This part deals with income and expenditure pattern and general problem faced by the sanitary workers. The researcher has applied correlation, regression, Chi-Square and ANOVA tests to standardize the hypothesis and proper inferences were given in appropriate sections of the study. The paper finds that the respondents were spending large portion of income for consumption of food items than the non-food items because of they were working with physically hard and ill-health condition which are need to consume more quantity and moreover, their dependents were large size as come pare to their income level.

Manual Scavengers in India

The Eleventh Five Years Plan which formally proclaims for the inclusive growth through inclusive polices, refers issues of manual scavengers as an agenda of priorities. It states: "Among the SCs, persons engaged as manual scavengers need special attention to put an end to the degraded practice of manual scavenging. Despite commitments made to the eradication of the obnoxious and dehumanizing practice of handling night soil manually, it still continues."

**THE EDUCATIONAL STATUS, LIVING AND WORKING
ENVIRONMENT OF THE SANITARY WORKERS**

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Abstract

Sanitation includes management of liquid and solid waste, personal, domestic and environmental hygiene. The present work is an attempt to bring out the educational status, living and working environment of the sanitary workers. The study finds that the basis of a healthy and civilized living of the society and it includes with access of safe drinking water is the one of components of human development. Absence of sanitation facilities lead to a large number of water-borne diseases. In India, as many as 36 per cent of the households are do not have sanitary toilet. Of those having latrines, nearly 20 per cent depend on "Service Latrines", also known as dry latrines which require the services of people who have to manually remove the night soil. Those who use dry latrines and those who are engaged in the demeaning occupation of manually removing human excreta are exposed to innumerable health risks.

Welfare of Sanitary Workers

With a view of eradicating the abhorrent practice of manual scavenging and rehabilitation in society and those who were engaged in this profession, this Government has been implementing rehabilitation schemes for manual scavengers at the cost of Rs.56 crores. In regard to the fact that the persons engaged in sanitary work belong to the lowest strata of the society, the Tamil

APOCALYPSE OF AGRICULTURE SECTOR IN INDIA AND TAMIL NADU

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Abstract

The agricultural strategy and technology followed in India since the advent of green revolution seem to have enhanced the existing disparities among states of India. Empirical studies do pointed out that difference in endowments of inputs, mechanization and modernization and natural factors such as rainfall and droughts have contributed sizably for the disparities in the agrarian economy. The present work is an attempt to bring out the disparities which exist between Tamil Nadu and all India agrarian economy using some crucial indicators namely overall agricultural growth rates, irrigated area as a percentage of gross cropped area, fertilizer consumption and yield level of certain crops. The study finds that the agricultural growth rates of averaged 1.68 per cent annum during the period 2000-01 to 2004-05 as against the all India average of 2.5 per cent. However, viewed in terms of irrigated area as a percentage of gross cropped area, fertilizers consumption and yield level of certain crops Tamilnadu has the edge over all India.

The post - reform period in general and early 2000 in particular seems to be a period of declining growth in agriculture. However, the performance of agriculture in Tamilnadu vis-visa-visall India is rather mixed. These apart, inter-state disparities exist owing to several factors. Then main objective of this paper is to bring out, fertilizer consumption and cropping intensity. The paper deals with a brief review of disparities between Tamilnadu and all India level.

Review of Literature

Earlier empirical works in India focus on regional and state level disparities in different dimensions. For example the work of Rajan K. Sampath

WORK LIFE BALANCE

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Introduction

Work life balance is a method which helps employees of an organization to balance their personal and professional lives. It encourages employees to divide their time on the basis of priorities and maintain or balance by devoting time to family, health, vocational etc doing with making a career, business etc. It is an important concept in the world of business and it helps to motivate the employees and increases their loyalty towards the company.

Definition

A comfortable state of equilibrium achieved between employees primary priorities of their employment position and their life style. Psychologists would agree that the demands of an employee's career should not overwhelm the individual's ability to enjoy a satisfying personal life outside the business environment.

Importance

Working on a job for a company and making a career, be an extremely time consuming duty for any employer. Employees are very busy at their offices through the day and sometimes even on weekends. Because of high pressure of work, they neglect their family members. They have little time to interact with their family. Stressful jobs cause the health of employees deteriorates. Here only the work life balance comes into the picture. This concept allows an employee to maintain a fine balance in the time he/she gives to world as well as to personal matters. People can have a quality of work life by having a good balance. This helps to increase productivity at work place. It also allows the employee to give quality time with family to spend vacations, leisure time, their health etc. There work life balance is extremely important for employees and increases their motivation towards for the company.

TRAINING: CORE AREA OF TALENT MANAGEMENT IN DISASTER MITIGATION



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Introduction

A recent incident in Coimbatore has shocked the country where an untrained man, claiming to be a disaster management instructor of National Disaster Management Authority or NDMA conducting a routine disaster drill at the college premises pushed a reluctant 19-year-old student from a second floor ledge, causing her death. The sheer callousness of the incident raises many questions which remain unanswered, like what is the procedure to conduct such training? What was the training based on? Can training be given by anyone and everyone? Although training in disaster management is gaining importance, its seriousness is still a question mark. In that sense, it is imperative to build a strong task force that can adequately handle the situation without adding to confusion or chaos. With this background, this study attempts to examine and discuss the importance of training in talent management to manage disasters and mitigate the damages before, during and after the occurrence.

Objectives of the study:

This study is carried out with the following objectives:

1. To examine the recent disasters across the world and the extent of its damages.
2. To ascertain the importance of training and how this may help in mitigating the effects of disasters to property and life.
3. To suggest measures that would help in enhancing the quality of training through talent management and minimize the risk of disasters in India.

**A STUDY ON TRADITIONAL ADS Vs SOCIAL MEDIA
ADS PRACTICES IMPACT IN CHENNAI AMONG ARTS
AND SCIENCE COLLEGE STUDENTS**

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Abstract

Marketing is the most significant and fundamental want to sustain in the dynamic business world. The media landscape has dramatically changed over the past decade, with traditional media (Television, Newspaper) now supplemented by social media. Currently Online communicates blogs and networks, advertisements dominate to set the customer's needs and wants. This stimulates the author to test the significance and impact of traditional advertisement Vs social media advertisement practice in Chennai through early stage customers' point of view. The finding of the study is both traditional Ads and Social media Ads positive having impact on customers directly furthermore indirectly. While the effect of social media Ads has a higher marketing impact then the traditional Ads because of ads pioneer technique take up in advertisement folder. Thus superior influence of social media Ads results to much larger impact in the container of blogs, online communities overall the result highlight that social media Ads played a lot in driving the marketing advancement of a dynamic business practices.

Keywords: Ordinary Advertisement, Online Advertisements, Impact, Significance, Youngsters.

Introduction

At present marketing is the vital key to sustain the business venture. Moreover no need to give much introduction for Ads because it is blended with today's mechanical world especially in cities. Social media has grown-up beyond our wildest idea over the last decade. As per statistic 2015 survey, reports that 47.8% of people engaged themselves in working life rural as well as urban in India. Hence, many people's running life mechanically they are not having

**GROWTH OF EXPENDITURE ON FORESTRY FOR SOIL
AND WATER CONSERVATION MANAGEMENT IN TAMIL
NADU**

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Introduction

Forest plays a vital role in safeguarding the environment and contributes much to economic development. Forests are generally considered environmental capital in that it directly relates to the environment. Conservation and preservation of forests is a pre-requisite for maintaining a healthy eco-system. Besides ensuring ecological stability, forest provides employment opportunities to rural and tribal folk and provides wood and minor forest products like honey, herbs, fruits, berries and materials for domestic use. The present research work reveals that the growth of expenditure on forestry for soil and water conservation management in Tamil Nadu.

The total forest land consists of 22877 sq.kms, which constituted 17.59 percent of the geographical area as against 33.3 per cent recommended by National Forest Policy, 1988 and 22 per cent obtaining for All India. As per the recommendation of the Union Planning Commission and the National Forest Policy, forest cover should be increased from the current level of 17.59 to 25 per cent by 2007 and 33.3 per cent by 2015. As a result of population increase and thereby biotic and abiotic pressure on forest land, nearly half of the forest area is prone to heavy degradation in the State. Therefore, the biological upgradation and ecological restoration of these degraded forest land is being attempted through Joint Forest Management (JFM) for the sustained accrual of benefits to the people in the State in general and women-folk in particular. Forest plays a significant role in providing food and ecological security to the people of state.

Tropical and subtropical soils represent a vast resource whose forest and agricultural potential is only used to a very small extent. Their economic importance is enormous. The characterization of the soils, water, climates are determine the different type of land use. Temperature region soils and climates from which many management concepts have been derived differ from those in the tropics. Development of the irrigation potential in tropical forest where land

A STUDY ON INVESTOR BEHAVIOR TOWARDS STOCK MARKET INVESTMENT WITH SPECIAL REFERENCE TO EQUITY INVESTOR

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Abstract

This study helps us to identify the equity investors' behaviour in order to stock market investing pattern. The return of investment acts as a catalyst in motivating the people to go for investments and the tax benefits are added bonus for them. An economic factors has the highest influence on market fluctuations, political factors, technological factors have an influence to a small extend on prices. Which accelerates stock market volatility. In addition, it's witnessed that Stock brokers play an important role as a source of market information for the investors. Hence, suggested that equity investors need to concentrate on factors such as economic, sectoral investment factor and erroneous information offered by rating agencies such as CRISIL, ICRA, CARE etc., Therefore, it's concluded that economic and fluctuations factors were significantly influence equity investors Behavior in stock market participation. Finally, it's revealed that Indian equity investors even if they are of high income, well-educated and salaried are conservative nature in order to security investment. Hence, it's precise that an equity investor's behavior desire to safer returns by avoiding the principal losses.

Keywords: investment pattern, equity investor behavior, stock market, safer returns, investment and decision.

1. Introduction

Investment is both an Art and science. One makes Investment for a higher return than what he can get by keeping the money in the Commercial or Co-Operative bank. In the finance field it is a common knowledge that money or finance is scarce and that the investors try to maximize their return if the risk is also higher. Risk and Return go together and they have a trade-off. All Investments are risky to some degree or others. The art of Investment is to see that the return is maximized with the minimum of risk, which is inherent in the Investment. For making proper Investment, involving risk and return, the investor has to make a study of the alternative investment avenues of Investment, their risk and return characteristics and make proper projections or expectations, of the risk and the return of the alternative investment under consideration. He has to tune the expectations of his/her preference of the risk and return for making a proper Investment decision.

The investor has various alternative avenues for investment for his Savings to flow in accordance with his/her preference. Savings flow into investment for a higher return, but savings kept as cash are barren and do not earn anything. Savings are invested in assets depending on their risk and return characteristics. But a minimum amount of cash is always kept in hand for transitions and contingencies.

1.1 Investor Behavior

Investment Products Offered Investors on Diversification A majority of investors believe that they can create a proper asset allocation plan but have led on to an investment too long All too often decision making about investing is influenced by emotions and unconscious biases that cause people to make sub-optimal choices. Among the most damaging are those biases that drive individuals to chase strong investment returns, which make investors reluctant to rebalance portfolios and cause them to overreact to short-term volatility. There is a sample behaviors that undermine success.

With the spread of online trading, individual investors now account for a growing share of equity trades. While foreign investors remain the driving force behind the Japanese stock market, individual investors tend to be contrarians, moderating price fluctuation by buying or selling in the opposite direction of market movements.

1.2 Investor Behavior in stock market Volatile Times

Behavior can be exaggerated during periods of market volatility as investors seek to protect their existing investments from falling in value or profit from investing in undervalued assets. This is borne out in a recently reported by Barclays Wealth and the Economist Intelligence Unit such as an investor behavior of high net worth individuals in the current volatile market.

Customer Trust and Risk Characteristics of Housing Loan Market in Tamilnadu

A. Barkathunisa

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Abstract: Amid the present financial cataclysm, trust is the new buzzword in print media like newspapers and in the articulation of political leaders and experts whose expertise lies in finance. This implies that trust has huge significance in economy and subsequently in finance and money. Gritten also asserts that a metamorphosis in consumer trust has mushroomed globally as a consequence of financial crisis. The cataclysm or in other words, the crisis has helped gain a better understanding of the dominance of trust in banks. Not just banks but also other financial institutions. This paper's objective is to scrutinize the consumer trust content in banking sectors in terms of housing loan mortgage policies. Housing loan finance is simply the money that is put into building and maintaining the nations. This study has identified the relationship between the customer trust and the housing loan risk factors which have been further framed to make a panel data analysis so that the presiction of defaulters' would be possible.

Key terms: housing loan risks, customer test, panel data.

INTRODUCTION

Amid the present financial cataclysm, trust is the new buzzword in print media like newspapers and in the articulation of political leaders and experts whose expertise lies in finance. This implies that trust has huge significance in economy and subsequently in finance and money. Gritten also asserts that a metamorphosis in consumer trust has mushroomed globally as a consequence of financial crisis. The cataclysm or in other words, the crisis has helped gain a better understanding of the dominance of trust in banks. Not just banks but also other financial institutions.

This paper's objective is to scrutinize the consumer trust content in banking sectors in terms of housing loan mortgage policies. Housing loan finance is simply the money that is put into building and maintaining the nations housing stocks. It is form of money that should be paid in various forms like rent, mortgage loans and repayments.

Tamilnadu being a country with a large number of youngsters who are working, the need for own houses for various reasons, status, self-identity or even the basic need for a house is pushing. Regardless of fulfilling the basic housing needs of various classes of people it is important for banks to carefully evaluate, analyse and anticipate the underlying risk of default. Housing finance companies and banks may lose their profitability if aggressive lending is done.

The unsteady and unequal distribution of household income may result in default. When the growth of household income is not proportionate. Eventually, This study aims at understanding the risk characteristics of housing loan associated with the customer trust and forecasting the housing loan risks by the prediction of customer trust factor.

Purpose of the Study

The purpose of the paper is many folds. The purpose is to identify which type of households in the population are more prone to default in repayments. The fourth purpose is to try to investigate. The data in two forms are pooled with a cross section data. In order to identify the relationship between customer trust and the risk characteristics of housing loan.

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A study on “Consumer Awareness and Perception on usage of Mobile Banking”

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ABSTRACT

All Banks in India are facing a drastic changes and facing various challenges due to technological transformation. Digital India have paved way for digital transactions throughout India. E-wallets, Mobile Banking, IMPS, NEFT, Mobile Apps are the talk of the day. Days have gone where people stand in queue for their everyday operations. Younger generation of today are smarter in using the Mobile phones. They use Mobile banking applications like iMobile of ICICI, M-CONNECT of Bank of Baroda and HDFC bank application etc. The users should be aware of all the features, facilities offered by the applications. My study on “Consumers Awareness & perception on usage of Mobile Banking” is an attempt to understand the awareness and their usage. This is an attempt to find the percentage of users and their perception towards mobile banking. For this study a sample of 50 is chosen.

Keywords: Awareness, Perception, Mobile Banking

I. INTRODUCTION

Our recent news about bank merger in Economic Times stated that Banks will generally take 2-3 years to enhanced core technology, products and customer applications after the government proposed to merge some prominent public sector lenders during the month of August 2019.(Source Economic Times) They have also stated that the integration process would take 24-36 months. A phenomenal growth in the field of banking is happening due to digitalising and due to technological advancement. Due to the Google's Android OS have led all mobile users to download Mobile banking applications for their convenience.



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Human Resource Management: Ecosystem

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Abstract:

It is quite essential to explore the Ecosystem practices in the present day situations where the Ecosystem policies are being adopted in various management techniques in the Indian Corporate world. This study examines employee recruitment, training & development, performance appraisal, compensation organizational environmental performance through ecosystem Human Resource Management. The paper largely focuses on the various ecosystem Human Resource Management practices and the relationship between corporate social responsibility and the ecosystem of human resource management. The finding implies that ecosystem human resources management enhances organizational work, and its environmental performance. It also suggests the organization's top management and the HR manager make an initiative to create ecosystem human resources management policies.

Keywords: Ecosystem, Human Resource Management, Human Resource Policies, organization, corporate social responsibility.

Introduction

The renovation of the natural environment has been an important problem for the last few years. Almost every industry has embraced environmental safety practices. Maximum productions companies have aimed to remove the waste created throughout the production and, consequently,

AN EFFICIENT INFORMATION RETRIEVAL IN MESH (MEDICAL SUBJECT HEADINGS) USING FUZZY

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ABSTRACT

The job of an Information Retrieval framework is to help clients to get to significant data comparing to their necessities. In the therapeutic area, getting to valuable data turns out to be progressively essential with the developing measure of accessible data. Be that as it may, clients are for the most part new to therapeutic terms and discover troubles communicating their necessities. One intriguing arrangement is to coordinate fuzzy ontologies with the end goal to accomplish semantic interoperability and offer an approach to deal with dubious and uncertain data in regards to the restorative field. In this research, our point is to play out a successful information retrieval by expanding its comprehension of equivocal restorative ideas. In proposed fuzzy medical ontology based medicinal information retrieval approach which is made out of three parts: customized medical terminology framework, contextualized fuzzification of the customized mesh ontology and a searching keyword reordering process dependent on the subsequent fuzzy philosophy. A model has been executed permitting test assessment of the proposition. Our result expected how the search keyword query reordering has prompted a quality outcomes change.

Keywords: *Fuzzy, Information Retrieval, Medical Terminology, Content Extraction, Accurate Result*

1. INTRODUCTION

Query extension has been broadly concentrated to enhance data recovery execution in record hunt and recovery activities. This methodology has been turned out to be useful in enhancing the productivity and exactness of data recovery in different examinations. In any case, the majority of the work centers around hunt concerning the site or general reports, leaving numerous difficulties still in specific zones, for example, the therapeutic space[4]. The therapeutic space stands its ground area particular attributes which should be precisely considered. For example, the utilization of terms crosswise over specialists, reading material, and people isn't reliable, and furthermore the terms of old and new are blended. It is the reason seek exhibitions are poor inside this space when utilizing moderately straightforward inquiries, implying that question development can assume a critical job in this area.

Medical Data recovery is the technique for finding fitting data from gathered data assets. The regular obligation of data Retrieval is looking for significant data in archives. Everybody has begun

to explore data on-line which uses a littler sum time and endeavor. Medicinal related data recovery has been bit by bit expanded Medical data recovery is the strategy for recovering data dependent on the therapeutic issue asked by the client. The inquiry is generally connected with disorder, data about specialists, emergency clinics and diet. Questions are especially about specific illnesses or therapeutic issues to investigational medication and medicines. Ladies as often as possible explore for wellbeing related data for someone associated with them while men examine for therapeutic data for companions. PubMed is a free list getting to mostly the MEDLINE database of references and modified works on medicinal sciences and life science issues. Solid normal for PubMed is its ability to precisely associate the words to MeSH terms and captions. This crucial trademark makes PubMed chase naturally increasingly powerless and it ward off us from false data by adjusting for the assortment of restorative terms. NLM (National Library of Medicine) at the National Institutes of Health safeguards the index as a component of the tree arrangement of data recovery. The buyers of PubMed are both restorative and nonmedical

MEDICAL SEARCH ENGINE BASED ON ENHANCED BEST FIRST SEARCH

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Abstract: Precautionary measures are more essential for every human being before suffering from horrible diseases. Medicines are more needed to fix any illnesses, this can range from either the common cold to the most horrible diseases like cancer but sometimes you don't know the accessibility of drugs in the particular medical stores you're searching for. Medical search engine implementation will be very helpful in this scenario. The Medical Search Engine Application enables you to include information about medicines in adjacent medical stores. When it comes to user interface and usability, customers tend to use general search engines for all user needs. These dedicated search engines, which focus on a specific content segment, are referred to as vertical search engines and horizontal search engines, which focus on more specific content. Search engines have met user requirements and predict what the customer is looking for and show above the search results so that, in some instances, the user is not even required to visit any site other than the search engine website. Patients describing their symptoms and condition in easy English and receiving comprehensive, suitable search results information.

INTRODUCTION

Medicines are among the important factors required to cure a person's illness. There are situations in which drugs are not available in medical stores. There are chances that a person might even lose his or her life as a result of the delay in medication. There are medical shops that charge more than the actual cost of the drugs the medical search engine can perform an important role in the resolution of all these problems. The medical search engine application can help users with the provision of field-related medical information. The medical search engine can perform an important role in the resolution of all these problems. The medical search engine application can help users with the provision of field-related medical information you can also get information on the cost of drugs that will stop you from buying drugs from medical stores in excess of payment. This application will be of great help to people to know the medical information they need. User interfaces were realized to be an essential part of any operating system that has been developed. It is crucial for the right use of any OS that its user interface allows the user to readily comprehend how the software is used. A popular modern design guideline is that a user should not be required to read a user manual before using software. Search interfaces have evolved into an easy-to-use initial query interface with most of the hidden interface. Modify and apply contemporary techniques in search-engines to a medical search-engine and evaluate and test how well these characteristics perform in a medical-search engine. This is achieved by adding characteristics for query improvement and also more effective way to show outcomes. Machine learning is used to produce appropriate suggestions based on the corresponding query. This will help the user sort out the outcomes of specified request. Spelling corrections are often performed automatically, but not in all search-engines. In the more common web search-engines such as yahoo, Bing, google the correction is performed automatically after which the user is provided to reverse the correction at the top of the search outcomes. This is a design based on "give me what I want," which indicates that more often than not.

LITERATURE REVIEW

A Reflection of Current Search Engine Techniques on Medical Search Environments: Anushia Inthiran, Saadat M. Alhashmi, Pervaiz K. Ahmed_2010

Two types of search-engines dominate the Internet: horizontal and vertical. Horizontal search-engines have long existed compared to vertical search-engines. Results from horizontal search-engines are extensive and cover a range of search-findings. On the other side, vertical search-engines only give outcomes appropriate to a specific domain. For example, if a search for 'cancer' is performed on a medical search-engine, the results of the zodiac sign will not appear on the results list. Although a newcomer to the internet, vertical search-engines are rapidly gaining popularity. Medical search-engines appear to be the most popular among vertical search-engines. External factors and user trends add to the popularity and need of medical search-engines. Although the design and composition of medical search-engines allow elevated levels of accuracy and recall, customers report being dissatisfied with the search experience. Among the problems encountered by consumers when looking for medical search-engines are suboptimal search findings, information overload and difficulty in understanding search outcomes. Since vertical search-engines are comparatively new compared to horizontal search-engines, information management strategies are not actively pursued here. We investigate the option of applying horizontal search strategies on medical search-engines in this research study.

The concept behind classification of intent is to categorize a request into one of three classifications: information, navigation, or transactional. Once the query has been classified, the search-engine returns outcomes based on the category. This method is stiff because it assumes that queries expressed fit into one of three classifications. An internet searcher may not comply with these categories, so the applicability of this method may be restricted. While performing automatic conceptual query conversion, the query is manipulated using semantic distance with suggestions from a user's usage pattern or logs. Both of these methods try to provide the user with appropriate outcomes. Since the search domain is a medical search-engine, these methods are indeed useful to users. However, without verification, these methods conduct conversion automatically. Verification is essential to authenticate the process of conversion.

Personalization can be performed in either of two settings: individual and collaborative. There are three genres within these environments: explicit, implicit and mixed feedback. Individual implicit feedback is the highest performer compared with explicit and mixed feedback. Explicit feedback techniques burden users and are plagued by privacy issues. Combined feedback, on the other side, depended on the customer to provide precise data. Within implicit feedback, the best method is to expand and re-rank queries. Unfortunately, the extension and re-ranking of queries have drawbacks. The expansion process misses complex information such as how much expansion to execute and if expansion is done on the whole string or on individual terms. On the other side, re-ranking did not take irrational searching conduct into consideration, magnifying the wealthy and getting richer issue. Implicit feedback was also the best performer for the cooperative personalization environment. Explicit feedback produced the search driver and navigator the user. System only provides an interface to share a search session or recommend search results. Combined feedback uses rating algorithms

Employee Engagement Strategies in Software Companies in Chennai

Keerthana Y. H., **T. K. Avvai Kothai**

Abstract: *The level of enthusiasm an employee feels towards the job is called as Employee Engagement. An engaged employee cares about his performance and its effect on the organization. It is an internal state of mind that binds together work force, commitment and satisfaction in an employee. The organization has to look after its employees so that they can satisfy their customers. The management has to find out what the employees want so that the ultimate goal of organization is achieved. Strategies like Transparency, Empowerment, Purpose, Behaviour and Listening can be used to engage the employees. This study mainly focuses on the engagement strategies applied in selected software companies in Chennai and also aims to explore the strategies that drive employee engagement in software companies. This empirical paper also seeks to find the effect of the identified strategies on employee engagement.*

Keywords: *Employee Engagement, Organizational Performance and Strategies.*

I. INTRODUCTION

Employees are the most useful and beneficial resources in every industry. It is very difficult to make work interesting for employees in an organization as they might feel that they are doing the same work over and over again. This is where motivation, training and engagement play an important part. Employee Engagement is the level of enthusiasm and dedication an employee feels towards his or her job. The employee uses his or her talents and improves the outcome and develops productive relationship. Engaged employees help to improve the performance of the organization in several ways such as Profitability, Productivity, Customer satisfaction, Innovation and Absenteeism. Engaged employees care about their performance and its effect on the organization as they feel that their effort could make difference. It is an internal state of mind that binds together work effort, commitment and satisfaction in an employee. It is the eagerness towards the task that motivates them to do the work and is often reflected in the outcome. An engaged employee is enthusiastic about the work place and takes positive action to increase organization's reputation. It is the work of the employer to make sure that his employee is impressed about the work place like the goals or targets to be achieved, environment, organization culture and also has to

ensure that his employees are comfortable with the organization. Employee engagement occurs when the goals of the organization are aligned with the goals of the employee. Earlier employees were interested only in the task given to them and not in the business. As the competition grew the employers learnt that it was essential to engage the employees and make them feel as the integral part of the business to increase their growth. In 2017, as per the Gallup's State of the Global Workplace report, it was found that only 15% of the employees around the world are engaged in their job, meaning that they are emotionally interested in the job i.e. they are contributing their time, talent and ideas for the organization's growth. The main aim of engagement is to achieve the ultimate goal of organization i.e. customer satisfaction. If the employees find their job interesting and are engaged in it they achieve the ultimate goal i.e. customer satisfaction.

a. Strategies

In order to engage the employees the Organization or employer may follow the following strategies:

- **Transparency:** Transparency is sharing of information among all in the organization. It helps openness between the employer and employee. It is nothing but an idea to break down the barriers, encourage creativity and collaboration among employees. The employees may be asked to be transparent in the work place by sharing the feedback or suggestions about their employers, peer groups etc.
- **Empowerment:** Empowerment is where the employees are given authority to make decisions regarding training, hiring, pay scales, priorities, schedules etc. In simple terms it means giving employees authority to make or take decisions regarding their job. Authority is given to the employee to make him feel that he is given importance in the organization. When an employee is empowered he will be loyal to the organization, will be motivated to work more, will perform well which ultimately benefits both the employer as well as the employee
- **Purpose:** The purpose of employee engagement is to make the employees committed to their job. Employees feel engaged when they are able to understand the true nature of the job or work given to them, when they feel comfortable with the organizational culture and when they are given proper guidance. Apart from the pay benefits they receive, the employees expect all these to keep themselves committed and engaged in the job.

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Application of Goods and Services Tax (GST) in India (With Reference to Perception of Consumer in Chennai City)

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Abstract: *The main objective of taxation is to raise revenue for the State. It is an effective tool to achieve higher level of economic development. In India, presentation of Value Added Tax (VAT) at the Central and the State level has been viewed as a noteworthy advance of roundabout duty changes. If the VAT is a major improvement at the national level and the business charge framework at the State level, at that point the Goods and Services charge (GST) is an extra significant towards an indirect tax reforms for India. Under the GST regime, there is no difference is made between goods and services for levying of tax. It draw in a similar pace of assessment. This investigation, unmistakably display the mindfulness level of buyers towards GST and its utilization and advantage.*

Keywords : VAT, Economic Development, GST regime, Awareness, Usage and Benefit.

I. INTRODUCTION

The Government of India, implemented GST on 1st July 2017 to overcome the problems of existing tax system like multiplicity of central and state indirect taxes, absence of comprehensive input tax system, cascading of tax by levy of VAT on Excise duty, Service Tax. Lack of integration between Goods and Services Tax narrow tax base, Multiple Registration, different points of taxation, lack of uniformity and dilemma between Goods and Services, the government of India realised the need to adopt the principle of the nation one duty to supplant all roundabout expenses required on Goods and Services by State and Central. It is a memorable assessment change on aberrant duties since autonomy. The primary motivation behind acquaintance of GST with bring into overlay a uniform structure. GST (Goods and Services Tax) is otherwise called Harmonized Sales Tax or VAT or General Sales Tax. GST is a proposed duty on worth expansion of provisions of merchandise and enterprises. The principle goals of the proposed assessment is to diminish the falling impact without breaking the chain of credit. GST in India have tax collection control both by the Central and the State to require charge on the Goods and Services. Just about

150 nations have presented GST in some structure or other. Nations like Singapore and New Zealand have presented at a solitary rate, while Indonesia has five positive rate, a zero rate and 30 classifications of exclusion and in China, GST applies just to the merchandise and of fixes, substitution and handling.

A. History of GST in India

The introduction of One GST to promote a common market in India which has been attempted since the union budget 2006-2007. A bill was amended in order to introduce GST in 2011; but due to lack of unity and harmony of the political scenario, the bill could not be taxed. During 2011, the bill was introduced with amendments act as to;

- Petroleum and Alcohol
- Introduction of the additional 1% levy on Inter-State supplies
- With a Guarantee that States would be reimbursed for any losses due to implementation of GST.

Later in December 2014, the Government tabled introduced another bill with necessary amendments on the provisions of the constitution. Finally, the GST Act was promulgated effective from 1st July 2017 throughout India, taking into consideration the various demands.

B. GST – Worldwide

France was the primary nation to present GST in 1954. All inclusive, there are 150 nations are in the game of GST consistency. Be that as it may, Brazil and Canada pursue a double framework. GST paces of couple of nations are given beneath: (T.S. Reddy and Y. Hari Prasad Reddy)

Country	Rates of GST
Australia	10%
France	19.6%
Canada	5%
Germany	19%
Japan	5%
Singapore	7%
New Zealand	15%

C. Administration of GST

In India, there are two components of GST to be specific, Center GST (CGST) and State GST (SGST). Both Center

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THE RISE OF CONSUMERISM TOWARDS MARKETING OF ORGANIC FAST-MOVING CONSUMER GOODS

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ABSTRACT

The marketing of organic Fast-Moving Consumer Goods is concentrating on providing environmentally friendly products and services to the consumers. The purchasing power of the consumers towards organic FMCG's is influenced by changing their lifestyle behaviour. In order to meet the necessities of the consumers, new organic products are very often introduced in the market by the traders. There are so many factors that are influencing the buyers on organic FMCG namely Eco-friendly, branding, availability, quality, price and health consciousness are playing a major portion in determining the purchase intention of the buyers. Hence it is necessary to analyse the factors and their influence on the demographic profile of the consumers. While consuming the products, the problems such as non-availability, quality issues, premium prices, etc. will arise from the consumer point of view which have to be addressed. The satisfaction level of the consumers can be measured in order to know the cognizance of the consumers towards their further purchases and retention which is the essential requirement of the marketers in positioning the organic FMCG's. This paper focuses on the factors influencing, problems faced and satisfaction level of consumers on buying organic FMCG's.

KEYWORDS: FMCG (Fast Moving Consumer Goods), Organic Products, Consumerism, Purchase Intention, Customer Satisfaction & Customer Retention

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INTRODUCTION

In the present scenario, consumers are converting their regular consumption to eco-friendly consumption. Consumer of today are updated themselves with market and shows greater concerned on environmental issues, features of products, conservative to society, fulfilling their desired for the product, expecting good quality of the product and care for their kith and keen. Green Consumerism leads to protect consumer life style from adopting inappropriate product, unsafe and non-eco-friendly products through protecting the nature.

