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ISIM

International School of
Informatics & Management
Technical Campus
Jaipur

AICTE
Sponsored

ICMIT-2020
International Conference on Management & IT

7-8 August, 2020

Innovations in Information Technology and Business Management for Sustainability

Book of Abstracts

ICMIT-2020
International Conference on Management & IT

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Dr. Tripti Bisawa
Dr. Vijay Gupta
Dr. Preeti Tiwari

Designing:

Mr. Deepak Mishra

About The Conference

With development as the buzzword, sustainability automatically assumes focus. Sustainability is a complex concept and a difficult balancing act. It is all about making our future, the cause of our present. To be sustainable is the target-goal of every organization, system, society, country, individual and hence humanity as a whole. It is therefore an all-pervading issue. Policy-makers, environmentalist, social-workers, researchers, scientists, everyone is concerned about sustainability in their spheres of work. It is thus an ubiquitous philosophy to which everyone must subscribe, if we are to meet today's needs without compromising the ability of future generations to meet their own.

To meet this Snow balling challenge, innovative solutions are needed. Motivations from all directions including government are sensitizing the populations. Business Management can provide future-oriented solutions to sustainability issues through responsible business management, social entrepreneurship, sustainability culture, sustainable supply chains and CSR initiatives etc.

Information Technology is a very significant part of the solutions in every domain, and sustainability is no exception. It is playing a big role in bringing about advances in effective resource utilization, saving of resources, improving procedural performance as well as building and advancing ways in which it can help reduce environmental trail. Advances in Artificial Intelligence, Machine & Deep Learning, Data Analytics are expected to revolutionize every sector. It is anticipated that these technologies will address some pressing sustainability issues.

The conference will increase awareness about innovations in Information Technology and Business Management for sustainable solutions. It is expected to bring novel and creative ideas from different spheres on a common platform. It would also develop an understanding and share key policy tools on the importance of innovation and technology for achieving sustainable development, the opportunities and challenges thereof. It is also expected that the conference will facilitate in formulating the solutions and strategies to cope up with the challenges facing our country and help the businesses and the nation to advance in their journey of sustainability.

Objective: The objective of this conference is to identify, develop and promote research and practice in integration with innovation in business processes, computational methods & techniques. It is expected to bring novel and creative ideas from different spheres on a common platform. The conference intends to highlight holistic problem solving, decision making, and deliberate on emerging challenges and issues arising from developing economies, and knowledge transfer to businesses and industries. It is a quest for innovative solutions enhancing sustainability, and mutually beneficial outcomes for all stakeholders of an organization and society as a whole.

Message

I am glad to know that International School of Informatics and Management is organizing an International Conference on Innovations in Information Technology and Business Management for Sustainability, on 10 & 11 April 2020 at Jaipur.

Such conferences act as a platform for the participants, academicians and delegates to share their thoughts and ideas on this very contemporary topic. It is indeed a great endeavor to provide a global forum for sharing practical experiences, knowledge and insight in the evolution, formulation and implementation of strategies and models for flexible enterprises to meet the changing requirements of global business

I hope that the deliberations in the conference will result in bringing out an effective plan for meeting economic and social challenges for the benefit of humanity.

I wish the event all success.

(Ashok Gehlot)

प्रो. आर. ए. गुप्ता
कुलपति
Prof. R. A. Gupta
Vice Chancellor

राजस्थान तकनीकी विश्वविद्यालय, कोटा

RAJASTHAN TECHNICAL UNIVERSITY, KOTA

No:RTU/VCS/F(1)26/2020/   Date: 27/7/2020

MESSAGE

It is heartening to note that International School of Informatics and Management Technical Campus is organizing an International Conference (Online) on "Innovations in Information Technology and Business Management for Sustainability" to be held on 7th & 8th August 2020. There is a need for organizations to focus on innovation culture to address the ongoing changes in economy, the swift transition towards digital interface and its impact on new-age competencies.

I wish that the Conference will be successful in providing a premier interdisciplinary platform for researchers, practitioners and educators to present and discuss the most recent innovations, trends, and concerns as well as practical challenges encountered and solutions adopted in Management and Computer Science field. Congratulating the organizing committee in advance.

(Prof. R.A. Gupta)
Vice Chancellor

CANADIAN
UNIVERSITY
OF BANGLADESH
Inspiring Applied Knowledge

Message for ICMIT 2020

I am happy to know that International School of Informatics Management (ISIM) a pioneer in management education and research has taken steps for dissemination of knowledge through International Conference on Management and Information Technology.

I am sure that ISIM & its various national and international knowledge partners are able to be the change agents for innovations in information and business management for sustainability. The international e conference would help to reach out to a bigger audience and the impact would be tremendous.

Canadian University of Bangladesh one of the pioneering private Universities takes pride in wishing the very best for ICMIT 2020

Mr Shah Reza Mohammad Fahad Ul Hossain
Head
Dept of Computer Sciences Engineering
Canadian University of Bangladesh
Dhaka, Bangladesh

UTTARA UNIVERSITY
Quality Education at Affordable Tuition

Prof(Dr) Eyasmin Ara Lekha
Pro Vice Chancellor , Uttara University
Dhaka,Bangladesh

Message

Uttara University, Bangladesh and International School of Informatics Management (ISIM), India share strong knowledge partnership that has strengthened over the years. Innovation and sustainability are two key terms relevant for Bangladesh and India.

I am glad to note that ICMIT 2020 hosted by ISIM Jaipur along with other institutes of eminence in India, Bangladesh and Nepal is taking steps for articulation of findings of research related to innovative business practices, sustainable business and latest development in information technology.

Uttara University highly appreciates the efforts of Prof (Dr) Ashok Gupta, founder of ISIM in making this conference a successful one.

Wishing you very best for ICMIT 2020

Sd/-

Prof(Dr)Eyasmin Ara Lekha
Pro Vice Chancellor

House-4 & 6, Road-15, Dhaka 1230, Bangladesh

MESSAGE

It is a matter of pride that the International School of Informatics & Management and Indus International University in collaboration with other prominent higher education institutions in India and overseas are organizing an International Conference on Management and Information Technology.

It today's changing time, such a conference focusing on information technology is extremely relevant and it definitely enlightens a path of innovation based growth for business across the globe.

The collaborating institution have always been committed to impart not only practical knowledge to the students but also to imbibe in their minds a hunger for new innovations particularly in the area of information technology to enable them to become successful entrepreneurs.

I am confident that, with the tremendous efforts put in place by the organizing committee; this conference will certainly achieve its objectives of inculcating a change based approach in management and information technology.

I extend my best wishes to the organizing team and with them success in their endeavour.

Mr. Aliyu Sani, B.Sc, MBA, CNA, MNIM
National Project Accountant
Livelihood Improvement Family Enterprises in Niger Delta
Nigeria
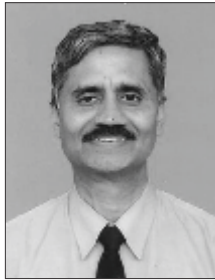
MESSAGE

Management is all about designing and delivering a product, process or service to the customers. It is not enough, if Information technology facilitates this. Information Technology should look beyond its traditional stake holders of Management and probe into the invisible spectrum of social impact. This International conference will try and find answers to this complex dimensions.

Often it is thought, Information Technology, has made a distinct contribution to Management practices. Some even say, decision making has become easy, due to multi-dimensional inputs made available easily through rapid transfer of Information through Technology, thus creating decision scenarios for strategic options. But in actual, there are difficulties and challenges, arising due to excessive Information overloads.

Information Technology involves acquisition of technology, combined with adoption of innovations and innovative practices. Often we think, break-through innovations will alone survive, as against time-consuming incremental improvements.

Someone reminded me recently about the Pull factor and Push factor, in technology adoption. On a horizontal plane, it may seem actual and even inevitable.

Best Wishes for ICMIT 2020

Prof (Dr.) Subramanian Raman Iyer
MBA, PhD (IIT Kharagpur)
Vice Chancellor
Indus International University
Himachal Pradesh

Message

I am pleased to learn that International School of Informatics and Management Technical Campus, Jaipur, is organizing a two day International Conference (Online) on "Innovations in Information Technology and Business Management for Sustainability".

I believe that the theme of the conference is vital in the contemporary situation and hope that it will provide valuable, useful and informative ideas to the participants, researchers and experts.

I also hope that the conference contributes to exchange of ideas and triggers sustainable action in the technical, managerial and administrative fields to bring about improvements in the academic and developmental sectors.

I convey my best wishes for the success of the event. May I also take this opportunity to convey my very best wishes for an effective, successful and productive conference and more power to the organizers.

Prof. (Dr.) Pastor R. Arguelles Jr.
Dean - College of Computer Studies
University of Perpetual Help System Data
Philippines

Message

I am pleased to know that International School of Informatics and Management Technical Campus, Jaipur, is organizing a two day International Conference (Online) on **"Innovations in Information Technology and Business Management for Sustainability"** on **7 & 8 August 2020.**

I am hopeful that the fruitful discussions in the symposium will lead to logical conclusions and bring out inputs for further deliberations and implementations pertaining to initiatives & challenges in technological and field leading to transformation in various sectors.

I wish that the conference is successful in achieving its objectives.

Prof. Dr. Thanoon Y Thanoon
Dean-Administrative
Technical College - Mosul
Northern Technical University, Iraq

WELCOME NOTE

International School of Informatics and Management, Technical Campus, popularly known as ISIM has come a long way since its inception, in providing management and computer science education of the highest quality and in developing tomorrow's business leaders and technocrats. During the last two decades our institute has steered through a number of milestones in its journey for imparting cognitive and meaningful education and has established a name for itself all over the country. The institute is accredited by the most coveted grade 'A' by NAAC and has also been consecutively ranked first in the category 'A' for the academic session 2017-2018, 2018-19 and 2019-20 by Rajasthan Technical University, Kota, for its MBA and MCA programs on the basis of Quality Index Value (QIV) score. Also, the Institution Innovation Council (IIC) established by the Institute as per the Norms of Innovation Cell, Ministry of HRD, Government of India has been awarded with Four Stars in 2019. Institution Innovation Council has also been awarded as one of 'The Best Performing Institutes in West Zone' for the academic year 2018-19 by Ministry of HRD, Govt. of India. These awards and accolades not only provide us a strong sense of accomplishment but also give us motivation and strength to do our best in the field of management and technical education and consistently add a feather in our cap.