Organic consumerism shall be influenced by the core responsibility of consumers and marketers at global level and their related issues to global warming such as protecting environmental degradation, sustaining biodiversity, protecting greenhouse effect etc. all these this protocol can be realized through developing knowledge on environments issues.

A study makes an attempt to bring out opinion of the consumers on organic FMCG product and their satisfaction level. Products like personal care, Health care and beauty care which come under FMCG are penetrating the present consumer more reliable on green and nature products. Those green products are Eco-friendly and

ROLE OF SELF-IMPORTANCE ON SOCIAL MEDIA USAGE ATTITUDE AMONG YOUTH

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ABSTRACT

The study is an endeavor to scrutinize empirically the upshot vanity trait of respondents on their facebook usage attitude. The study was conducted on a sample of One hundred and sixty eight (168) respondents residing in Chennai city using non-probability convenience sampling method. Multivariate ANOVA was applied to answer research questions and it was found that the effect of vanity is significant for social media usage at personal and social levels not for academic learning usage.

KEYWORDS: Social Media, Attitude, Self Importance & ANOVA

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INTRODUCTION

In India, internet users are rapidly increasing with the help of mobile phone companies and technical advancements day to day and the result was a tremendous growth in the current competition. Social media applications are playing a vital role in the recent trend to enlarge the friendship circle with other country. India has become one of the largest user bases for social media and it is going to increase both in quantum and commitment levels. All these clearly highlight that the India has become one of the emerging markets for social media. Every technical advancements and applications come with its own pros and cons and social media is no exception to it. In this study, youth's outlook towards social media usage become an interesting and must do kind. Hence, the present study discovers the result of self importance of respondents on their social media usage manner.

REVIEW OF LITERATURE

Netemeyer (1995) defined physical importance as an excessive concern for, and or a positive view of one's physical appearance. Self importance consists of two components concern for and positive view of one's physical appearance.

Durvasula & Lysonski 2001 mentioned that self-importance refers to a person's concern with and the perception of social achievements and physical appearances.

M. Patricia Odell, O. Kathleen, D and Michael 2004 in their study carried out on the gender differences in usage of social media in colleges and hence this study explored that male have the favorable usage of internet towards social media sites like face book than the Female.

EMPLOYEE RETENTION STRATEGIES IN FOOD PROCESSING INDUSTRY

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ABSTRACT

Organisations invest lot of time and money in recruiting and hiring the right talent. Employee Retention is an essential and ongoing effort. One of the most important challenges is placing the managers accordingly, understanding it's their responsibility to associate in a working environment with their colleagues. Staff needs reinforcement, direction and recognition to grow and remain satisfied in their positions. Managers should acknowledge this and their objective is to support, nurture and motivate their employees. This study states the need for employee retention, methods and benefits of employee retention in the food processing industry.

KEYWORDS: Employee Retention, Food Processing Industry, Organisation & Managers

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INTRODUCTION

Food Processing Industry's contribution to the Indian economic growth is extensive. This industry is called a 'Sunrise Sector'. Some of the key players in India's food processing industry are Glaxo-SmithKline (GSK), Mapro Foods, Dabur, Parle, Nestlé, Frito-Lay, and Haldiram. When an employee leaves the organisation, it cost the company's time, money, and other resources. Understanding the need and making an effort to retain the employees is the current essential part of the business today.

LITERATURE REVIEW

- Pemberton-Jones 2015, in his article Importance of Developing Strategies for Employee Retention suggested that it is mandatory to follow the four strategies for retention of employees. The primary aspect is effective communication; secondly workforce diversity, third being hiring of skilled worker and training and development plan to employees.
- Sinha and Sinha, 2012, Factors affecting employee retention: A comparative analysis of two organizations from heavy engineering industry, studies estimate that making existing employee stay costs less than hiring new employees.
- Kaliprasad (2006), the human factor I: attracting, retaining, and motivating capable people. Cost Engineering pointed out that an organizations ability to retain its employees completely depends upon its ability to manage them.

BUSINESS TRANSFORMATION IN BANKING SECTOR THROUGH EMPLOYEE ENGAGEMENT IN THE COMPETITIVE BUSINESS ENVIRONMENT - AN INVESTIGATION INTO INFLUENCING FACTORS

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ABSTRACT

In this present economic world, Employee Engagement has become a highly contributing factor in human resource management. Employee engagement is not only important but has also become a difficult task over recent years. Most of the organizations have given proper place to employee engagement and it is a key variable for competitive advantage and this will improve the organizations performance. Many organizations keep their employees engaged and this will increase their dedication and responsibility in their job. Employee engagement is dependent on various independent factors. These factors are work environment, culture, leadership, communication, training and development, job security, personal development, rewards and recognition and work-life balance. Employee engagement in banking sector has great attention because the employees in this sector are relatively very high. The purpose of the study is to find the factors influencing the employee engagement in the banking sector.

KEYWORDS: *Employee Engagement, Work Environment, Personal Development, Rewards and Recognition & Banking Sector*

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ASSESSMENT OF RISK IN LOGISTIC AND SUPPLY CHAIN MANAGEMENT WITH REFERENCE TO MILITARY AFFAIRS

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Abstract

Risk is an unavoidable component in all functions of organizations, government, military affairs and also at individual level. The stable functions of all the above are determined by various factors in which the most important factor is the supply chain management. National security and military affairs are directly influenced by military logistics management for its successful outcome. Hence, this paper attempt to highlight the importance of Risk Management in Military logistic which is a component of supply chain management.

I. INTRODUCTION

Definition of Risk

Risk is the possibility happening of uncertain event which may cause losing of some values of important. Uncertainty is a potential, unpredictable, and uncontrollable outcome. Risk implies future uncertainty about deviation from expected earnings or expected outcome. Risk measures the level of uncertainty that an investor is willing to take to realize a gain from an investment.

Meaning of Risk Management

Risk management is the process of identifying, assessing and controlling threats to an organization's capital and earnings. These threats, or risks, could stem from a wide variety of sources, including financial uncertainty, legal liabilities, strategic management errors, accidents, natural disasters and even terrorist attacks. Information Technology (IT) security threats and data-related risks, and the strategies for risk management to alleviate them, have become a top priority for digitalized companies.

As a result, a risk management plan includes companies' processes for identifying and controlling threats to its digital assets, proprietary corporate data, a customer's personally identifiable information and intellectual property. Risk management is the identification, evaluation, and prioritization of risks followed by coordinated and economical application of resources to minimize, monitor, and control the probability or impact of unfortunate events or to maximize the realization of opportunities.

CONSUMER PREFERENCE TOWARDS MAGGI NOODLES AFTERMATH OF REENTRY

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ABSTRACT

Maggi Noodles was launched in 1983 and it had a smooth journey. A brand called Maggi Two- minute Noodles, emerged for the past three decades in India and attracted all age group especially the children washed out from the market in the month of June 2015 due to severe examine and steps taken by the National Food Safety regulator. The sale of Maggi Noodles was completely banned and the product was withdrawn from the market. In May 2015, the share of Noodles market in India is 80%. It went down to nil sales within a month. Regaining consumer confidence is not easy once consumers have an adverse opinion. One of the strategies adopted by Nestle was that it accepted its mistake that there was a problem with some of the contents in the food product packs and withdrew the entire product. Acknowledgement is the best way out to regain its market again in India. Nestle India brought back its Maggi Noodles five months after it was banned, over allegations that it was dangerously contaminated. This study is undertaken to know the preference of consumers in purchasing Maggi after the re-entry of Maggi Noodles in the market.

KEYWORDS: Food Safety, Allegations, Regain, Acknowledgement & Market

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INTRODUCTION

Mostly, Women are employed in the present scenario and naturally they prefer ready to eat food items like ready to make chaat items, prepacked chappathi and instant noodles etc.

It is a popular brand that needs no special introduction. Instant noodles is easily and quickly prepared, fulfils hunger at a nominal price, easily available at all places has created a change in the minds of younger generation that it is most suitable for the current living style.

According to market researches and surveys children became the biggest customer of Maggi noodles as a result they came up with various sales promotional tools targeting the children by introducing noodle packets along with small gifts which made wonders in marketing of Maggi.

Maggi gave a beginning for noodles culture in India during the period 1983 against our conservative pattern of eating habits and managed to enter the Indian household as a quick meal which is easy to prepare. Today mostly Indian Kitchens are shelved with instant noodles which can be prepared quickly.

Maggi instant noodles are very popular in Bangladesh, Pakistan, Singapore, Malaysia, Australia, New Zealand, and India. In India Maggi held 80% market share prior to a nationwide ban by the Food Safety and Standards Authority of India.

An instant noodle is very popular among the youth of India. One of the best brand which holds the highest market share for several decades is MAGGI NOODLES and consuming it has become a routine habit in fast life

An Empirical Study On Relationship Between Causes And Effects Of Employee Turnover In Indian Manufacturing Industry (A Study With Special Reference To Chennai City In Tamilnadu)

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ABSTRACT

Employees are the main pillars and the most valuable asset for any type of organizations. The main purpose of the study is to know the wakefulness, level of understanding of causes and effects of employee turnover in the manufacturing industry. Further, this paper also analyses the factors which influence the level of understanding of causes and effects of employee turnover among the employees. To achieve this objective were framed and the study found factors influence that causes and effects of employee turnover, such as poor management, low pay, lack of training and recognition, poor supervision, job security and work life balance etc.,

Keywords: Employee Turnover, Employee Retention, Employee satisfaction, Management policies.

INTRODUCTION

In the present occupation condition, Organizations are endeavoring to keep up their very talented employees and to urge them to enhance their capacities. Companies are constantly worried about losing their accomplished human capital due to the money related and operational ramifications that turnover conveys to them. The absence of maintenance capacity in an association has prompted the loss of gifted and experienced employees. Each association wished to have high efficiency, less turnovers and to be productive. Overseeing turnover effectively is an unquestionable requirement to accomplish the objectives. The most abnormal amount of turnover ordinarily found in private parts than open segments. Employee turnover in association is one of the primary issues that widely influence the general execution of an association. The most elevated rates are discovered where joblessness rate is lower and where it is simple for individuals to get elective work. Once in a while representative turnover benefits association emphatically. This may happen when a poor entertainer is supplanted by a more gifted representative and when a resigned employee supplanted by a more youthful one.

Starting 1990s, the Indian business condition has experienced striking changes. Most associations saw the nearness of a long serving gathering of employees

as a sign of inward effectiveness. Be that as it may, with monetary progression opening up new vocation

limits for experts in many ventures, and in this way immensely upgrading their estimates for portability starting with one association then onto the next. Indeed, even in the exceedingly created modern countries, the rate of representative turnover is high.

There are a few causes that lead the employees to leave the association and move to the contender and there are likewise different systems that ought to be received by business to hold the representatives from setting off to the contender. The Organization should likewise endeavor to comprehend the requirement for employee as it is at least for the advantage of all.

EMPLOYEE

Employees are the main pillars and the most valuable asset for any type of organizations. It can define as „an individual who performs certain tasks and duties for the accomplishment of organizational goals and against his services he must get some monetary reward in the shape of predefined monthly salary”. Employees are the biggest investment of a firm and bring the greatest reward. Employees are viewed as assets to be managed rather than an element to gain revenue. Management has to lead a different group of employees in order to get high quality production. They are the people who have the function and ability to organize and manage the outcome of one certain assignment. If an employee is totally dedicated towards its organization he would tend to perform better than those who are disengaged. Employees in the manufacturing sector have great importance in the

An Economic Analysis on Financial Accessibility of Home-Based Workers in Informal Sector with Reference to Chennai City

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ABSTRACT

Informal sector is playing a key role in economic development through creating employment and income. Over 93 percent of employment in India is informal in nature and workers are not provided any social security benefits. Home-based workers are one of the economic activities in informal sector. The home-based work is one of the important works in informal sector. The home-based informal worker performs the work in his or her home premises rather than the employer destination. The home-based workers normally will get the job from employer or enterprises or through the contractor. In most of the situations, the employer or the contractors will provide the raw materials to complete the task. The remuneration will be paid on the basis of the product is produced or piece rated. Research was conducted through survey method and 100 samples respondents are surveyed. Convenience sampling method was adopted to collect the data from sample respondents. The Chennai city is selected for study purpose, because of city is providing a large chunk of self-employment opportunity to the poor, uneducated and migrants. The data collected from skilled and semi-skill home-based workers in the study area. It is found from the present analysis that the self-employed home-based workers are earning meager amount of income. It is also found that the average income of home-based workers are recorded as rupees 7100 per month. (Minimum was 5000 and maximum was rupees 9500). Their average loan amount of home-based workers from unorganized local money lenders was registered as rupees 24130. On the whole, the present study analyses the poor socio-economic conditions of the self-employed home-based workers in Chennai city. The poor economic condition was happened due to low level of income and investment. The low level of income and investment caused because of non-availability of proper formal institutional credits for them. So if they get formal credits from bank and non-banking financial institutions, they could able to increase their income level and also contribute to society by generating new employment opportunities to the unemployed people in the study area.

INTRODUCTION

Informal sector is playing a key role in economic development through creating employment and income. Over 93 percent of employment in India is informal in nature and workers are not provided any social security benefits. Home-based workers are one of the economic activities in informal sector. These workers economic activities are mainly based on skilled and semi-skilled works such as tailoring, pickle making, printing, packing, match box making and snacks making. Under the home-based workers, most of them are working as piece rate workers either by direct employers or through contractors. They are facing many problems such as low level of wages, poor working condition, poor living condition, occupational health issues and lack of financial accessibility to start the home-based work on their own.

THE CONCEPT OF HOME-BASED WORKERS

The home-based work is one of the important works in informal sector. The home-based informal worker performs the work in his or her home premises rather than the employer destination. The home-based workers normally will get the job from employer or enterprises or through the contractor. In most of the situations, the employer or the contractors will provide the raw materials to complete the task. The remuneration will be paid on the basis of the product is produced or piece rated. If the home-based work is taken by the worker on his own, then they will be termed as own account workers or self-employed home-based workers. They will invest certain amount and sell their product produced at the market place directly or to the shops.

Occupational pattern of Chennai district of Tamil Nadu: An analysis of regional inequality

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Abstract

Objectives: The study is to analyse the relative economy structure of North Chennai in comparison to South Chennai in Tamil Nadu, India with respect to occupational characteristics. Therefore, the main aim of the study is to analyse the regional inequality in the occupational pattern of Chennai district and also to find out the occupational status of social groups in Chennai district.

Methods/Analysis: The study is based on secondary data sources by using the Primary Census Abstract for Chennai District of Tamil Nadu for the periods 1991, 2001 and 2011. The present investigation for proper comparison the occupational pattern of Chennai district grouped into three regions such as North, Central and South Chennai. For this purpose, Decomposition of the Gini Index is used to measure the occupational inequality between North region and South Region and also used the Sopher's Disparity Index to measure the occupational disparity between SCs and Non-SCs.

Findings: The study found that the rate of work participation of marginal workers, manufacturing and procession in the household industry was continuously high among the north region of Chennai as compared to other regions of Chennai district. It is revealed that there is a regional inequality between the North Chennai and South Chennai district in getting access to employment in tertiary and service sector occupation. This study also found that the majority of North Chennai people are engaged in the marginal occupation. Obviously, many of them belong to Scheduled caste with socially and educationally deprived.

Novelty/Improvement: The study suggests that the Government had initiated many programmes like skill training programs for the semi-skilled or unskilled labourers but it should be percolated among different social groups especially scheduled caste people in North Chennai. The study also suggested that the Government should give special skills training and employment for SCs through the Scheduled Caste Sub Plan (SCSP) to improve their social and economic status.

Keywords: Occupational Pattern, Occupational Inequality, Regional and Social Disparity

1. Introduction

The growth of the regional economy is closely related to economic, social, and demographic change. It proceeds in response to shifts in production and employment structures; spatial organization of enterprise; in consumption standards; educational attainment; and social prospects and aspirations. The Government of India has stressed in its vision programme on employment generation that at least 2% per annum has to be compatible with the 9% growth in the Indian economy. The aim of the 11th Five Year Plan is 'more inclusive growth' by reducing the inequality between the regions as well as social groups in India. The gains of economic growth have been significantly narrowed the inequality between regions, still, these inequalities have continued to grow in developed areas [1] also been emphasized that regional inequality was increased in developing as well as in developed countries by the dissimilarity process of urbanization and industrialization across the regions [2]. Acceptance of this fact that there is a lack of uniformity in distributing the socio-economic factors like education, health facilities, employment opportunities and income growth at the regional level. The state of Tamil Nadu has faster urbanization and industrialization in India since the inception of Globalization, it is shown that nearly half of the population who are living in urban areas of Tamil Nadu. Chennai is one of the great metropolitan cities in India and the capital of Tamil Nadu. It is a fully urbanized district among the 32 districts of Tamil Nadu.

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Fascinating Journey of Women Empowerment in India: With Special Reference to National Movement

K Murugan* and K Jothi Sivagnanam**

In Indian society, man and woman are considered as two wheels of life, though woman has to play a multi-faceted role in the form of mother, wife, sister and a source of inspiration. Mahatma Gandhi said that woman is the companion of man, gifted with equal mental capacities. She has the right to participate in every detail in the activities of man. She has an equal right of freedom and liberty with him. She is entitled to a supreme place in her own sphere of activity as man is in his. This ought to be the natural condition of things and not as a result only of learning to read and write. By sheer force of a vicious custom, even the most ignorant and worthless men have been enjoying superiority over women, which they do not deserve and ought not to have. Many of our movements failed to achieve success because of the condition of our women. The position of women in a society is the true index of its cultural and spiritual attainments. In the Vedic age, women enjoyed a high position in Indian society.

They had full freedom for spiritual progress and intellectual development. The Aryans who were engaged in the arduous task of political expansion desired cooperation of their women in every walk of life. Though it is said that women enjoyed higher status, there is a scope to evaluate it whether they had authority and freedom to that extent the men had at the time.

We find references in Vedic literature to a ritual recommended for ensuring the birth of a scholarly daughter. Daughters like sons were initiated into Vedic studies and had to lead a life devoted to learning, self-control and discipline. Many women rose to become Vedic Scholars, debater's poets and teachers. Some remained unmarried for a life-long pursuit of knowledge and were known as *Bramanavadinis*. In Mahabharata, women have been praised as light of the house, mothers of the house, mothers of the Universe and supporters of the earth and its forests. During the Vedic and post-Vedic period also, women actively took part in the intellectual and social life of the country. The Barhut sculptures represent skilful horsewomen in the army.


Status of Women in Ancient Period

Patanjali mentions the spear bearers (*Saktikirs*) and Megasthenes speaks of Chandragupta's bodyguard of Amazonian women. Kautilya mentions women archers. Boys and girls were educated together in the houses as well as in the forest Universities of India. Atreyi studied under Valmiki along with Lava and Kusa, the sons of Rama. The status

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Impact of Hybrid Rice Cultivation on Farmers' Livelihood in Tamil Nadu

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K. Jothi Sivagnanam¹

K. Murugan²

Abstract

This study explores new varieties of Hybrid rice and its impact on overall production and productivity in Tamil Nadu. The data for this study have been collected from two districts, namely Nagapattinam and Tiruvarur of Tamil Nadu. These districts are harvesting relatively higher concentration of hybrid rice within the group of National Food Security Mission districts in Tamil Nadu. In each of the districts of Nagapattinam and Tiruvarur, two representative blocks, namely, Kuttalam and Mayiladuthurai and Needamangalam and Valangaiman were taken, respectively, and within each block two villages were selected.

After introduction of hybrid rice technology since 1994, there has been slow development in that technology in Tamil Nadu, mainly because of the unawareness of the benefits of the hybrid rice, and the farmers mainly use the high yielding variety (HYVs) because of cost-effectiveness. Even after two decades, the hybrid rice technology did not spread all over Tamil Nadu due to lukewarm policies of the government, unfamiliarity with the technology and high cost of cultivation and shortage of labour force. Therefore, the farmers did not shift their cropping pattern from HYVs into hybrid rice technology.

Keywords

Hybrid rice cultivation, HYV rice growers, productivity, Tamil Nadu

The article is based on the research study conducted in Agro Economic Research Centre, University of Madras, Chennai; the study was undertaken at the request of the Ministry of Agriculture, Government of India. I take this opportunity to thank Dr V. Loganathan for going through the draft.

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Public Expenditure and Economic Development of Indian States: A Panel Data Analysis

K Murugan¹

K Jothi Sivagnanam²

Abstract

Public expenditure plays a crucial role in the process of economic development of a vast country like India. It also leads to the growth of progress, efficiency, equity and stability. It plays a vital role in the allocation of resources by providing various public goods and merit goods. Developed countries like India are known for sharp inequalities and backwardness due to illiteracy, poverty and poor health care. The objective of the paper is to examine the impact of public expenditure on economic development of selected significant states in India during 1990-2010. The article is based on calculating the association between federal spending and economic growth and the relative significance of the revenue and capital expenditure, for which panel data regression model has been used. The panel data sets consist of time acute data over the twenty years. The paper concludes that capital expenditure influences the growth rate of middle income and low-income states, but the co-efficient is comparatively lesser than that of revenue expenditure.

Keywords: Co-efficient, Economic Development, GSDP, Public Expenditure

Introduction

Public expenditure plays a crucial role in the process of economic development of developed and more particularly, developing countries like India. It is by expanding economic infrastructures such as roads, power, food, shelter, health, education, employment opportunity, transport and other sectoral development. Further, it raises the standard of living of the people and promotes social, economic and human development.

Public expenditure also leads to growth and development, efficiency, equity and stability. On the efficiency front, public spending plays a vital role in the allocation of resources by providing various public goods and merit goods. It addresses externalities by regulating markets to engage in competition. Federal spending

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Research Article

An Estimation of Soil Health Status and Recommended Doses of Fertilizers in Tamil Nadu

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Farmers in Tamil Nadu are concerned with the increased production through fertilizer and hardly concerned with the soil health. They are familiar with the advantages of soil testing but have the problem of travelling long distances for getting their soil tested. Other than the charges for soil testing they have to incur large expenses in travelling and this is a big deterrence. Many farmers are also not familiar with the technique of soil sampling and do not know as to whom they should consult in this regard.

Key Words: Fertilizers, Recommended Doses, Farmer's Livelihood, Soil Testing, Soil Fertility/Health, NPK Balanced Fertilizer, Nitrogen, Phosphorus, Potassium, Sulphur.

INTRODUCTION

Fertilizers are one of the major inputs of agriculture to increase crop production. In India, fertilizer consumption had increased over four decades. There is an increase in demand for food and this, in turn, increases the demand for fertilizers. The increase in food production is due to the use of proper inputs like fertilizers, quality seeds and pesticides. The fertilizer consumption in India increased from 65.6 thousand metric tons in 1950-51 to 26,593.4 MT in 2017-18. The factors responsible for this increase in fertilizers were: (1) rapid expansion of irrigation, (2) introduction of HYV seeds, (3) introduction of Retention Price Scheme, distribution of fertilizers to farmers at an affordable price, (4) expansion of dealers network, (5) improvement in fertilizer availability and (6) virtually no change in farm gate fertilizer (Department of Agriculture and Cooperation, Government of India, 2018). However, fertilizer use in India has many problems. Firstly, it is imbalanced in terms of NPK. Secondly, there is a wide variation in the amount of fertilizer in different states:

Punjab (250.2 kg/ha.), Bihar (212.2 kg/ha.), Haryana (207.6 kg/ha.), Andhra Pradesh (189.3 kg/ha.), Uttar Pradesh (183.2 kg/ha.), Tamil Nadu (164.6 kg/ha.), West Bengal (163.2 kg/ha.), Jharkhand (158.2 kg/ha.), Uttarakhand (130.4 kg/ha.) Arunachal Pradesh (2.05 kg/ha.), Nagaland (4.8 kg/ha.), Mizoram (13.2 kg/ha.) and Meghalaya (14.4 kg/ha.) DOA-In, 2012-13).

In Tamil Nadu, the average consumption of fertilizer is 197 kg/ha. Out of that, Nitrogen consumption is 109 kg/ha. Phosphate consumption is 54 kg/ha and Potash consumption is 34 kg/ha. as per the projected value (DOA-TN, 2015). As regards NPK use pattern, Thanjavur, Nagapattinam, Villupuram, Tiruchirapalli and Tirunelveli districts have the highest consumption of Nitrogen fertilizer, Cuddalore, Thanjavur, Villupuram, Tiruchirapalli and Dindigul districts have the highest level of consumption of phosphate fertilizers and Tirunelveli, Villupuram, Tiruchirapalli and Salem are the highest consumption districts of potash fertilizers. The major reason for the higher consumption of NPK fertilizers among different districts of Tamil Nadu is soil fertility conditions. Nutrient deficiency is a major problem in the agricultural sector.

Chauhan and Misra (1989) pointed out that application of nitrogenous fertilizers is a key factor in the overall fertilizer programme of India as there is widespread nitrogen deficiency in soils in India and adequate nitrogen fertilizer is the key for HYV rice and wheat. Dey et al (2017)

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Determinants of Public Expenditure in Southern States of India: Panel Data Analysis

K. Murugan

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ABSTRACT

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The success of public expenditure depends on the government's efforts to ensure the effectiveness of the public expenditure with appropriate composition, but the major states in India failed to pay adequate attention. The objectives are the growth and trend of public expenditure in Southern States and to study the determinants of the growth of Public expenditure from 1990- 91 to 2013- 2014. In order to test trends in the revenue expenditure the tools namely panel testing have been applied for estimating the responsiveness of government expenditure to State Gross State Domestic Product (GSDP). The paper is divided into six sections. The first section is introductory in nature and the second discusses the various theoretical developments of public expenditure. Third section deals with objectives of the paper, fourth section deals with methodology. The fifth one provides the results and discussion, especially illustration of public expenditure, growth and composition public expenditure of southern states and lastly conclusions.

Keywords

Public expenditure; State finance; Economic growth; State gross state domestic product

Analysis of Growth Trends in Oil Palm in Tamil Nadu

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Abstract: Oil palm is one of the important commercial crop and the study was conducted to analyse the growth trends in oil palm in Tamil Nadu. The area under oil palm cultivation has been stagnant for the past decade (2005-06 to 2015-16) in Tamil Nadu and there is slow progress in area under oil palm cultivation. The area under NMOOP increased from 1106 ha during 2014-15 to 1348 ha during 2015-16. The productivity of palm oil increased from 4697 kg/ha¹ during 2011-12 to 7810 kg/ha¹ during 2015-16. The productivity of the oil increased to 40 percent over the five years. The area expansion under the scheme increased from four districts during 1993-94 to 25 districts during 2015-16. Villupuram is the leading district, followed by Cuddalore, Vellore and Thanjavur. It implies that the increase in the area expansion was because of the subsidies provided by the government and private companies which worked intensively in the area. On the other hand, Sivagangai, Thiruvallore, Krishnagiri, Pudukottai and Virudhunagar districts have lowest area under oil palm in Tamil Nadu during 2015-16.

1. Introduction

In India, the share of oil palm in the global consumption increased from 13 percent during 2007 to 15 percent during 2012. The growth trend is significant. Nearly 90 percent is imported from foreign countries. It is used for domestic food consumption. Palm oil is main among the vegetable oils. The change in consumption pattern, availability, pricing and policy changes of imports is the main determining factor for the economy. The oil is consumed in the country in refined form in the food industry (World Wide Report, 2013). During 2013, India imported 83, 42,285 million tonnes of palm oil. The total demand for edible vegetable oils is 17.5 million metric tonnes in 2012-13. It is estimated to increase at the rate of 3 to 4 percent per annum to 26.78 million metric tonnes in 2025 (The Solvent Extractors Association of India, 2013). We are mainly depending upon the imports of edible and palm oil to meet domestic demand. Andhra Pradesh is leading in contribution of palm oil production in India. It accounts for 86 percent and Kerala, Karnataka contributes 10 percent, 2 percent, respectively. Some of the States such as Orissa, Tamil Nadu, Goa and Gujarat also contribute at a meagre level (Chadhar, 2006).

The Department of Agriculture, Government of Tamil Nadu introduced oil palm crop as alternative crop during 1993-94. The interested farmers got involved in the oil palm cultivation. The farmers were seeking profits from the alternative crops. In Tamil Nadu, the plantation process started in Thanjavur district during 1997. Large size of plantations of oil palm was done at Aduthurai and Sirugamani Research Station of the Tamil Nadu Agricultural University. The Government of Tamil Nadu has identified 10 districts as potential for commercial cultivation of oil palm. Tamil Nadu Government has contracted with companies such as Ruchi Soya Industries (Chennai), Foods and Fats (Hyderabad), Vaidehi Properties (Kolkata), Godrej Agrovet (Mumbai) and Cauvery Oil Palm (Trichy). These companies were establishing the contract farming with the farmers for cultivation of oil palm. The cultivation of oil palm under this scheme was 45,000 ha up to 12th Five Year Plan Period (Seasonal Crop Reports, 2017, Department of Economics and Statistics, Government of Tamil Nadu).

The distribution of planting material is one of the subsidies provided by the Government. The Govt. of Tamil Nadu is providing 85 percent subsidy for cultivating the oil palm. In terms of rupees it is Rs.10, 000 per ha. During the first year, the government is providing 50 percent (Rs. 6000/ha) subsidy for assistance of cost of cultivation during gestation period. During second year, they also provide maintenance cost at 50 percent (Rs. 3500/ha). Under the scheme, the farmers are providing 50 percent subsidy for irrigation uses. And they are get Rs. 15,000/ha at maximum. The farmers are provided with 50 percent subsidy for diesel or electric pump set for drip irrigation with 10 HP. They are get maximum at Rs. 10, 000 per pump set. They are provided with 50 percent subsidy for inter-cropping inputs in oil palm fields with a maximum of Rs.10, 000/ha.

The scheme is being implemented in districts such as Cuddalore, Villupuram, Vellore, Tiruchirapalli, Karur, Perambalur, Ariyalur, Thanjavur, Tiruvarur, Nagapattinam, Theni and Tirunelveli. During 2014-15, oil palm cultivation was taken up in an area of 398 hectares besides providing maintenance support for older plantations. Planting material for intercropping in oil palm fields was provided at subsidized cost. All these activities were carried out at a cost of Rs.1.62 crore. During the year 2015-16 the scheme was proposed to be implemented with the outlay of Rs.4.40 crore (Policy Note 2015-16, Government of Tamil Nadu). With these in view, the study was conducted to analyse the growth trends in oil palm in Tamil Nadu during 2016-17.

2. Material and Methods

The research study was conducted at Agro Economic Research Centre, University of Madras. The study is based on secondary sources in Government of Tamil Nadu. Data was obtained from Seasonal Crop Reports (Various Issues and Years), Government of Tamil Nadu and Directorate of Agriculture, Government of Tamil Nadu, Chennai relating to area, production and yield at state and district level in Tamil Nadu. The compound growth rates, simple percentage and triennium ending analysis were applied.

THE PUBLIC SPENDING ON NATIONAL FOOD SECURITY MISSION (NFSM) AND RICE PRODUCTION IN TAMIL NADU

K. Jothi Sivagnanam & K. Murugan

NFSM scheme is one of the flagship schemes for the development farmer's livelihood. The objective is to achieve self-sufficiency in foodgrains production to improve livelihood, particularly in rice, wheat and pulses. It is providing the modern machinery, farm management and pest management. The spending for NFSM had increased from Rs. 4,882.48 crores during the Eleventh FYP to Rs. 12,350 crores during the Twelfth FYP period. It is increased threefold. The scheme is implemented in 27 states including the northern-eastern and hill states.

The paper intends to analyze the trends in area, production, productivity of rice in the NFSM and non-NFSM districts in Tamil Nadu. The paper is divided into six sections. The first is introductory in nature; the second deals with review of literature. Third describes the growth trends of foodgrain production in India. Fourth section deals with rice production in Tamil Nadu and fifth section describes that government spending to the NFSM scheme in Tamil Nadu. Lastly provides concluding remarks and policy suggestions from the study.