The entire learning process at ISIM is focused on inculcating a habit of independent thinking and communicating ideas without hesitation so as to groom competent managers, enthusiastic entrepreneurs and skilled technocrats with a global mindset and a strong foundation of core human values. To develop and impart a rewarding learning environment for students, the institute also emphasizes on and organizes a plethora of events throughout the year. ICMIT 2020 is just another link in the sequence of events that we carry out on a regular basis. We at ISIM always make an attempt to augment the scale of events that we organize and this time due to pandemic COVID-19, we have further put in our best efforts to organize this conference through online mode. We are happy that we have been able to sustain the partnership with Universities like University of Bolton, RAK Campus, UK; Indus International University, Himachal Pradesh; Uttara University, Dhaka, Bangladesh, IIS (deemed to be) University, Jaipur, South Asian Institute for Social Transformation (SAIST), Bangladesh, Canadian University of Bangladesh, Faculty of Management & Law, Nepal Open University, Nepal, Organization for Social Orientation, Bangladesh, and Institute for Leadership and Development Communication, Nigeria, for organizing the international conference and this time, we have also successfully added a new partner, to this coalition, i.e. Northern Technical University, Iraq.

The key to progress, particularly in times of economic crisis, is innovation. The world has to change if it is to survive. Sustainable innovations and initiatives are required to save the planet. Indeed, the quest for sustainability is already starting to transform the competitive landscape, which will force companies to change the way they think about products, technologies, processes, and business models. It is believed that Industrial Revolution brought changes in the business world by make radical changes in processes leading to more efficiency and increased productivity. But the fact is that it is the technological revolution and the use of innovative technology that has changed the businesses even more drastically. Technology is evolving at an exponential rate and therefore all businesses are being swept by the wave, whether they are ready for it or not. Therefore, there is need to ponder on the issue of sustainability of businesses.

In this milieu, the theme for this International Conference, 'Innovations in Information Technology and Business Management for Sustainability' has been determined. The objective of this conference is to provide a platform to share, discuss and witness cutting edge research and efforts, in all areas of Information Technology and Business Management to gain actionable insights for facilitating business transformation through innovative solutions for sustainability.

I express gratitude to all the partakers for their enthusiastic response to our initiative.

Dr. Ashok Gupta
Director, ISIM

INTRODUCTION

Innovation in technology leads to creation of new-fangled businesses. It is impossible for companies to flourish without technology and innovation. It is evident from the history and evolution of businesses that without technology the likelihood of any kind of achievement would have been near zilch. Therefore, it becomes apparent that there is a symbiotic relationship between business and technology and the existence of both can be ensured only through innovation. Businesses, irrespective of the industries they represent, need the latest technology to compete and grow. The major businesses of the world would have disintegrated, in the absence of innovations in information technology, as most of the business processes and transactions cannot be conducted without the aid of technology. At one time, the focus of businesses was on reputation, risk management, cost reduction, resource competence but now looking at the severity of challenges facing the world today, thoughts, processes and actions need innovation for sustainability. The issue of sustainability should be viewed as an opportunity to re-invent products and services to attain competitive advantage and substantial returns. The need of the hour is to find answers to some of the imperative questions like who and how can innovative solutions be developed to purge risk and impact at the very first point of supply chain at lower cost? How can we develop environmentally safe products? Who can create the greenest products? What innovations in information technology can make the world a better place to live in for the future generations? How can innovative solutions be proffered for crucial problems and challenges through alliance and crowd-sourcing? Thus, it is extremely essential to deliberate on these and many more such issues to face the growing challenges of sustainability.

In this context, the conference on 'Innovations in Information Technology and Business Management for Sustainability' provides a platform to explore, share, and discuss most recent trends, concerns, innovations and development across every global sector in the new world of opportunities accompanied by several challenges of sustainability.

The conference focuses on different dimensions of the theme. The sessions are designed to explore share, discuss and contemplate on research findings pertaining to innovations in Information Technology and Business Management.

The technical session I on "Innovations in Business Management for Sustainability" intends to provide an opportunity to explore, discuss and share the research results in the area of Business Management with regard to innovations carried out across the world for sustainability. The technical session II on "Innovations in Information Technology for Sustainability" attempts to acknowledge the innovations in the world of Information Technology and also endeavors to investigate contribution of these innovations towards sustainable businesses and life of people throughout the world. The technical session III on "Sustainability Issues and Innovations" is set to draw attention to the issues of sustainability and comprehend the potential role of innovative research in dealing with such issues.

The Panel Discussion on "How to Innovate Together for a Better Tomorrow" aims at exploring opportunities for researchers with cross-disciplinary interests to congregate, work together and suggest pioneering research ideas across disciplines for making this earth a better place for generations of tomorrow.

I certainly deem and hope that deliberations and contemplations during the course of this conference will provide better insights to all our participants, speakers and delegates about innovations in the era of disruptive technologies and will also assist in ascertaining novel opportunities for sustainability in the rapidly evolving fields of Information Technology and Business Management.

Prof. Manju Nair
Conference Convenor

EDITORS' NOTE

Amid the natural Catastrophe of Covid -19, every second person in the world is thinking and talking of finding an innovative solution to fight the challenges posed by this cataclysm. Who has the solution for this problem? Is it the researchers in Medical Science? Of Course, for development of vaccine and apposite drugs, we are excessively relying on medical fraternity but what about technology, business, social media, Governments of different nations, and the general public, do they have any role? Could they be of any help in fighting this problem? The answer is certainly, yes, because how did the world come to know about this virus at such a fast pace? How are we creating awareness amongst people? How are we managing the trade, business and other essential activities? Imagine, in what state we would have been, had there been no new ideas and innovations in information technology in the past few years. What would have been the number of patients throughout the world and subsequently, what would have been the socio-economic condition universally, had the Governments, Businesses, Social Media and the general public not thought of any innovative preventive measures to curb this upheaval? Yes, sustainability of this world would have been at stake. We are all still waiting for innovative actions to vanish this gargantuan quandary absolutely. Therefore, the crux is that the key to grow, progress and overcome the challenges, particularly in times of environmental, social and economic crisis, is innovation. The world has to revolutionize if it is to survive. Sustainable innovations and initiatives are vital to save the planet. Undeniably, the quest for sustainability has already started transforming the competitive landscape, and forcing the companies to amend the way they think about technologies, processes, products, and business models. The need of the hour is to treat sustainability as a goal today so as to develop competencies that challengers will be hard-pressed to match. No matter, in which part of world we are, in which sector we work, what we produce, sell, or buy, we will constantly be concerned about sustainability, which has always been and continue to be an integral part of development and indubitably the means to attain the goal of sustainability is innovation.

With this contemplation this international conference on the theme 'Innovations in Information Technology and Business Management for Sustainability' aspires to provide an interdisciplinary platform to bring together leading academicians, researchers and practitioners to deliberate, discuss, present, exchange and share their experiences and research results and append new dimensions to the ponderings going on in the world over practical challenges encountered and innovative solutions espoused in the field of Information Technology and Business Management for sustainability. It is a matter of immense contentment to release 'Book of Abstracts' anthologizing the academic contributions of researchers and practitioners in the field of Information Technology and Business Management.

We welcome all the participants and anticipate that their valuable inputs would provide us a deeper insight into the impending challenges and also enable us to make remarkable contribution in unearthing innovative solutions in Information Technology and Business Management for sustainability.

We are extremely grateful to our speakers and researchers for their awe-inspiring response.

Prof. Manju Nair
Prof. Kavaldeep Dixit
Prof. Swati V. Chande
Dr. Vijay Gupta
Dr. Tripti Bisawa
Dr. Preeti Tiwari

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Convenor
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Co-convenor
Prof. Swati V. Chande

Organizing Secretaries
Dr. Ampu Harikrishnan
Dr. Tripti Bisawa
Dr. Vijay Gupta
Dr. Preeti Tiwari

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- Dr. Jeetendra Dangol, Tribhuvan University, Kathmandu Nepal.
- Dr. Ramprasad Ghosh, Senior Scientist, Totonto Research Chemicals Inc. (A Subsidiary of LGC). 24Martin Ross Avenue, Toronto, M3J2K8, ON, CANADA

PROGRAMME SCHEDULE

DAY-1 (August 07, 2020)

SNO	Speaker Profile	Status	Time
	INAUGURAL CEREMONY (10:00 AM – 11:00 AM)		
1.	Dr. Ashok Gupta, Director, ISIM, Jaipur	Inaugural Address	10:05 AM – 10:09 AM
2.	Prof. R A Gupta, Vice Chancellor, RTU, Kota	Guest of Honor	10:09 AM – 10:19 AM
3.	Prof. Anil D. Sahasrabudhe, Chairman AICTE	Chief Guest	10:19 AM – 10: 29 AM
4.	Dr. Manju Nair, Principal, ISIM, Jaipur	Vote of Thanks	10:29 AM – 10:35 AM
	TS-1 (11:00 AM – 12:50 PM)		
5.	Shri Sachin Gaur, Coordinator, India EU, ICT Standards Collaborations Projects, India	Key Note Speaker	11:00 AM – 11:15 AM
6.	Dr. Subramanian Raman Iyer, Vice Chancellor, IIU, UNA, Himachal Pardesh	Key Note Speaker	11:20 AM – 11:35 AM
7.	Dr. U S Rokeya Akhter, Director, Research and Innovation, South Asian Institute of Social Transformation, Bangladesh	Invited Speaker	11:40 AM – 11:55 AM
8.	Mohammad Abdulkareem, Assistant Lecturer, Department of Public Administration, Cihan University-Arbil, Iraq	Invited Speaker	12:00 PM – 12:15 PM
9.	Prof. Dr. Thanoon Y Thanoon, Dean-Administrative Technical College –Mosul, Northern Technical University, Iraq	Invited Speaker	12:20 PM – 12:35 PM
	PP-1 (11:00 AM – 12:50 PM)		
10.	Dr. Ampu Harikrishnan, Registrar, Indus International University, Una, Himachal Pradesh	Session Chair	11:00 AM – 12:50 PM
11.	Dr. Monika Rathore, Associate Professor, ISIM, Jaipur	Session Chair	11:00 AM – 12:50 PM
	PANEL DISCUSSION (2:00 PM – 4:00 PM)		
12.	Prof. Rajesh Kothari, Vice Chancellor, The ICFAI University, Agra Road, Jamdoli, Jaipur	Panelist	2:00 PM – 4:00 PM
13.	Mr. Deepak Kumar, Associate Vice President - Data Science, Karvy Insights, New Delhi	Panelist	2:00 PM – 4:00 PM
14.	Dr. Shubhankar Das, Prof. & Researcher, Duy Tan University, Vietnam	Panelist	2:00 PM – 4:00 PM
15.	Mr. Suvrajit Bhattacharya, Assistant Revenue Manager, Accor, Novotel, Guwahati	Panelist	2:00 PM – 4:00 PM
16.	Mr. Saurabh Chaturvedi, Principal Architect, Volvo Group India Pvt. Ltd., Bangalore	Panelist	2:00 PM – 4:00 PM

DAY-2 (August 08, 2020)

SNO	Speaker Profile	Status	Time
	TS-2 (9:00 AM – 11:00 AM)		
1.	Dr. Phani Tej Adidam, Chairperson, University of Nebraska, Omaha, UN Omaha - College of Business Administration, USA	Key Note Speaker	9:00 AM - 9:15 AM
2.	Mr. Manish Tiwari, Senior Vice President, Corporate Development & Strategy, Cradlepoint, California, USA	Key Note Speaker	9:20 AM - 9:35 AM
3.	Mr. Aliyu Sani, National Project Accountant, Nigeria	Invited Speaker	9:40 AM - 9:55 AM
4.	Dr. Pastor Arguelles Jr., Dean-College of Computer Studies University of Perpetual Help System Data, Philippines	Invited Speaker	10:00 AM – 10:15 AM
5.	Mr. Shah Reza Mohammad Fahad Ul Hossain, Head, Dept of Computer Sciences Engineering, Canadian University of Bangladesh, Dhaka, Bangladesh	Invited Speaker	10:20 AM – 10: 35 AM
	PP-2 (9:00 AM – 11:00 AM)		
6.	Dr. Aruna Dhamija, Professor and Associate Head, Institute of Business Management, GLA University, Mathura	Session Chair	9:00 AM – 11:00 AM
7.	Dr. Preeti Tiwari, Senior Assistant Professor, ISIM, Jaipur	Session Chair	9:00 AM – 11:00 AM
	PP-3 (9:00 AM – 11:00 AM)		
8.	Dr. Madhavi Sinha, Associate Professor and Head, Computer Science and Engineering, Birla Institute of Technology, Extention Center ,Jaipur	Session Chair	9:00 AM – 11:00 AM
9.	Dr. Bhumija Chouhan, Associate Professor, ISIM, Jaipur	Session Chair	9:00 AM – 11:00 AM
	TS-3 (11:00 AM – 1:00 PM)		
10.	Dr. M. Tanveer, Associate Professor and Ramanujan Fellow, Discipline of Mathematics, Indian Institute of Technology, Indore	Key Note Speaker	11:00 AM – 11:15 AM
11.	Prof. (Dr.) N. K. Sinha, Vice Chancellor, Himalayan Gharwal University, Pauri Garhwal, Uttarakhand	Key Note Speaker	11:20 AM – 11:35 AM
12.	Prof. (Dr.) Raman Kumar Jha, Vice Chancellor, Amity University , Ranchi, Jharkand	Invited Speaker	11:40 AM – 11:55 AM
13.	Brig. (Dr.) P.S. Siwach, Pro Vice Chancellor(Admin), Chitkara University, Rajpura, Punjab	Invited Speaker	12:00 PM – 12:15 PM
14.	Prof. (Dr.) Shilu Manandhar Bajracharya, Dean, Faculty of Management and Law, Nepal Open University, Nepal	Invited Speaker	12:20 PM – 12:25 PM
	PP-4 (11:00 AM – 1:00 PM)		
15.	Dr. N. K. Joshi, Director, Modi Institute of Management & Technology, Kota	Session Chair	11:00 AM – 1:00 PM
16.	Dr. Bharti Sharma, Associate Professor, ISIM, Jaipur	Session Chair	11:00 AM – 1:00 PM

CONTENTS

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ABSTRACTS

Text Analytics for Understating the Emotion in the Written Text

Mr. Deepak Kumar, Associate Vice President, Data Science, Karvy Insights, New Delhi

Abstract:

In the present day, every company has access to a large volume of unstructured data, which can help in strategic business decisions. One of the essential data types is textual data. For example, a business must know what customers feel about their products or services. Similarly, in research, it is essential to understand what a respondent is saying on his own. When we prepare a structured questionnaire to collect responses, we ask close-ended questions that give us direct answers, and we have open-end or free answers questions in which the respondent writes sentences. These two types of questions provide two kinds of data one in a structured format and another in the unstructured format as a text format. The whole ecosystem of the data is of the two forms only. In an Unstructured format, there is further addition of Audio, video, and images.

Text Analytics is one area by which the text or responses collected through different media are analyzed using tools and algorithms. Previously, the text data was investigated by the manual reading of each sentence. With the advancement and availability of the latest tools, the text analytics process is moving towards automation. Several methods and tools available can quantify the text data to provide patterns, trends, and insights. Natural Language Processing (NLP) is one of the widely used concepts that help in analyzing text.

The input for text analytics or text mining comes from online reviews, twitter feeds, Facebook posts, emails, survey questions, and customer feedback. Due to the boost of social media platforms, everyone has the power to write content related to anything. These written contents are a gold mine for respective stakeholders. Once the input is in place, the software or tools perform further analysis. To provide the full context, let us consider the process followed in the R software.

Firstly, in the R environment, a corpus is built using the input data that is simply a collection of unstructured text. Once the corpus is ready, then the data cleaning is done by removing the numbers, punctuation, stop words, whitespace, etc. After that, the tool generates a Document Term Matrix. The document term matrix is a matrix in which the words are present as columns with their count as rows. This matrix is used for further analysis to get valuable insights from the text data.

The text analytics results come in the form of word count, frequencies, word clouds, word association, correlations, and clusters. Apart from these analyses, the tool also provides the facility to conduct sentiment analysis of text data. The sentimental analysis is the process by which one can interpret and classify the data into three emotions: positive, negative, and neutral. With the help of the content analysis, a business or research scholar can identify respondent sentiment towards the company, brands, products, or research scenarios. If a business can know what a customer feels, then they can improve their offerings.

Artificial Intelligence is helping the text analytics domain in a big way. The infrastructure for holding a massive amount of data is available these days. So many cloud service providers give services for storing and mining unstructured data. The future is looking promising for text analytics.

Keywords: Text Analytics, Natural Language Processing (NLP), R Environment, Artificial Intelligence

Comparative Analysis of Fault Prediction Techniques for analysing Software Performance

Mr. Anil Sharma, Research Scholar, Rajasthan Technical University, Kota

Dr. Vijay Gupta, Associate Professor, International School of Informatics & Management, Jaipur

Abstract:

Software Development Industry is growing day by day from traditional development method to agile development method with Genetic algorithms, least squares, least absolute deviation, multiple linear regression, and artificial neural networks.

Software development is a growing industry along with refining its tools, techniques and methods but still a lot of work is left.

During the last two decades the applicability of the methods and tools that the fault prediction research community produces has expanded to virtually all application domains.

Fault prediction is an interesting topic that is used to predict the faults, identify the faults and solve them before delivery, resultantly refined products come out but still a big gap and work is left in this area. So still fault prediction is an exciting research area in the software engineering.

In software industry there are over 300 programming languages with different technology, techniques, and methods for development. For such a big challenging situation different fault prediction techniques need to use.

In software modules software metrics can predict number of faults on the basis of Prediction models. Through, a lot of tools are available for prediction the faults but only on timely prediction in the models can be effective for cost and quality of products.

The type of fault prediction methods employed in a computing system depend on: (a) the faults expected to affect the system, (b) the importance of errors in the system operation, (c) the design, cost and power budgets that can allocated to fault tolerance and reliable operation. New solutions and tools in fault prediction computing are emerging to deal with the very broad spectrum of values that all (a), (b) and (c) can take in today's computing landscape.

This paper, compares the predictive performance of four commonly used Fault prediction techniques: Supervised Learning, Semi- Supervised Learning, Unsupervised Learning, and Statistical Techniques is being done. The paper analysis the behaviour of these techniques on a single program.

Keywords: Fault Prediction, Supervised Learning, Semi- Supervised Learning, Unsupervised Learning, Statistical Techniques.

Comparative Study of Cloud Providers and their services for Cloud Computing

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Abstract:

Cloud computing is a Distributed System that provides on-demand computer system resources to consumers over the internet. It reduces the overhead of the end-users by providing services as and when required. By using cloud computing there is no need to store the data on-premise data centres. It works on the pay-as-you-go model that means consumers have to pay only for those resources that they have consumed. Different cloud computing providers are providing various services and features to users. Cloud computing provides different kinds of services like compute, databases, storage, networking, servers, etc.

Different cloud providers occupy the market space with their different services and features. A cloud provider is a company that provides cloud services to the requested users. Major cloud providers are AWS (amazon web services), Microsoft Azure, Google Cloud, Alibaba Cloud, IBM Cloud, Oracle, etc.

Cloud computing is offered in three service models that satisfy the business requirements uniquely. These three models are-

      1. Infrastructure as a Service (Iaas)
      2. Platform as a Service (Paas)
      3. Software as a Service (Saas)

Due to the diversity of the services and features provided by different service providers, it becomes difficult to determine by the end-users which cloud service model is best for their requirements. If end users choose the wrong service model then they may have to pay more without any requirement. This paper differentiates among these service providers which will be helpful for an end-users.

The main focus of this paper is to study different cloud service providers available commercially and to analyze their services based on features. The analysis is on the basis of storage capacity, compute power, cost, security, scalability, shared file storage, virtual servers, back-up, database, etc. that are available in the market. This paper also analyses the features provided by the service providers over the internet and summarises the best option available for an ordinary cloud user.

Keywords: Cloud Computing, Cloud Providers, Data Centres, Cloud Services, Service Model.

Adaptation of the SB Tool for Sustainable Assessment of Buildings in India

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Abstract:

The rising global and native environmental transformation has been significantly caused by our built environment. Mainly the construction segment is accountable for environment deterioration. Therefore this segment is working towards the sustainable alternatives leading to establishment of sustainability evaluation methods, designed to alleviate such unfavourable impacts. Numerous environmental evaluation methods for buildings have evolved around various countries of the world. In India various building assessment system have been progressively developed particularly GRIHA , IGBC and LEED etc. but they all possess some drawbacks when applied to the Indian Built environment. Henceforth there is a critical requirement for a sustainability evaluation tool which can evaluate various magnitudes of sustainability throughout all stages of a building lifespan. The SB Tool is one such sustainability evaluation tool which permits various countries to invent their own rating systems that are pertinent for a diversity of local conditions and building typology. It can also be enforced successfully to all stages of a building's life span. The rating system was created in Canada by (iiSBE) but later adopted effectively by many countries like Malaysia, Portugal and Czech Republic. The chief emphasis of this investigation is to compare different building evaluation tools applicable in India like GRIHA and IGBC with the SB Tool and identify criteria and indicators which are crucial for the Indian built environment. A questionnaire based approach is used and a web created Delphi survey was conducted with the help of experts from construction sector. This was followed by a list of utmost reliable criteria and respective indicators which can be implemented for sustainability evaluation of buildings in the Indian Built Environment. Moreover this study shall also be beneficial to countries having same climatic conditions like India.