1. Introduction

India has achieved self-sufficiency in foodgrains production for the past four decades. The foodgrains production had increased from 50.1 Million Tonnes in 1950-51 to 264.4 MT in 2013-14. This implies a nearly five times increase over a period of time. Out of that, rice, wheat and pulse production had very eminent position in the Indian agriculture. The vast majority of the Indian people consume rice and wheat. In this context, both the food items

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I would like to express heartfelt thank to Dr. V. Loganathan, Vice-President, Indian Economic Association, New Delhi and Former Professor in Tagore Chair, Department of Economics, University of Madras for going through the draft and high comments and discussions.

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Rini Maria D

Woza Albert! As an Intercultural Play of Liberation

An English language editor and research scholar in English literature.

Abstract

The language used by the blacks is very limited which shows their crippled position in not being able to express what they felt. At the same time, the play was largely written in English and with little use of their language, the authors have tried to put across their ideas mainly for the white audience. It can also be considered as an initiation of 'writing back' to the Empire. The setting resembles Beckettian style where only two people act with minimum props and stage lighting. In the stage direction, by acknowledging and transforming into the audience themselves, the authors have used the Metadramatic technique of breaking the fourth wall. Brecht's idea of the "Alienation Effect" will be explored. By way of using the Christ image, "Morena", the play brings in a perfect synthesis between the regional and universal elements. Every scene in the play is inevitably a satire on a political situation. Paulo Freire's concept of the oppressor-oppressed in "Pedagogy of the Oppressed", Derrida's "Racism's Last Word" and Marxist concept of "Religion as Alienation" will be used in analyzing the text in connection with the

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THE EFFECTS OF COLONIZATION, CHILDREN'S EDUCATION AND WOMEN IN NGUGI WA THIANG'O'S "WEEP NOT CHILD"

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Dr.C.VINODHINI

ABSTRACT

Ngugi Thiango's "Weep not Child" focuses on the post colonial effects, which has caused great damage to the native African tribal culture, and stresses the need for education to revamp the society. The novel prioritizes children's education, and emphasizes that education alone can bring a new dawn to the society, and the country. The women folk in this novel are portrayed as strong willed who worked hard for the betterment of their tribe. The present paper proposes to analyze Ngugi's diverse views on the effects of colonization, children's education and role of women in African society through his novel "Weep Not Child".

Key Words: Education, Colonization, Women and Mau Mau Rebellion.

I INTRODUCTION

Ngugi Wa Thiango is an eminent writer from East Africa. He has written many novels, plays, short stories, and he mainly concentrated on children's literature and criticism. Through his writings, he has portrayed the supremacy of the British colonist in Kenya. Ngugi was the first East African writer to publish his novel "Weep Not Child" in 1964. He wrote two other critically acclaimed novels "The River Between" and "Devil on the Cross". He was arrested without any enquiry for his first play "Ngaahika Ndeenda" which was performed by farmhands and workers. His Gikuyu novel "Caitani Muthuraba- ini" (Devil on the Cross) was written during his imprisonment in Kenya (1965). He used the toilet paper to write the novel in the prison. He had a great love for the native African tongue for he thinks that English has ruined the cultures that existed in Africa before colonization.

His novels were critically acclaimed in western nations and in Africa as well.

Ngugi was a student Uganda at Makerere University when he wrote this novel. The novel has two parts, the first part in concerned with the protagonist, Njoroge's education and the second part deals with the Mau Mau uprising and anti-colonial strife in Kenya.

II EFFECTS OF COLONIZATION

"Weep Not Child" precisely sketches the history of the Kikuyu tribe during the period of Kenyan independence. It speaks about the history of East African nations under colonial rule and the period of decolonization of his country and other African countries. Even today Kenya suffers inequalities in land ownership, inter-tribal conflicts due to history and legacy of colonization.

Ngugi's novel "Weep Not Child" gives a vivid picture of Mau Mau uprising in Kenya and the

A Comparative study of Classification techniques in data mining for distinctive Neurological disorders

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Abstract: Data Mining includes a set of techniques and methodologies directed to excision of data from the vast amount of database. Classification is the most important technique to classify several kinds of data used in day-to-day life in medical field. The early detection of the heterogeneous neurological disorders through its symptoms and treatment can be essential in increasing the life expectancy of the patient affected with a particular disease. The aim is to contemplate the prognosis of several disorders through its symptoms for the practitioners to detect and provide correct treatment in the primordial stage. According to this review, different methods for classification techniques such as Decision tree induction, Rule-Base method, Naive Bayes, Support Vector Machine have been briefly discussed.

Keywords: Decision Tree Induction, Rule-Base Method, Naïve Bayes, Support Vector Machine

I.INTRODUCTION

Data Mining is the method of finding out patterns from vast data sets. These patterns are used to make some effective decision for the development in Medical field. It is also referred as a Knowledge discovery process, Knowledge mining from data, Knowledge extraction or data pattern analysis. Data Mining is the multidisciplinary subfield of computer science and statistics with an inclusive objective to remove data from a dataset and transmit the data into possible patterns for future use. The massive importance is given in the medical field for using data mining to prognosis the neurological disorder in primordial stage, avoiding of hospital mistakes, and detection of fraudulent insurance claims. Early treatment helps patients to increase the span of years to live in this world.

EFFICIENT THYROID DISEASE PREDICTION AND COMPARATIVE STUDY USING MACHINE LEARNING ALGORITHMS

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Abstract

This research work mainly focused on the classification of more important features from the available raw medical dataset. It helps the physician to arrive at an accurate diagnosis of Thyroid among people. It is located in the human neck below the Adam's apple. The main objective of thyroid is to produce thyroid hormones. The produced hormones go through the bloodstream to all the other organs which help to control metabolism and growth development in both in adults and in children. The thyroid gland secretes hormones which controls a lot of things in the human body system like metabolize the food, use energy, and sleep patterns, temperature preferences, body weight balance and a lot more. In this research work to comparative thyroid disease diagnosis were performed by using Machine learning techniques that is Support Vector Machine (SVM), Multiple Linear Regression and Decision Trees. For this purpose, thyroid disease dataset gathered from the UCI machine learning database was used.

Keywords: Machine learning algorithms, Thyroid Disease, Support Vector Machine (SVM), Decision Trees

1. Introduction

Nowadays, thyroid disorders destruction the normal functioning of the thyroid gland which causes anomalous production of hormones leading to hyperthyroidism[1][3]. The occurrence of hypothyroidism in the developed world is estimated to be about 4- 5%. Hypothyroidism may cause high cholesterol levels, an increase in blood pressure, cardiovascular complications, decreased fertility, and depression if not properly treated.

The technology and information in medical sciences, the computer science professionals are capable of providing expert advisory system (EAS) [4][7]. To diagnose different kinds of diseases with high accuracy. The medical professionals are made to use these systems due to some developed errors during general diagnosis process [5]. Disease diagnosis operations using EAS are performed based on sets of disease symptoms. These systems are based on machine learning technique which helps the physician to minimize the costs and time in effective diagnoses.

This work is a hybrid architecture design furnished successfully using machine learning techniques. The purpose of this work is to bring the spotless and smart approach in identifying the thyroid disease in a human[9][10]. There are several mechanisms implemented on thyroid data sets which produced astonished outcomes, but the data considered for the thyroid disease diagnoses (TDD) is inconsistent, redundant and consists of missing attribute values as per my literature survey. The proposed work is to construct an expert advisory system of hybrid architecture, which is to determine the optimistic disease growth because of the thyroid gland. A string matching system (SMS) was at the outset developed, which can predict the actual TDD based on the knowledge available [12] [13].

Fuzzy Optimization of EPQ policies considering the holding cost of raw material and of owned warehouse by Yager's Ranking method

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Abstract:

The nature of this paper reports the Traditional Economic production quantity model focused on production process used the ordering cost that includes relevant cost during the pre-production process. In this paper, we discuss the inventory problem with fuzzy environment. The Yager's ranking method (1981) for fuzzy number is utilized to find the optimal inventory policies. Here we assume that the demand and the associated cost are taken as fuzzy numbers. A set of numerical data is employed to analyze the characteristic of proposed models.

Keywords:

Inventory, EPQ, Yager's ranking method, raw material

Introduction

[1] and [2] developed the Economic order quantity (EOQ) model and the Economic production quantity (EPQ) model for inventory management respectively. For convenience to mathematical analysis, the parameters ordering cost includes relevant costs during pre-production process, one of them is the holding cost of raw material. A supply chain consists of all stages involved not only suppliers and manufacturers, but also transports, warehouse, retailers and customers [3]. When suppliers provide raw material would affect many factors, such as climate change, shipping delays, and more, these would increase the total relevant cost. Therefore the price fluctuation of raw becomes an important issue. Park [11] discussed the EOQ model with fuzzy cost coefficients. Ishii and Konno [6], Petrovic et. al. [14], and Kao and Hsu [7] investigated the Newsboy inventory model with fuzzy cost coefficients and demands respectively. Roy and Maiti [13] developed a fuzzy EOQ model with a constraint of fuzzy storage capacity. Chang [4] constructed a fuzzy EOQ model with fuzzy defective rate and fuzzy demand. Yao and Chiang [16] compare the EOQ model with fuzzy demand and fuzzy holding cost in different solution methods. Kao and Hsu [8] find the lot size-reorder point model with fuzzy demand. Besides, there is another kind of studies which fuzzes the decision variables of inventory models. For example: Yao and Lee [18] developed the EOQ model with fuzzy ordering quantities; Chang and Yao [5] investigated the EOQ model with fuzzy order point; Wen-Kai K. Hsu and Jun-Wen Chen [14] studied Fuzzy EOQ model with stock out. Madhu & Deepa [10] developed an EOQ model for deteriorating items having exponential declining rate of demand under inflation & shortage. Kun-Jen Chung, Leopoldo Eduardo Cárdenas-Barrón [9] compare the complete solution procedure for the EOQ and EPQ inventory models with linear and fixed backorder costs. Recently W. Ritha et al. [17] fuzzified EOQ Model with one time discount offer allowing back.

In this paper we have taken the traditional annual total cost relevant cost from EOQ policies considering the holding cost of raw material and in owned warehouse. Here the decision variable is ordering quantity T . demand rate, associated cost are fuzzified using trapezoidal fuzzy numbers. The approach of this paper is to find the optimal order quantity and total cost from Yager's ranking method.

Performance Management – an Operative Instrument for Effective Decision Making

M. Kavitha, T. Punitha

Abstract: *In the global scenario, the focus of the organizations is revolving around performance management world-wide. Employees' performance management is the best way for any organization to ensure continued best performance of its employees thereby achieving their goals effectively. It is to be considered as an important role of HR manager that motivating employees to improve positive impact on organizational as well as individual performance. It can be integrated with talent management for compensation, succession planning and learning solution. Hence emphasis should be made to the key attributes of performance management such as Succession planning, Reward Management, Career management, Training & Development, Discipline & grievances and Counselling. After identifying the attributes, the measurement about performances will be made to help the management in administrative, informational and developmental decision making. This paper focuses on effective decision-making process through performance management as succession planning and reward management in administrative decisions, career management and training & development in informational decisions, Discipline & Grievances and Counselling in developmental decisions. These inputs will provide evidence-based decision making to improve the business as a whole.*

Keywords : *Performance Management, Succession Planning, Reward Management, Career Management, Training and Development, Counselling.*

I. INTRODUCTION

The main action of performance management system in the software industry is to solve the problems by making an effective decision. Decision making process covers the selection of Administrative decision making, informational decision making, and developmental decision making process. This course of action is taken to bring good results to the problems.

The decision making process comfort the management in higher level of making decision with the hand of some attributes, such as succession planning, Reward management, Training and development, Career management, discipline and grievance and counseling. This aspect of decision making is the back bone of each and every industry, other than this high weighted decision cannot be

performed by the management. (George R Terry) in his study he says that successful and effective decision making brings success to the organization on other side ineffective decision making is the selection of two or more possible alternatives.

II. NEED FOR STUDY

The desire of the study is to understand the different role of performance management system in decision making process, and to examine the administrative decision making, informational decision making and developmental decision making process in software industries.

III. OBJECTIVES OF THE STUDY

- To study the retention strategies of software industries
- To analyze the administrative decision making process through the attributes of succession planning and reward management.
- To examine the informational decision making process through the attributes of training and development and career management.
- To study the developmental decision making process through the attributes of discipline and grievance and counseling.

IV. REVIEW OF LITERATURE

G. Purushothamanand Krishnamurthy(2014)in their article, "A study on employees performance, absenteeism, turnover and job satisfaction with special reference to hcl info systems ltd" mentioned that job satisfaction has been linked to many variables, including performance, and turnover. This study mainly engrossed on the job satisfaction level of the employees which is significant because a person's attitude and beliefs may affect his or her behavior. Attitudes make a person to work harder, or the opposite may occur, and he or she may work less. Job satisfaction also affects a person's general well being for the reason that people spend a good part of the day at work. Consequently, once a person is dissatisfied with their work, this would carry to dissatisfaction in other areas of their life. This study focuses on basis of job satisfaction of employees, the satisfaction level have variation from employee to employee. The management on the employees works for the purpose to improve the job satisfaction level

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Influence of Educational Welfare Measures with References to Government and Aided School Students in Chennai

M. Kavitha, S. Navin Kumar

Abstract: Now a day Education is a great extent paid for as well as for the most part directed by non-benefit organizations or governmental bodies. This situation has grown slowly as well as is currently underestimated so much that little express consideration is any more extended coordinated to the explanations behind the unique treatment of education even in nations that are dominantly free endeavor in theory as well as association. The outcome has been an aimless expansion of governmental obligation. In this paper, the author has examined the factors impact of educational welfare measures with references to government and aided school understudies in Chennai.

Keywords: Government, School, Educational Welfare, Student and Education.

I. INTRODUCTION

The government sets out to enhance the educational quality and give all welfare advantages to the understudies has allotted a measure of Rs.62,583.49 crores to the School Education Department from 2011-2012 to 2014-2015. This is the most astounding designation given in the monetary allowance to any department.

The governments activity in authorizing 71,708 designating as well as teaching posts 53,288 educators in the previous three years has not just improved the educational quality yet has additionally brought about the memorable accomplishment of pass level of 90.7 % in the tenth Standard as well as 90.6% in the twelfth board assessment held in 2014. There has been an exceptional execution by the students concentrating in government schools. The exhibition of students in twelfth standard in government schools has expanded from 79% in 2013 to 84% in 2014. Essentially, the presentation of students in tenth standard in government schools has expanded from 80% in 2013 to 84% in 2014. Without precedent for the historical backdrop of Tamil Nadu kids concentrating in government, schools have gotten the main, second and third position. This significant achievement has been conceivable because of the all-encompassing improvement of the School Education

Department under the capable direction of the government.

The government has achieved a decent development in the education area by concentrating on the educational quality and foundation in schools. Further to empower children and girl students in educationally in reverse obstructs an extra measure of Rs.141.91 Crores has been liberally given by the government to finish the long-pending works of model schools and girl's hostels. The governments with them worry to give imperative toilet facilities in the government schools has requested for doing the needful. 34,796 schools have been given toilet facilities as well as 34,193 schools have been given drinking water facilities in this manner guaranteeing 100% inclusion of drinking water and toilets offices in all the government schools.

An exceptional program of giving vehicle and escort facility has been acquainted with give access to children living in remote as well as hilly zones. The Government of Tamil Nadu has additionally made arrangement for teaching the children of transient workers in their mother language. The Government has started an inventive program for giving access by Connecting Class Rooms from an asset centre at the region level to the remote territories.

The Government with a respectable goal of giving free and necessary education to all children and to urge them to finish their schooling effortlessly had reported certain welfare plans, which are being executed effectively from 2018-2019 onward.

i. The School Education Department has been allotted nearly Rs.27,205.88 crore in the Budget 2018-19 for providing 'Quality education for all'. The conscious undertakings, upheld by such enormous budgetary allotments, taken by instructive visionaries in Tamil Nadu to make quality education open to each segment of the general public, have yielded rich profits as far as structure an energetic society.

ii. The educationists and other partners have appropriately understood that the following intelligent advance is to make education, kid driven. The idea of universalization of education with a goal of social, economic and cultural strengthening has from the start been the top need of the policy makers.

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COMPETITIVE INTELLIGENCE: CRUCIAL FACTOR OF LOGISTICS MANAGEMENT IN MILITARY AFFAIRS

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Abstract

The success of Today's business depends on the behavior of competitive firm, the ability and experience to understand the past. Businesses operates in a world where the information is more readily and publicly available than ever before. The company need competitive intelligence to understand their competitors' strengths and weaknesses, to monitor competitors' products, advertising and brand platforms. This helps to identify the gap through which alternate course of action to be taken to reduce the overall cost, duration and delivery at right time.

Definition of Competitive Analysis

The Gathering, analyzing, and distributing intelligence about products, customers, competitors, enemy states and any aspect of the environment needed to support executives, Military and managers in strategic decision making for an organization is **Competitive Intelligence**. It is the act of collecting and analyzing actionable information about competitors. Its aim is to learn everything to know about the competitive environment outside the normal environment to make the best possible decisions.

The goals of competitive intelligence include discriminating potential Risks and Opportunities and enabling faster reaction to competitors' actions and events. Competitive Intelligence (CI) is gathering of publicly-available information, the secondary or open sources about the company's competitors or enemy countries through the sources of publicly available information which includes, company directories, legal filings and documentation from government agencies and regulatory bodies. The use of such information is to gain a strategic advantage.

CI analysis provides insight into marketplace dynamics and challenges in a structured, disciplined, and ethical manner using published and non-published sources.

Functions of Competitive Intelligence:

The varied functions of the Competitive Intelligence is as follows,

- a) Incorporates all external forces which are competitive in nature into strategic planning
- b) Generates research oriented, structured analysis to get strategically relevant insights
- c) Enhances the sense of Logistical requirement, marketing, strategic planning, finance, and other military operations
- d) Confirms with ethical best practice, corporate code of behavior and other secret military movements,
- e) Minimizing risk in decision making and reduces uncertainty about external developments

Competitive Intelligence Process

The steps involved in CI process are Firstly to Identify Your Competitors of the company Secondly to Identify the Areas of Interest to Track in Your Competitors' past activities, Thirdly, gather information, Fourthly, Competitive Analysis and interpret, Fifthly, to Communicate Intelligence input to the subordinates to implement it and Finally, convert the data into Results for the best course of actions.

Gathering competitive intelligence is significant due to 4 reasons

- a) It provides market dynamics for the companies, to know when they are outsmarted or outperforming during the competition.
- b) It enables the company to understand the external business environment to influence marketing strategy as well as the long term goal of the company.
- c) Risk assessment helps to understand the changes happening in the market and how it will influence their own business.

Challenges In Disaster Mitigation Training For Natural Disasters

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Introduction

For a trained population, a matter of 5 or 10 minutes is all that is required to reach safety or be safe. This is proved by Japan's remarkable disaster readiness. In the wake of the most powerful earthquake and subsequent tsunami in Japan's history on March 11, 2011, hundreds of people were killed and many were missing. But it could have been far worse, had any other populous country suffered the 8.9-magnitude earthquake. Tens of thousands of people might already be counted among the dead if not for Japan adopting strict building codes and massive public education and training program.

This is in contrast to the much less experienced Southeast Asians, many of whom died in the 2004 Indian Ocean tsunami because of lack of awareness, no official warning of the tsunami as it is a rarity of tsunami hazard in the sub-continent and so the extent of the loss of human lives and damage to property was beyond imagination.

With this background, this study attempts to examine and discuss the importance of training and its challenges in the mitigation stage of the disaster management cycle to manage disasters and mitigate the damages before, during and after the occurrence.

Objectives of the study

This study is carried out with the following objectives:

1. To analyze the economic and human impact of natural disasters across the world.
2. To critically examine how training may help in mitigating the effect of disasters to property and life by studying a few case studies.
3. To find out the challenges in disaster mitigation training
4. To suggest measures to overcome the challenges that would help in scaling up training skills in disaster mitigation.

Methodology

This study is descriptive in nature and is based entirely on secondary data drawn from published reports in journals, periodicals and websites. This paper attempts to capture the importance of training in disaster management and minimize the adverse effects of the disasters. The paper focuses on challenges in mitigation training and means to overcome them so that it can become an effective tool to minimize losses arising out of a disaster. It tries to highlight the various aspects of training and how each aspect could be effectively leveraged in managing various stages of disasters.

Background

Disaster management is defined as "a process or strategy that is implemented when any type of catastrophic event takes place". In some studies, it is also known as disaster recovery management where the process is initiated when anything threatens the normal operations or puts the lives of human beings at risk.

Disaster management is composed of four phases: mitigation, preparedness, relief, and recovery. Mitigation is the process to reduce loss of life and property by shrinking the impact of disasters. Mitigation efforts are organizing resources, identifying the potential consequences of hazards, types of training to mitigate depending on the disaster types, and insurance. Preparedness refers to measures taken to prepare for and reduce the effects of disasters. Preparedness plans include improving the effectiveness of emergency response by developing a preparedness plan in strategic, operational, and tactical tiers, early warning systems, and public training for disaster risks and responses. Relief refers to the process of responding to a catastrophic situation, providing humanitarian aid to persons and communities who have suffered in the disaster. Relief measures include saving lives, protecting property and environment such as the search and rescue of human beings, and repairing and reconstructing houses. Losses caused by disasters can be reduced by not only post-disaster relief and recovery but also pre-disaster mitigation and preparedness.

Previous losses experienced in recurring disasters have led to a paradigm shift from "a traditional relief approach, where communities are considered as "victim" and "beneficiaries" of assistance to disaster mitigation and preparedness which is a more holistic and long term approach and incorporates vulnerability reduction as part of the development planning process". Thus, a study recognizes that disaster mitigation has the highest effectiveness at the community level where specific needs are met. The mitigation and preparedness for each type of disaster could be different. For example, flooding may be caused by torrential rains, and lead to high reservoir water levels. Correspondingly, the mitigation and preparedness measures for flooding include the prediction of the weather, the warning system of the water level, and the reinforcement of the dam. So, an efficient disaster management system becomes mandatory in order to mitigate recurring losses and manage the disaster in a successful manner.

Impact of Disasters

Nature has always proved much more powerful than the human race, even though there have been lot of technical and scientific advancements and achievements. Natural disasters kill thousands of people and destroy billions of dollars of habitat and property each year. Although, there has been tremendous progress in predictions and early warnings, the severity of each disaster has always been very difficult to determine in advance.

According to the World Disaster Report 2016, the number of disasters continues to rise, as a result of a combination of increased vulnerability (from more people living in dangerous places) and climate change. During 2015, a total of 574

IMPACT OF PRE AND POST DEMONETIZATION ON INDIAN BANKING SECTOR

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Abstract

Banks are playing a vital role for economic development of country. Now a days, the banking sector creating many awareness program towards their products and services to the customers. This situation happened due to the implementation of demonetization of high value of currency banned on November 8th, 2016 in India. This research investigates as to know how far the demonetization process in India impact the e-banking products in public sector banks, private sector banks and SBI and its associates banks. It is found that the public sector bank customers' usage level in e-banking products is very high after demonetization when compared with private sector banks and SBI and its associate's bank.

Keywords: *demonetization, e-banking, products and services, public sectors bank*

1.1 INTRODUCTION

The term demonetization refers to the act of removing a currency unit of its status as legal tender. It occurred whenever there is a change of national currency. The process of demonetization is pulled out the old currency from circulation and replaced by the new currency. Recently in India, the Indian Prime Minister Mr. Narendra Modi announced the demonetization of high value currency on 8th November 2016 such as Rs. 500 and Rs.1000 notes would no longer will be recognized as legal currency in India. Further, the new currency notes such as Rs. 500 and Rs.2000 notes were replaced for circulation after the demonetization.

There are several reason are existing why the nations demonetize their local units of currency. The foremost reason is to combat inflation, corruption (tax evasion), to facilitate trade, to stop funding of terrorism, to reduce the circulation of fake currency, to make black money worthless. However, the Government of India, implemented demonetization through immediate and secret manner due to find out the tax evaders.

An Information Secure Attribution Model for Observing Spurious Drugs in Health Care Organization

Kumaraguru P., V. Elantamilan D.

Abstract: The goal of the paper is to propose an appropriated secure provenance framework to check the dependability of the medications in the midst of misleading and fake medications. There are various Drug and Cosmetic Acts in the nation for the control of illegal medications however over 58% of the medications are not certified which requires a circulated provenance framework with high level of information security. Aside from the client mindfulness and extreme discipline for such unlawful exercises, an on request administration which will help the end client to know the starting point of the medications, the different changes during preparing and the last vendors. The safe provenance model tends to least loss of security of the pharmaceutical assembling organizations to improve the dependability of the item and furthermore the individuals. The model is actualized as a portable sending model with verified provenance against potential assaults in various health care industry particularly initiating spurious drugs with respect to various scenario.

Keywords; Provenance Framework, Drug and Cosmetic.

I. INTRODUCTION

It is obvious that medications play the most basic errand in sparing lives, reestablishing wellbeing, forestalling sicknesses and pandemics. The World Health Organization (WHO) calls attention to that 52% of fake medications on the planet are from India. The deceptive medication may turn addictive danger to the patient and these false medications don't stay loyal to their nation but at the same time are sent out or snuck. The noteworthy Acts are executed for the control on import, authorizing and assessments (import and assembling), rules for marking, bundling, and capacity, corrective arrangements of act and rules (arraignments, real locations, suspension and dropping) incorporate the Drugs and Cosmetics (Amendment) Act, 1964, the Consumer Protection Act, 1986, Feeding Bottles and Infant Foods Act, 1992, etc [1]. However

Simultaneously false prescriptions are delimited in our step by step life. As expanding measures of significant data are created and persevere carefully, the capacity to decide the starting point of information becomes significant [2]. In medication Information provenance following is fundamental for verification of data as it moves through work environment errands.

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While critical research has been led around there, the related security and protection issues have not been investigated, leaving provenance data defenseless against illegal change.

Step by step instructions to give solid honesty and privacy affirmations for information provenance data at the bit, record framework, or application layer is the issue. Presently it is expected to have a protected provenance framework for controlling misleading medications in the market. It tends to be executed by enabling client to know the beginning of the medication with least security loss of an association.

II. CHALLENGES IN INFORMATION SECURITY TOWARDS SPURIOUS DRUGS

Information security is a general classification of exercises that covers all parts of ensuring the respectability of a PC in social insurance industry. Under its most liberal translation, information security includes shielding a PC from outer dangers (from people outside the association), inside dangers (from people inside the association) and from dangers to equipment just as to programming. In this translation, fiasco recuperation can be viewed as a piece of information security as data chiefs try to shield information from cataclysmic events and synthetic assaults. Associations can improve their security by just watching basic techniques, for example, utilizing just authorized duplicates of programming (which are probably not going to have infections introduced on them) and by constraining access to PCs and records on those PCs. Similarly as physical documents have restricted passages, so information records ought to likewise be constrained to those people who have a business purpose behind survey the documents. Passwords and access codes give simple security at this level, and will avert access by the just interested. Be that as it may, even little associations presently have PC joins with the outside world, which makes them powerless against breaks of security from any number of sources. Displeased workers (current or previous), sellers unsatisfied with installment conditions, support bunches who differ on a political level with the association's way of thinking, contenders and programmers all posture security dangers.

III. NEED FOR DISSEMINATED PROVENANCE MODEL IN HEALTH CARE INDUSTRY

Current model that automate the collection of provenance information use a centralized architecture for managing the resulting metadata - that is, provenance is gathered at remote hosts and submitted to a central provenance management service [4]. In contrast,

ஊடகங்களில் தமிழ்ப் பண்பாடு

Tamil Culture in Media

முனைவர் மு.சியாமனா, உதவிப்பேராசிரியர், தமிழ்த்துறை,
கிருஷ்ணசாமி மகளிர் அறிவியல் கலை (ம) மேலாண்மையியல் கல்லூரி, கடலூர்.

Abstract

The impact of social media on people and their behaviour is enormous. In my opinion, this impact is predominantly positive, but it must be borne in mind that there may be negative aspects as well. There is too much unfiltered rubbish in social media like Tamil T.V, Dramas, Movies, Radio, Internet oriented apps and websites and Whatsup, Face Book or Twitter- therefore it enforces many stupid and uniformed discussions. This article explains that poor online behaviour is now affecting real life. Social interactions spurred on when high profile people engage in negative communication in online.

Keywords: Tamil Culture in Media, Journalism, Internet, Modern Generation

முன்னுரை

பண்பாடு என்பது மக்களால் ஆக்கப்பெற்ற கருவியாகும். இந்த ஊடகத்தைக் கொண்டு தங்கள் தேவைகளை நிறைவு செய்து கொள்கின்றனர் என்பார் மாலிகோ சுக்கி. தலைமுறை, தலைமுறையாக மக்கள் குழுவாகச் சேர்ந்து கற்ற நடத்தை முறைகளும், பழக்க வழக்கங்களும், மரபுகளும் சேர்ந்த ஒரு தொகுதியே பண்பாடு என்பார் லெப்பியர். பண்பாடு என்பது மக்கள் அனைவரும் கூட்டாகச் சேர்ந்து செயற்படும்போது உண்டாகும் நடத்தை முறைகளின் சேர்மமாகும் என்பார் ஆடம்சன் ஓவல்.

சமூகங்கள் பண்பாடுகளை உருவாக்குகின்றன. பண்பாடு, சமூகம் என்பன ஓர் அமைப்பை விளக்கும் இரு குறியீட்டுச்சொற்களாகும். இச்சொற்கள் சமுதாய அமைப்புகளையும், ஒழுக்க முறைகளையும், பழக்க வழக்கங்களையும் குறிப்பிடுவதற்கு அமைந்தனவாகும். நாகரிகம் என்பதற்கும் பண்பாடு என்பதற்கும் ஒரே பொருளைக் கூறி வந்தாலும் மக்களின் அழகுக்கலை ஆர்வத்தை நாகரிகம் என்றும் குறிப்பிடுவர். வாழ்க்கையின் ஒவ்வொரு நிலையும் பண்பாடு எனப்படும்.

மேல்நாட்டறிஞர் டெய்லர் பண்பாடு என்றால் என்ன என்பதற்குத் தரும் பின்வரும் விளக்கம், உலகின் பல பகுதிகளிலும் வாழ்கின்ற மக்களின் வாழ்வியல், உறைவிடம், உணவுப்பழக்கம், நம்பிக்கைகள், வாழிபாடுகள், தலைமை முறைகள், சடங்குகள் விரிவானதும் செறிவானதுமாகும்.

பண்பாட்டின் இயல்புகள்

எளிதில் வரையறுத்துக் கூறமுடியாத எந்தவொன்றிற்கும் அதன் இயல்புகளை எடுத்துரைத்தால் உண்மைகள் புலனாகும். அந்த அடிப்படையில் பண்பாட்டின் இயல்புகள் பலவற்றுள் இவண் சில குறிப்பிடத்தக்கதாகும்.

1. பண்பாடு என்பது காலந்தோறும் மாறிவரும் இயல்புடையதாகும். இடத்துக்கு இடம் வேறுபாடும் தன்மை உடையதாகும்.

Discrimination Efficiency Identification for Human Thyroid Disorder Blood Discovery and Prediction Using Machine Learning Algorithms

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Abstract— Thyroid disease have also been sensed worldwide and thus become a very serious endocrine health problem and an issue of concern. It is expected that in India about 42 million people suffer from thyroid disorders. The thyroid disease is a common disorder, especially in middle-aged and elderly individuals. Greater sensitivity of assays and more frequent assessment of serum thyroid-stimulating hormone (TSH) levels have resulted in more patients requiring interpretation of abnormal thyroid function test results. However, controversy surrounds the definition, clinical importance, and necessity for prompt diagnosis and treatment of subclinical thyroid disease. In the midst of this uncertainty, clinicians still desire expert guidance for the diagnosis and management of subclinical thyroid disease. Evaluation of a patient with a thyroid nodule begins with a thorough history assessing risk factors for malignancy. An experimental study is to be carried out using Machine learning algorithms such as Support vector machine, Naive Bayes Classification and Decision tree.