Keywords: SB Tool, Delphi Survey, Environmental Evaluation Methods

Factors Responsible for Adoption of Online Resources in SMEs

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Abstract:

This paper is talking about the importance of online resources in small and medium enterprises. The world is advancing and all organizations are reaching to higher level. Small and medium enterprises should also need to grow up. Small and medium enterprises are the key force behind progress of any nations. In all the developed countries, small and medium enterprises are playing a major role in the development of economy of the nation. In India, also small and medium enterprises, are playing major role in the development of economy. Approximately 40% of industrial output is coming from small and medium enterprises in India. There are different types of online resources such as social media platform, e-commerce channels and other multimedia technologies available in the world. This paper, discusses the different factors responsible for adoption of online resources in India. There are multiple theories on the adoption of online resource in small and medium enterprises.Research gap identified is that previous research is mainly talking about adoption of online resources in large multinationals. India is a big country and there is no authenticated research done in this area in various parts India. This research paper will try to fill the gap identified in previous researches.

Research methodology followed in this paper is based on literature review of different theoretical models responsible for adoption of online resources in small and medium enterprises. There are different methods of literature review i.e. thematic research, longitudinal research and methodological research. The researchers will use a mix of thematic and longitudinal research in this paper.

1.First and Corresponding Author

2.Second Author

3.Third Author

The key discussions and findings of this research paper are that, it is essential for small and medium enterprises to go for online resources. As the time passing up, many small and medium enterprises are converting into sick units. Those organizations are converting into sick units because organizations are not updating them on new technologies. If the organizations will not adopt the new standards than they are going to be obsolete from the external environment. It is up to small and medium enterprises to update themselves on latest technologies.

Managerial Implications- The managers working or handling small and medium enterprises in India should focus on usage of technology in their firms. The technology usage can help in the development and growth of small and medium enterprises. This can take small and medium enterprises to another level.

Keywords: SMEs, Technology, Sustainable growth, Facebook.

Social Impact of Tourism & Human Factor: Prospects & Challenges

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Abstract :

Background: During the last few decades Tourism has become the buzzword in the domain of socio-cultural-economic phenomenon. It can be aptly coined that Tourism & people factor are the key constituents that influences changes in the socio cultural impact,value systems, individual behaviours, familiar relationships, collective lifestyles, moral conducts, traditional ceremonies & organization of host communities. The prospects & the possibilities of tourism businesses entail movement of people to countries or places outside of their usual environment for personal or for professional purposes. Amidst dynamic, complex & turbulent global environment nurturing & fostering of human factor is one of the modest attempt for successful tourism development.

Purpose: In the last decades the very concept of International Tourism has become the epicenter of socio-economic & cultural development across the globe. The perennial flow of tourism activities has the vision & the mission for sustenance, expansion & contribution towards economic growth. The essence of the paper throws light on the identification of key areas inducing socio-cultural impacts in the platform of tourism development. Any organisational activity vests on people. At the heart of all excellence at work it is the degree and the extent of human commitment that matters most. To have a committed workforce with attributes of productive, prolific & industrious in his work is the lifeline of any industrial development. Joining hands with people &hospitality is the belling tone of today's corporate environment.The sequence and progression of modernization has enriched today's tourism venture, harping upon people and the social factor to be the issues of outmost relevance for boosting tourism evolution. The purpose of the paper is to identify and examine the perception and social impacts of tourism and also the path of relationship of human element with tourism development for the developing nations worldwide.

Results: Literature of the study hovers around perceived socio-cultural impacts on tourism, social effects of tourism development, social impact of tourism fostering quality of life & development prospects of tourism in the present business climate. The scope of this paper explores the prime domains focusing the areas of tourism development as an essential part of socio-cultural-economic movement, bridging human potential with tourism prospects and navigating forces for balanced and harmonic growth of tourism in the economically backward nations.

Implications: Organizations need to reorient themselves towards being more innovative in the lines of people-based system that focus on motivation, commitment and engagement for developing mutual understanding and cohesion for a common purpose of development as a whole. Thus the notion of tourism and its social constituent has the very purpose to connect the essential aspects of tourism growth, size and features of tourism development, the availability and adequacy of tourism resources, the characteristics of tourism enhancement and the organization and management of work force attached to it. Therefore the overall approach of the study is theoretical and the coverage makes an attempt to reach out the relevance of tourism development with social impetus for 21st century business houses.

Keywords: Tourism, Human, Development, Business, Social

Vulnerability of Web Database: SQL Injection & Security Concerns

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Abstract:

SQL Injection (Commonly Known SQLi) is a technique where the attackers post the malicious SQL Query with an objective goal to change the structure of the Query proposed by the programmer and capturing up the full admin access of the database, for malicious data modification or deletion of the User's Information. The SQL Injection is a type of cybersecurity attack where attackers execute or run evil SQL queries or arbitrary code on the database server through a web application to gain full access over the sensitive and Private Data on the database by bypassing authentication.

According to the OWAP (Open Source Foundation for Application Security), the SQL Injection attack is listed in the first position for the Database Security Issue.

The SQL injection attack is the web-based vulnerability that allows the attacker to spoof the identity, destroys the data present on the database server, Insert new entry in the database and change the records present on the database. In the SQL injection Attack, it misuses security loopholes happening in the database layer of an application. SQL Injection attack is the most well-known Security issue vulnerability in Web-Application and Database nowadays.

The major consequences of SQL Injection include loss of confidentiality Authentication problems, Authorization Issues and lack of Data Integrity as any sensitive information may be changed by any unauthorized user.

There are three categories of SQLiie. In band (classic), inferential SQLi (blind), and Out of band SQLi. In the Classic SQLi, the attackers use the same channel of communication to launch attacks & gather results. The Attack can be in a form of generating errors on the database or use UNION operation to integrate multiple Select statements to get a single database as HTTP Response.

In inferential SQLi, the attack depends largely on the response &behavioral patterns of the server to understand the Structure of the database. In Out of the band, SQLi is performed only when certain features are enabled on the web database servers.

There are some other most common types of web applications attacks Cross-site scripting (XSS), DDoS attacks, and cookie poisoning.

XSS allows attackers to inject Both client-side scripts code and server-side script code into Web application viewed by other users. The XSS attack used for bypass User and Admin access controls, which could cause serious problems for Web application security. Web Application Firewall (WAF) shield is used for prevention XSS.

DoS attack stands for a Denial-of-Service Attack TheDoS attack is an attempt by the attacker to make a machine or network resource offline to its Authentic users. It can make the website run unbearably slow-down, or worst-case scenario, take it offline completely.

Cookie poisoning or hijacking can be tricky and deceiving. Many web applications use cookies to save user information such as logins, passwords, and account emails, or any other data.

Cookie poisoning allows the attacker to modify or change the valid user cookie and gain unauthorized access to information about another user and go on to steal user information. For the prevention of cookie poisoning, Clearing stored cookies from the user browser regularly will ensure that there is nothing for anybody to hijack and theft the user's information.

The paper initially focuses on the categories of SQL injection and their impact on the underlying database.

This paper focuses on the comparative analysis of attacks on web based databases.

Keywords: SQL Injection, SQLI Threat, Spoofing, Authentication Bypass, Firewall, DOS Attack, Cookie Poisoning

Comparative Study of Different Supervised Machine Learning Classifiers for Classification

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Dr. D.P. Sharma, Professor, Manipal University, Jaipur

Abstract :

Cancer is crucial disease which is affecting lives of human being. There are so many types of cancer in which Breast Cancer is top well known type in women that leads mortality rate high and number of deaths increasingly worldwide. In cancer care for diagnosis it is very important to detect this at early stageof life. This process involves examining the breast tissue for abnormal lumps or masses that are called tumor categorized as malignant and benign.There are different traditional methods that takes long hours to diagnosis manually so there is need to develop automatic diagnosis system for the prediction and detection of Breast cancer with best accuracy.These automated diagnosis systems can be implemented with Machine Learning which is widely used for cancer diagnosis and prediction. Cancer prediction concern with cancer susceptibility, recurrence and survivability. Cancer prediction examine feature of cell nuclei that represent the malignancy and benign nature of cell, where malignant cell means having cancer and benign depict of not having cancer. Due to the categorical nature for prediction of malignant and benign cell, different classification methods are applied for prediction. Machine Learning has many classifier techniques or algorithms for classification in supervised category as Logistic Regression(LR), Support vector machines(SVM), Decision tree(DT), k-Nearest Neighbor (k-NN) and Naïve Bayes (NB) that are implemented in this research study. For the prediction of breast cancer classification process is divided into three prior steps: Pre-processing, Feature extraction and classification. Here Pre-processing refers transformation to our data that convert raw data to clean data as to re-scale it, binarize and standardize the data that provide better results. Feature extraction and feature selection are two method of dimensionality reduction that transform high dimensional space data to low dimension space by selecting only principle variables and remove less significant variables from predicting outcome. In classification the most important step is to select algorithm that can predict with better accuracies for predicting outcome (Malignant or Benign).Here we use supervised algorithm in which data points are divided for training(model is trained to learn) and testing data set (trained model is applied to test data points to classify malignant and benign class) .In this research study WDBC dataset is used for classification with different well known supervised algorithm i.e LR, SVM, k-NN, NB and DT. These classifiers are implemented to generate a comparative study of accuracies acquired in classification. Dataset has 569 instances and 32 features of cell nuclei that are computed from digitized form of FNA (fine needle aspirants test). This study concluded to have better result with SVM of 99.12% that is improved accuracy of previous research accuracies. The performance measures for all classifiers are compared with confusion matrix by calculating accuracy, sensitivity, specificity and precision. This research study followed by pre-processing step for re-scaling of data points in range of [0,1] by Normalization and Regularization for feature selection that increased the accuracy measures. Training and testing data set computed with the help of 5- fold cross-validation in ratio of 80- 20 in which out of 569 instances 455 trained and 114 tested for classification accuracy. For future reference, this study focuses on to improve accuracies of SVM and comparing classification accuracies on WBC, WDBC and WPBC dataset with implementation of PCA (Principle component analysis) and improved Kernel techniques.

Keywords: Breast Cancer, WDBC, SVM, k-NN, DT, NB, LR.

Impact of Covid 19 Outbreak on Selected Stock Markets of the World : A Study with Special Reference to USA and India

Ms. Osheen Modi, Assistant Professor, International School of Informatics & Management, Jaipur

Abstract :

The outbreak of Covid 19 has affected the global economies in present time , the recovery date of which is unknown. It is known to be the worst pandemic ever since the outbreak of 1918. It is also seen as financial crisis worse than which happened in 2008 affecting countries globally. It has caused serious influence on all forms of economic and financial activities of developed as well as developing economies. Due to the slowdown in overall economic activities various forms of responses from global stock markets have also been observed. Considering its significant impact on economic state of different countries , it has emerged as one major field of research by linking it to stock market returns, economic policy decision making etc. This pandemic has become one major topic of research in different fields. There is prominent scope and gap of research in the direction of its implications on stock market returns.