Keywords— include at least 5 keywords or phrases

I. INTRODUCTION

A Thyroid disorders are conditions that are affect the thyroid gland and the butterfly-shaped gland in the front of the neck. The thyroid gland is located below the Adam's apple wrapped around the trachea (windpipe)[1][2]. Thyroxine is also known as T4, It is the primary hormone produced by the gland. The thyroid gland is controlled by the pituitary gland and hypothalamus, disorders of these tissues can also affect thyroid function and cause thyroid problems. Specific types of thyroid glands are includes: Hypothyroidism, Hyperthyroidism, Goiter, Thyroid nodules and Thyroid cancer[3]. The best solution for thyroid disorders diagnosed, In addition to thorough medical history and physical exam, specialized tests are used to diagnose thyroid disorders and the thyroid scans using radioactive iodine are often performed to evaluate the function of thyroid nodules. The thyroid is the only location in the body that takes up iodine, so when radioactively labeled iodine is given, it is taken up by the thyroid gland. It has an important role that can regulate numerous metabolic processes throughout the body[2][4]. A thin area of tissue in the glands middle known to be as isthmus. It joins two thyroid lobes o each of the sides. The primary hormones produced by the gland. The function of the thyroid gland is regulated by a feedback mechanism involving the brain. When the thyroid hormone levels come low, the hypothalamus in the brain produces a hormone known as thyrotrophic that can be used for releasing the hormone[6]. It causes the pituitary gland that can be located at the base of the brain, releases thyroid stimulating hormone. The thyroid gland is controlled by the pituitary gland and hypothalamus disorders of these tissues can also affect thyroid functions and it causes thyroid problems[10].

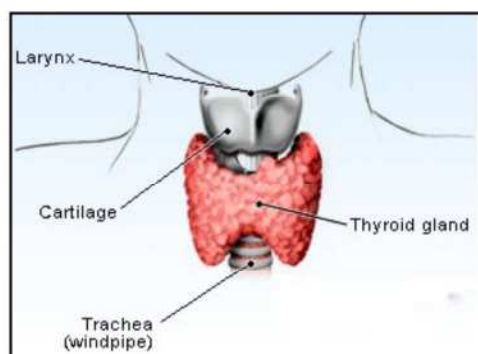


Fig. 1 Thyroid Stimulating Hormone

Parenthood Hardships: Impact of Parenting in relation to Work Life Balance & Organisational Sustainability of Working Women, IT and ITes in Chennai City

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Abstract

A high quality parent-child relationship is critical for healthy development. Parenting practices around the world share three major goals: ensuring children's health and safety, preparing children for life as productive adults and transmitting cultural values. Parents are not only caretakers but they are instrumental in the development of their child's social, emotional, cognitive and physical wellbeing. Better Parenting leads to achieve Work Life Balance among working women. Work life balance when achieved from the perspective of parenthood leads to Organisational sustainability. The present study focuses on parenting in relation to work life balance and their impact on organisational sustainability of working women. The study is empirical and has adopted convenient random sampling method for data collection. Study shows Parenting in relation to Work life balance has been factorised into three dominant factors similarly organisation sustainability also factorised into three dominant factors. Organisation sustainability has been grouped into three groups namely lower, moderate and higher sustainability groups. Association has been identified between sustainability groups with monthly income groups as well as level of employment groups. Higher emphasis need to be paid on child engrossment and attention factor in parenting aspects similarly on conveyance and carrying factor which supports working women in overcoming the hurdles in attaining better work life balance in working IT and ITes.

Key words: Parenting, Work-life Balance, Organisational Sustainability.

A study on Job Enrichment and Organizational Culture among the jobholders in IT sectors with special reference to SEZ Chennai and Kanchipuram district

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ABSTRACT: The Global downturn and the tough task of sustaining oneself in the highly competitive market have put forth many challenges for both the employer and employee. To list a few – job satisfaction, job enrichment, job turnover, organizational culture, organizational development. The problem of job enrichment is of paramount importance, and when resolved would in turn pave way for enhancing job satisfaction among the employees and thereby would reduce job turnover. Employees in every organization want to draw fulfillment in the aspects such as autonomy, challenging and creative job, knowledge etc. Job enrichment is management concept, a motivational technique that involves enriching the work experience and instilling motivation by redesigning the job so that they're more challenging and less repetitive. It is considered as vertical restructuring method of morale excellence by increasing the level of responsibility of the employee in an organization. The purpose of job enrichment is to make the job more challenging and satisfying to the employee. Whereas Organization culture encompasses values and behaviors that contribute to the unique social and psychological environment of a business. The organizational culture influences the way people interact, also it plays an important role in the lives of the employees in an organization. In this article an attempt has been made to find out the contribution of job enrichment as a key factor in organizational development in 'IT sectors, SEZ'. Results show that amongst the various factors, job enrichment is a vital factor that improves the overall quality of organizational development and a better career of employees. Hence the aspects such as work environment, flow of hierarchy, job services, continual technical support, flexible working hours, corporate culture acts as key factors that support to ensure "Job Enrichment" as a technique for organizational development.

Keywords: Job enrichment, Job satisfaction, Job turnover, Organizational culture, Organizational development

Introduction

The Special Economic Zone (SEZs) play a key role in rapid economic development of a country, India experimented with the concept of such units in the form of Export Processing Zones (EPZ) for a long time. In 2000, the policy makers incorporated the SEZs into the EXIM Policy of India, the Special Economic Zone (SEZ) policy was formulated by the Central Government and it came into inception on April 1, 2000. The prime objective being, enhancing the foreign investment and providing an internationally competitive and problem free environment for exports. According to economists SEZs can be broadly defined as "Demarcated geographic areas contained within a country's national boundaries where the rules of business are different from those that prevail in the national territory. These differential rules principally deal with investment conditions, international trade and customs, taxation, and the regulatory environment; whereby the zone is given a business environment that is intended to be more liberal from a policy perspective and more effective from an administrative perspective than that of the national territory."

Frederick Herzberg quotes JOB ENRICHMENT as –

"If you want someone to do a good job, give them a good job to do". "It's the job of manager not to light the fire of motivation, but to create an environment to let each person's personal spark of motivation blaze".

According to Harvard Business Review (1968) in his pioneering article "One more Time: How to Motivate Employees" Frederick Herzberg states that "job enrichment seeks to improve both task efficiency and human satisfaction by means of building into people's job, quite specifically greater scope for personal achievement and its recognition more challenging and responsible work and more opportunity for individual advancement and growth.

An idea of Job Enrichment is all about enriching the job by adding more qualitative aspects, it is vertical expansion of job. Job Enrichment makes the job more meaningful, enjoyable and satisfying, as it gives the employee more autonomy to plan and control the job. Also it grants the employee more responsibilities and opportunities for achievement recognition advancement and growth. To develop, to inspire and to create

A STUDY ON STUDENT ENGAGEMENT AMONG MBA GRADUATES: A PARTIAL LEAST SQUARE STRUCTURAL EQUATION MODELLING APPROACH

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Abstract:
This paper attempts at a conceptual model for the Utrecht Work Engagement Scale for Students with 17 items (UWES-S) constructs viz vigour, absorption and dedication, developed by Schaufeli, W. B., Salanova, M., González-Romá, V., & Bakker, A. B. It is hypothesised that absorption leads to vigour and vigour impacts dedication. The relationship was tested with Smart PLS-SEM and the hypothesised relationship was significant. The reliability and validity of the constructs were also tested and the results were satisfactory.

Introduction:

Student engagement helps in understanding the level of involvement of the students in their studies. Engagement level will have an impact over the performance of the students both in their academic sphere as well as in their extra-curricular activities. Understanding the engagement level of the students will help the teachers in deciding the appropriate techniques in the class room to bring in positive outcomes. High level of student engagement will also reduce the absenteeism and drop-out rates among the students community.

This present study measures the student engagement in learning among MBA graduates using Utrecht Work Engagement Scale for Students with 17 items (UWES-S). The UWES-S is a validated scale as the three-factor structure of the UWES-S (i.e., vigour, dedication, and absorption) fits to the data of each sample drawn from three countries separately in the cross national study conducted by the Schaufeli et al. (Schaufeli et al. 2002).

This paper checks the reliability and validity of the data generated for this study and tests the conceptual model that is been developed to find out the relationship among the three factors namely Vigour, Absorption and Dedication.

Literature Review:

Race and ethnicity affects the students' engagement level (Monica et al. 2001). The factors like demographic, student attendance, active learning, involvement in extracurricular activities have a positive influence on the students' performance (Norhidayah Ali et al. 2009). The perceptions of classroom tasks as meaningful, relevant and interesting (motivating tasks) also influence the extent to which students perceive current learning as instrumental to their future success. Perceptions of classroom tasks as meaningful, relevant, and interesting influence the extent to which students perceive current learning as instrumental to their future success (B A Green et al. 2004). Students with a strong academic orientation exhibit a greater academic application and deeper approaches to learning (Louise Horstmanhof and Craig Zimitat 2007). Students' relatedness to parents, teachers, and peers have an influence over the students' engagement level who are in 3rd to 6th grade (Carrie Furrer and Ellen Skinner 2003). Using of Social Networking sites like twitter for the study relevant topics have a positive impact on the students' engagement level (Junco, R., Heiberger, G., & Loken, E. 2011)

Objectives of the Study:

- To test the conceptual model using PLS SEM
- To check the reliability and validity of the constructs viz Vigour, Dedication and Absorption

Research Methodology:

This study uses Utrecht Work Engagement Scale for Students (UWES-S) developed by Schaufeli, Salanova, González-Romá, & Bakker, 2002. The study was conducted among the MBA graduates in Arts and Science Colleges in the city of Chennai. The non probability convenient sampling method was used and the questionnaire was given to 200 students and out of 200, 158 questionnaires were usable. SPSS 20.0 was used for analyzing the multicollinearity test and Smart PLS SEM 2 (Ringle, C. M., Wende, S., & Will, A. (2005). was used to test the conceptual model as well as to test the reliability and validity of the data and the student engagement scale. A PLS SEM model was conceptualised to study the relationship among the constructs of the student engagement scale and it is assumed that absorption leads to vigour and vigour leads to dedication. Absorption is considered to be the exogeneous variable. According to Schaufeli et al,

26. தமிழர் தம் வாழ்வியலில் உணவளித்தல் - ஓர் உயர்ந்த நாகரிகம்

முனைவர் மு. முர்த்தி

இணைப்பேராசிரியர் மற்றும் தலைவர்
தமிழ்த்துறை, குருநாகல் கல்லூரி(தன்னாட்சி)
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உலகிலுள்ள எவ்வுயிரும் உணவை முதன்மையாகக் கொண்டே வாழத் தன்மையன. அவ்வுயிர்கள் இயற்கையாய் உணவைப் பெறினும், சில வேளைகளில் அவ்வுயிர்களுக்குத் தேவையான உணவையளித்தல் மாந்தர்தம் கடமையாகும். 'உண்டி கொடுத்தோர் உயிர் கொடுத்தோரே' என்று சங்க இலக்கியமும், மனிதமேகலையும் உணவளிப்பவர்களின் உயர்ந்த பண்பினைக் கூறுகின்றன. இந்நிலையில் பிற உயிர்களுக்கு உணவளிப்பவரே உயிர்களைக் காத்தற்கு உரியவர்கள் ஆவர். தாமும் வாழ்ந்து பிறரையும் வாழவைப்பவர்கள் மனிதர்கள். இதனையொட்டி தொல்காப்பியர் உயிர்ப் பாகுபாட்டைக் கூறுகையில், ஆறாவது அறிவைப் பெற்றவன் மனிதன் என்ற அடையாளத்தை தொல்காப்பிய மரபியலில் முன்வைக்கின்றார். இம்மனது என்னும் நிலைத்த பகுத்தறிவால் எவ்வுயிர்களையும் காக்கும் பண்பினைப் பெற்றவனாக மனிதன் அடையாளப்படுத்தப் படுகின்றான். 'ஆற்றிவதுவே அவற்றொடு மன்னே' என்பது தொல்காப்பியர் காட்டும் வாழ்வியல் சித்தாந்தம்.

உயிர்களைக் காத்தல் என்னும் பண்பு வாழ்வின் நிலையான உயர் கொள்கையாகும். இப் பண்பினடிப்படையில் செயலாற்றும் மனிதனின் அடையாளம் நிலைபெறு உடையதாக அமைகிறது. அதன் தொடர்ச்சியே பிற நாட்டார் பின்பற்றுவதற்கும் மூலமாய் அமையும். மாணாட வாழ்வியலில் உயிர்களுக்குத் தேவையான அடிப்படைகளைத் தமக்கு மட்டுமின்றிப் பிறர்க்கும் அமைத்துக் கொடுத்தல் தமிழர்களின் வாழ்வியல் கொள்கையாகும். இக்கொள்கையினைத் தொடர்திகழ்வாக அனுபவத்தின் வாயிலாகவும் இலக்கியங்கள்

வாயிலாகவும் காலந்தோறும் தமிழர்கள் பின்பற்றியுள்ளமையை நயவழியும். இதற்குச் சான்றாய் சங்க இலக்கியமும் அதனைத் தொடர்ந்துவந்த பல்வேறு இலக்கியங்களையும் முறையே குறிப்பிடலாம். எவ்விதத் தொடர்பு இல்லாதோரையும் குறிப்பிட்டு உபசரித்து, அவர்களுக்கு உணவளித்தல் என்பதே உயர்ந்த பண்பாடாகும். இந்தப் 'பண்பாடு' என்பது திருந்திய முக்கம். அது எல்லாப் பொருள்களையும் தமக்கும் பிறர்க்கும் பயன்படுத்துவது' என்று பண்டைத் தமிழ் நாகரீகமும் பண்பாடும் என்னும் நூலில் தேவநேயப் பாவாணர், ப.14-ல் குறிப்பிடுகின்றார். இவரின் கூற்று என்றும் பொருத்தக் கூடியதாகும். நிலைத்த பண்பாட்டைப் பின்பற்றுவதில் குடும்ப அமைப்பின் கட்டமைப்பு முக்கியமாகும். இக்குடும்பத்தினர் குடும்ப உறவுகள் மட்டுமின்றி எவ்வுயிரையும் தம்முயிராகவே போற்றும் பண்பினராவர்.

'விருந்தோனும் புதுவது' என்று யாப்புக்கு இலக்கணம் கூறுகையில் புதுமையை அத்தொடர் குறிப்பிடுவதை நிலைப்படுத்தலாம். புதியவர்களையே விருந்தினர்களாகப் போற்றிய மரபு நம்மரபு என்று பெருமிதம் கொள்ளலாம். ஆனால், இன்று அந்நிலை மாறியுள்ளமையை அறியமுடியும். நம் வாழ்வியலுக்குச் சமகால அடிப்படைத் தேவைகளாக உணவு, உடை, உறைவிடம் என்று மூன்றைக் கூறினாலும் மூலமாய் இருப்பது உணவேயாகும். உணவு கிடைத்தால் தான்மற்ற இரண்டையும் முழுமையாகப் பெறமுடியும். ஏனெனில் உணவை இரண்டையும் முழுமையாகப் பெறமுடியும். ஏனெனில் உணவை ஓட்டியே உயிர்களின் வாழ்க்கை அமைவதைக் குறிப்பிடலாம். இம் மூன்றினுள்ளும் உணவளித்தலில் மட்டும் 'போதும்' என்ற மனநிறைவைப் பெறலாம். மற்ற எந்த நிகழ்விலும் இத்திறைவினைப் பெற இயலாது. கொடுப்பவர், ஏற்பவர் இருவரும் ஒருசேர மனநிறைவைப் பெறுவது உணவளித்தலிலும் உயர்ந்ததல்லாமே ஆகும். 'பத்தும் பசி வந்திடப் பறந்துபோம்' என்று ஓளவையார் நல்வழியில் (பா.26) பசியால் ஏற்படும் எதிர் யாற்றங்களைப் பட்டியலிட்டுக் காட்டுகிறார். அத்தகைய மாற்றம் ஏற்படாதவாறு காத்தல் நம் கடமையாகும்.

Circular Economy, A Sustainable Economy

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ABSTRACT

A country's positive economic growth is aimed at the improved socio-economic status of its people. Only then the government can increase the tax and use the money for the positive growth and development. The chemical revolution has provided with materials which can be easily producible and usable. But this has led to great harm to our eco-system. Country like India with huge youth population, has increased its GDP but still faces economic crises due to improper governance of public funds, legal mitigation and its huge population. India's positive economic development is only achievable only when the health of public is well taken care, when the country's economic policies are aimed at sustainable usage of the natural resources and when the products are developed according to demand of the general public.

Key words: Positive economic growth, product development, sustainable development.

INTRODUCTION

A country's positive economic growth is aimed at the improved socio-economic status of its people. Only then the government can increase the tax and use the money for the positive growth and development. The chemical revolution has provided with materials which can be easily producible and usable. But this has led to great harm to our eco-system. Country like India with huge youth population, has increased its GDP but still faces economic crises due to improper governance of public funds, legal mitigation and its huge population. This is possible, when we create carbon dioxide sequestering zone by increasing plantation, which will also leads to ground water table increase. The carbon sequestering zone can be established by creating biocorridors which connects forest zone. In India industrialization has led to the waste generation, which so far has not been taken care of totally. Even though we create less carbon foot print, the health and environmental impact what we face is gruesome.

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Research Articles

Cleistanthus collinus poisoning affects mitochondrial respiration and induces oxidative stress in the rat kidney

Kavitha Priya Kettimuthu, Archana Kini, A. Soosai Manickam, A. Amala Lourthuraj,
Aparna Venkatraman, Sathya Subramani & ...show allPages 561-568 | Received 25 Dec 2018, Accepted 22 May 2019, Accepted author version posted online: 04 Jun 2019,
Published online: 28 Jun 2019 Download citation <https://doi.org/10.1080/15376516.2019.1624905>

Abstract

Cleistanthus collinus is a poisonous shrub used for deliberate self-harm in rural areas of South India and intake of boiled decoction of leaves is a common method of self-harm. Distal renal tubular acidosis (dRTA) is an important clinical symptom observed in *C. collinus* poisoning, and renal V-ATPases may be potential targets of damage. However, a lack of understanding of molecular mediators involved hampers medical management, which is mainly supportive. We hypothesized that *C. collinus* poisoning induces renal oxidative stress; probably by inducing mitochondrial uncoupling, which compromises V-ATPase activity to ultimately produce dRTA. This was tested by exposing renal BBMV, kidney cells in culture, and Wistar rats to *C. collinus* poisoning. Exposure to *C. collinus* aqueous extract resulted in significant elevations in the lipid peroxidation marker, conjugated dienes, in cell culture and *in vivo*. A significant decrease in mitochondrial respiratory control ratio



Original article

Dye degradation, antimicrobial and larvicidal activity of silver nanoparticles biosynthesized from *Cleistanthus collinus*

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ABSTRACT

The present study aimed in green synthesis and characterization of silver nanoparticles (AgNPs) using the leaves of *Cleistanthus collinus*. The NPs showed various absorption peaks between 3402 cm⁻¹ and 1063 cm⁻¹. FTIR spectrum revealed the presence of OH group, alkene, aromatic hydrocarbon, aliphatic fluoro compound and aliphatic chloro compounds. Scanning electron microscopic analysis revealed the particle size ranged from 30 to 50 nm. The biosynthesized NPs have potent activity against *Shigella dysenteriae*, *Staphylococcus aureus* and *Bacillus subtilis* and the zone of inhibition was 21 ± 1, 20 ± 2, 16 ± 2 mm, respectively. Toxicity of the synthesized NPs was tested on green gram (*Vigna radiata*) seed at various concentrations (20–100%) and germination was induced by NPs treated seeds. Shoot length and root length was higher in NPs treated plant than control plant (p < 0.01). Elevated level of catalase (CAT) and superoxide dismutase (SOD) and about 13% CAT and 7% SOD activity registered than control. Superoxide dismutase activity of root and shoot varied based on the dosage of AgNPs (p < 0.01). Also, the NPs (1%) showed significant larvicidal activity on *Aedes aegypti* and 100% mortality was achieved after 24 h treatment. The green synthesized NPs reduced methylene blue and 4-nitrophenol significantly (p < 0.01). The colouration of methylene blue and 4-nitrophenol were considerably reduced after 60 min showed the potential of dye degrading ability.

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1. Introduction

Metal nanoparticles (NPs) are widely reported due to their catalytic, electrical and optical properties. To optimize and largely utilize physical and chemical properties of NPs, wide spectrum of research has been focused to control the shape and size, which is very important to determine the optical, chemical and physical properties (Coe et al., 2002). Many methods including, heat evaporation (Smetana et al., 2005), photochemical reduction (Mallick et al., 2005), electrochemical (Liu and Len et al., 2004) and chemical reduction (Yu, 2007). Generally, the surface passivator reagents

are frequently used to control the size of NPs and to prevent NPs aggregation. However, these chemical passivators such as, thiourea, thiophenol are highly toxic to the environment, if large amount of NPs are synthesized (Lin et al., 2000). In recent years biosynthesis of NPs has attained much more attention due to the growing need to identify eco-friendly technologies in NPs synthesis. Much effort has been paid into the biosynthesis of NPs using various microorganisms (Basavaraja et al., 2008). Both dead and live microbes are gaining much more importance in biosynthesis of NPs. While organisms such as, fungi, actinomycetes and bacteria frequently used, the application of plant parts also have similar effect in the biosynthesis of metal NPs. Although synthesis of gold NPs are mainly considered as biocompatible method, chemical synthesis of NPs may still lead to the source of various toxic substances adsorbed on the surface of the material and may have serious side effects in various applications. NPs synthesis using plants can effectively eliminate these problems by preparing the NPs more bio-compatible. The application of plant extracts from various parts for the biosynthesis of NPs could be more

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Online Channel Adoption Intent of Customers for Financial Products

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The purpose of the study is to develop a comprehensive model on consumers' acceptance of online channel for financial products by integrating variables from existing models and by adding relevant new variables. A survey was conducted to collect data from respondents in India, aged 25 years and above, employed/self-employed, who have bought at least one financial product online and have at least one insurance product online or offline. The conceptual model was tested through PLS-SEM, and it was inferred from the analysis that the marketers can play a robust role in making the online channel complementary to the offline channel by maintaining the website quality through information and system quality, which in turn will have a favorable influence over behavioral intention towards online channel via the consumers' perceived usefulness, perceived ease of use and perceived benefits.

Introduction

Forrester Research 2012 forecasted that ecommerce in India is pushing past its nascent stage and promises high growth potential with revenues jumping from \$1.6 bn in 2012 to \$8.8 bn in 2016; an increase by more than five times. Further, InternetLiveStats.com estimated that as of July 2016, 34.8% of the Indian population was using the internet and India ranked 126th in terms of internet users among other countries.

A multiple channel strategy is employed when a firm makes a product available to the market through two or more channels of distribution (Webb and Hogan, 2002). The suitability of the internet for marketing to consumers depends on the characteristics of the product and service (Peterson et al., 1997). Due to the dot-com bubble burst, there was a widespread belief that the internet and ecommerce can never displace traditional channels in the near future in the B2C (business-to-

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FUTURE OF INDIAN ECONOMY POST COVID-19 CRISIS

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Introduction

1991 was seen as an era of LPG (Liberalization, Privatization, and Globalization) opening up the Indian market to Foreign Multinationals. Post COVID – 19, it would be reversal outlook whereby Make in India Campaign should rule the country to avoid deep economic crisis. Experts predict a huge downfall of economy due to COVID-19. The strength of human value system, determination and courage have disproved the strategic fallout predictions.

India has a value chain which was quickly able to manufacture generic drugs successfully even during this prevailing crisis without depending on organic imports from China. This Crisis is to be seen as an opportunity to boost the 'Make in India' initiative and reduce dependence on other countries as rightly put forth by our Prime Minister.

The Commerce Ministry said that it has provided extensions of foreign trade policy by one year, given more export obligation concessions under advance authorization and export promotion capital goods scheme, will facilitate setting up of units in special economic zones, offer several relaxations/extensions of various compliance deadlines to address Corona pandemic related hardships of exporters.

In Atmanirbhar Bharat scheme, the Prime Minister has announced an overall economic package worth Rs 20 lakh crore for liquidity infusion in the Indian capital market. According to the UNCTAD, the COVID Pandemic is expected to cost the global economy around USD 2 trillion in 2020. It is also likely to depress the global growth to below 2.5%.

India has been having strong trade ties with five countries on a big basis namely the USA, Japan, UAE, Germany and France. India should build trustworthy strategic alliances with these allies and compete with the low cost products manufactured by China. This friendly equation would definitely be an economic gain for India.

PREDICTIONS OF INDUSTRY-WISE PERFORMANCE

Healthcare Industry

Post COVID crisis, the Government of India can set up more API manufacturing units within India and reduce its imports from China which serve as the raw material for the production of drugs and vaccines. This can make India the major producer and earn more foreign exchange. By setting up Industrial townships, the Government can achieve the twin objectives of production of APIs plus providing employment opportunities to the local labour in respective regions.

The Biotech industry of India has the potentiality to capture the world's economy which should be the point of focus of the GOI.

India can gain competitive advantage by increasing the production of drugs, ayurvedic, siddha and homeopathic medicines for meeting its domestic requirements as well as exporting them to the other countries of the world.

Automobile Industry

Indian companies may source their automobile spares & consumables from other developing countries like Brazil so as to reduce its dependence on China for material inputs.

Infrastructure

The Government would focus on building fast track road infrastructure to enhance the SCM of domestic industries.

Agriculture & Allied Industry

The food shortage that may arise in future has to be met by concentrating on agricultural outputs. The

Impact of Work From Home Norms on the IT Sector Employees of Chennai during COVID-19 times

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ABSTRACT

In these COVID-19 times, employees of all sectors are forced to carry on their daily work tasks from home in the organized sectors. This condition has made us ponder into the topic and analyze as to whether the IT Sector employees are able to adapt themselves to these changing work pattern norms. The effectiveness of the IT sector employees working in Chennai is worth a study because Chennai is the second largest exporter of Software in India next to Bangalore. It has the largest operations for many India's top software companies like TCS & Infosys apart from many other reputed Companies. This study attempts to comprehend the impact that the work from home routines create on the employees of the Chennai's IT sectors. The psychological wellbeing in balancing the work & health is a matter of prime concern since the COVID-19 has left many in a state of emotional distress. Hence, this study aims to find out whether the employees are able to balance their work life and contribute effectively while working at home. In this study, the questionnaire technique has been used to collect the primary data. The sample size is 110 employees working in Chennai's IT sectors. After analyzing the data, it has been observed that the employees are able to have a healthy work life balance if they are provided with the tools, gadgets, support facilities and back end technical support while working from home. Cutting across genders, employees have been adjusting to this workpattern in these COVID times but their perception differs according to their job portfolio. So, the Companies need to give their maximum support to their employees who may come out well out of this unprecedented crisis and develop a mutually beneficial relationship in the long run.

Keywords: IT sector, Employees, COVID-19, Effectiveness, Work From Home (WFH)

1)INTRODUCTION

The COVID-19 has drastically changed the operations of the businesses and the work culture of the employees throughout the world. Many employees are currently working remotely and this is a huge shift in the Company's philosophy. This setup is expected to continue for a little longer timewhereby the employees would be given many forms of flexible work options. Flexible work gives employees more freedom with their schedules and this helps the employees to try their best in bringing a work life balance and stay healthy in these COVID times. In this work culture, Companies try to manage their employee's wellbeing and make sure that they have essential psychological, moral and technical support to complete their project schedules and deadlines.

“PERCEPTION OF MICRO WOMEN ENTREPRENEUR’S PROMOTIONAL AND ADVERTISEMENT CHALLENGES WITH SPECIAL REFERENCE TO SHGs”**Dr. D. Leelavathi**

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Abstract:

Introduction: Indian Woman is playing a pivotal role in the expansion and growth of the economy. Over the past few years, the status of women in India is subject to many great changes. Women’s average contribution has estimated at 55% to 66% of the total labour¹. A family is the first nest of a society. In a family, a woman plays a vital role starting from a life partner to a breadwinner. In India, women face several challenges economically and socially. In order to make women economically sound it is mandatory to provide not only ample employment prospects but also guidance for their self-employment. Hence, perception on promotional challenges of women entrepreneurs from first to last Self-help groups plays an essential role in the society of family and nation as a whole.

Need for the Study: The government bodies and other nodal agencies’ attentiveness are on one eye that is SHGs financial related only, they need another eye of support related to market their products. Hence, it is necessary to study the advertisement and promotional challenges in the market place of women entrepreneurs through self Help Groups.

Objectives of the Study:

- To study the marketing profile of women entrepreneurs in SHGs
- To study the marketing challenge faced by SHGs women entrepreneurs.
- To provide suggestion based on present study.

Tools used for the study: Percentage analysis, Factor analysis using KMO measure, and one Sample T-test.

Conclusion: If they trained well to market with help of good quality advertisement and promotional approach, their products in the dynamic market they can sustain as an entrepreneur with the help of Government and other nodal agencies they can make economic revolution in the world.

“CUSTOMER’S PERCEPTION ON UBER TRAVEL INNOVATION AND DIFFUSION IN SOCIETY WITH THE HELP OF TECHNO- SOCIAL IN CHENNAI”

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ABSTRACT

Rental cab services was started in Indian market in 2004 through Meru cab service and quickly became famous among consumers on metropolitan area but tangible revolution came in 2010 once app based services introduced its process, pursued with Uber in 2013. Rapidly market became vibrant and competitive consumers became further demanding. At the present companies are using different strategies to attract more customers as well as to maintain their old customers. This study is paying attention on customer’s satisfaction with Uber cab services and for this information has been collected through structured questionnaire. Data was collected from Chennai and particularly from actively working professionals. After collecting data, statistical analysis showed that consumers are also comfortable due to innovative system and tide services provided to them with cost-effectively and satisfactory mannerly in Chennai city. Thus, Uber has materialized and projected as a primary player in the cab business. The services provided by Uber have increase on time service from opening to end through is innovative and technical services to its customer trustworthiness.

Key Words: Perception, Innovation, Diffusion, Techno-Social, Uber Travel,

1. INTRODUCTION

The novel techno-social enabled cab services have proven to be the easiest way for a comfortable experience for various reasons. A rental cab service is started in Indian market in 2004 through Meru cab service and quickly became famous among consumers on metropolitan area. However, tangible revolution came in 2010 once app based services introduced its process, pursued with Uber in 2013. The purpose for a taxi travel can be moreover a leisure ride or a ride to work. This major transformation is a consequence of the great techno-social advances. Mobile strategy has helped the ample to book a cab with one click. The internet has provided this display to gain powerful location accurate services for booking a cab. Uber cab service is Innovation and diffusion with the help of Techno-social in Uber travel. This techno-social service has provided specifically in the domestic and foreign company. With a variety of alternatives available, the

ADVERTISING EFFECTIVENESS

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ABSTRACT:

Advertising is a form of communication that typically attempts to persuade potential customers to purchase or to consume more of a particular brand of product or service. The formation of modern advertising was intimately bound up with the emergence of new forms of monopoly capitalism around the end of the 19th and beginning of the 20th century as one element in corporate strategies to create, organize and where possible control markets, especially for mass produced consumer goods. Mass production necessitated mass consumption, and this in turn required a certain homogenization of consumer tastes for final products. Many advertisements are designed to generate increased consumption of those products and services through the creation and reinvention of the "brand image". For these purposes, advertisements sometimes embed their persuasive message with factual information.

Advertising research:

Advertising research is a specialized form of research that works to improve the effectiveness and efficiency of advertising. It entails numerous forms of research which employ different methodologies. Advertising research includes pre-testing (also known as copy testing) and post-testing of ads and/or campaigns-- pre-testing is done before an ad airs to gauge how well it will perform and post-testing is done after an ad airs to determine the in-market impact of the ad or campaign on the consumer. Continuous ad tracking and the Communiqués System are competing examples of post-testing advertising research types.

Artificial Intelligence – Will it Hasten or Hamper Women Career Progression

Bharathi Ravi, S.K.Sudarsanam, R.Anitha

Abstract---Since the advent of industrial revolution and mass production, machines replacing men has been a matter of heated debate and discussions. The threat of job losses on account of automation and consequent labor unrest has been the hallmark of growth and progress over the past few centuries. However the resistance to change has been successfully managed by finding new avenues of employment by enabling the labor with better skill sets. Similarly, computerization, which was also viewed as a threat, disproved the fears and created more direct and indirect employment for the young work force in India and elsewhere in the world. The growth of service sector in the first decade of the new millennium brought about 9.3% GDP growth for 3 years from the financial year 2004-05 before the global financial crisis resulted in an economic slowdown. Issues such as lean initiatives, cost leader ship and saving in labor cost again came to the forefront and global MNC's continued their efforts to seek low cost destinations for off shoring noncore routine work. In the meantime the shared services model also began to gain momentum with a shift of emphasis from people to processes and technology. The world was slowly moving towards artificial intelligence and machine learning to standardize processes and procedures and achieve cost efficiency.

I. INTRODUCTION

The experimentation with artificial intelligence(AI) and the euphoria on account of initial success let to increase in use of AI in every function including the human resources department. Slowly and steady noncore routine work like a resumes screening, first level communication and short listing have all been taken over by machines and bought in recent times. The concept of video resumes is also gaining momentums which combines the very first two stages of communication testing and resume short listing by machines instead of men. Hence, the age old question of whether it will result in job losses has come to the fore again. As a result speculations are ripe about the impact of AI on women employees and their career progression. Since gender inclusivity is already low at 22% in banking and IT on an average, the issue of women career progression in the light of the AI era is of more serious concern today ever before.

II. JUSTIFICATION FOR THE STUDY:

Enabling technology to bring about cost efficiency is the order of the day. So a seem less integration of people, processes and technology to handle noncore routine work is bound to replace men and women by machines. In that case

there are greater chances of job losses, particularly for women who are already under-represented in the work force. This is bound to hamper their career progression because job security itself has become a matter of serious threat. At this juncture it is necessary to carry out analyses of the possible impact of AI on jobs and career progression of women in IT and ITES where the diversity in work force is higher as compared to other sectors. Even after a SEBI mandate women representation in corporate board rooms is pathetically low at less than 1% till 31st march 2017. Hence job losses at the entry and the middle levels may possibly slow down the career progression of the women to the senior levels and board rooms. This study attempts to evaluate the impact of artificial intelligence on women career progression in the IT and ITES sector in India.

III. SCOPE OF THE STUDY:

This study confines itself to women career progression in IT and ITES where the use of artificial intelligence is on the rise. It covers a period of 3 years from the financial year 2015-16 to the financial year 2017-18. The study considers women participation in board room as a proportion to women participation in work force at all levels.

IV. OBJECTIVES OF THE STUDY:

This study is carried out with the following objectives:

- To grasp the applications of artificial intelligence in IT and ITES sectors and how it results in job losses.
- To critically examine the after effects of AI on women participation in work force and women career progression.
- To analyze the impact of AI on women career progression on the top 10 IT companies in the India.
- To suggest measures to overcome the challenge and bring about the greater gender diversity at all levels in the chosen sector.

V. METHODOLOGY:

This study is descriptive in nature and is based entirely on secondary data drawn from published reports in journals, periodicals and websites. It uses simple statistical tools such as tables, charts, graphs and percentages for analyses and interpretation of data.

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EMPLOYEE RETENTION

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ABSTRACT:

Effective employee retention is a systematic effort by employers to create and foster an environment that encourages current employees to remain employed by having policies and practices in place that address their diverse needs. A strong retention strategy becomes a powerful recruitment tool. Retention of key employees is critical to the long-term health and success of any organization. It is a known fact that retaining your best employees ensures customer satisfaction, increased product sales, satisfied colleagues and reporting staff, effective succession planning and deeply imbedded organizational knowledge and learning.

Employee retention matters as organizational issues such as training time and investment; lost knowledge; insecure employees and a costly candidate search are involved.

Hence failing to retain a key employee is a costly proposition for an organization. Various estimates suggest that losing a middle manager in most organizations costs up to five times of his salary. Intelligent employers always realize the importance of retaining the best talent. Retaining talent has never been so important in the Indian scenario; however, things have changed in recent years. Retention of key employees and treating attrition troubles has never been so important to companies

A STUDY ON THE FINANCIAL IMPLICATIONS OF THE TEACHERS' ATTITUDE TOWARDS THEIR ABILITY

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Dr. S. Manikandan**
Dr. M. Kavitha***

ABSTRACT

This research was aimed to explore the financial implications of the teaching community and their attitude towards teaching ability in Chennai. Exploratory research design was used to explore the perception of school teachers towards their attitude on financial implications and teaching ability in their regular life. Data has been collected through survey method and structured questionnaire of 80 were collected from college teachers. The result specifies that personal profiles such as, gender, age, monthly income and school board have significant influence on the attitudes of financial implications of school teachers in Chennai city. The school teachers are suggested to spend more quality time with their students and also focus on development of professional identity to enhance their teaching ability.

Keywords: Financial Implications, School Teachers, Teaching Ability, Commitment and Professional Development.

INTRODUCTION

Developing the management of human resources is becoming a key challenge in educational institutions worldwide. Today's India, The Government is continuously working on to provide better financial benefits to the stakeholders of education system. The teachers are the major catalyst to decide the future India by moulding the student's life better and effective. The role played by educational institutions in imparting the knowledge for the student community. The role played by today's teacher was very imperative for developing the nation. The financial fulfilment of the school teacher rest in two players such as, Government and management of respective schools. The teacher's

expectations on financial fulfilment aspect were not fully satisfied by the two major deciders of the same. There is a need to understand the effectiveness on financial fulfilment of the school teachers for their betterment and enhancement in their ability on teaching. This study primarily focuses on the exploration of dimensions related to the influence of financial implication on teacher's ability.

REVIEW OF LITERATURE

Tahira K. Hira (2012) conducted an empirical study to examine the role of sustainable financial behaviour of the college teachers towards their contribution towards teaching and research aspects. The researcher has adopted a survey method to collect opinion from the college teachers on the

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AN EMPIRICAL STUDY ON FINANCIAL IMPLICATIONS OF GREEN MARKETING PRACTICES WITH REFERENCE TO CHENNAI CITY

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ABSTRACT

Green Marketing also known as environmental marketing focuses on marketing of green products which are environmentally friendly goods. Customers are also very cognizant of the use of green products. For this purpose, they demand environmentally friendly goods, so companies must fulfil their sustainability needs in today's competitive market. The financial implications of green marketing need to be addressed as it is facing the problems in maintaining funds. This article throws a light on the capital invested, pricing strategies and credit facilities offered etc.

Keywords : Green Marketing, Environmental Marketing, Sustainability

INTRODUCTION

Recently, green marketing has adopted a range of activities involving design upgrades, method enhancements, packaging updates and product revisions, and is also known as environmental marketing, climate marketing or ecological marketing.

Green marketing shall have the concept of a marketing approach to the environmental impacts of the product or service nature, produce, packaging, marking, use and disposal. Most business leaders consider green campaigns to be successful. Often advertisers are seen to monitor their rivals. If one rival takes a new initiative, others may try to take the initiative. With an important environmental issue today, businesses perceive green campaign as an asset and exploit it in their marketing strategy. Green promotion has also become a strength with their corporate policies.

Customers are also very mindful of the use. For this purpose, they demand environmentally friendly goods, so companies must fulfil their sustainability needs in today's competitive market. Public opinion has had a major impact on public policies on the climate. The lawmakers respond directly to constituents as opinion polls show that environmental issues are largely funded.

OBJECTIVES OF THE STUDY

- (i) To study of financial implications of marketing green products
- (ii) To analysis the financial constraints in trading green products
- (iii) To offer recommendation and to improve financial position of marketing of green products.

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A STUDY ON INFLUENCE OF COMPENSATION MANAGEMENT ON EMPLOYEE RETENTION IN SOFTWARE INDUSTRIES WITH REFERENCE TO CHENNAI CITY

□ Ms. S. T. Punitha*
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ABSTRACT

Globalization implies that the human resources are the most valuable assets in each and every industry. Even though the innovative technologies they need, the hand of human resources to run their innovative technology is mandatory. From the point of human resources management practices of software industries, the researcher is determining the importance of compensation management in retaining the employees in the industry by finding out the relationship between the factors of compensation management and employee retention. The compensation received by the employees will be in the form of monetary and non-monetary benefits.

Key words: Compensation Management, Employee retention

INTRODUCTION:

The worldwide movement towards any industries' work force is a heavy weight component and so employees in the industries are considered as the greatest assets. Without the man power, industries cannot achieve their organizational goals and financial objectives. The strongest edge of the profit-making company may possess in terms of technology, depth in finding market location etc., but without the effective work the industries may not be able to achieve organizational goals.

This study gives hand in finding out the compensation management practices in the retention of employees on the selected software industries.

STATEMENT OF THE PROBLEM

According to Mobley (1982) losing the intellectual base when employees leaves the industries will have to re-organize the resources, it will help the business plans and goals to continue the course. For any

industry which is highly suffered for losing a member of a team will increase the work pressure, in dropping of achieving desired result. Retaining the employees in an organization is the challenging task for any business. The impact of financial benefits received by the employees such as wages, salary, bonuses, allowances, commissions etc. and non-financial benefits derived by the employees will motivate them to be retained in the organization.

NEED FOR STUDY

The desire of the study is to understand the parameters of compensation management in retaining the employees in the software industries. The reason for conducting this study is to analyze whether the compensation system plays a significant role in influencing employees' retention in software industries or not. Strategic decisions pertaining to compensation management have to be taken by the leaders to ensure the skilled and talented employees

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Spirituality and Mindfulness: A Tool for Well-Being

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Abstract--- In the current demanding work environment, a vital self-management tool is needed for employees to overcome work pressure as it is inevitable in nature. The excessive workloads and unrealistic deadlines make employees feel sick and stressed at work. It is apparent that prolonged stress can have negative consequences on the employee health and well-being and it also decreases the efficiency and performance of employees. Studies on well-being had suggested various strategies and techniques, but an influential tool i.e., spirituality and mindfulness at work are scarce and less focused. In this study, we suggest that organizations can adopt and incorporate spirituality and mindfulness programs in the workplace as a strategy as it is expected to improve the well being and further it improves productivity and performance.

Keywords--- Workplace Spirituality, Mindfulness, Well-Being.

I. Introduction

The concept of spirituality is often misunderstood or immediately marked as a religious-based concept, but actually, it is not. It is beyond the set of programmed values, belief system and other precepts of religion (Guillory, 2000). Thus, Spirituality at work (SAW) does not concern about or follow any particular religious practice or tradition. Instead, SAW throws light on the culture that lifts individuals' sense of spirit and fulfillment at work. Incorporating spirituality at work likely to have numerous benefits like organizational commitment, increase performance and builds stress resilience (Sharma and Sharma, 2018).

Ashmos and Duchon (2000), define "it as an acknowledgement and reverence of individual inner being at the work environment". Gatling et al (2016) refer SA Was a multi-dimensional construct, which makes employees experience the three important elements/dimensions at workplace i.e., meaning in work, community at work and alignment with organizational values.

II. Mindfulness at Work

Mindfulness at work, an inner management tool, helps individuals know their true inner potential and acquire state of awareness. It is defined as "the state of being engrossed or attentive to the present moment"(Brown and Ryan, 2003). Mindfulness is an effective tool that is employed for mind fitness; i.e like the sports person, who concentrate on exercises/workouts for strengthening and retaining their physical fitness, individuals in the workplace should train their minds for psychological fitness. Mindfulness at work is likely to improve stability, control level and efficiency of employees.

Well-Being at Work

Ryan and Deci, (2001) refers employee well-being as a complex construct that concerns about the optimal functioning and experiences of employees. Employee well being is characterized in various forms viz., physical, psychological and social well being (e.g. Grant et al., 2007). Employee well-being is considered as an important aspect as evidences suggests that poor well-being at work have wide range of negative consequences such as reduced performance, employee turnover and absenteeism (Holland et al., 2013).

III. SAMAW and Well-Being

Work related stress is often a problem that affects the employee health and well being of employees (Noblet and LaMontagne, 2006). Perkbox (2018), UK Workplace survey, revealed that nearly 59% of the employees state that they experience work-related stress. To rescue employees from work stress and to boost their well-being, it is indispensable for organization to awaken their spiritual and mindfulness aspects in the work environment. For the in-depth understanding; a framework has been constructed (Figure 1) that demonstrates the relationship between spirituality and mindfulness at work and employee well-being.

Predictive analysis in Gestational Diabetic Mellitus (GDM) using HCNN-LSTM/DPNN (Big Data)

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Abstract—The Statistical report from International Diabetes Federation (IDF), in 2020, 463 million people were affected by diabetes in the world and 88 million people in the Southeast Asia region. Overall 88 million people, 77 million people belong to India. IDF said India has the second-highest place of children affected with type 1 diabetes after the United States. As per the World Health Organization (WHO), overall 2% of deaths occurred in India are due to diabetes. According to IGT (Impaired Glucose Tolerance) 35 % of sufferers on Type 2 diabetes, so we strongly telling that, India is looking for a healthcare emergency. In this paper, we are telling about the seriousness and impact of diabetes (Type1, Type2 and GDM). And also important to reveal and discuss the accuracy of our proposed methodology with the existing methodologies. It is important to the early prediction using the HCNN-LSTM Algorithm using Big Data technology. According to the IDF report, the patients' records is a huge volume, to manage and store all patients' records we need HDFS storage, it is under the big data technology.

Keywords: Big Data, Diabetic Mellitus (DM), DPNN, Gestational Diabetic Mellitus (GDM), HCNN-LSTM, Type1 DM, Type2 DM

I. INTRODUCTION

According to the report, 30 to 70 years old Indians' death is calculated by mainly four non-communicable diseases. The diseases are diabetes, cancer, stroke and respiratory. Depends upon the Global Status Report, in the year 2030, approximately 52 million people will be affected by Non-Communicable Diseases. Diabetic Mellitus (DM) is one of the Non-Communicable Diseases (NCD). The DM patient is combined with maybe lifelong body difficulties and several health diseases. According to the statistical report (2019-2020), India has estimated that 77 million people are affected by diabetes, it was in the second most affected country in the world, after China like population. In India, one in six people that is 17% of the world is affected by diabetes. India's population as calculated in October 2018 was about 17.5% of the global total. As per the assumption of International Diabetes Federation (IDF), this total is extended to grow by 2045 to become 134 million. So, the Indian healthcare systems are to be improved.

II. TYPES OF DIABETES

A. Type1 Diabetic Mellitus

Type1 DM outcomes from our body are decline to create insulin, so the patient needs to inject insulin, which means the pancreas does not support manufacturing the glucose-regulating hormone. There is no age limit for the person who is affected by diabetes but mostly occurs in children and adolescents. As per a statistical report, around 10% of diabetes affected people have type 1 diabetes. A person who is feeling to drink water frequently, dry mouth, without reason reduced weight, urination frequently, tiredness, feel like no energy, frequent hunger, blurred vision of eye and urination on the bed are the symptoms of Type1 diabetes. This is called Insulin Dependent Diabetes Mellitus (IDDM). It is also called an autoimmune disorder. Currently, there is no sufficient and secure intervention exists to prevent type1 diabetes and a huge volume of clinics are targeted at stopping the autoimmune demolition of pancreatic beta cells. It is mostly affected by an older or obese mother for her newborn baby, at the birth itself. At present, type1 DM cannot be prevented.

B. Type2 Diabetic Mellitus

Bio inspired Optimization Algorithms for Scheduling Task in Cloud Environment: Review

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Abstract

Cloud Computing is an evolving technology that provides consumers with low cost services upon their demand. Based on the incoming tasks for the respective resources an efficient task scheduling must be measure the system performed. Solving the issue, an efficient task scheduling algorithm needs to be evaluated Bio-inspired computing is a computational problem-solving technique based on nature. In recent years, this bio inspired algorithm has become very prominent in solving NP hard and NP complete problems. This paper discusses more than 15 Bio-inspired task scheduling algorithms focus on Ant colony optimization (ACO), Cuckoo search optimization Algorithm (CSA), Chicken swarm optimization (CSO) based on task scheduling with specific performance metrics.

Keywords: Bio inspired Algorithms, Cloud Computing, NP hard, Task Scheduling, Optimization Algorithms.

1. Introduction

Cloud computing relies shared resources, on-demand computing system with different types of data and services are hosted on a data center that includes large number of virtual machines (VMs) intermingled in a difficult way. In the modern big data era, the cloud computing paradigm has attracted attention in major scientific, mobile communication, medical and business fields. This computing model offers an on-demand computing model for the customers to access the shared resources more conveniently [1]. The cloud service providers (CSP) or Cloud brokers execute pay as per resource usage model. The cloud users can utilize different type of services such as Software as a service, Infrastructure as a service, and Platform as a service based their needs. The cloud environment can allocate, re-allocate, increase or decrease resources or even withdraw the services dynamically during the task processing. This property enables the cloud users to obtain high performance services through the cloud optimization of the resource allocation to the users' tasks [2]. As task scheduling is dependent on physical resource usage and has direct influence on the Quality of service and customer satisfaction, the policy making for efficient task scheduling becomes crucial in any cloud environment.

The main components in the cloud world are cloud users, database servers and a wide variety of data centers. Data center is a series of servers that host variety of applications, and also focused on storage facilities. End user wishes to access the data center to connect to different services. A data center is normally located far from end users [3]. Distributed servers are parts of a cloud platform that are accessible via various internet applications. The active complexity of the cloud computing system requires a complex algorithm for effective node-to-node scheduling and load balance. Static scheduling algorithms can only operate when the workloads vary less. The problem of cloud scheduling is called NP hard (non-deterministic polynomial time) issues. Bio-inspired algorithms play an energetic role in solving complex problems in real time,

Multi-Objective Task Scheduling using Chaotic Quantum-Behaved Chicken Swarm Optimization (CQCSO) in Cloud Computing Environment

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Abstract. Task scheduling is a challenging process with the increasing number of requests from the clients in a cloud system. Achieving efficient task scheduling with multiple objectives is much required in this modern era. In this paper, a multi-objective task scheduling approach based on a novel Chaotic Quantum-Behaved Chicken Swarm Optimization (CQCSO) algorithm is proposed. CQCSO is developed by applying chaotic theory and quantum theory to the standard chicken swarm optimization to overcome its problem of pre-mature convergence and local optima. CQCSO algorithm models the task scheduling as an optimization problem and solve it by formulating a multi-objective fitness function using task completion time, response time and throughput to ensure maximum Quality-of-service (QoS) satisfaction and minimum SLA violations. CQCSO identifies the task order and optimally schedules them to the suitable virtual machines with better performance. Experiments were conducted in CloudSim and the results showed that the CQCSO approach has provided better task scheduling than the other existing algorithms.

Keywords: Cloud computing, Task scheduling, Chaotic quantum-behaved chicken swarm optimization, Quality-of-service, multi-objective problem.

1 Introduction

In the modern big data era, the cloud computing paradigm has attracted attention in major scientific, mobile communication, medical and business fields. Cloud computing provides an on-demand computing model to access the convenient shared resources including the networks, storage, applications, servers and services [1]. Cloud computing model has the ability to allocate adequate resources

ASSOCIATION ANALYSIS AND RULE MINING FOR EFFICIENT MYOCLONIC DISEASE PREDICTION

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Abstract

Association evaluation has end up one of the maximum distinctly used and studied techniques in data mining. The most important aspect of this method engages coming across the capable relationship and co-occurrence among gadgets within the information. Association guidelines are articulated in an IF-THEN propositional rule-based totally format. Researchers evolved masses of algorithms for locating frequent item sets and relationship procedure. This paper provides the substantial study of various Association Rule mining for proficient myoclonic disease prediction. This paper also analyses Association Rule Mining for proficient Myoclonic Disease Prediction by means of linear regression.

Keywords: *Association analysis, Mining, disease prediction, Myoclonic*

INTRODUCTION

Association analysis is to extract concealed knowledge from large voluminous of databases. In 1993, Agrawal, Imielinski and Swami developed an algorithm to discover the relationships or correlation between items based on measures, is called AIs. Since then, association analysis has emerged as the vastly used and studied techniques in data mining. The main principal of this technique engages discovering the capable relationship and co-occurrence between items in the data. In other words, it discovers and measures quantitative evidence for relationships expressed in the database. Association rules are expressed in an IF-THEN propositional rule-based format.

A common example of this method is market basket analysis. Let keep in mind an easy instance: “Customers who buy product -A often also buy product -B”. A decision maker such as a shopper or a marketer can access a large volume of historical data from which such rules have been extracted, to more confidently draw conclusions and make decisions that are well supported by the data.

Nowadays association analysis is applied into numerous areas like retail market, fraud detection, e-commerce, banking, financial, web data, software bug, social network, security and medical data. In the above applications, association analysis is used for decision making through existing data. In medical application, it is used for find the frequent sequence, duplicate detection, diagnosis and prediction.

Due to the requirement of the association analysis is used various applications. A decade of research, association analysis is well established field. But till now, it is motivating researchers due to lack of the following issues.

1. Scalable and efficient algorithm to mine frequent item set.
2. The uninteresting rules should be pruned by the algorithms.
3. The algorithm must be mined domain depended rules from the datasets.
4. Finding suitable and interestingness measures to mine frequent item sets and association rules.

Discovering the Bitcoin Double Spend using Lost Agreement Amount

A. Murugan, J. Vijayalakshmi

Abstract: *In the modernized world like digital world, traditional way of payments through banks and other third parties are out of sphere. To meet the digital competency digital token like bitcoin based crypto currency payment is required. Lots of business persons are moving towards the digital way of secure payment. Intruders like hackers hamper the digital token and make immortality in the transaction which in turn create the double spend. Double spend is a serious threat in the Bitcoin network. Our research work focuses on double spend detection of transaction before it gets confirmed and added to the block by the miners. The proposed new architecture for detecting double spend using Dual Payout based on Lost Agreement Amount (DPL2A) will identify one of the ways that double spend attack occur before it is added to the blockchain. This architecture gives the clear identification of double spend attack and their full details of transaction occurrence so that when it is broadcasted into the peer-to-peer network, the network nodes will use this architecture to detect double spend, its occurrence is fully prevented and only the genuine transaction will be added to the blockchain.*

Keywords: *Bitcoin, Double spend attack, Blockchain, UTXO, Mining*

I. INTRODUCTION

Blockchain is a data structure which holds the collection of linked blocks where each block contains financial transactions which is replicated across number of peer-to-peer systems in almost real time. Blockchain uses cryptography and digital signatures techniques in order to prove identity, authenticity and enforce access rights for read or write operations. The data inside blockchain was written by certain participants and can be read by a wider audience around the world. This uses the mechanism which makes harder to change historical records and can be easily detected when someone is trying to do mischief [1]. A blockchain is a shared, immutable public ledger of all transactions or digital events which are executed and shared among participating transactors. Each transaction in the blockchain is verified by consensus mechanism by considerable participants.

The blockchain contains a verifiable record of every single transaction that had done previously. This allows for trust minimized transactions between pseudonymous parties without requiring a trusted intermediary [2]. Blockchain

builds trust among peers based on the following attributes like distributed and viable, secure, private and indestructible, transparent and adaptable, consensus based flexible and valid transactional support. The transaction data are stored in blocks which are linked together to form a chain. Blocks maintain the logging time of transaction sequence and record the confirmation time which are governed by rules agreed by the participants of network [3]. Bitcoin blockchain is a complicated system which aims to support reading and writing data by open access technique and lack of centralized power or control.

In Bitcoin systems data is stored in blockchain and it is distributed through peer-to-peer network. Consensus is implemented based on longest chain rule and the rules upgradation is carried out based on Bitcoin Improvement Proposals (BIPS). The transaction submission, validating transactions, reading data and adding blocks to blockchain are done based on anonymous name. Misbehavior in network is handled through proof-of-work [1]. The bitcoin system makes use of blockchain architecture and principles for making a database of both secured and widely distributed. Distributed ledgers like blockchain eliminate the need for central authorities to certify the possession of property and clearing transactions.

The bitcoin blockchain environment is depicted in Figure 1. The Bitcoin's blockchain environment holds four layers [4]. The transaction part holds the state transition function and unspent transaction outputs (UTXO) which takes roughly 60 minutes or 6 blocks time for confirming the transaction. The block part includes one coinbase transaction and the order of transactions. It also additionally includes timestamp, hash of the previous block, a merkle root, a difficulty target, target adjustment and nonce value. The miner node attempt to reach the difficulty target value based on the nonce value. Whenever it found nonce it writes one coinbase transaction to earn bitcoin rewards and can start to use that rewards after passing 100 blocks from mining succeed.

Bitcoin Economy
Miners
Blocks
Transactions

Figure 1. Bitcoin Blockchain Environment

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Preventing the bitcoin Double Spend using Transaction Hash and Unspent Transaction Output

A. Murugan, J. Vijayalakshmi

ABSTRACT: The red-hot crypto currency is a bitcoin which occupies first position in the capital investment of financial world which is assaulted by various factors like wallet attacks, network attacks, mining attacks and double spending attacks. Double spending is the major attack in which the attacker tries to cheat the network nodes and use the same coin for more than one set of transactions. Of this the original transaction identification from the set of transactions is a challenging one. In this paper we propose a solution for identifying the primary transaction from the set of double spend or multi spend transactions. The proposed approach finds the authentic transaction from the list of double spend transactions using transaction hash value, which is primarily used for every transaction in the Bitcoin network. Transaction hash value is used as transaction identifier for each bitcoin transaction. By comparing the transaction hash value with the existing pool of unconfirmed input pool, transhash pool and utxopool one can identify the genuine transaction from the flawed transaction list. The firsthand transaction is then added to the Confirmed input pool which is then entered into the newly added block of the blockchain. This architecture will prevent the double spend of bitcoin further in the network which facilitates the network nodes as well as minimize the miners task for verification and validation of transaction.

Keywords: Blockchain, Double spending, UTXOpool, Inputpool, Transactionhash

I. INTRODUCTION

In 2008 the evolution of global financial crisis made the advent of Digital currency management systems. Satoshi Nakamoto was the the father for the arrival of crypto currency in the digital world. Crypto currency is a form of virtual currency which supports high level of security and prevents the reproduction of using same digital currency for multiple times in transactions. Crypto currencies follow the principle of permanent ledger management, globally distributed and constant verification by powered computers [2]. Crypto currency is a decentralized currency which provides open and self-regulating features and support transaction which is alternative to banks [3]. Crypto currency is analogous to fiat currency which is widely accepted by various countries for merchandise. The first crypto currency was Bitcoin which was introduced in 2009 with various security features compared to centralized computing system like banks and financial institutions. Bitcoin is a “Gold standard” crypto currency which is widely accepted by all countries around the world like United States, Canada, Australia and European Union like Finland, Cyprus, UK, Germany and Bulgaria [2].

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Bitcoin is a type of virtual currency with none intermediary trusted parties and none participant identities. The construction of Bitcoin system includes “proof-of-work” amaze and “public ledger” called blockchain which encounter double spending occurrence effectively. A Blockchain is a shared public ledger which holds all bitcoin transactions which is shared among the network peers. The main segments of Bitcoin system include transactions, consensus and communication. Bitcoin state is identified based on the list of transactions [4]. Transaction is a way of transferring of bitcoin (BTCs) among peers in Bitcoin network through electronic mode. These peers are referred it as bitcoin addresses which are used in each transaction occurrence [5].

The basic part of transaction includes Unspent Transaction Output (UTXO) which is the fundamental building block of crypto currency transaction. The transactions which consume UTXO are called transaction inputs and the transaction which produce UTXO are called transaction outputs. The transactions are valid once it gets accepted into the public history of transactions called blockchain or public ledger [3]. The following Figure 1 shows the regular transaction process in which Alpha is the sender and Bravo is the receiver and TH refers to transaction hash or transaction identifier (TXID) which is used as primary identifier for every transaction. If the TH value is used for spending numerous times then it is called it as *double spending transaction* or *multi spending transaction*. Normally the transaction produces two outputs the one that sent to recipient are called spent output and the one that sent to the sender itself as balance amount are called change output. Here Alpha and Bravo are peers.

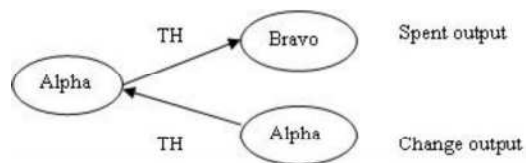


Figure 1: Normal transaction process

Peers contain multiple addresses which are stored and managed by its wallet along with its public/private key pairs. These key pairs are used for transferring and verifying ownership of BTCs among addresses. These public/private keys are used for generating and verifying the authenticity of the ownership by checking the chain of signatures.



Detecting Multi-Block Double Spent Transaction Based On B-Tree Indexing

A. Murugan, J. Vijayalakshmi

Abstract: The emergence of cryptocurrency as a new payment method gives rise to various security threats related to transaction malleability like privacy leakage, loss of amount, doing illicit activities, and double-spending of the same money more than once. Double-spending of money is quite easier to implement in cryptocurrency management rather than fiat currency management because data replication can be easily done here. The rise of double-spending may degrade the performance of the Bitcoin network. In Blockchain, there may be lakhs of records and thousands of blocks available, of this detecting double-spending data in multiple blocks takes more time. To address the time management, of detecting double-spent data in multiple blocks of blockchain this paper had proposed Multi-Block Double spent Transaction Detection (MBDTD) architecture using B-tree indexing and Cognizant Merkle. The combination of Cognizant Merkle and B-tree indexing supports the rapid verification of transaction data in multiple blocks. B-tree indexing supports speedy retrieval of Merkle value among multiple blocks and Cognizant Merkle supports quick searching of transactions in each block.

Index Terms: Bitcoin, Blockchain, B-tree index, Cognizant Merkle, Double-spend attack, Peer-to-Peer network, Transactions,

1. INTRODUCTION

Blockchain is an organized data structure that links the blocks [3] sequentially from genesis block to current block which holds the records of financial transactions. This uses cryptography and digital signatures method to prove authenticity, identity and access rights for reading or writing operations. The data is written by some nodes and it is read by multiple participants around the network [2]. The Blockchain is a renovate technology that enables users to execute the financial transactions in a guaranteed manner and it can be audited by everyone without the need for a trusted third party. Each transaction history is indexed in a decentralized ledger and redistributed to all users in the network. The complexity of transactions like Proof-Of-Work (POW) makes these transactions impossible to falsify [1]. Blockchain works on the principle of distributed ledger system which means the data record is not kept by any one central authority rather it is available at each and every node on the Peer-to-Peer network (P2P). Every participant node keeps the updated copy of the data record in the blockchain. The record doesn't specify individual transaction rather it shows the transaction that took place between any two nodes on the network. This ensures that the entire network is fraud-proof because everyone has an authentic copy of records and no one can falsify the transaction or double-spend the same bitcoins [3]. The architecture of blockchain is shown in Figure 1 which consists of three layers namely Application layer, Decentralized ledger layer, and Peer-to-Peer network layer. The Application layer is built based on the underlying decentralized ledger layer maintained on a peer-to-peer network. In the case of the Bitcoin network, the application layer supports the exchange of bitcoins for e-commerce transactions through a Bitcoin Wallet. A Bitcoin Wallet represents the user's unspent bitcoins. The decentralized ledger layer consists of multiple components which ensure that the single, global ledger remains consistent and tamper-proof. The decentralized ledger layer is called the

blockchain where transactions are arranged into blocks and each block cryptographically linked to its parent block to form a chain.