Recently some studies have been conducted which studied the impact during the month of March and April. A different time frame has been chosen to study the impact, when few months have passed ever since its initial outbreak.

The purpose of this paper is to determine the impact of covid 19 on selected global stock markets , which have reported maximum number of cases in the world. This study covers USA and India. These two countries have been selected on the basis of the number of cases being reported by them ,which brought them on the list of most adversely affected countries in the world due this pandemic Results are determined using daily data for period covering from 1 June 2020 to 10 July 2020. The data has been collected from the official website of NSE and NYSE. Event study method has been used to analyse the relationship between Stock markets and covid 19. Market model and linear regression models have been used to determine the stock returns.

Keywords: Covid 19, Abnormal Returns, Global Stock Markets, Stock Market Indices, Event Study Method, Market Model.

Water and Soil Conservation

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Abstract :

The degradation of natural resources can occur not just by the action of pollutants but also by improper resource utilization practices.

Among several others soil and water are the two most important resources which mother earth provided us. The role we need to play is to conserve them in such a manner that it could be used in future, which can also be referred to as sustainable development of resources. The natural resources are degrading in such a manner that many strategies have been adopted by people to conserve them.

But are those methodologies effective in this era? Or we need to adopt some other methods for the sustainability of these resources?

This paper majorly deals in the environmental issues related to water and soil conservation, and methodologies to conserve them.

The reason for writing the paper is to throw some light on the dingy content of detoriating resources, and to enhance the knowledge of the readers for all the untapped points which has been left untouched.

The paper covers the major aspects of what are the major reasons for the depletion of the resources, and what are the ways to overcome these, what steps as been adopted so far, whether they are still in practice or not, whether there are areas which still needs attention, what the government has done so far for the conservation of the resources, how many areas have overcome it or still needs efforts to overcome.

The development of the top soil takes decades to form. But, it can be removed very easily due by the human activities like over cultivation, unrestricted grazing, deforestation and poor irrigation practices, resulting in arid patches of land

Generally it is seen that when large barren patches extend and meet over time, a desert is created, and internationally it has been recognized that this problem is gradually increasing particularly due to urbanization

Some of the most known methods which have been adopted so far for soil conservation are: Contour ploughing, Terrace farming, Afforestation etc., for soil conservation.

Whereas, Checking leakages for taps, Constructing dams and reservoirs, Bathing by using bucket, Rain water harvesting etc. ,have been adopted for water conservation.

Conservation of our resources is an important part for the continuation and survival of the population. But unfortunately these resources are depleting under the immense pressure of population explosion, and in ensuring the demand for food, shelter and fiber for the population.

One of the major reasons of the detoriating water table is the increase in global warming or the change in climate which results in global warming, and is the major concern from past several years.

The topics will be discussed with the data further in the paper.

Keywords: Natural Resources, Soil Conservation, Water Conservations

Smart Watering System using Arduino Microcontroler with IoT

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Abstract :

India is an agricultural country. Most of people spend their time in field and their livelihood depends on agriculture. Agriculture field is the only field which consume more water compared to any other field and wastage of water in this field is too much. India is also struggling with water shortage for the last 10 years. So there is a need for better water management saving water and reducing water wastage efficiently with more productivity. Since last 10 years in India there is enormous growth in technology. There is a need to adopt a new technology to improve efficiency, productivity, global market and reduce human intervention, time and cost. IOT(Internet of things), is a network of interconnected devices communicating efficiently with each other without the need of user.There is a need for smart farming in which motor pump is swithched ON/OFF according to the moisture content of the soil without user intervention.

The main aim of this paper is to provide information of the field and user can check his field status without going into field and save his precious time and money.This research workincludes Arduino microcontroller soil sensor, and a GSM module connected with Arduino board. where Arduino microcontroller is programmed to receive input signal of varying moisture condition of the soil through sensor. Once the controller receives these signal, the output then relay on operating the water pump and user get status of his field through the gsm module via. Mobile phone. Soil sensor is placed in the root zone of the plant. The sensor sends information and transmits the data to the microcontroller.

An algorithm was developed to set threshold value into the microcontroller. Set values are fixed for a particular crop and are programmed in the Arduino. Such that when the condition of the soil exceeds the set value, the GSM automatically sends an audio message to the farmer and the relay is turned ON and vice versa. This automatic irrigation system senses the moisture content of the soil and automatically switches the pump when the power is ON. When the soil condition is less than the references value then the soil is considered as dry and instantly the sensor sends the logic signal 1 to the microcontroller. The microcontroller then turns on the motor circuit and prompts the motor to pump water to the plants. When the soil condition is greater than the reference value, the soil becomes dry. Then the sensor sends the logic signal 0 to the microcontroller, this turns OFF the motor. This helps in irrigating the field even during night time.

In this paper, main aim is to facilitate the illiterate user who does not read messages which is sent by GSM module about the field status. There is a facility of audio message which is listenable. Ultimately a user can monitor the condition of farm field from anywhere and anytime.

Keywords: Internet of Things, Arduino Microcontroller, Soil Moisture sensor, Relay, GSM.

Role of Data Mining Approaches in Healthcare Data Warehouse

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Abstract :

Data Mining is one of the most crucial and inspiring area of research which aims to find meaningful information from massive data sets. It is a persuasive tool that is used for retrieving previously unknown pattern and transforms it into useful information. It is the process of analyzing data in different perspectives and compiling it into suitable information. Data mining procedures assume an indispensable job in the Health care part since there is a need of productive diagnostic technique for distinguishing obscure and important data from medicinal services information distribution center.It helps to recognize, break down and anticipate the nearness of infection and also help in finding specialists by location and right management. The aim of this research paper is to analyze the utilization of Data Mining techniques in regular daily existence, particularly healthcare services. From the previous decade, information mining is turning out to be progressively significant and colossal measure of work is being done in Healthcare industry.The healthcare data is stored in electronic format in all healthcare associations over the world. Medicinal services information mostly compriseof all the information related to patients as well as the parties involved in healthcare industries. The capacity of such kind of information is expanded at a quickly rate. Because of nonstop expanding the size of electronic medicinal services information it turns out to be exceptionally intricate. Information mining is gainful in such a circumstance where huge assortments of human services information are accessible. This paper investigates the utility of different Data Mining strategies, like Classification, Clustering, and Association in Health care. It additionally shows different features applications, difficulties in the field of health care and how mining can be useful to eradicate problems associated with different health care industries.

Keywords: Data Mining, Data Warehouse, Classification, Clustering, Association.

Comparison of Data Mining Techniques using Education Data Set

Ms. Poonam Awasthi, Research Scholar, RTU Kota

Dr.Vijay Gupta, Associate Professor, International School of Informatics & Management, Jaipur

Abstract :

In present era, human life is adversely affected by three parameters, Data, Information and knowledge. Data mining can be defined as a technique of discovering patterns of data that belong to particular perspective. Now a day's researchers are showing great interest in data mining techniques. It provides very easy and reliable methods to discover relevant information from large volumes of data. Similarly, to analyze educational dataset 'Educational mining' is emerging out as a relevant solution. The term 'Educational mining 'can be defined as data mining techniques that is applied on large volumes of educational database to extract and discover knowledge from educational data field. Due to need of exploitation of multilevel hierarchy and non independence among educational data item, educational data mining techniques are the ways for different frame data mining techniques. Researchers are paying more attention on data mining techniques. Data generated by various applications of different domains is analyzed by the several methods and techniques of data mining. It basically focuses upon collection, archiving and analysis of data related to student learning and assessment. As compared with all existing techniques ,EDM(Educational Data mining) is evolving out with latest techniques possible and it is basically overriding the older ones. It also shares many factors similar to artificial intelligence in Education (AIED) community.

In a same way Educational mining is supporting for analyzing educational data set, to extract the hidden pattern and to seek new information from large databases with the use of data mining techniques and tools. Information discovered from educational mining can be used for decision making in higher educational institutions. The prediction of student's performance is essential to decrease no. of student fail, number of drop out students , their term test results and their attendance can be a parameter of prediction of student's result. Data mining's prediction technique is generally used to predict student's performance. This paper focuses on the comparison of different data mining techniques along with some algorithms like classification, clustering etc.

This paper represents the importance of mining techniques with educational data set.

Keywords: Data, Information, Knowledge, Data mining, Educational Mining, Educational data Set, Data Set, Classification, Clustering , Prediction.

A Comparative Study of Query Optimization Techniques in Cloud Database

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Dr. Preeti Tiwari, Sr. Assistant Professor, International School of Informatics & Management, Jaipur

Abstract :

In digital world huge amount of data is generated in each and every second. These data are basically defined by 3'v-volume (terabytes or zettabytes), variety(Structured data and Unstructured data), velocity (rate of data processing) in nature. This refers to as 'Big Data'.Thesedata are not easily handled by Traditional relational database management system (RDBMS)like MYSQL. An alternative of this problem is NOSQL database. NOSQL are classified into four categories-Key-valuePair Based, Column-oriented based, Graphs based, Document-oriented. Various NOSQL databases like Mongo DB, Cassandra, Redis etc are used for big data storage. To collect huge data sets and to manage effectively by single hardware tool is very difficult. This is a big task at the present time to handle large distributed data. Cloud computing is a standard that provides a space for computing resources to storing and retrieving data over the Internet instead of single computer Hard Drive. Cloud computing provided various services like Iaas, Saas and Paas. Clouds computing basically have three types of model: Private cloud, Public Cloud and Hybrid cloud. The cloud database is mostly used as a service in cloud computing. It is also termed as Database as a service (DBaaS). Some example of cloud computing platforms are Amazon Cloud Service and Google Cloud Platform which offers database services. Amazon Cloud Services support both relational databases including MYSQL, Oracle and SQL servers and also provides support for NOSQL databases such as Amazon Simple DB. Google Cloud Platform also provides support for both relational databases called Google Cloud SQL and NOSQL databases called Google's Bigtable. Cloud computing platform is more effective to run huge data analysis queries. This paper focuses on basic structure and working of the cloud databases. In CDBMS, there are various techniques for storing data in DBMS like in query-oriented database or NOSQL (Key, column, graph & document-based)database.This paper explains cloud services and different types of existing database in the cloud with Query Optimization .it also includes many cloud-based centralized and distributed query optimization data processing techniques like: Elimination of Redundant Valuation, Continuous or iterative processing, Catching Intermediate query or result, Materialization and Pipelining to improve query evaluation time and response time for effective query optimization of big data query processing. This paper also focuses on the study of the presentation of cloud database queries, for the improvement of the cloud queries. The aim of the paper is to execute different query optimization techniques for different queries and estimated the best technique for query optimization and provide a new area to improve current query optimization technique for future enhancement.

Keywords: DBMS, NOSQL, Query Optimization, Cloud Database.