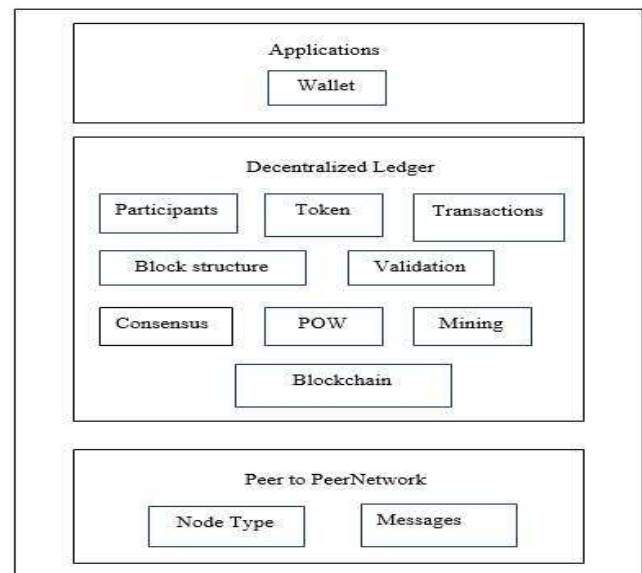


Figure 1: Blockchain architecture

A transaction represents a token exchange between participants. In the case of the Bitcoin network, a transaction represents the movement of bitcoins between different addresses. The validation section performs the transaction validation which is done by all nodes on the network. Mining is the process of grouping transactions into block that is added to the end of current blockchain [4]. Proof-Of-Work (POW) algorithm is used by blockchain to ensure that there is a consensus (mutual agreement) among all nodes on the network regarding transaction validation. The bottom layer represents the P2P network with different roles played by multiple nodes in the system. These nodes are useful for exchanging various messages for updating and maintaining the decentralized ledger [4].

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FORESEEING STOCK PRICE– A DETAILED SURVEY AND MODELLING

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Abstract

Stock exchange expectation is a specialty of anticipating the future estimation of specific financial script depend on the analysis of the past data. Stock market forecast is significant as it includes greater speculation and returns in the field of scholastic and budgetary research. Despite the fact that it is profoundly unpredictable there are procedures accessible to foresee its future worth. It is extraordinary advantageous to use AI strategy to anticipate the estimation of the stock cost. Fuzzy rationale, Neural system and hereditary calculation are recognized to be the main AI method in stock value forecast. It follows delicate procedures. As it gives high scope of precision and speed, utilization of delicate processing procedures are energetically prescribed. The thought behind the expectation is to utilize less number of sources of info information and to accomplish the best outcome. This paper reviews in excess of 15 related articles that are published under the subject stock value forecast. The choice of the papers depend on the different models in delicate processing that are used to accomplish the stock cost. In the later part, we also proposed a novel model to predict the future stock price.

Keywords: Fuzzy rule, Genetic Approach, Neural Networks, Stock Prediction, Time Series,.

1. Stock Introduction

Financial interchange seems to big role in nations upliftment. It is a typical stage for organizations to raise assets for organization by permitting clients to purchase or shell shares at a concurred cost. As increasingly, more cash is build up with resources into this field, expecting the future stock cost is a significant rules for the investors. The stock value parameters are exceptionally deviates between rise and fall about a time period. Expectations will influence the investor's scope rapidly. The expectation of stock cost is as significant as the budget proposal of a nation. Stock value forecast can be delegated a) Fundamental investigation b) Technical examination and c) Technological investigation

1.1 Fundamental investigation

This strategy utilizes the basic information about the stock to foresee the future worth. Key examination utilizes measurable information identified with an organization. The parameters might be review reports, budgetary status of the organization, the profits, past data, volume of import/send out,

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Efficient Cloud Authentication Scheme using Single Sign-On Nature in Hands with Branca Strategy



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ABSTRACT

The technological world is surround with Internet oriented services and its architecture is purely based on MultiServer Platform oriented as well as the security concerns are more important to deal with MultiServer platforms as like many web concerns to deal with (for example: Google, FaceBook and so on). All these concerns follow a strategy called Single-Sign On (SSO), in which it provides efficient solutions to deal the authentication issues based on token or key based scenarios. In this SSO based system, users have to sign into system by using authenticated username and password with one time and the remaining processes will be handled by using generated tokens. In the past system, there are several methodologies to associate with this Single-Sign On norm, but all are falling under certain problems and security issues. These all issues found because of using traditional security mechanisms such as key-hashing, data-hashing and so on. So, that a new technique is required to resolve these issues and provide an intelligent token generation scheme. In this paper, an efficient cloud oriented authentication security system is followed, which is based on Single-Sign On logic in association with latest and powerful token generation mechanism called Branca. Branca usually generates a token based on details provided by user and produces a secret key with current date/time as well as the key is tokenized by using encryption mechanism, which is called Authenticated Encrypted Token (AET). An Authenticated Encrypted Token creates a path to secure the message, which cannot be visible to the intruders/sniffers to alter or acquire it. The name Branca is formed to attract, which is for "IETF-XChaCha20-Poly1305-AEAD" type messages association-with additional version number and time-stamp. The name Branca is a best option for secure authentication mechanism by means of its authenticated-and-encrypted Application Programming Interface tokens. Branca features does not specify any additional payload-formats and compare to other options, with the help of this Branca technique user can have modern encryption schemes and smaller token size to process their data.

Key words: Single-Sign On, SSO, Branca, Authenticated Encrypted Token, AET

1.INTRODUCTION

In today's internet world, each and every individual belong multi-server environment to deal with the communication and data preservation needs, which is handled by many internet services and commercial internet based organizations such as Google, Facebook, Twitter and so on. All are applying some promising strategies to provide efficient authentication norms to their clients and users, which is called as Single Sign-On strategy. In industry there are several authentication schemes available to clients with the ability sign on using one set of username and password alleviating the need of multiple identities and multiple passwords. Although promising, SSO mechanisms need to be extra robust and provide utmost authentication for their users. Authentication Key based schemes are the most popular and well-known robust scheme to provide efficient security mechanism over cloud environments to make feel the clients and users on secure level. Some of the unidirectional authentication security keys provide strong key nature to prevent the user and data in safer manner. Due to the unidirectional nature of the authentication channel between the service provider and the client in SSO and the lack of a recent authentication key, researchers have pointed out vulnerabilities in such schemes leading to attacks such as impersonation attacks. In this paper, we proposed an efficient solution that effectively handles the Single Sign-On (SSO) scheme, which is called, Branca Strategy. Branca is a secure and easy way to use (key) token format which makes it hard to shoot or guess by hackers or intruders in the cloud environment. It uses IETF XChaCha20-Poly1305 AEAD symmetric encryption to create encrypted and tamperproof tokens/keys.

Payload itself is an arbitrary sequence of bytes and it can use for example a JSON object, plain text string or even binary data serialized by Message Pack or Protocol Buffers. The main objective of the proposed system (Branca) is enhancing the security nature of the cloud environment, to provide the easy solution of authentication problems as well as related issues and finally the goal is to provide all these features with small token size. The token format of Branca is

iSSON- Intelligent Single Sign on Key Authentication Strategy using Powerful JWT Norms



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ABSTRACT

Now-a-days smart gadgets are the leading usage and communication mode accumulated by all people around globe. This drastic development leads many security issues and privacy-mismatches, in which all the commercial business organizations felt strange affections over their business goals. The major threat to deal with this kind of affection is based on authentication, whereas the authentication attack causes severe damage to the commercial or non-commercial records over the server, which automatically leads the system so poor and causes the performance down. There are many schemes available today, to provide security oriented authentication features and enable multiple clients around the globe to use privacy aware server and so on, however the practical problems are different, which causes the security issues over different levels like authentication, access control and many more. So, that to avoid this kind of security and privacy issues, an intelligent security-aware algorithm is required to resolve above quoted issues. In this proposed system, a new kind of key authentication strategy is introduced to provide higher end security norms to the gadgets and the associated servers by enabling privacy aware schemes, in which it is termed as Intelligent Single Sign On (iSSON) Scheme. This single sign on scheme allows the user to be sign in to the client system at once, the next time onwards the key enabling protocol creates a dynamic encrypted key to process the data and provides authentication for further with dynamically generated crypto keys. This kind of key generations are handled by Java-Web Token (J-WT). This proposed approach of Intelligent Single Sign On scheme is associated with Java-Web Token strategy to provide ultimate security features to the user/business environments. The association of Intelligent Single Sign On Scheme and Java Web Token Strategy is collectively called as "iSSON-JWT". This proposed system of iSSON-JWT provides users to attain high level of privacy along with reasonable costing nature and the practical implementation possibilities are really easy compare to the classical single sign on schemes in era. This proposed approach of iSSON-JWT give assurance to privacy enabling nature and cloud service robustness with practical proofs and it will be explained in detail over further summaries.

Key words: iSSON, Intelligent Single Sign On, Java Web Token, JWT, Cloud Service System

1.INTRODUCTION

With the prominence of cell phones, for example, Android-Smartphones and MAC gadgets, increasingly customary business exchanges are being directed online all day, paying little mind to their physical areas for whatever length of time that they have Internet Associations [1][2][3][4]. While this bears us numerous advantageous and associated idea of the wireless connectivities likewise uncovered the clients and framework to a wide scope of security threats [5][6][7]. A model mobile cloud-enabled Service design is appeared in the following figure, Fig.1. Right now, cell phones can get to cloud benefits in two modes: either through wireless network arrangement or through cloud service-providers. All the mobile clients expects many security norms to prevent their data around web medium by means of advanced security features such as crypto algorithms, machine-learning principles and so on. The circulated areas of the service handlers make it advantageous for client to access different services. Be that as it may, the plan of conveyed validation convention to guarantee secure correspondence while giving low computational overheads to these mobile clients is basic. As of late, a huge number of authentication-validations rule for single-server condition were introduced [6][7][8]. To oblige the wide extending furthermore, expanding requests for more extravagant and intuitive client service associations, many MultiServer platforms are sent in real-time applications. Anyway, existing login-verification laws intended for single-server platform, which are not appropriate for such MultiServer conditions, so, that a client needs to enroll in each and every server and recalls all credentials for the wide range of cloud-servers. Single Sign On authentication is a real-time deployment, since it permits a client with a solitary accreditation to get to various servers and allow accessing its features; therefore, this offer ascends to MultiServer Key-Authentication (MSKA) procedures. In regular single sign on plans, many open service architectures has been broadly developed by numerous analysts and some Internet specialist organizations, for example, Yahoo , Google and so on with more than 50k sites allegedly utilizing open source services as their key-authentication plot.



Stock Price Prediction Using Tech News Based Soft Computing Approach

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ABSTRACT

In the stock market prediction foremost basic factor is the output stock price. What is more there's the test of demonstrating whether the stock market sectors are sure or not. The foregone behavior conclusion of the market is a difficult task and that has been much mentioned by researchers and data science observers. In our proposed work and by day to day stock price observance and intense research we find out that the future stock price information in accordance with particular stock details may influence the stock price significantly. Even though many adhoc methods are there in real time, this concept significantly improves the performance of the stock price prediction with respect to that of environmental factors. Our methodology reads the appropriate news channel and in convergence with the soft computing results a good predictive development. Additionally they accept that the stock trade follows a stochastic procedure, which recommends that the best forecast depends on the present stock information. The suggestions of news will be cross checked with the experts group.

Key words: Genetic Algorithm, Proficient Market Hypothesis, Soft Computing, Stochastic process, Stock market prediction

1. INTRODUCTION

Presently days, an average recognition is that a lot of capital ventures are made around the Stock Markets all through the world. National economies and strategies joined together powerfully and highly influence of the operations of the Stock Market sector. In the most recent advancement varying indicators[1] incorporate moving normal, intermingling, difference parameters, irregular list and so on. Moreover, recently the Markets have become a lot of accessible investment tool, that include computing associated techniques using intelligent agents[2]. In another development neural network[3] can be used to analyse the twitter sentiment score for a given stock. In Case based reasoning[4] based both the fundamental and technical predictors are used to find the future stock value. The forecasting of stock price[5] is not only for long term bulk investors but also for common people interested to do trading account.

Stock price information's are not solely associated with economic parameters, however they influence lifestyle in a very a lot of direct means. So they constitute a mechanism that has vital and direct social impacts. The characteristic that each one Stock Markets[6] have in common is that the uncertainty, which is related with their short and long state for further. This feature is undesirable for the investor however it's additionally ineluctable whenever the exchange is chosen because the investment tool. The simplest that one will do is to undertake to scale back this uncertainty. Stock Market Prediction (or forecasting) is one among the instruments during this method [7]. Many researchers provide many methods that motivates others to make an attempt to predict the securities market.

There is no doubt that no one will do profit at all the times or losing frequently and it is not the individual work. It is the involvement of various parameters and other technological executions associated with particular stock to be profitable. Earning profit from an investment in stocks needs various considerations related to that stock. To be honest, it is highly volatile in nature. There are numerous endeavors to achieve a route or in other to foresee the fate of the stock cost. The question now is which factors determines the future stock price?. The approach is quiet convincing that it may need a hybrid technique for bot buying and selling strategies[8]. The data belongs to the stock market exchange comes from the study of related data.

2. LITERATURE REVIEW

Based on others evaluation to the literature with a purpose defines a few fundamental traits to examine the review of previously done works. The characteristic nature of all parameters is a real concern in finding the precise definition of all prediction technique[9] in accordance with the stock market. It needs a individual stock approach rather than a global technique.

The survey we did as such far gives us various ends that prompted the estimation of future stock cost. The research work of Hesieh and Tsibouries et al gives more informations about the stock behavior. It concludes that the market is not random and it may be a non linear. It also says that by applying some high technological methods it is surely predictable. According to White's[10] study either the linear model or the Neural Network can do similarities in patterns within the records and its impact.

Pregnancy Period Diabetic and Blood Pressure Predictive Analysis using HCNN-LSTM

T. Papitha Christobel, A. Sasi Kumar

Abstract: Diabetes has transformed into the worldwide diseases and can occur for all age groups irrespective of their gender. Unlike other diseases, Diabetes needs continuous monitoring as it leads to much adverse effect on functioning of human body. Especially, the diabetes that occurs in female during the pregnancy had its impact over the mother along with their infant before its birth. Many studies showed early prediction can prevent and delimit the challenges that were posed by diabetes among pregnant women. Several health care prediction models often suffer from inconsistencies in data and feature selection that reduce the prediction performance. In the present work, we had proposed the novel Health Care Neural Network-Long Short Term Memory (HCNN-LSTM) to predict the Pregnancy Period Diabetic and Blood Pressure. The Pima Indian diabetes dataset was employed construct the proposed prediction model to predict the patient as diabetic and non-diabetic. For the purpose of comparison, the decision tree, random forest and Navies' Bayes algorithm are implemented for classification. From the analysis, it was evident that the proposed HCNN-LSTM showed optimum values on performance metrics than the other classifiers. The proposed work can be expanded considering several features of diabetic prediction in future.

Keywords: Diabetes, Blood Pressure, pregnancy, prediction model, Proposed HCNN-LSTM.

I. INTRODUCTION

The Diabetes is a chronic disease with the potential to cause a worldwide health care crisis. According to International Diabetes Federation 382 million people are living with diabetes across the whole world and it is expected to be doubled By 2035[1]. Diabetes is a chronic, complex illness demanding incessant medical care with multifactorial strategies for risk-reduction further than glycemic control [2]. Early prediction of diabetes is quite challenging task for medical practitioners as it depend on several developing factors like genetic susceptibility, body weight, food habit and sedentary lifestyle [3]. Diabetes affects human organs such as kidney, eye, heart, nerves, foot [4].

Machine Learning (ML) is a sub area of artificial intelligence which concentrates on the advancement of systems thereby empowering the software applications to get into a self-learning state without being programmed explicitly [5-6]. ML supports the system to identify and understand the input data, so that it can make decisions and predictions based on it [7]. ML is about scheming algorithms that permit a computer system to learn. Learning is not essentially includes

awareness but learning is defining the statistical constancies or other data patterns [8]. The machine learning effect has also observed generally across a wide-range of industries apprehensive with data-intensive problems, like services for consumer, the faults diagnosis is complex [9].

Predictive modeling is a commonly used statistical technique to predict future behavior. Solutions from predictive modeling are in the data-mining form that performs by analyzing current and historical data and making a model to aid in predicting future results. It is the outcome of combining mathematics and data, in which a mapping function was generated between a input fields of data set and a target or response variable [10].

Among the different diabetes, Gestational diabetes mellitus (GDM) is the nightmare of epidemiologists. The condition is well-defined as intolerance of carbohydrate resulting in variable severity hyperglycemia with onset or first acknowledgment during pregnancy [11]. Low and high birth weight are likely risk factors for GDM because of their association with insulin resistance. It is assumed that the fetus recompenses for under nourishment in the womb by epigenetically changing the genes expression that included in energy utilization, fat storage, and regulation of appetite [12].

Hence the prediction of GDM is very important at the early stages. However the present prediction models are subjective to many problems like missing data, improper data retrieval and more time to classification of data that affect the prediction accuracy to greater extent. The following contributions are carried out in our work to predict the diabetes during pregnancy along with the blood condition level as.

- The region of improper data is identified in the Electronic Health Record (EHR) and implemented the latent factor model to restructure the misplaced data to form a complete data.
- A novel HCNN-LSTM based multimodal risk prediction (Health Care Neural Network-Long Short Term Memory) algorithm is proposed for EHR data.
- The EHR risk model is developed and through the experiment, the performance of Proposed HCNN-LSTM is found better than state-of-art methods.

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PM2.5 Prediction using Machine Learning Hybrid Model for Smart Health

J. Angelin Jebamalar , A. Sasi Kumar

Abstract: Air Pollution is one of the current serious issue attributable to people's health causing cardiopulmonary deaths, lung cancer and several respiratory problems. Air is polluted by numerous air pollutants, among which Particulate Matter (PM2.5) is considered harmful consists of suspended particles with a diameter less than 2.5 micrometers. This paper aims to acquire PM2.5 data through IoT devices, store it in Cloud and propose an improved hybrid model that predicts the PM2.5 concentration in the air. Finally through forecasting system we alert the public in case of an undesired condition. The experimental result shows that our proposed hybrid model achieve better performance than other regression models.

Keywords: IoT, Cloud, Air pollution, PM2.5, Machine Learning, Prediction, Ensemble, Regression algorithms

I. INTRODUCTION

Air pollution is a serious environmental issue leading to global warming and having a greater impact on human health causing premature death, cancer, respiratory illnesses or heart disease. The Air Quality Index (AQI) is an indicator to describe the air quality level based on the concentration of several pollutants in the atmosphere, commonly PM2.5, PM10, carbon monoxide, sulphur dioxide, nitrogen dioxide and ozone.

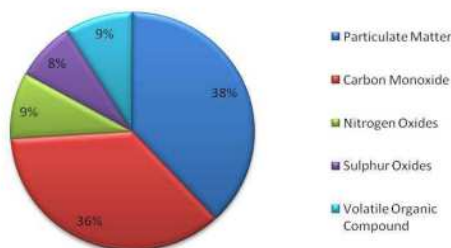


Fig. 1. Major air pollutants

Among the air pollutants PM2.5 is most dangerous fine particles with diameters that are generally 2.5 micrometers and smaller in diameter that can penetrate easily into the bloodstream and causes serious health hazards. A recent research shows that the air particles penetrated their way from the lungs to the placenta and may reach foetus directly by the

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mother. The major contributor to these fine particles in air are produced from industries, motor vehicles, burning fossil fuels. Internet of Things (IoT) is a collection of "smart devices" capable of sensing and connect with their surroundings to acquire the data. The huge amount of data captured from these devices introduces challenges associated with the storage and processing capabilities of the data. An efficient solution for the managing these challenges is Cloud Computing. This paper acquires the air pollutant data using sensor and relay on cloud for storage and processing.

In predicting PM2.5 concentration, machine learning regression algorithms play a major by extracting data and finds the hidden information and helpful in predictive analysis.

In this paper we predict the air pollutant PM2.5 using a hybrid model which is a combination of decision tree and light GDM machine learning regression technique. We have also presented the comparative analysis of this hybrid model with other regression techniques, based on the two metrics MAE and RMSE. The Mean Absolute Error (MAE) is the average absolute differences between actual and prediction and the Root Mean Squared Error (RMSE) is the average squared differences between actual and predicted values.

II. LITERATURE REVIEW

At present, many machine learning techniques have been proposed for solving air pollution prediction problems based on simple regression models. Authors in [3] have performed to estimate PM2.5 using random forest model and two other traditional regression models, the random forest shows the high accuracy in predicting the PM2.5 concentration.

In [1] authors made a comparative study of machine learning techniques to predict the quality of air using Apache spark with multiple data sets and concluded that the random forest was a best technique in prediction but it actually work well for small size dataset and performs well only on classification problems.

In [6] author proposed new model based on LSTM (Long Short-Term Memory) to forecasting PM2.5 based on the historical data and in [18] author achieves in predicting PM2.5, NO2, SO2 air pollutants concentrations with ARIMA (Auto Regressive Integrated Moving Average, Simple and Exponential Weighted Moving Average, KF algorithm and obtained the optimal result but the data handling and processing time was not discussed.

QoS-Mindful Channel Allocation in Directional Wireless Sensor Networks

A. Sasi Kumar, S.P.Tamizhselvi

Abstract: In WSN, two important parameters play a vital role such as energy efficiency and data traffic. We need some QoS parameters to handle this issue. Hence, image and video sensors are introduced to allocate the channel which boosts up the energy in WSN. We proposed a novel QoS mindful channel allocation algorithm, QMCA (QoS-mindful Channel Allocation in Directional Wireless Sensor Networks) to support the data traffic in the network. Based on the priority, direct contact and cluster will allocate the channel. The advantage of the work is, it ensures bandwidth, delay, and throughput for real data. Enhanced QMCA system and EQMCA also proposed to improve the throughput by reducing the computational overhead. The results and implementation have been evaluated in the simulation to show the performance of delay and throughput.

Index Terms: Wireless Sensor Network, QoS, Channel Allocation.

I. INTRODUCTION

A. Computer Network

Networking implies sharing. A PC organizing is a procedure of associating at least two PCs to share data. A framework is a social occasion of PCs, servers, incorporated servers, arrange devices, peripherals, or various contraptions related with one another to allow the sharing of data [1, 26]. The figure of a computer network is shown in Figure 1.

B. Wireless Network

A wireless network system is a PC arranges that utilizes remote information associations between system hubs. Wireless networking is a technique by which homes, media communications systems keep away from the expensive procedure of bringing links into a structure or as an association between different hardware areas. Wireless telecommunication networks are commonly actualized and administrated utilizing radio correspondence [2, 26]. The figure of a remote system is given in Figure 2.

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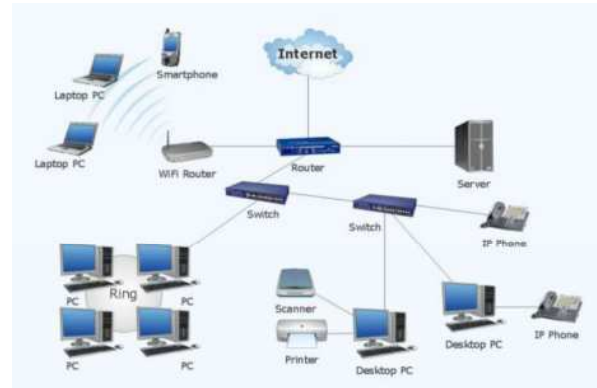


Fig 1. Computer Network

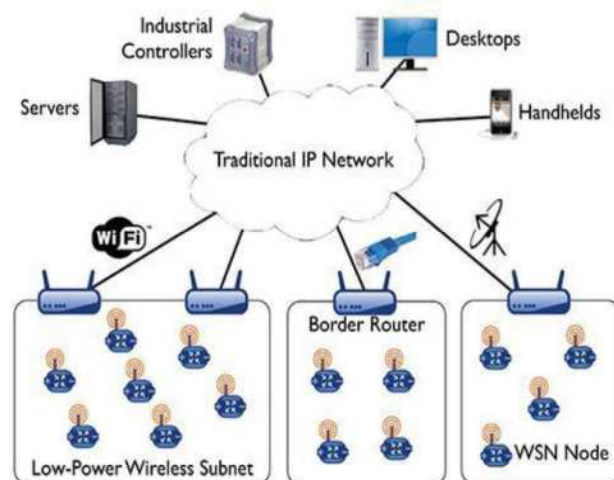


Fig 2. Wireless Network

C. The Benefits of Wireless Network

Preferred position of a wireless network over a wired one is that clients can move around unreservedly inside the territory of the system with their PCs, handheld gadgets and so forth and get a web association. Clients are additionally ready to impart documents and different assets to different gadgets that are associated with the system without being cabled to a port. Not having to lay bunches of links and put those through dividers and so forth can be a significant bit of leeway as far as time and cost. It likewise makes it simpler to add additional gadgets to the system, as no new cabling is required. On the off chance that you are a business, for example, a bistro, having a remote system that is available to clients can bring you additional business. Clients for the most part love

An Efficient Keyless Signature and Improved Version of Merkle Signature Scheme - CMSS

Remya Chandran, **A.Sasi Kumar**

Abstract: *Keyless Signature Infrastructure (KSI) is an adjustment and a globally broadcast arrangement basement for the arising and analysis of KSI signatures. Unlike customary schemes of digital signature, e.g. the method of Public Key Infrastructure (PKI) acquires the concept of cryptographic asymmetric key encryption and KSI employs the hash-alone cryptography, acceptance analysis to wait alone on the hash-function protection and the accessibility of a frequently accessible device is called as a block chain. Google is one of the internet service which is said to be the multi-server atmosphere offered in the current environment, then the subsistence of Single Sign on (SSO) elucidation have proposed many capable technologies. The applications that are similar afford clients with the capability of single sign on by utilizing one username and password system which alleviates the requirement of diverse identities and password methods. Even though the method may be capable, the methods of SSO need to be extra robust and must afford utmost authentication for their clients. The medium of authentication is unidirectional among the client and service provider in SSO and the usage of improper authentication key made the investigators to tell their view about the vulnerabilities in such methods and the attacks may be impersonation attacks. In this work, keyless signature scheme is projected which solves all the above described criteria. An interesting alternative for perfectly installed signature method is the Merkle signature scheme (MSS) which is comprised of RSA, ECDSA and DSA. The security measure of MSS is totally depending on the subsistence of secure hash functions in cryptography. The method of MSS works efficiently to become quantum computer resistant. The work recommends CMSS, a deviation of MSS, with decreased the length of the private key, creation time of signature and the generation time of key pair. It has shown that CMSS is more aggressive for conveying a enormous and effectual implementation.*

Index Terms: Authentication, Keyless signatures, Private Key, Merkle Signature

I. INTRODUCTION

The option provided to standard PKI signatures are keyless signature schemes. The term called as keyless and it does not longer seem that the cryptographic keys are not employed throughout the evolution of signature method. Keys are nevertheless known to be vital for verification; however the signatures can be consistently recognized without considering the endured nature.

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Single Sign-On (SSO) protocols acquiesce to authorize an amalgamated environment, where the area users can login once and access the casework offered by altered systems. This access addresses the problem of accepting assorted user-names and passwords. The requirement for an associated ambiance looks stronger due to the circulation of assimilated web services: a website can have accumulated capacity and casework from added sites, which may crave a specific protection or authentication (e.g., a folio embedding a video from YouTube, an agenda from Google and a slideshow from Flickr). The concept of identity providers are required by associated authentication mechanisms, that is, sites affording client identities allotment and user authentication. In recent times, amusing networks are actuality proposed as accessible identity providers. In fact, users are ardent to annals to these sites, and to amend consistently their profile; in this way amusing networks already accumulate lots of claimed advice about users, such as habits, tastes, acquaintance networks, etc.—all abstracts that is priceless for third parties. Moreover, the acquaintance arrangement of a user can be apparent as an absolute “web of trust” for that user’s identity. Security has continued apparently as an accomplishing problem that is particular technology. In any case, in the advanced Internet society, the social change may impacts security pertinent client conduct, it is the obligation of the risk investigator to give guidelines based on the perspectives of the security. Single sign up (SSO) could be a category of rules or methods that facilitate clients to obtain their internet identity to an oversized range of websites that they’re performing. For ventures it has been converted into a vital objective to be a piece of a SSO method with different locales so as to fulfill client requests. In this manner, colleges are likewise starting to actualize SSO for the reasons of research assistance and understudy fulfillment. In any case, the security is considered as a mission-basic drawback for associations. Carelessness can prompt genuine ramifications for clients, and expedite legitimate implications that harm an association. Subsequently the endeavors need exact hazard appraisals in the language of the venture. If the venture event needs to satisfy its potential, a structure has to be created that can convey solid explanations on the dimension of the undertaking model while as yet being the foundation of innovation. The last method is modeled but it is based on the lower and also level of platform-dependency. The methodology that os said to be model-driven is needed and the models based on various dimensions can be adjusted and thought about. With respect to this, there exist the issues for the external service providers. Each client in an association

Synthetic Minority Oversampling and Smote Regularised Deep Autoencoders Neural Network Techniques for Fraud Prediction in Financial Payment Services

J. Anita Smiles, A. Sasi Kumar

Abstract: *Frauds in Financial Payment Services are the most prevalent form of cybercrime. The increased growth in e-commerce and mobile payments in recent years is behind the rising incidence of fraud in financial payment services. According to "McKinsey, fraud losses throughout the world could be close to \$44 billion by 2025." Every year, fraudulent card transactions causes billions of US Dollar of loss. To reduce these losses, designing effective fraud detection algorithms is essential, which depend on sophisticated machine learning methods to help investigators in fraud. For banks and financial institutions, therefore, fraud detection systems have gained excellent significance. Though the fake transactions are very low when compared to genuine transaction, care must be taken to predict it so that the financial institutions can maintain the customer integrity. As fraud is unlikely to occur compared to normal operations, we have the class imbalance problem. We applied Synthetic Minority Oversampling TEchnique (SMOTE) and the Ensemble of sampling methods(Balanced Random Forest Classifier, Balanced Bagging Classifier, Easy Ensemble Classifier, RUS Boost) to Ensemble machine learning algorithms Performance assessment using sensitivity, specificity, precision, ROC area. The purpose of this article is to analyze different predictive models to see how precise they are to detect whether a transaction is a standard payment or a fraud. Instead of misclassifying a real transaction as fraud, this model seeks to improve detection of fraud. We noted that the technique of Ensemble learning using Maximum voting detects the fraud better than other classifiers. Decision Tree Classifier, Logistic Regression, Balanced Bagging classifier is combined and the proposed algorithm is OptimizedEnsembleFD Algorithm. The sample size is increased and deep learning is applied. It is found that the proposed system Smote Regularised Deep Autoencoders (SRD Autoencoders) neural network performs better with good recall and accuracy for this large dataset.*

Keywords: *Fraud detection, Class imbalance, Ensemble classifiers, Ensemble of samples, Synthetic Minority Oversampling TEchnique (SMOTE), Smote Regularised Deep Autoencoders(SRD Autoencoders).*

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I. INTRODUCTION

The traditional method of detecting fraud in financial payment services is effective in detecting anomalies that are consistent with known patterns and can not detect fraud that follows fresh or unknown patterns. This is an incentive for criminals to develop ever more advanced, innovative techniques to circumnavigate the rules, and to achieve this, they themselves use new technologies. Rapid advances in the method of machine learning are the solution that helps banks and financial institutions automate the assessment of behavioral patterns of their clients for any indications of abnormality, enabling them to define and flag fraudulent activity in real time. This enables models to adapt over time to uncover patterns that were earlier unknown or to define fresh tactics that fraudsters might use.

The increased accuracy of machine learning provides financial firms with the ability of predicting the number of false prediction in which transactions are flagged incorrectly as fraudulent and declining, and false negatives in which genuine incidences of fraud are missed [1]. Overall, companies can mitigate financial losses, protect their reputations, maintain public trust, and enhance customer experience. Prevention of fraud, attempts to prevent fraudulent transactions at source, and detection helps identify and alert the client as quickly as it is recognized. Detection must therefore always be carried out as no one can predict when there may be a violation of the security provided by techniques of fraud prevention [2],[3]. The quicker a system of fraud detection does, the better.