Telecom Customer Churn Prediction: A Comparison of Machine Learning Techniques

Ms. Aditi Tulchhia, Research Scholar, RTU, Kota

Dr. Monika Rathore, Associate Professor, International School of Informatics & Management, Jaipur

Abstract :

Customer Churn prediction is gaining an increasing importance in the recent years. Customer Churn is the rate of which the customers dump the current company to another in the future. As the number of companies increasing in the market, the need for customer retention also increases, which is important for any company to survive. Customer Churn plays an important role especially in Telecommunication Industry, As the company needs to analyze how many and when the customers switch to another provider. This in turn helps the company to take the required actions to hold customers who are supposed to be at possibility of churning. This paper presents the comparative study of three machine learning techniques: Customer Churn- Logistic Regression, Decision Tree and Neural Networks. The main objective of the paper is to predict customer churn using different machine learning algorithms. In the first section of this paper, above given three machine learning techniques are applied on the dataset. Then, in the second section the performance of the algorithms is compared and some ensemble methods for performance improvement are discussed.

Keywords: Customer Churn, Machine Learning, Decision Tree, Logistic Regression, Neural Networks

Usability Testing for Conversational User Interface based Products

Mr. Pankaj Sharma, Research Scholar, RTU, Kota

Abstract :

Usability testing is way to test human based product with real users. It is a process to check how easy to use a product with real users by software testing methods. Users need to complete their task, typically while they are being noticed by a researcher, to check where they encounter problems and experience confusion.

A Conversational Interface is a UI (user interface) that creates a path or makes interaction possible between computers and human. They do not speak the same language, but user interface have some natural barriers as people have to learn to use them. This technology uses language recognition and process improvement mechanisms that make interactions with digital products efficient, intuitive and more accessible through conversational interfaces technology.

A conversational User Interface is helpful in a way that the user can "read", "write" and "listen" better than the other apps which are technological in nature. As per the technology, solutions can be developed as part of Healthcare solutions, Hearing Solutions, User Interface Recognition solution, and interventions, such as smart homes, Talkback, and health applications. These solution often contain complex technology, in which users are expected to interact with each other. This paper discusses the methodology of usability testing for conversational user interface based products. In other words, if Tourism Portal chatbot is used to communicate with different queries and then if different questions are raised which are not available with the given chat bot's data then chatbot would not provide right results to user. User may be able to interact with their high-tech web environments in a natural and intuitive manner, but right results should be identified. Tools such as Tripto, Alexa, Accessibility of Itinerary, location questions in devices like Smartphone's and tablets are becoming widespread, because with numerous displays, sensors, and connectivity possibilities. Conversational Technology is designed to develop a solution for the betterment of life for human being. This paper, focuses analysis of different usability testing methodologies to test a tool built with conversational user interface to produce accurate, adaptable right results.

Keywords: Conversational Technology, Conversational Interface, Chat Bots, Usability Testing

Healthcare Data Process Re-engineering for Green Cloud Computing

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Abstract :
Cloud Computing provides a platform for sharing resources &information from one place to another .Cloud computing technology has been used in many sectors like both public and private . The healthcare sector is growing very fast and plays an important role in world's economy . The healthcare sector needs to use cloud computing , because the traditional healthcare systems faces several major problems such as storage, high technology setup cost, and lack of the consolidated system. So, cloud computing can provide many opportunities for healthcare systems such as reduce cost, increase flexibility, accessibility, scalability and data security. Green cloud computing concept is used to improve environmental situation. The main aim of green computing is to reduce harmful materials. There are many excellent ways to cut down the use of electricity and save money by the Green Healthcare and Green Information Technology. Green cloud computing also used for making healthcare energy efficient in a cost effective manner. A very big challenge facing the healthcare institutes is how to enhance the energy efficiency. Healthcare systems looks for improvement in the sustainability of the system. A lot of efforts over the past few years have been done to analyse and establish highly efficient data centres for cost effective Green IT at hospitals that can be utilized for better outcomes .So all of us in Information Technology have a role in helping improve the vision for healthcare. This research, required analysis & planning has been done to adopt the green IT infrastructure. It includes for electric energy sustainability, data protection, and the continued growth in cloud computing for IT cost reduction along with improved data protection. Main concern is using green to reduce the time taken for patient's health check-up in emergency situations and provide an energy efficient and time saving way to solve all the issues related to patient's health.

Keywords : Cloud Computing, Green Cloud Computing, Healthcare Sector, Healthcare Challenges, Green Healthcare, Cost Reduction, Protected Health Information.

Fraud Detection in Banking using Data Analytics

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Ms. Harshita Bhati, Research Scholar, Rajasthan Technical University, Kota

Mr. Shashank Goswami, Research Scholar, Rajasthan Technical University, Kota

Abstract :

A recent fraud has weakened the roots of the financial organization and institutions, almost all the banks of the world are directly or indirectly reported to their concerned government bodies. This paper finds the gap of recent researches regarding these fraud issues and modify the existing model i.e. regression model, to improve the effectiveness of finding false alerts in the transaction. The method that fits into this approach is the random forest method which gives optimum results.

The banking industry is a huge service sector carried numerous operations, touching the lives of millions of people across the globe. Huge data are generated through various transactions performed from various channels within hours. In recent years, the shift of operation mode from branch banking to online has been witnessed which opens the new door for opportunities. Banks are now focusing more on online mode and trying to adopt data mining technology to woo customers by analyzing their expenditure behavior and predict their needs in advance. This paper follows the random forest method and found that fraud detection could be detected up to 86%.

Often bank puts all consolidate in data at one place which is used for AML check i.e Anti-money laundering in which we search any fraud transactions. Every time service needs to hit this data set to check the suspicious record, therefore, there is a need to prepare an auto-learn mechanism, where the machine can itself learn from the dataset and give the pro-active response.

In this paper advanced, data analytics will be used to detect the fraud transactions from a given sample of data.

Keywords: Data Analytics, Fraud Detection, Data Mining, Logistic Regression, Anti-Money Laundering (AML).

The Trump Card Of "Mompreneurship": A Qualitative Approach

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Abstract :

Any research area is considered important if it has any scope to grow. In the case of the entrepreneurship research area, with many diversifying contexts and theories, it has economy-boosting properties and impacting society positively. Mompreneurship; alatestdiscoveredarea in female entrepreneurship, is someone who is managing being a mom and business activities at one time.Females play their role and responsibilities as a mother with struggling for their identity. Also, want to earn their own with flexible timings choose entrepreneurship as their career. On the other hand, their struggle story and motivation differ from other entrepreneurs as they struggle more with work-life balance.The study seeks for motivational traits in Mompreneurs, along with different techniques used by mompreneurs to combat work-life imbalance. Qualitative analysis approach was considered using abductive reasoning method. A semi-structured interview of ten Mompreneurs from different states of India was conducted using convenience sampling. Interviews were conducted via skype online video call. For this purpose, the dialogic performance analysis approach was applied to analyse the data collected from interviews in which declarations by the respondent were analysed to observe the reasons and outcomes of those sentences.

The study observed that though entrepreneurial identity is intrapersonal, yet it comes out when an interaction happens with other personality. The relationship between self-identity with external factors was investigated resulted in the listing of different internal and external motivating factors that influences a mother's entrepreneurial identity. This study observed several strategizing techniques that helped in achieving work-life balance through stories shared by respondents. Also, this study contributes to the building theories for work-life balance and mompreneurs.

Keywords: Entrepreneurship, Mompreneurs, Mompreneurship, Work-life balance, Entrepreneurial Identity (EI), mompreneur identity (MI)

Cloud Computing: A Review on Cloud Simulation Tools

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Dr. Ruchi Nanda, Associate Professor, IIS (deemed to be University), Jaipur

Abstract :

In the current age of Internet world, everybody is moving from traditional computing towards Cloud computing as it provides on-demand access, broad network access, rapid elasticity, fault tolerance, higher reliability, location and device independence, etc. It is an Internet Technology, which offers computing resources (Infrastructure as a Service (IaaS), Platform as a Service (PaaS) and Software as a Service (SaaS)) over different networks. These services are provided to the customers on their demand on a pay per usage basis by different cloud providers. The Customer has to pay depending upon the amount of time and type of service used. To overcome it, different types of Cloud Simulations tools (CloudSim, CloudAnalyst, GreenCloud, MDCSim, Network Cloud, iCan Cloud) are available which can be used easily in place of using cloud services. These cloud simulation tools have become an important choice to test the behaviour and characteristics of the cloud environment before actual implementation of the cloud. They provide an insight into the trade-offs between cost and performance of cloud applications. In Cloud simulator performance analysts can analyse the behaviour of system under different scenarios behaviour by focusing on quality issues of the specific component. The researchers can examine the hypothesis in a controlled environment and can generate the results easily with the help of these simulation tools.Today many IT companies are also getting benefited by these simulation-based approaches by allowing them to test their services in controllable and repeatable environment. They experiment with different workload mix and used resource performance scenarios on simulated infrastructures for developing and testing adaptive application provisioning techniques. In this paper, a review on existing Cloud Simulators have been made by comparing them on various parameters like Underlying platform, Programming Language, Availability, Graphical User Interface, Simulation time, etc. The paper is structured as follows: Section 1 describes Cloud Computing, its service models (IaaS, PaaS, SaaS) and its different cloud types (Public, Private and Hybrid). Section 2 provides a literature review on research papers related to Cloud simulation tools. Section 3 describes the architecture of cloud stimulators and provides a comparative analysis of various cloud stimulators. Finally, the paper is concluded in Section 4. Different types of Simulators have been studied in this paper and it is concluded that still there are few cloud computing concepts which cannot be satisfactorily simulated by any of these simulators. So, in future there is a need to research in this direction.

Key Terms: Cloud Computing, IaaS, PaaS, SaaS,CloudSim, CloudAnalyst, GreenCloud, MDCSim, Network Cloud, iCan cloud.

Beauty Standards as A Major Factor of Depression in Women

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Abstract :

Beauty standards in the 21st century have been filled with the negative notions. Society is filled with the concept of "perfect body type" without taking into consideration of the thoughts and inner feelings of women. Beauty standards are set up in every sector may be it is a corporate world, society, film industry, etc. These standards are to be achieved in order to look beautiful and attractive. If these beauty standards are not fulfilled, it leads to the silent-pain, negative self-image and results to depression.

Everyone is not perfect in the world but the society forces to meet the expectations and the standards. The youth looks themselves as "too fat" or "too ugly", which ultimately leads to the silent-pain in their lives. Differences in actual and ideal body size leads to the depression in women.

Every form communication focus on display a beauty standards which affects the mindset of people. These mediums portray different level of societal beauty standards either through models, actresses, etc. But these standards for female are unrealistic because the one who portrays the standard even they don't look like it.