The count of genuine instances is much more than the unusual instances in fraud detection information. This contributes to the issue of "class imbalance." The conventional machine learning methods expect a balanced class distribution to obtain more precise results [4]. In the last few years, many alternatives have been indicated to solve the issue of learning from imbalanced information sets. The class imbalance issue Data-level, algorithm-level, and ensemble solutions are addressed in three levels. Data-level solutions apply resampling to decrease the adverse impact of class imbalance as a pre-processing phase. Solutions at the algorithm level are aimed at developing fresh algorithms or modifying current ones. In this

Predictive Analysis in Intelligent Healthcare Framework Using Big Data Applications

T. Papitha Christobel, A. Sasi Kumar

Abstract: Recently, logical research on healthcare services request to expand an intelligent choice to offer sound life office with ahead of time disorder discovery to the individual. In the utmost recent time, healthcare services ventures are creating masses of unstructured or semi-structured certainties which want to be investigated and treated continuously. In this paper, we have planned a healthcare services framework to address sufferer's natural, and enthusiastic condition and additionally the previous wellbeing records with genetical records. The data formed by methods for the patient and the healing centers are accumulated in high-performance computer server, and the logical history, notwithstanding genetical data, is gathered from the cloud synchronization. We developed a probabilistic dimensions securing plan to investigate the insights and take after MapReduce algorithm in High Performance Computing (HPC) to make shape database. The contraption holds an actualities distribution center which gives a two-way collaboration among HPC and cloud for intuitive quantities hoarding. In this exploration, we show an expectation algorithm that is completed in cloud server to expect a patient's issue. We apply Artificial Neural Network, Random Forest, SVM, C5.0 and Naive Bayes for expectation examination and demonstrate the side by methods for feature appraisal on the ones algorithms.

Index Terms: Big Data, Cloud Computing, Artificial Neural Network, Random Forest, SVM, C5.0, Naive Bayes

I. INTRODUCTION

In the recent era, food is not that much healthy provided to the people. Due to the reason of food habits and pollution, people are facing big health issues. To provide a solution, researchers are focusing on developing a health care system. The human interaction made with the system to offer good assistance with medicine based on their patient's physical condition. This is one of the greatest growing learning areas that attract numerous specialists and researchers most recent time. These days, clinical treatment wishes an interactive and sensible machine that could manage a major natural dataset with human-pc interchange to investigate the greatest profitable measurements and give a higher cure identified with wellbeing. At show, it's no longer immense to expect or design a shrewd social insurance contraption that can have association with human in a matter of seconds and an intense

way. To offer some extraordinary offices identified with medical services, the National Health Reform units a couple of wants and targets which screen the wellbeing progress and to find the essential changes. The concentrating spot of immense extent of wellbeing administrations look into today is the specific field of the human services. This may be drawing nearer to the prevalent wellness contributions scientists [1].

A. HCI in Data Collection

Biosensor based IoT devices joined with smart wireless technology and data mining strategy techniques better human healthcare framework to investigate data with intelligent patient observing technique. This new intelligent healthcare framework will most likely gather numerous patients' data (for example legitimate and enthusiastic data of patients) in an intuitive way utilizing biosensors based IoT devices and sensor-less devices inside a brief period. Analysts think about that, medical data gathering is one of the huge segment in a healthcare [2]. Data gathering is massively important to analyze a patient's illness and investigation of other significant reports with future ailment expectation. Along these lines, human computer collaboration is basic to gather data from patient to guarantee more noteworthy number of data with less exertion and less time which should be dissected.

B. Healthcare with Big Data

Intelligent healthcare frameworks produce monstrous volume of continuous medical data and those data accompany unstructured or semi-structured format. The current intelligent healthcare frameworks utilize electronic wellbeing records to store those data. American Hospital Association demonstrated that employments of Electronic Health Records turned out to be twofold from 2009 to 2011 [3]. As detailed by the intelligent healthcare data analysis, 150 Exabyte's of medical data are delivered by USA healthcare in 2011 [4]. In 2014, this sum is come to zettabytes [5].

C. Properties of Medical Big Data

Intelligent healthcare framework must be consulted with this immense volume of restorative data with big data investigation to find the concealed examples and scan for unrevealed connection with the patient's past medical data. In medical big data nalytics, the significant test is to manage the characteristics of huge data which is characterized by 5Vs: Volume, Velocity, Variety, Value, and Veracity. In this new intelligent healthcare framework, patient's data which are gathered from different sources portray the volume of data. The landing rate of data speaks to the speed of data.

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Survey Paper for Credit Card Fraud Detection Using Data Mining Techniques

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ABSTRACT

With the advent of new Technologies, nowadays electronic gadgets and online shopping's more popular. Banking and Online shopping has now become most common activities amongst the masses. As technology advances so does the risk associate with these transactions. The ease of use in this online transaction has now become more popular across the world. So it essential that we need to be very cautious on the increased Fraud activities. Online Fraud is an illegal activity that can occur when we do electronic transactions. Fraud has increased and created more risk that has serious financial loss in the financial industry. As a result, these financial institutions have enforced various techniques to improve their fraud detection methods. Since we are in the age of Information Technology, Data rules the world. So, Data mining techniques are widely used to for fraud detection. There are various algorithms such as Anomaly Detection Algorithm, Decision Tree, Random Forest, K-Nearest Neighbor, K-Means used for fraud deduction. The type of fraud doesn't remain the same in each case, so this becomes very crucial in coming up with the best algorithm for the fraudulent transaction. This paper presents the survey of those techniques and predicts the best algorithm to detect the fraudulent transaction based on a given scenario.

Keywords: Data mining, fraud risk, finance, machine learning, Anomaly Detection Algorithm, Decision Tree, Random Forest , K-Nearest Neighbour, K-Means.

1. INTRODUCTION

Payment industry is now providing the Digital payment method, because of its ease of use, reduce operation cost, increase market presence. People also feel it's more convenient than the tradition physical currency. There are different types of payments modes which are used in doing these transactions, such as Debit card, Credit Card, Net Banking, Wallet, UPI etc. Here we can see the ways and means to minimize the fraud in card payment systems.

Below are some of the fraud types in Card based transaction.

1) Physical Card Fraud

2) Virtual Card Fraud

Physical Card Fraud:

In most of the POS (point of sale) transaction, it's essential that the card holder has to be physically presenting the card to the merchant to carry out the transaction. There are chances that the customer card can

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FULL TEXT LINKS

[J Environ Pathol Toxicol Oncol. 2019;38\(2\):173-183.](#)[doi: 10.1615/JEnvironPatholToxicolOncol.2019029460.](#)

Increased Expression of TGF- β and IFN- γ in Peripheral Blood Mononuclear Cells (PBMCs) Cultured in Conditioned Medium (CM) of K562 Cell Culture

A A Mohamed Adil ¹, [Lavanya Vallinayagam](#) ¹, K Chitra ², Shazia Jamal ¹,
Ashok Kumar Pandurangan ¹, Neesar Ahmed ¹

Affiliations

PMID: 31679280 DOI: [10.1615/JEnvironPatholToxicolOncol.2019029460](#)

Abstract

In the present study, we investigated the effects of conditioned media (CM) collected from the cancer cell lines (K562, MCF-7, and HeLa) on peripheral blood mononuclear cells (PBMCs) isolated from the healthy human blood. The soluble factors in the CM are probably responsible for the differential mRNA expressions of Foxp3, Helios, Neuropilin-1 (NRP-1), and glycoprotein A repetitions predominant (GARP), along with IFN- γ and TGF- β in PBMCs cultured with cancer cells CM. The PBMCs cultured with CM of K562 showed increased expression of Foxp3, Helios, NRP-1, GARP, IFN- γ , and TGF- β compared to PBMCs cultured with CM of MCF-7 and HeLa cells. In addition, the intracellular staining on PBMCs cultured with CM from cell lines were also evaluated for CD4, CD25, Foxp3, Helios, and NRP-1 by multicolor flow cytometry. The expression of CD4+CD25+Foxp3+, CD4+Helios+Foxp3+ and CD+NRP-1+Foxp3+ showed retarded cell population compared to control PBMCs. Our data suggest that soluble factors in CM of cancer cells may trigger the immune response in PBMCs resulting in a systematic response. Further research could lead to the identification of specific soluble factors that are involved in trafficking of cells into the immune cascades, which could be a safe and promising strategy for targeting human cancers.

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RESEARCH ARTICLE

Comparative study of Probiotic Bacteria on ornamental fish giant gourami, *Osphronemus goramy* for its survival and growth

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ABSTRACT:

Production of high quality giant gourami is considered essential to prevent the disease outbreak, survival and growth at aquarium. This paper deals with the production of high quality giant gourami, *Osphronemus goramy* using probiotics. **Materials and Methods:** This experiment was designed in such way that stocking the Giant gourami in four groups, the first one as control without probiotics and the second as experimental with *Bacillus sp*, third with *Lactobacillus sp* and the fourth as consortium; a mixture of *Bacillus sp* and *Lactobacillus sp*. **Results and Discussion:** The results were compared in terms of quality of Giant gourami. The fish treated with consortium exhibited highest growth rate (Body Weight-4.13±8.24 gm) and survival of 95% at Total Length-4.23±8.47 cm stage. The upper most growth rate was noted in group IV treated daily with consortium. This treatment group improved in mean weight from 4.13 to 8.27 with an average growth rate of 0.069% per day. This was significantly better than the control group I which grew from 4.15 to 5.83 g with an average of 0.028 % per day. In the experimental tanks the water treated with probiotics played a key role in maintaining the water quality parameters and keeping the ammonia level less than 1.0 ppm. **Conclusion:** It was established that the use of probiotics plays a very important role in maintaining the water quality, survival and growth rate in ornamental fish farming systems.

KEYWORDS: *Bacillus sp*, consortium, Giant gourami, *Lactobacillus sp*, *Osphronemus goramy*, Probiotics.

INTRODUCTION:

Aquaculture environments can be stressful, triggering maximum death, particularly in rearing pond^[1]. In ornamental fish culture, probiotics can be mixed into the water or added into the dry or live feed^[2]. Probiotics are risk-free bacteria that assist the well being of the host animal and give, directly or obliquely to defend the host animal next to injurious bacterial pathogens. The short period and long period result of exposure to probiotic was calculated in Arctic charr (*Salvelinus alpinus*) kept in both tap and brackish water. Fuller^[3] modified the description as 'An exist microbial nourish enhancement which helpfully influences the host animal by improving its intestinal microbial balance'. Tannock^[4] proposed the meaning "alive microbial cells administered as nutritional supplements with the mean of improving healthiness".

RESEARCH ARTICLE

Relative Bioremediation of Used engine oil Contaminated soil from an Industrialised area by Various microbes

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ABSTRACT:

Aim:The present study is to degrade the engine oil through microbes from the industrialized areas in and around Chrompet, Chennai. Engine oil contaminated soil samples were collected from different locations of Chrompet which is located 35 KM away from Chennai. **Methods:**As a result of spread plate technique the microbial colonies were enumerated and three different organisms such as bacteria namely *Pseudomonas sp* and *Bacillus sp*. Actinomycetes namely *Streptomyces sp* and fungus namely *Aspergillus flavus* and *Aspergillus niger* were identified. The bacterial colonies were identified by morphological and biochemical techniques using the taxonomic scheme. pH and optical density (growth rate) was determined for *Pseudomonas sp*, *Bacillus sp*, consortium (*Pseudomonas sp* and *Bacillus sp*), *Streptomyces sp*, *Aspergillus flavus* and *Aspergillus niger* to the concentration from 1ml to 5ml for 16 days. **Results:**All the isolated microorganisms had the potential to degrade the engine oil. Comparatively the bacterial consortium had the highest potential to degrade the engine oil. **Summary:**This formulation may be the best solution to solve the land pollution by engine oil and also to conserve the natural environment.

KEYWORDS: *Aspergillus flavus*; *Aspergillus niger*; *Bacillus sp*; Consortium; Engine oil; *Pseudomonas sp*; *Streptomyces sp*.

INTRODUCTION:

The major reason of air, water and soil pollution is the release of hydrocarbons in the atmosphere whether accidentally or due to anthropological activities¹. The polluted soil, groundwater or discarded water comprise a combination of pollutants including heavy metals, acids, radio nuclides, salts, PAHs, organics, alcohol, phenols and trace elements like lead, mercury, copper, chromium, cadmium etc. at commonly fluctuating concentrations².

Hydrocarbons can come into water over direct leaks or from a spill primarily happening on land and accordingly receiving water forms through the effects of surface or sub-surface stream, wind, rain, therefore affecting physical and chemical properties in water³. Petroleum contaminated soil contains a mixture of hazardous resources such as polycyclic aromatic hydrocarbons and aromatic hydrocarbons and they are potentially toxic, mutagenic and carcinogenic⁴. Release of hydrocarbons into the environments whether by chance or due to anthropological deeds is a major reason of water and soil pollution¹. Soil contamination with hydrocarbons causes prevalent damage of restricted organism since increase of toxins in animals and plant tissue may reason for death or mutations⁵.

Microbial decomposition of petroleum and petroleum products is of significant importance. Petroleum is a rich, source of carbon and the hydrocarbon inside it are freely oxidized aerobically with the liberation of carbon-

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RESEARCH ARTICLE

Isolation and Characterization of Phytochemical Constituents and its Antibacterial Activity of *Brassica oleracea var acephala*

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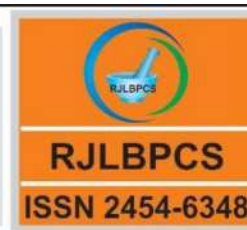
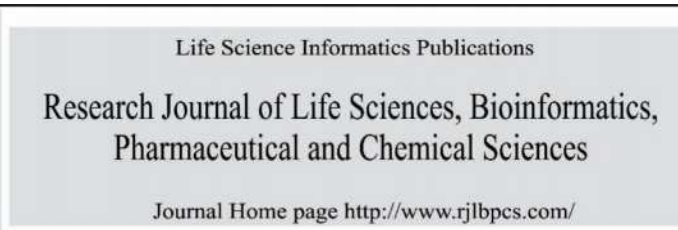
ABSTRACT:

Objectives: Traditional medicines are mostly depends on medicinal plants. These are considered as good resources of ingredients which can be used in drug formulation and combination. Hence the present study is to investigate the valuable pharmacological activities of *Brassica oleracea var acephala*. **Materials and Methods:** The collected fresh foliage were washed, dried, chopped and powdered for the preparation of ethanolic crude extract. By using this ethanolic crude extract of *Brassica oleracea var acephala* phytochemical analysis were done. The crude extract was tested against various bacterial strains and fungal strains by Agar Well diffusion assay. Then the crude extract was subjected to GC-MS and FTIR analysis for the identification of bioactive compounds. **Results:** Preliminary phytochemical test showed the presence of Phenolic compounds, Tannins, Terpenoids, Phytosterol and Flavonoids. The results of the antibacterial screening of the crude extract on the *S.aureus* showed more inhibition. The ethanolic crude extract showed that eleven compounds were identified through GC-MS and FTIR analysis. **Conclusion:** *Brassica oleracea var acephala* has been studied and the results of the present investigation revealed that the leaf extract contained high phytochemical activity. The present study attempted to establish a relationship between ethnopharmacological claims and bioactive constituents present in *Brassica oleracea var Acephala* against all possible targets for cancer.

KEYWORDS: *Brassica oleracea var acephala*, phytochemical screening, antibacterialactivities, GC-MS analysis, FTIR analysis.

INTRODUCTION:

Nature has been a resource of therapeutic agents because era immemorial¹ (Shariff, 2001). Information on usage of plants is the result of several years of anthropological interaction and selection on the major enviable, the majority forceful and mainly booming plant there in the instantaneous surroundings at a known occasion². Even though scientists have anticipated that over 250,000 species of angiosperms be present on earth. 21,000 plants are listed in all around the world by the World Health Organization (WHO) which are used for the therapeutic purposes. Among listed plants 2500 species are available in India, out of which 150 species are used commercial purpose on a moderately huge level. WHO has predicted that the major burden will happen in rising countries. Surveys conducted in India in the last decade have highlighted that not only is the pervasiveness of

**Original Research Article****DOI:10.26479/2019.0501.67**

MICROBIAL DIVERSITY OF VERMICOMPOST AND ITS EFFICACY ON ORGANIC VEGETABLES

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ABSTRACT: Microbial diversity of vermicompost and its efficacy on organic vegetables were studied. Vermicompost was acquired from the Hindustan College of Arts & Science, campus vermicomposting plant and was prepared by using cow products such as milk, curd, urine, ghee, dung and vegetable wastes. The vermicompost was applied to the plants once in a week for 120 days. The morphological characters such as shoot length, internode length, diameter of the internode, number of leaves and leaf surface area of plants were recorded in all groups. Remarkably, vermicompost treated plants showed better growth promoting effects compared to control groups. The microbial examination of vermicompost was performed, it showed the presence of three bacterial strains such as *Bacillus sp*, *Klebsiella sp* and *Azotobacter sp*; four fungal isolates were identified such as *Aspergillus sp*, *Microsporum sp*, *Penicillium sp* and *Trichophyton sp*. Thus, the obtained results undoubtedly suggest that vermicompost can be recommended as effective for the improved growth of vegetable crops such as (Brinjal) *Solanum melongena*, (Ladies finger) *Abelmoschus esculentus*, (Chilli) *Capsicum annum*, (Tomato) *Solanum lycopersicum*.

KEYWORDS: *Abelmoschus esculentus*, *Capsicum annum*, *Solanum lycopersicum*, *Solanum melongena*, and Vermicompost.

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1.INTRODUCTION

Vermicompost has enormous potential as plant growth media and has been exposed to support the growth of vegetables, cereals, ornamental plants etc. Vermicomposting can also be used as a

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2019 Jan – Feb RJLBPCS 5(1) Page No.806

Microbial degradation of Polyethene from Dumped Soil in and around Thirukalukundram

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Abstract

The polluted soil samples were collected from five different locations in Thirukalukundram, Aruna Matriculation Higher Secondary School, Annai Theresa Arts & Science, College, Soap Company, Government Hospital and Garbage Dumping Yard. Microbes were isolated by serial dilution and spread plate method from five different locations. Characterization and identification of microbes was done by Gram staining, catalase, oxidase and motility. *Bacillus* sp., *Staphylococcus* sp., *Corynebacterium* sp., *Clostridium* sp., and *Actinomycetes* sp. was identified from the collected samples. The biodegradation potential of microbes on different kinds of Plastics like 10, 20 and 40 microns thickness was studied about 40 days period of time interval. The degradation potential of microbes on Polyethenes was calculated once in a ten days. Biodegradation potential was characterized by FTIR analysis. Among the isolated microbes, *Bacillus* sp showed the high potential on degradation activity on Polyethenes. The current research proves that *Bacillus* sp could be effectively used to degrade Polyethene interrestrial environments. Utilization of the *Bacillus* sp may be the best solution to solve the land pollution by Polyethene and also to conserve the natural environment.

Keywords: *Actinomycetes* sp, *Bacillus* sp, *Clostridium* sp, *Corynebacterium* sp, *Staphylococcus* sp and Polyethenes.

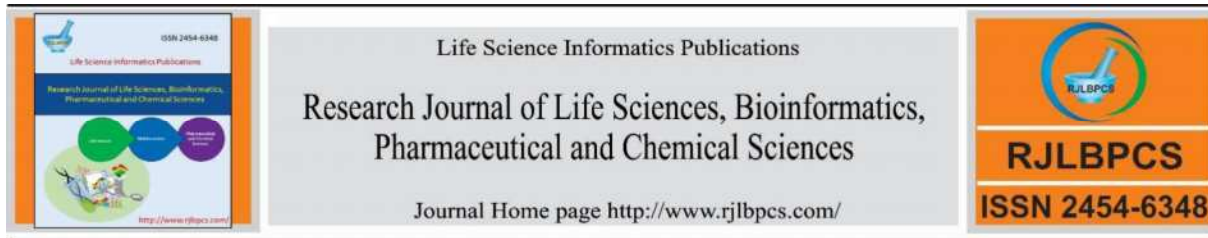
1. Introduction:

Plastics can be said as building materials as they are being used for several purposes in our everyday life [1]. On the opposite they are responsible for the environmental pollution by getting amass in the

environment this takes place since its constant character [2]. Plastic is an artificial polymer. It consists of carbon, nitrogen, oxygen, silicon, hydrogen and chloride. It is derived from various sources such as coal, oil and natural gas. Plastics are widely used since its firmness and robustness. They are many types such as Polyethene (PE), nylons, Polystyrene (PS), Poly Ethylene Terephthalate (PET), Polyurethane (PUR) and Polyvinyl Chloride (PVC) [3]. Due to the deficiency of proficient methods for protected clearance of these artificial polymers, they often end up dumped in the environment, pretentiousness rising environmental threat to vegetation and animals [4].

Plastic deprivation by microorganisms due to the action of certain enzymes that breaks the polymer chains into monomers and oligomers. Plastic that has been enzymatically busted down further fascinated by the microbial cells to be metabolized. Aerobic metabolism forms CO₂ and H₂O. Anaerobic metabolism produces carbon dioxide, water, and methane as end products [5].

In the normal circumstance degradable or nondegradable organic materials are considered as the main environmental problem, e.g. plastics. The accretion of these plastic wastes created severe hazard to environment and wild life [6]. The environmental concerns include water, soil and air pollution. The dispersion of rural, urban and industrial effluents pollutes the soil. The soil contaminations are mainly formed by anthropological actions [7]. Environmental pollution is caused by synthetic polymers, such as water-soluble synthetic polymers and wastes of plastic in wastewater [8]. Being an adaptable, lightweight, sturdy and potentially translucent substance, Plastics are finest matched for a diversity of applications. [9].

**Original Research Article****DOI: 10.26479/2019.0502.12****BIODEGRADATION OF PESTICIDES FROM THE ISOLATED MICROBIAL FLORA OF CROP FIELD CONTAMINATED SOIL****L. Krishnasamy¹, C. Shanmuga Sundaram^{2*}, J. Sivakumar¹**

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ABSTRACT: Biodegradation of three pesticides: Endosulfon, Carbofuron and Chlorpyrifos were studied. Five pesticide contaminated soil samples were collected from Agricultural crop field places in Thiruporur Town Panchayat. As a result of spread plate technique the microbial colonies were enumerated and three different organisms such as bacteria namely *Bacillus sp*, *Pseudomonas sp*, and *Azotobacter sp*; *Actinomyces* namely *Streptomyces sp*; fungi namely *Aspergillus flavus* and *Penicillium citrinum* were identified. The isolated microbial organisms were identified through cultural and biochemical characterization. The isolated microbial strains were used in studying the biodegradation rate of Endosulfon, Carbofuron and Chlorpyrifos on liquid media. The isolated strains were inoculated with each of the three pesticides at a concentration of 100 ppm for 20 days. The biodegradation rate of the three pesticides on liquid media was determined using UV spectrophotometer. Also the remaining concentrations of the tested pesticides were chromatographically measured using TLC after optimization of solid phase extraction conditions. The results showed that among the bacteria *Bacillus sp* had a high efficiency to degrade Endosulfon with rate 88% and rate 76% with Carbofuron and less efficiency for Chlorpyrifos with degradation rate 40%. *Penicillium citrinum* showed moderate rate of degradation of the three pesticides; Carbofuron 53%, Endosulfon 47% and 39% for Chlorpyrifos respectively, while the *Streptomyces sp* showed the best efficiency for Chlorpyrifos with rate 87%, and moderate efficiency for Endosulfon with rate 67%, and the least for Carbofuron with rate 37%.

KEYWORDS: *Azotobacter sp*, *Aspergillus flavus*, *Bacillus sp*, *Pseudomonas sp*, *Streptomyces*, and pesticide degradation.

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Impact of sand organic carbon and climatic changes on the population density and morphometric characters of *Emerita asiatica* in the East Coast of Southern India

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A population density of *Emerita asiatica* in relation to sand organic carbon in the Nemmeli beach, East coast, Kanchipuram District of Tamil Nadu was studied. Specimens were collected once in a fortnight from April 2017 to March 2018 by hand picking method in the intertidal region of Nemmeli beach. The total sand organic carbon level was recorded once in a fortnight. The population presented a smaller incidence of males in relation to females (48.66:51.34); however, in May 2017 an inverse pattern occurred (73:27). Ovigerous females were present in all samples with greater frequencies in October and November 2017 whereas, the highest juveniles were present in May and September 2017. The variation noted in a population of *Emerita asiatica* showed there is a relationship to sand organic carbon fluctuations; it can be determined that the sand organic carbon fluctuations have an influence on the population density of this species in Nemmeli beach. Hence, the rather stable sand organic carbon throughout the year and moderate changes in the sand may well be conducive to population biology of *Emerita asiatica*.

Keywords: *Emerita asiatica*, Population density, Sand organic carbon, Sex-ratio

The sandy shore environment is not a trouble-free place for organisms to exist. In contrasting the rock-strewn intertidal ecology, there is no hard substance on which to attach. Animals have to deal with crashing waves, altering tides, a beach that transforms seasonally, and oceanic and earthly predators. The flora and fauna which lives in this ecosystem are hidden in the sand. They all have adaptations that help them stay alive in the sandy beach environment. It is in this environmental unit that the sand crab can be found¹.

The newly recorded mole crab, *Emerita emeritus* from Chilka Lake acts as an important trophic link between producers and predators. Because, it feeds on planktonic materials, benthic algae and on the other hand it is grazed by shorebirds and predator fishes, shellfishes².

In spite of being the most extensive of coastal system worldwide, comprising three- quarters of the world is occupied by the shoreline ecosystem³. Although their low efficiency, sandy beaches harbor various marine fauna, which depends mostly on organic substance and debris brought in by waves.

Platyhelminthes, harpacticoid copepods, nematodes, and oligochaetes overlook the meiofaunal grouping⁴, while polychaetes, bivalve mollusks and crustaceans constitute the common macroinfaunal taxa⁵. Sandy coastal lines are along with the smallest amount productive as compared to further coastal ecosystems such as rocky shore, sub-tidal sediments and salt marshes⁶. In view of that uncovered sandy shores are one of the most comprehensive intertidal systems worldwide, in terms of both distribution and diversity, a good understanding of the reaction of organisms to perturbations, natural or manmade is crucial for suitable system management⁷.

The zonal distribution of *Emerita emeritus* was reported that the smaller animals were found close to the soaring water altitude while the larger animals occurred next to the low water level. This pattern of distribution appeared to be caused by the differences in the nature of the substratum. At the low water level, the substratum is composed of coarse grain sand and at the high water level by the fine grain sand and has concluded that the distribution pattern of a species on a sandy beach could be influenced by various factors such as the nature of the substratum, period of exposure, availability of food, etc⁸.

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RESEARCH ARTICLE

In Silico Analysis of the Betuline from the Fiddler Crab, *Uca annulipes* and its antimicrobial as well as anti lung cancer activities.

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ABSTRACT:

Introduction: *In silico* analysis of the bioactive compound betuline from the fiddler crab, *Uca annulipes* and its antimicrobial activities were studied. The fiddler crabs, *Uca annulipes* were collected from Muttukadu Estuary located on the Kanchipuram District, Tamil Nadu, India, 35 K.M away from Chennai, on the East Coast Road route to Kovalam. **Materials and Methods:** Fiddler crabs were collected by hand picking method. From the muscle mass of the Crab the bioactive compound was isolated by GC-MS analysis. Molecular docking was performed to identify the protein ligand responsible for the affinity with lung cancer causing tumour cells. **Results and Discussion:** Hence betuline is the potential lead molecule for the inhibition of lung cancer protein and the most important residues for potential drug target as carbon hydrogen bond, conventional hydrogen bond and Vander Waals interaction. *In vitro* studies of antimicrobial activities clearly indicated that the different concentrations of betuline bioactive compound have the potential to control the bacteria such as *Escherichia coli* and *Pseudomonas aeruginosa*. *In vitro* studies of anticancer activities also evidently showed the different concentrations of bioactive compound betuline have the potential to control the proliferation of lung cancer cells. **Conclusion:** Reports are very scanty on this species studied and the reports are very old and hence this present investigation would give latest information on the isolation of bioactive compound for the production of pharmaceutical drugs against the lung cancer. These results will be decisive factor for determining a lead bioactive compound for further drug discovery process for the lung cancer.

KEYWORDS: Betuline, *Escherichia coli*, Lung cancer, *Pseudomonas aeruginosa* and *Uca annulipes*

INTRODUCTION:

Among the macro fauna commonly found in mangrove forests, brachyuran crabs are one of the most important taxa with regard to both number of species, density and total biomass [1 - 7]. Most are either fiddler crabs (Family Ocypodidae, genus *Uca*) or sesarmid crabs (Family Grapsidae sub family Sesarminae) [8].

The species is diurnally active, emerging as the tide recedes [9, 5, 6]. Surface activity terminates when burrows are re-entered and plugged. Burrow plugging also prevails at night and on hot days is dry [10, 11]. Conversely, they can actively benefit from organic matter deposited on the sediment surface under enriched situations, nutrient recycling and energy flow [7, 12].

Fiddler crabs, important play roles in many processes. They are not only the important regulators of cord grass-derived production and decomposition (bacteria and fungi), but also important to the food web, eaten by many larger predators, such as the blue crab, rails, egrets, herons and raccoons. Fiddler crabs are also avoiding burrowers. Their activity can erode or undermine marsh banks. Their burrowing and feeding affects the aeration, and hence the growth of marsh grasses. They stimulate the turnover and mineralization of important nutrients. They are also a good environmental indicator and sensitive to environmental contaminates especially insecticides.

The primary treatments for lung cancer are the same as those for most solid tumors: surgery, chemotherapy, and radiation. Their applicability and effectiveness depend on the stage at which the cancer is diagnosed, subtype classification, and genetic characteristics [13, 14].

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In Silico Analysis of the Phenylephrine from the Sand Crab (*Emerita asiatica*) for its Antimicrobial Activities

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Isolation and Characterization of Microbial Flora from Dental Plaque Patients.

- **Source:** International Medical Journal . Dec2019, Vol. 26 Issue 6, p487-490. 4p.
- **Author(s):** Rao, U. S. Mahadeva; Sivakumar, J.; Sundaram, C. Shanmuga
- **Abstract:** Objectives: The present research is to explore the supragingival bacterial plaques in kids by caries. Methods: Totally 100 plaque samples were collected by a sterile curette from the supra-gingival and the sub-gingival areas of the tooth by scraping from patients of age between 5 - 72 years and were given serial nos. Four different types of commercially available mouth rinses were taken to test their action against dental plaque with different concentrations. Results and Discussion: Once the primary isolation was performed, the organisms were identified. As a result, totally six bacterial isolates viz Streptococcus sp, Staphylococcus sp, Micrococci sp, Neisseria sp, Haemophilus sp, and Enterobacter sp were identified. During the isolation of bacteria from the patient sample, it was found out that bacterial diversity was varied from one age group to another. In this present study, the action of four commercial mouth rinses was studied against plaque by an in vitro method. The most effective mouth rinse on the entire patient's was determined and their effectiveness in percentage was calculated. Conclusion: The plaque is said to contain almost 500 bacteria of which only 50 are isolated and identified.
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A Study on the Impact of Stock Market Volatility in India with Reference to Equity Investors

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Abstract– The securitized investment which provides safety as well as liquidity for the investors in the current scenario because of the fluctuations happening in the stock market. The time horizon for trading is comparatively higher than stock market investment avenues, hence able to earn a good return by taking the right decision at the right time by analyzing the market, hence it is found that most of the equity investor prefer to invest in securities even though high volatility in stock market. The equity investor believed that stock market volatility is favorable to invest in infrastructure and automobile sector. The volatility is very high in the automobile sector is ranked at first among the BSE listed security followed by Infrastructure and FMCG having the highest volatility. Further, it concludes that the stock market volatility is impacting positively as well as negatively in order to make an investment decision.