The negative body image has seriously affected the mental and physical health of women. The depression and mental disorders leads to unhappiness which results in low self confidence. Women who are symbolic to strong emotions are losing their self-esteem just due to wrong motion of society for 'Beauty'

It is important for every female to understand and accept the fact that the way one look like is out of the control and should not torture or blame themselves. One should be confident about her looks and appearance. If she is confident on her physical appearance from inner self no one can depress her. Women should be her own admirer and should not look upon others for temporary appreciations.

This research paper explains the beauty standards set up by society is a major factor of depression for women. This study shows the relationship between beauty perception and mental and physical disorder. This paper also analyzes the impact of social media on beauty standards. The main objective of this paper is to examine the impact of beauty standards on physical and mental health of women.

This study concludes that these standards do not exist in real life they are just portrayed.Thebeauty standards are set up in every field but as people are getting educated they are less affected.

Keywords: Beauty, Standards, Depression, Society, Perception.

Analysis of Scientific Workflow Scheduling in Heterogeneous Cloud Computing Environment

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Abstract :

Nowadays IoT, Big Data, and Cloud Computing are the latest emerging technologies that are operating in various application areas. Cloud computing enables the delivery of IT resources through the internet and users are charged based on their usage. A cloud workflow system facilitates the automation of distributed applications where various scheduling policies are applied for maximum utilization of the cloud's resources while meeting QoS constraints like cost and deadline. Nowadays this system is also utilized by scientific communities to manage and process large data sets of various areas such as astronomy, gravitational wave physics, bioinformatics, and geophysics. This system executes the workflows on computing resources. Workflow scheduling is an NP-complete problem and there are various heuristics and meta-heuristics algorithm to resolve this problem. Genetic Algorithm(GA) and Heterogeneous Earliest Finish Time(HEFT) are buzzwords that are used to schedule the workflow.

This paper explains various stages of both algorithms which are implemented in JAVA, and the use both algorithms to schedule the scientific workflow montage with varying size of data sets to analyze the performance of GA as well as HEFT.

Keywords: Cloud Computing, Workflow Scheduling, Genetic Algorithm, Heterogeneous Earliest Finish Time

Ecotourism in Rajasthan: Its Hurdles and Prospective

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Abstract :
Travel is ancient activity but tourism is a modern activity and contribution of the travel and tourism sector in India's GDP has risen by 8.4% from 2018 to 2019 which is expected to grow double by the year 2029. Rajasthan tourism itself contributes 15% revenue to the state economy. Besides this, it contributes 11.2% and 3.3% share in India's foreign and domestic tourist arrival respectively. Eco-tourism of Rajasthan holds diversity in terms of natural resources, cultural heritage, historical & archeological wonders with scare wildlife. Rajasthan exhibits great potential for eco-tourism. Considering the dominant facet of eco-tourism in Rajasthan, the following research paper aims to study the current scenario of eco-tourism development and opportunities for eco-tourism development in Rajasthan. Besides this, the study also evaluates the impacts of eco-tourism development and the role of government towards the promotion of eco-tourism in Rajasthan.

To ascertain the objective, the researcher has deployed the primary and secondary methods of data collection. Primary data was collected using the structured questionnaire, while the secondary data was collected through government official websites. Analysis of the data, infers that the eco-tourism is a subset of sustainable tourism which encourages conservational efforts and helps in the development of remote areas of Rajasthan. It acts as an engine for the economy by providing the generation of income, wealth and employment. Although the phenomenon of eco-tourism is not wide-spread and there is a need of giving a due attention. Policies, prospects, and challenges in regards to the eco-tourism are also considered prominent in the study.

Keywords: Eco-tourism, Rajasthan Tourism, Travel and Tourism.

Human Resource Planning and Analytics

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Dr. Kavya Saini, Associate Professor, International School of Informatics & Management, Jaipur

Abstract :

We have witnessed a drastic change in the human resource management system in the organization. Nowadays with the innovation and changing world human resource management and Human Capital Management has taken the place of personnel management in the globalization scenario. This research paper intends to highlight the importance of human resource planning and analytics in the today's growing sustainable world and to meet the unexpected rise in the job opening and exits that shows the demand for talented resource that is pushing and forcing organization to plan better and recruit better. Human resource planning is one of the growing area of today's academic research as they confront new challenges in finding and retaining the right people in right place.

Human resource is the important resource because their core competencies leads to the better performance of the organisations. Human resource planning aims at matching the right people at right place. Human Resource Planning deals with the major issues of the employment and development of the people to improve the organization effectiveness and efficiency. Analysis of the large size people records is the spine of HRM that is important to built and develop a strategic layer. HRP determines the current and future need of manpower in the organization.

The paper will focuses on evaluating Human Resource Planning as a focus point for Human Resources as they confront and help in facing new challenges and also help in retaining people by creating their own model with the help of financials forecaster and management team. secondly relationship between Human Resource Planning and organization resource requirement as Human Resource Planning ensure right people at right time and also relationship between Human Resource Planning and Organization Performance as HRP determines the need of people for current and future needs with the changing world.

Implications

Human Resource Planning plays a vital role for management as with Human Resource Planning the organization can fulfill the present and future needs of manpower, face the changing world scenario challenges, help in creating highly talented workforce for the management, create new models for the better future of the organization, Forecasting organizational need of employees including both internal and external supply of labor to meet staffing requirement, Providing a better view of Human Resource dimensions to top management level and financial management, also determining the training needs and development needs of employees in the organization.

Keywords: Human Resource Planning, Sustainable World, Human Resource, Innovation, Organization Performance.

IoT (Internet of Things) in Healthcare System and its Key Monitoring Applications

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Abstract :

Internet is used by about six billion people across the world for many reasons and in several fields. Internet of Things (IoT) brought an incredible involvement of devices or objects for automation through internet in the recent digital era. IoT delivers several functionalities in a variety of systems such as business, utility services system, traffic system, security system, smart city, and healthcare system etc. Basically, IoTis an assembling of tools and gadgets which are coupled with a web basednetwork to work together in a process under an administration to fulfill fundamental and bolts requirement. innovations extend interoperability, difficulties to considerably transformthe manner ofdelivery of healthcare services with providingoptimalresultsand building social insurance. In last few years, many healthcare centers have put an end to traditional healthcare services deliverance and provides smart healthcare facilities with better use of technology under IoT environment.So, IoT has become most significant technology of research to propose a proficient data and has enabled monitoring healthcare services in smart system with the help of sensors and accumulators. IoT is proceedingas an advanced phenomenonand emerging trendwhichbridges between interoperability challenges and healthcare services delivery.IoT based automated devices have the efficiency of removing the incompetency of healthcare system. IoT ecosystem is connected with several devices which are accessible by internet and these devices are utilized by incorporating healthcare applications for monitoring the patient's situation and collect many useful data such as temperature, heartbeat, electrocardiogram, sugar level,blood pressure etc. which are useful in assessment of patient's health condition. Thus, doctor/s can giveappropriateadvice on the basis of these gathered data and notifying the patient or their family person about what kind of treatments patient need. The contribution of this paper is to bring in directions to achieve a global connectivity between the IoT and the health monitoring devices in an integrated medical environment.This paper also presents the projected key applications out of several healthcare monitoring systems governed under IoT with elaborate their importance and usability.

Keywords: Internet, IoT, Digital Era, Interoperability, Healthcare, Sensors, Accumulators, Electrocardiogram.

Impact of Covid-19 Outbreak on Job Stress and need of Role based Model to Mitigate the Impact of Pandemic

Ms. Meenali Sharma, Research Scholar, RTU, Kota
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Abstract :
This paper examines the impact of covid-19 pandemic on employee's workplace stress and mental stress and also identifies the ways of how to mitigate or manage stress and build resilience. Job stressors due to pandemic includes concern about the safety, pay attention towards work and fulfilling needs of family at the same time, managing workstress, guilt feeling of not contributing enough towards work, dealing with technical difficulties, financial loss and job insecurity. In order to manage work stress one should communicate to his co-workers and supervisors about the stress while maintaining social distancing that is atleast 6 feet. One should keep in mind that everyone has to play cucial role in fighting against this pandemic and everyone has limited resources and is in unusual situation. The study suggests that A role based model which has these characteristics ; work load, work clarity and work agreement will help to manage the stress. In this context work load refers to work which has its own challanges and at the same time manageable too, work clarity refers to have proper information about the work and work agreement refers to have fix balance of demend and expectation. Organisations can improve productivity with the help of role base model. Objective of this research is to find out the impact of covid-19 pandemic on employees job stress. And at the same time find out the ways to mitigate the stress. The research is based on secondary data. Results of this research shows that role based model can play an important role to mitigate the stress.
FINDINGS-Study finds that during the pandemic employees grapple with sweeping changes and they are going through lots of work stress as financial loss and job insecurity and many more. Study also finds that a proper communication required between employees, co-workers and supervisors to manage stress.
CONCLUSION-Study concludes that a role based model required to mitigate the stress.

Keywords: Job Stress, Productivity, Covid-19 Paradigm, Role Based Model

Evaluation of Association Rule on Dataset through Python

Ms. Meenal Sharma, Student-MCA , International School of Informatics & Management, Jaipur

Abstract :

Data Mining is the process of inventing useful information from the large raw data. In the other words it is the method in which it mines the knowledge from the data. It is the technique available for the data miners to analyse and to understand the data in the particular format. And it helps them to expose the knowledge from the data. It becomes the most important area in information technology in the future times. It is the blend of data analysis method and the sophisticated algorithm for processing of the large amount of data.

Association rule mining is the rich and the most important branch of the data mining. The output of the one rule can be the input of the another rule. Its main aim is to find the correlation , frequent patterns and association structures from the given set of items. In the real world association rule mining is useful in the many programming languages like Python for the clustering of the items, for stored layout and for market basket analysis. It is broadly classified into two parts : Apriori algorithm and the FP Growth algorithm. Apriori algorithm is used to find the frequent itemsets and the relevant association rules. Whereas FP Growth is the improvement of the Apriori algorithm. Through it can represent the data in the form of the tree. These are the classic algorithm for the implementation of the association rule. Its main aim is to extract the useful information from the large dataset. This paper highlights about the apriori algorithm and the FP Growth algorithm and their uses and also build the Apriori and the FP Growth algorithms model in the python programming languages.

Python has the many libraries for the association implementation. One can also apply the algorithm from the search. The Python libraries has the beautiful application of the Apriori algorithm and the FP Growth algorithm and it allow to extract the useful association rule from the dataset.

Therefore this paper focuses on the association rule mining algorithm and this algorithm has applied on the large dataset Online Retail Store. This paper gives the knowledge of the data mining for large dataset and its main focus is on the association rule mining techniques like Apriori algorithm and FP Growth algorithm and paper compaies both of the association rule technique on the basis of the search type , memory utilization.