Keywords: Equity Investor, Impact, Investment and Decision, Liquidity, Stock Market, Volatility

INTRODUCTION

In India, the growth of the Stock market is realized in greater parts these days and Investment is one alternative to make money. The stock market volatility plays a vital role to make an investment decision. Volatility as a phenomenon concept which remains central to modern financial markets in academic research. The link between volatility and risk has been to some extent elusive but stock market volatility is not necessarily a bad thing. Volatility may be defined as the degree to which asset prices tend to fluctuate. Volatility is the variability or randomness of securities prices. Volatility is often described as the rate and magnitude of changes in prices

INDIVIDUALIZED AND COMBINED EFFECT OF CONVENTIONAL TRAINING VISION TRAINING AND YOGIC PRACTICES ON EXPLOSIVE POWER AMONG HOCKEY PLAYERS

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ABSTRACT

The purpose of the study was to find out the individualized and combined effect of conventional training, vision training and yogic practices on explosive power among hockey players. To achieve the purpose of the present study, one hundred and forty Inter-Collegiate male hockey players from Chennai district, Tamilnadu, India were selected as subjects at random and their age ranged from 18 to 25 years. The subjects were divided into seven equal groups of twenty each. Group I acted as Experimental Group I (Conventional Training), Group II acted as Experimental Group II (Vision Training), Group III acted as Experimental Group III (Yogic Practices), Group IV acted as Experimental Group IV (Combined Conventional & Vision Training), Group V acted as Experimental Group V (Combined Conventional Training & Yogic Practices), Group VI acted as Experimental Group VI (Combined Vision Training & Yogic Practices) and Group VII acted as Experimental Group VII (Combined Conventional Training, Vision Training & Yogic Practices). Pre test was conducted for all the subjects. This initial test scores formed as pre test scores of the subjects. The duration of experimental period was 12 weeks. After the experimental treatment, all the one hundred and forty Inter-Collegiate male hockey players were tested again. This final test scores formed as post test scores of the subjects. The pre test and post test scores were subjected to statistical analysis using Analysis of Covariance (ANCOVA) to find out the significance among the mean differences, whenever the 'F' ratio for adjusted test was found to be significant, Scheffe's post hoc test was used. In all cases 0.05 level of confidence was fixed to test hypotheses.

KEYWORDS: Conventional Training, Vision Training, Yogic Practices, Explosive Power.

INTRODUCTION

Conventional training is required to cover essential work related skills, techniques and knowledge. Importantly however, the most effective way to develop fundamental skills is through conventional skills training method was found throughout the history. The following are the conventional method of training followed traditionally in our country. The training methods are aerobic training, strength training, flexibility training, game skills, minor games etc. Vision is the first step of information processing and visual skills can improve learning. A number of abilities are not only significance of sport, but that some are found at a higher level in athletes than non athletes. Time and patience are necessary for the significance of sports vision to be reorganized by every individual participating in sports, whether amateur or professional in reorganized athletes or recreational sports (Kluka, 1996).

Yoga is one of India's wonderful gifts to mankind. It refers to the union of body and mind. Yoga is simple and easy to practice, acceptable to the people of all walks of life. One of its valuable qualities is that it builds up a store of physical health through the practice of a system of exercises called asana which keep the body cleansed and fit. Yoga believes that exercise is essential for speedy removal of toxins and for tuning blood circulation and for enabling all internal processes function smoothly. Yoga has a complete message for humanity. It is a message for the human body, mind and soul. Today, the world is looking to

INDIVIDUALIZED AND COMBINED EFFECT OF CONVENTIONAL TRAINING VISION TRAINING AND YOGIC PRACTICES ON VITAL CAPACITY AMONG HOCKEY PLAYERS

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ABSTRACT

The purpose of the study was to find out the individualized and combined effect of conventional training, vision training and yogic practices on vital capacity among hockey players. To achieve the purpose of the present study, one hundred and forty Inter-Collegiate male hockey players from Chennai district, Tamilnadu, India were selected as subjects at random and their age ranged from 18 to 25 years. The subjects were divided into seven equal groups of twenty each. Group I acted as Experimental Group I (Conventional Training), Group II acted as Experimental Group II (Vision Training), Group III acted as Experimental Group III (Yogic Practices), Group IV acted as Experimental Group IV (Combined Conventional & Vision Training), Group V acted as Experimental Group V (Combined Conventional Training & Yogic Practices), Group VI acted as Experimental Group VI (Combined Vision Training & Yogic Practices) and Group VII acted as Experimental Group VII (Combined Conventional Training, Vision Training & Yogic Practices). Pre test was conducted for all the subjects. This initial test scores formed as pre test scores of the subjects. The duration of experimental period was 12 weeks. After the experimental treatment, all the one hundred and forty Inter-Collegiate male hockey players were tested again. This final test scores formed as post test scores of the subjects. The pre test and post test scores were subjected to statistical analysis using Analysis of Covariance (ANCOVA) to find out the significance among the mean differences, whenever the 'F' ratio for adjusted test was found to be significant, Scheffe's post hoc test was used. In all cases 0.05 level of confidence was fixed to test hypotheses.

KEYWORDS: Conventional Training, Vision Training, Yogic Practices, Vital capacity.

INTRODUCTION

Many experts states that sports specific training must fulfil one or more of the following criteria. The exercise must duplicate the exact movement witnessed in a certain segment of the sports skill. The exact must involve the same type of muscular contraction as used in the skill execution. The special exercises must have the same range of motion as in the skill action. So perhaps the best sport specific exercises program, by definition, is playing own sport. The focus of training should be the quality of movement wanted.

The idea of sports vision as a separate discipline dates back more than a century to 1886, when Sears, Roebuck and Co offered the first sports spectacles for sale. Spectacles advocated for sport gave wide and uninterrupted fields of view and were fitted with 'Salvoc' safety lenses (until then only glass lenses had been available). The safer CR39 plastic lenses became commercially available in 1972. With the advent of the more impact-resistant polycarbonate lenses in the mid-1980s,

IMPACT OF CUSTOMER RELATIONSHIP MANAGEMENT IN AUTOMOBILE INDUSTRIES

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Abstract

Customer Relationship Management (CRM) provides improved opportunities to use data and information both to recognize customers and execute relationship marketing strategies better. This involves a cross-functional integration of people, operations, processes and marketing capabilities that is facilitated through information technology and applications. In the aspect of information technologies CRM is understood as the complex of software and technologies automating and performing business processes in the following areas: sales, marketing, service and customer support. The main objective of this present study is to determine the influence of demographic variables on the perception of services provided in Automobile Industries with respect to Customer Relationship Management. The Researcher compared the satisfaction level with their perceptions towards the services offered of selected respondents in the Automobile Industries in Chennai City of Tamil Nadu. 632 sample respondents having access with the Automobile Industries in Chennai City is chosen for this study to study the relationship between services offered and Customer Relationship Management aspects as ascertained using multiple regression analysis and one-way Analysis of Variance. A model was developed to ensure the Customer Relationship Management in Automobile Industries in Chennai City of Tamil Nadu by using analysis of moment structure. Results of this present study show that that the respondents are satisfied towards the Customer relationship management in Automobile Industries. The sample respondents are much more satisfied with the way that the Automobile Industries gives priority to their preferences and suggestions.

Keywords: Customer Relationship Management, Automobile Industries,

Introduction

Customer Relationship Management (CRM) is the whole thing is related to satisfaction of customer's needs. Dick Lee (2000) stated that CRM is apparent as "chain reaction", which is root by new strategic inventiveness of communication with a customer when high level of information technologies development and constant customer's requirement to obtain better

BIG DATA ANALYTICS IN HEALTHCARE DOMAIN: LITERATURE REVIEW

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Abstract - Now a day's very large amount of data has been produced and stored in health care domain. However for advanced clinical research these data are yet to be improved to unify. The concept of big data in health sector, points to significant challenges. Big data Healthcare refer to collection, analysis and exploitation of patient's physical and clinical data such as Electronic Health Record (EHR) and bio medical data that is too broad and complex. This paper focus on recent research efforts, data sources, big data frameworks, various analysis and challenging issues like privacy and security in related to Healthcare.

Keywords- Big data, Healthcare, EHR, Frameworks, Analysis

1. INTRODUCTION

Huge amount of unstructured data has been generated by Healthcare organization from various sources like clinical, prescription and physical data. Big data helps to improve treatments. It collects large amount of data to validate the patients' habits, detect diseases and predict outcomes. Big data Analytics has an effective pathway that predicts patient's health, cost cut; enhance medicine and its quality. In recent days use of technologies like mobile and wearable sensors has been widespread and as a result large number of data has been flooded in healthcare domain. Therefore to handle very high volume of data on a traditional method has been a challenging one. Big data Analytics in health care domain contain four main types. i) Descriptive ii) Diagnostic iii) Predictive and iv) Prescriptive Analytics. Fig.1

Descriptive Analytics: Characteristics of a data can be analyze and described with the help of descriptive analysis. It is nothing but summarization of information.

Diagnostic Analytics: It explains what happened and why it happened by focusing on past performance.

Predictive Analytics: We determine the future outcomes with the help of predictive analytics. It utilizes variety of data to make the prediction. Predictive models are highly utilized across number of fields with the help of machine learning techniques.

Prescriptive Analytics: It just tells what action to be taken. It is related to both descriptive and predictive analytics.

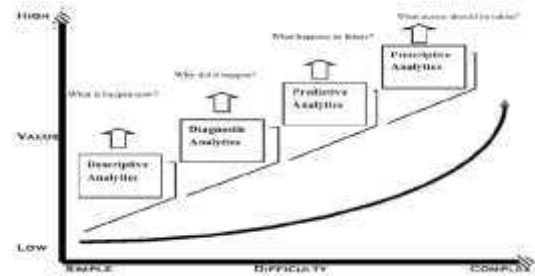


Fig.1 Various Analytics of health care

The content of the paper will be organized as follows:

- In section 2 discuss the related work based on health care.
- In section 3 explains overview of big data architecture in health care domain.
- In section 4 tells various big data frameworks.
- In section 5 discuss privacy and security.
- In section 6 conclusions.

2. RELATED WORK

In [7,8] authors discussed about new innovations and different impacts of big data in healthcare. And also

A SOCIO-ECONOMIC STUDY OF SLUM DWELLERS IN RANCHI CITY, JHARKHAND, INDIA

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ABSTRACT

The socio-economic condition of the slum dwellers is generally poor because of the lack of basic social amenities; functional skills, proper education, source of the income, hygiene and health resources. However, slum dwellers directly or indirectly play an important role in nation-building. This paper attempts to show the socio-economic conditions of slum dwellers and its reasons and to suggest suitable measures to improve their living conditions. Data was collected from 300 respondents by primary survey method where respondents were selected by statistical simple random sampling method. There were found that people living in slums had very poor living conditions. Due to bad hygienic condition and health statuses of households were also not in a satisfactory level. The occurrence of diseases was very high among the studied population and it was concluded that people living with low socio-economic conditions were to face different health and hygiene problems. Since these people are the stock of the potential human resources it can be developed through skill development programmes initiated by the government and through appropriate public action relating to social provisions and redistribution social facilities. Lastly, this paper suggests the effective measures to minimize the problems and raise the living conditions of the slum dwellers in Ranchi.

Keywords: slum dwellers, socio-economic, social facilities, health resources, living conditions.

INTRODUCTION

The term socio-economy refers to the combination of two words such as society and economy. Sometimes it refers to the status of a society based on the economy, education, health, amenities and the structure of houses of an individual family.

The demonstration effect of improved standard of living prevailing in the urban area has also attracted not only the population from smaller settlements, but also the rural migrants to almost all the major urban centers resulting in the emergence of slums even in the heart of the cities. These slums occurred due to various factors, namely the shortage of developed land being beyond the reach of urban poor; large influx of population, rural migration to cities in search of jobs and inadequate provision of basic services and infrastructural facilities in the urban areas. In general, slums are the products of failed policies, bad governance, corruption, inappropriate regulation, dysfunctional land markets, unresponsive financial systems and a fundamental lack of political will (Sufaira. 2013).

Formation of slum is not only limited to urbanization and industrial revolution, various researchers have argued that apart from urbanization, there are other factors responsible for

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DISCOVERY OF DATA PREPROCESSING USING NOISY DATA

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Abstract— The world's databases are inherently incomplete, with noisy and inconsistent data kept in enormous databases. Relevant data may not be collected owing to misunderstandings or device breakdowns in data warehouses for a variety of reasons (proper attributes man not given, Wrong data entry). How to use Data Preprocessing Techniques to increase the quality and efficiency of your data. This paper outlines all of the data preprocessing strategies that can be used with noisy data.

Index Terms— **Basic Definition, Data Quality, Data Cleaning, Data Integration, Data Reduction. Data Transformation.**

I. Introduction

Data mining employs a variety of data preprocessing techniques. A) Data cleaning can be used to remove noise and correct data that is unpredictable. B) Data transformations may be applied normalization are possible. For example may increase the accuracy and efficiency of distance-based mining algorithms. C) Data reduction can minimize the quantity of data by aggregating, removing redundant features, or clustering. When used before mining, data preprocessing techniques can greatly increase the overall quality of the patterns extracted.

II. Why data preprocess

Noisy data can be caused by a variety of factors (having incorrect attributes values). It's possible that the data gathering was hampered by human or machine errors during data entry. Data transfer errors can also occur. If there is no quality data. Inconsistencies in naming conventions or data codes utilized, as well as inconsistent formatting of input fields such as date, first name, and last name, might result in incorrect data. Duplicate tuples necessitate data cleanup as well. To avoid this, Data Warehouse will apply to data before it is preprocessed.

III. basic definition

Data preprocessing is crucial for both data warehousing and data mining since real-world data is often incomplete, noisy, and inconsistent. Cleaning, integrating, transforming, and reducing data are all part of the data preprocessing process.

- **Data Cleaning**

A procedure for removing noise from data while identifying outliers and correcting data discrepancies. Data cleaning is often done as a two-step iterative process that includes discrepancy detection and data transformation.

A STUDY ON SEMANTIC SEARCH TECHNOLOGY THAT ENABLES CONTEXTUAL SEARCH ENGINES

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Abstract—The World Wide Web is now not only a vast pool of information but also it is a growing source of information. Ontologies play a vital role in supporting the information trade by sharing and extending the syntactic interoperability of the Web. Ontologies provide shared knowledge and also a normal understanding of an area that can be communicated between individuals, about the different models, different schemas within the same model and the different terms associated with the same meaning. Semantic search is a data searching approach in which a search query tries to discover not only the intent and context meaning of the words a person is looking for, but also the intent and context meaning of the words a person is searching for. If the Semantic Web is to achieve its goal of allowing systems and agents to "understand" the content of a Web resource and integrate that understanding with the content of other resources, the system or agent must be able to interpret the semantics of each resource, not only to accurately represent the content of those resources, but also to draw inferences and even discover new knowledge.

Furthermore, formal ontologies are widely used by the semantic web and its applications to arrange information for complete and transportable machine comprehension. As a result, the success of the Semantic Web is contingent on the quality of its underlying ontologies. Web resources must be annotated with semantic information in order to achieve the aim of a semantic web. Each user needs its own ontologies, which provide the necessary semantic tools for building the semantic web. Fabricating such ontologies is not a novel issue; learning engineers encounter it while gathering knowledge to create knowledge-based systems. Because of the increasingly data-driven clinical condition, clinicians today have unprecedented access to point-by-point clinical information from a wide range of sources. Nonetheless, using this information to guide medical decisions for a specific patient situation remains a work in progress. The most advanced electronic health record (EHR) interfaces should not only make patient data easily accessible and visible, but also incorporate portions of proof preserved across the whole record to understand the genesis of an illness and its clinical manifestation in specific patients.

In this work, we describe our efforts to create a setting-based EHR that uses biological ontologies and (graphical) disease models as wellsprings of area learning to detect critical sections of the record to present. We believe that learning (e.g., factors, connections) from various sources may be used to institutionalize, explain, and contextualize information from the patient record, therefore improving access to relevant sections of the record and guiding medical basic leadership. To achieve

IMPROVING DISEASE DIAGNOSIS PERFORMANCE USING FEATURE SELECTION ALGORITHMS VIA SUPPORT VECTOR MACHINE BASED MODELS APPROACH: APPLICATION TO HEART DISEASE PREDICTION

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Abstract

Globally, innovative diseases are developing every day and causing death panic in mankind. And the number of deaths from those diseases is high due to the way they are spread and the lack of proper prognosis about the diseases. The proper disease prognosis is the only optimal solution for such dangerous diseases. Medical advice and medical treatments obtained through this prognosis can help prevent deaths caused by these diseases. Traditional methods are not suitable for making a proper diagnosis. Data mining techniques currently used in all fields to perform highly sensitive work with characteristics such as high efficiency, accuracy and quick action can be considered as the most suitable for disease prognosis. So, the purpose of this research is to design a classification model that can provide high performance accuracy for early detection of disease using data mining techniques. Therefore, a new dimension has been tried in this research using all kinds of feature selection methods and Support Vector Machine (SVM) based models. Optimal subgroups of the dataset that can provide high accuracy are identified by various feature selection methods and then SVM based models are implemented on them. The performance of these classification models has been measured with various classification metrics such as classification report, ROC and accuracy score. Their various accuracy estimates are then tabulated and evaluated. Looking at the results of this research, the linear kernel SVM with wrapper feature selection algorithm provides better classification accuracy in cardio vascular dataset compared to the other feature selection method-based SVM models. This article suggests that linear kernel SVM with methods based on wrapper feature selection methods is highly relevant to disease prognosis and may offer a new dimension to clinical researchers and health professionals in diagnosing diseases.

Keywords: Feature Selection Methods, Support Vector Machine, Heart Disease Prediction

I Introduction

The World Health Organization (WHO) estimates that 57% of the 56.5 million deaths worldwide in 2001 were caused by chronic diseases such as heart disease and diabetes. It also predicts that the rate will rise to 71% by 2020 [1]. All over the world, all countries are spending billions of dollars to diagnose and treat chronic diseases without being able to prevent them. When chronic diseases are diagnosed at an early stage and when the patient is cared with proper treatment and a balanced diet, deaths caused by chronic diseases can be prevented. It will also significantly reduce the cost of medical

STATE SPONSORED TERRORISM IN SRI LANKA: A PERSPECTIVE

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Abstract

In the age of democracy, a nation is respected based on its record of human rights within its sphere. Surprisingly there are countries which are accused of several human rights violations internationally and yet enjoying immunity from such deeds. Sri Lanka is one such country. Paradoxically, Sri Lanka has been a longstanding democracy which has no qualms in disregarding the ethical and human values of their own people, the minority Tamils, in terms of its blatant violation of their human rights. Apparently these violations were carried out under the disguise of counter-insurgency operations in the name of national security. In the hindsight it has become clear with the emerging concrete evidences from various sources that these excesses of Sri Lankan government committed in the ethnic conflict between the majority Sinhalese and the minority Tamils were nothing short of genocide and ethnic cleansing. The pathetic thing is that these abuses went on in the connivance of the international audience and diplomacy. Thus Sri Lanka has transformed from the most democratic state to one of the most violent modern States of the contemporary international politics. This article, therefore, is keen to look into the details of the various human rights violations committed by the Sri Lankan government against Tamils and attempts to find out if possible the major elements behind these crimes against humanity.

“An injustice anywhere is an injustice everywhere”.

Dr. MARTIN LUTHER KING Jr

Introduction

Sri Lanka, earlier known as Ceylon ([\[1\]](#)), is ethnically, linguistically, and religiously diverse. Linguistically it is divided into two broader groups: Sinhalese (74%) and Tamil (24%). They are further composed of four major self-conscious ethnic groups, differentiated by religion, language, and social customs: Sinhalese (74%), Sri Lankan Tamils (12%), Up-country Tamils (5%), and muslims (7%). However, the main purpose of this article is to show how the lives of these Tamil minorities have been invariably and systematically affected, exploited and exterminated by the ethnic majoritarian so-called democracy as practised by the various successive Sri Lankan governments since its independence or even in the pre-independence period in terms of state sponsored terrorism, discriminatory and genocidal government policies. There has been a huge violations of human rights committed by the Sri Lankan government against the Tamils particularly in the last stages of the Fourth Eelam War which we have all seen from the Channel 4 “Killing Fields” documentary, and from the report by the UN Secretary

A STUDY ON THE IMPACT OF WORK FROM HOME ON IT PROFESSIONALS DURING PANDEMIC IN CHENNAI CITY

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Abstract: *The Aim of this study is to analyze the impact of Work from Home (WFH) on IT Professionals during Pandemic across Chennai City. This Research focuses on the heavy impact of Pandemic on performance of IT Professionals. Through, this Study it has been observed that employees feel stressed during WFH and deny that they have a healthy work and life balance. The Population of this study were the Professionals from various IT Sectors Chennai City. The Sample of 85 employees were selected using Convenience Sampling Method. The Data Collected was analyzed using SPSS Software. This Paper is an attempt to analyze the aspects which made a drastic change in the working pattern of the IT professionals post pandemic and to determine the impact of WFH on employees in Chennai City.*

Keywords: *Work from Home (WFH), Pandemic, Employees Productivity.*

Introduction: Working from home is a modern way of working, very common in the current conditions. WFH allows employees to choose working at times when they are most productive, and WFH can be beneficial for avoiding distractions from coworkers, especially in open plan offices. With options to WFH, workers can take a break from their offices and focus on organizing an individualized approach to their work-life balance that can promote a healthier lifestyle, a benefit for both physical and mental health. In addition to behavioral and social changes, WFH during the COVID-19 pandemic has also highlighted areas of need for the physical space in home office environments. The pandemic has created a new environment for considering both work and home life within the discussion of WFH. A detailed understanding of the factors in this new environment that relate to physical and mental well-being is instrumental to ensuring positive impacts for office workers who might WFH in near future.

OBJECTIVES OF THE STUDY

1. To determine the stress level among IT professionals.
2. To explore the challenges in WFH.
3. To investigate the perceived productivity of working from home (WFH).

PURPOSE OF THE STUDY

The Purpose of this study is to analyse the impact of WFH on IT Professionals in Chennai City. This Study aims at exploring the various factors which affect the employee's productivity and the level of stress they feel.

SIGNIFICANCE OF THE STUDY

This study mainly focuses on the different aspects of employees through which WFH was difficult for the employees in Chennai City. The outcome of this study will help us understand the working

WORK STRESS AND COPING STRATEGIES AMONG THE EMPLOYEES OF IT INDUSTRY IN CHENNAI CITY- AN ANALYTICAL STUDY.

By

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ABSTRACT:

The purpose of this study is to determine the levels of work stress among the IT Employees in Chennai City, to measure the job performance level, and determine the impact of the work stress factors (workload, role conflict and role ambiguity) and to find the coping strategies which employees do to cope up with stress. For this purpose, 130 structured questionnaires were collected from the employees working in IT Sector. Obtained results from the research questionnaires were analyzed by using Percentage analysis, Chi Square and Anova to find the impact of work stress.

INTRODUCTION

DEFINITION OF STRESS: According to Selye stress on human is explained as “the nonspecific response of the body to any demand”.

SOURCES OF STRESS:

- ✓ Social
- ✓ Stressors physiological
- ✓ Stressors
- ✓ Thoughts

TYPES OF STRESS:

Ensuring Good Health and Well Being Among the Employees at Work Place in IT Companies in Chennai City -An Analytical Study

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Abstract: Private sector interest in employee wellbeing is being growing steadily from the past years. The most visible manifestation of this interest is workplace health promotion and wellbeing (Work Well) programs, which can be found in various guises within many contemporary organizations. This study aims towards finding out the various factors through which organizations are promoting good health and well being among the employees in IT sectors, also the study aims at finding out the determinants which employees recommend to the organization towards well being and ensuring good health. This study will examine the current scenario of well being of young employees in private sector. Structured questionnaire is used in order to collect the required primary data from 60 respondents from IT companies in Chennai. Furthermore, the study shows that good health and wellbeing of employees towards their job performance. Some recommendations for supporting and promoting the health and wellbeing of employees in organizations are made on the basis of the reviews and, where gaps in knowledge are identified, recommendations for further research are made.

Keywords: Employee Morale, Ethical behavior, motivation, well being, Fringe Benefits and working Environment

I. INTRODUCTION

Work represents an important context for studying the well-being of individuals, especially because it provides different sources that impact on mental health, optimal social functioning and performance, and because it demands a significant portion of employees' time and effort. Wellbeing is the core element of overall well being and is connected to Physical health, mental health, longer lives for individual employees. People are happy when they subjectively believe themselves to be happy. Psychologically well beings experience positive vibrations than negative vibrations. According to circumflex model of emotion, psychological well being measures the two dimensions of individual feelings, the hedonic or pleasantness. Psychologists have experienced the role of pleasantness dimension in the individual's life. Consideration of workplace wellbeing and health in the workplace is an increasing preoccupation for organizations. This preoccupation is mainly attributable to the positive links that have been found between the health and

wellbeing of employees and productivity and performance. Because of this relationship there are incentives for employers to intervene to support and promote the health and wellbeing of their employees. Employee wellbeing is a key issue that companies are striving to address to ensure that their employees remain happy and motivated at work. After all, a happy workforce is a productive workforce. Employee well-being also has important implications for productivity and work relationships. Wellbeing is not just the absence of disease or illness. It is a complex combination of a person's physical, mental, emotional and social health factors. Wellbeing is strongly linked to happiness and life satisfaction. In short, wellbeing could be described as how you feel about yourself and your life. A Health and wellbeing programme involves investing time and resources in supporting employees' physical and mental health. Implementing a workplace health and wellbeing programme is a long-term commitment. Workplace Wellbeing relates to all aspects of working life, from the quality and safety

Multitasking role of an Educator in the today's world

R. Radhika

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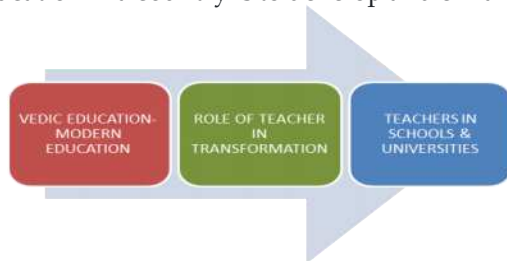
Abstract

The Education System which evolved in Ancient India was called the Vedic System of Education. This ancient system had some unique characteristics. The system was called Gurukulam, where the teacher was called Guru and also the students were called Shishyas. Later, the system extended to greater educational institutions called Parishads, where several teachers teach different subjects to more number of scholars. In India, Guru encompasses a significant place. He's considered the best treasure of information. Today, the aim of Education is to develop competent and artistic individuals, who are useful to the society and a person who could adapt himself within the constantly changing environment. This paper discusses the role of an educator, who has transfigured himself to more of a facilitator and because he is the one who needs to navigate the young minds to guide a holistic social, moral and intellectual life.

Key words: education, facilitator, multitasking, role of teacher

INTRODUCTION

Education contains a very significant role within the development of a person to the extent of perfection by drawing out the simplest citizen from him, best Indian from him etc. (Gandhi 1956; maslow 1959; Rastogi 1986) In the opinion of Dr .A. P. J. Abdul Kalam, the previous President of India, "the whole purpose of Education in a country is to develop and enhance the



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potential of human resource and progressively transform it into a knowledge society". To fulfil this purpose of education, teacher has a vital and non replaceable role. A tutor may be defined as anything or anybody which influences another and make a change in his intellectual, moral or physical level. The personality, character, and attitudes of a decent teacher can influence and encourage the teenagers. In moulding the long run of a baby, the teacher has a remarkable role. People starting from layman to philosopher praise the teacher as a mason who builds the material of society, the scholars being the bricks and mortar of the longer term.

GROWTH OF EDUCATION

VEDIC PERIOD LEARNING

In Vedic educative process teacher and students are the two components; a tutor provides physical, materialistic and spiritual knowledge to his students. The educative process is teacher centred. Guru satisfies the curiosity and desires of his students. Guru was the spiritual father of his pupils. The teachers were taking care of their pupil in same manner as a father takes care of his son. A teacher provides physical, materialistic and spiritual knowledge to his students. Aside from intellectual aspect of education, its practical side wasn't lost sight of and along with art, literature and philosophy, students got a working knowledge of agriculture and other professions of life. Additionally education in medicine was also taught. The normal Indian education system was so successful in preserving and spreading its culture and literature even without the help of art of writing, it had been only because of the destruction of temples and monasteries by invaders that literature was lost. The cultural unity that exists even today within the vast-sub continent is because of the successful preservation and spread of culture and so the credit goes to Ancient Education System.

TEACHER'S ROLE TODAY

Effectiveness of HR Policy in ITES at Chennai

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Abstract: All policies are based on the recruitment, selection, and separation of employees are included in this function. The HR policies define how the organization wants to utilise the key aspects of people management. As guidelines it aim is to ensure that any HR issues are deal with consistently in accordance with values and vision of an organization and in line with certain defined principles. Human resource policy helps to the attainment of business strategy of the organization. Therefore, human resource policy is important for the survival, growth and improvement of the organizations. This article majorly study on the factors affecting the HR policies followed at the ITES industries at Chennai.

Keywords : About four key words or phrases in alphabetical order, separated by commas.

I. INTRODUCTION

Information technology (ITES) industry in India is comparatively a emerging industry. The Indian software industry can be considered one of the 20th century's most surprising economic improvement, with India apparently coming from nowhere to become a major supplier of manpower and software development service to the US and the remaining of the development world. India possessed a surfeit of scientifically trained talent whose skills were easily adaptable and flexible to the needs of the software industry. The story on the India information technology (ITES) industry is characterized by the evolution of capabilities.

II. NEED FOR THE STUDY

Human resource policy implies to build and sustain a manpower resource conducive environment for workforce for maintaining organizational sustainability.

Human resource policy act as a guideline for managerial decision-making on all human resource issues.

Human resource policy used to bring in and maintain "equity" without any discrimination within the organization and build sensible relationship at all levels.

Human resource policy is useful in achieving the business competitive advantages of the organization effectively.

Human resource policy helps the management in enhancing its human resources. This does not make any problem or ambiguity as all the decisions are taken in the lights of

predetermined human resource policy.

Human resource policy guide to extend effectively the "control" perform of the organisation.

Human resource policy encourages and expects the commitment of the manpower through its various decisions making within the organization.

III. SCOPE OF THE STUDY

A. Employment

Employment policies should provide clear guidelines on the following points:

- Minimum hiring qualification.
- Basis (length of service or efficiency) to be followed in discharging an employee.
- Preferred source of recruitment.
- Reservation of seats for schedule castes, schedule tribes, handicapped persons and ex-servicemen.
- Layoff and retiring.

B. Training and Development

- Attitudes toward training
- Objectives of training.
- Basis of training.
- Orientation of new candidates.
- Opportunities for career advancement.

C. Transfers and Promotions

- Rational of transfers
- Periodicity of transfer
- Relative weightage to seniority and merit in promotion
- Seniority rights
- Channels of promotion

D. Working Conditions

- Working hours, Numbers and duration of rest intervals, Overtime work, Safety rules and regulations, Shift work, Leave rules

E. Employee Services and Welfare

- Types of services- housing, transportation, medical facilities, Education of children, group insurance, credit facilities, purchase of company's products at discount, social security etc.
- Financing of employee services
- Incentives to motivate

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EVOLUTION OF LOCAL GOVERNANCE AND TAX DECENTRALIZATION IN RURAL INDIA: WITH SPECIAL REFERENCE TO TAMIL NADU

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Abstract

The history of local self governance and tax decentralisation in India dates back to ancient times. But it changed its nature with the passage of time. The present article intends to underline the nature of changes in local governance which took place over the ages with special reference to Tamil Nadu. The present article finds that the nature of village administration in ancient periods was mainly ritual oriented. The Tamil region under reigns of Cholas, Pandiyas and Pallavas have shaped local governance differently. The Pallav rulers resumed the traditional indigenous institutions of local governance. In medieval period (mainly Moughal), the local governance was left to King's nominee named as Kotwal with all executive and judicial powers. In post-independence period Tamil Nadu travelled from Panchayat Union to TN Panchayati Raj Act 1994 under the provisions of 73rd Constitutional Amendment Act.

Keywords: Local Governance, Samiti, Sabha, PRIs, 73rd Amendment, Ancient India, Tamil Nadu.

LOCAL GOVERNANCE IN ANCIENT INDIA

In the history of village administration in India, frequent references are made for the administration of the village. Ancient Indian society was highly ritual oriented. Hindus, Buddhists and Janis practicing different rituals had emphasis on stability and administration for religious and ritual stability and efforts were made for strengthening and propagation of the same.

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