Keywords: Data mining , Association Rule , Apriori Algorithm , FP Growth

Comparative Analysis of K-Means and Hierarchical Clustering using Statistical Tool R

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Abstract :

Data mining a specific process or a practise which is used to extract meaningful data and information from the stored data in the form of database in warehouses. This a specific area named as clustering, a technique to group the data into interrelated clusters which are somehow similar in nature. Clustering is an unsupervised way of classification process of breaking down the big data. It is a technique which is used for putting the similar type of meaningful data/objects into a single group or cluster.

Generally it is observed that it is very difficult task to work on the data or to retrieve information from the data which is big in size, though it is possible but very time consuming and hectic task. Clustering can solve this problem at some level. Clustering of data can be done using various techniques, each technique has its own functionality, procedure and features.

Clustering technique follows the most common approach of finding centre of clusters and input vectors, which helps to identify which cluster centre belongs to which input vector.

This paper uses the dataset which holds the records of road accidents happens in the country(India) on the daily basis. The dataset holds the records of the accidents state-wise. To differentiate these categories of accidents This paper applies clustering algorithm on the dataset which is very helpful in categorised the different data present in the dataset.

The main focus of this paper is to make a comparative analysis between K-Means Clustering and Hierarchical Clustering of data along with their respective features on a specific data set using statistical tool R.

This paper applies clustering using these two techniques of data clustering which will be very helpful in retrieving the information from the data which is huge in size. Along with this a comparative study is also done between these two algorithms and their results on the specific dataset. Their features are compared on the basis of the analysis.

Keywords: Hierarchical Clustering, K-means, Statistical Tool R, Clustering Techniques

Exploration of Technique used in 5G

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Abstract :

This paper aims to discuss is proportional exploration of techniques used in 5G technology of mobile communication. The 5G Technology stands for 5th Generation for Mobile Technology. In 5G technologies, researches are connected to the advance of World Wide Wireless Web (WWWW). Important technologies in 5G technologies are OFDMA (Orthogonal Frequency Division Multiplexing) and IPV6 (IP Version 6).The major contribution of this paper is to focus on highrequirement of 5G or Fifth Generation technology. 5G technologies include all types of advanced features which make 5G technology as primary technologies in upcoming future.5G technology will support IPV6(IP version 6) so that more and more devices can be connected with huge network. It will offer the great quality of video and VOIP (voice over IP) allowed device that can have the extraordinary level of call volume, documents, and electronic transactions and simultaneously can be connected with multiple wireless Technology and will also enable them to switch between themselves as per need.

Keywords: 5G Network Architecture, Requirement of 5G, OFDMA, IPV6.

Study on Selective Corporate Social Responsibility Practices align with Corporate Strategy for Sustainable Business-reference to Indian Companies

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Dr. Shanti Swamy, Profesor, Kavikulguru Institute of Technology and Science (KITS), Ramtek, Maharashtra

Abstract :

While the companies' act 2013 proposed several changes ,the one mandating the reporting of Corporate Social Responsibility (CSR) activities and spending literally ,became the talk of the town. One of the primary reasons for this was that India had become the only country in the world to mandate CSR through the statutory route. Nearly five years have elapsed since then and the discussion on the advantages and limitations of the CSR legislation do not seem to cease.

Despite apparent limitations we believe that the greatest advantage of the legislation is that it has brought CSR discussion in to corporate boardrooms, from being a peripheral PR activity. The Act has forced India Inc. to think and think hard about effective and efficient investments in societal well-being.The immense experience that top management of companies possess can make a big difference in addressing major social issues. The virtues of output oriented decision making that are in inherent part of corporate strategy . The corporate social responsibility practices have become part of companies' business level strategies and functional strategies for sustainable of business through electronic media as well.

Keywords: Corporate Social Responsibility (CSR), National Skill Development, Training And Development, Corporate Strategy, E-choupal Program

An Empirical Study to Evaluate the Impact of Artificial Intelligence on Business Management Functions

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Abstract :

Artificial intelligence (AI), commonly called machine intelligence, is intelligence demonstrated by machines, in contrast to the natural intelligence displayed by humans and animals. Artificial intelligence is like software which mimics human like activities such as learning, planning and providing solutions for solving problems Artificial intelligence (AI) is truly a revolutionary feat of computer science, set to become a core component of all modern software over the coming years and decades. This presents a threat but also an opportunity. Artificial intelligence has spread its wings in business organisations too. Now in this technological era, the need of digital transformation is growing day by day which is expanding the scope of AI and making this an imperative to enhance efficiency and effectiveness of business organizations The purpose of present study is to explore the role of Artificial intelligence in industries and different sectors and also to study the impact of Artificial intelligence on different management functions like Marketing, HRM, Financial Management, Supply Chain Management etc. Data is collected through secondary sources. Findings of the study reveal that AI has direct as well as indirect impact on functions of management. Every management function comes under the scope of AI. Managing human resources within an organisation from employee recruitment to employee engagement, talent retention and human resource planning all practices are benefited via AI. It is also beneficial in predicting customer demand, in customer segmentation, advertising the product through social media with the help of Data Mining and sentiment analysis. Moreover in SCM processes and in financial sector with the help of process automation it is already playing the role of financial analyst as well as personal assistant to guide you for your betterment. Implications of the study highlight that AI is the need of the hour for boosting the speed of management functions within an organisation to enhance organizational productivity.

Keywords: Artificial Intelligence, Business Organization, Human Resource Management, Marketing, Financial Management.

Dimensions of Service Quality and Patient Satisfaction-A Conceptual Framework

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Abstract :

Service quality is a serious concern for private and public hospitals located across the world. Increased attention on patient centred care has motivated the health care institutions to devise methods to capture patient perceived service quality and satisfaction levels. The aim of this paper is to conceptualize service quality and explore the dimensions of service quality by conducting an extensive review of literature. Literature reviewcovering significant researches on service quality, its measurement and dimensions was conducted on EBSCO and Google Scholar databases.

This study has uncovered seven major dimensions on which patients base their perception of service quality in hospitals. The seven dimensions are infrastructure, doctor's care, nursing care, coordination among staff, administrative procedures, patient safety, and image of hospital. The conceptual framework enlists the seven dimensions which can be used to assess level of service quality as perceived by the patients. The framework also proposes a direct relationship between the dimensions of service quality and the patient satisfaction levels.The literature suggest that the dimensions of quality share a direct and positive relationship with patient satisfaction. The perception of dimensions of hospital service quality are context specific and are influenced by the demographic characteristics of the patients. Health-care administrators and managers must obtain the feedback of patients on the service quality dimensions in order to better assess their satisfaction levels. Patient feedback will help the hospitals identify the loopholes in service delivery process and address them at regular intervals.

Keywords: Service Quality, Patient Satisfaction, Dimensions of Service Quality

A Case-study on the Responses of Focused Groups towards the Change in Advanced Technology of Education

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Abstract :

Change Management deals with the approach of individuals implementing the change. Its objective is to implement the change from people's perspective i.e. managing the people side of change and also depicts the interrelationship between resistance and the knowledge required for developing. Business environment is dynamic. There are several changes taking place everytime. The one who foresees the changes are the one who can succeed throughout. Also, nowadays, sustainability is a major issue. Every organisation must try to take the resources which are sustained and it does not harm the environment as well. Talking about change, one of such change is technological advancement. Technological advancement has played a major role in the business environment, and with advancement there is a possibility of resistance and skill enhancement. So the purpose of the research is to view the correlation between them and how the individuals deal with Change Management in an organisation and also to view the sustainability of the change.

This research is focused by studying the perspective of focused group mainly teachers and students towards change. The research is limited to Symbiosis College of Arts and Commerce. The researcher has recently observed that in her college, blackboards were replaced by "interactive boards" and journals were replaced by "Google Classroom" assignments. So, it needs to be studied that how teachers and students are responsive towards the change. Is there any correlation between skill enhancement and acceptance of change or vice-versa that is non-acceptance of skill enhancement and resistance to change?

The researcher will collect data from different sources such as primary and secondary sources. Primary sources include questionnaire through Google Forms, interaction with different individuals including teachers and students from both graduation and post-graduation and secondary resources include data collection from several journals, magazines, etc. The data collected will be analysed thoroughly and tabulated and presented in the form of tables, charts and diagrams. The data will be analysed by using simple statistical techniques such as percentage, average, ratio proportion etc. based on the analysis of the researcher. This research will be useful to the educational institutions in framing different policies for change management.

Keywords: Change Management, Data Sources, Educational Policy

Data Security Issues in Cloud Computing

Ms. Ashmita Sawant, Student-MCA, International School of Informatics & Management, Jaipur

Abstract:

Cloud Computing is the way of delivering on-demand services of computing resources over the internet including data storage, data services, databases, software, analytics, networking etc. The primary service provided by the cloud computing is Data Storage. The major principle of cloud computing is securing the user's data available on the cloud. Cloud Computing allows the users to store their data on the cloud and can access it anytime from anywhere. When users store or send their data to the cloud, the data is transferred to the third person that may raise the security problems including data breaching. Data Security and Data Privacy may become the major obstacle on cloud computing. As the data of many business organizations and users is increasing day by day in terms of terabytes and petabytes the storage space must also have to be increased. The total amount of data generated by the users on different platforms varies accordingly. In such cases, data has maintained by the storage or cloud providers in a very efficient, accurate and safe manner so that users do not bother about it. But due to the limited storage space on the resources, the data of many business organizations and multiple users have to be transferred to the cloud where this whole data has to be stored in a secured manner because this data is very crucial and sensitive that the hackers can easily breach the data. The main challenge of cloud computing is therefore to keep this whole data secured and in encrypted form such that the data can't be decrypted, corrupted or used by any hacker. Sometimes, the Cloud Service Provider (CSP) can also corrupt/use the data illegally. In such case Cloud Service Providers must ensure the security of their customer's data and should be responsible if any kind of data intrusion takes place. So, the Cloud Service Providers (CSPs) should be very aware and alert of the hackers or intruders who always keep their eyes on the user's or customers sensitive and crucial data. The purpose of this paper is to identify the related challenges from both software and hardware aspects for securing the data on the cloud and aims at enhancing the data privacy and data security.

Keywords: Cloud Computing, Data Security, Data Privacy, Data Storage, Data Intrusion, Cloud Service Provider

Role of Waste Management in Food Processing Industry

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Abstract:

The food processing industry is one of the most important industry sectors throughout India.

This paper aims at studying the role of waste management in food processing industry in India. Research methods are based on primary data that is collected through framing questionnaire, which is constructed to administer, randomly selected MSMEs in Rajasthan, India, through personal interview, telephonic calls, and email. Whereas, secondary data is collected through published researches, journals and articles. This study analyses the waste

management practice and its implication on the food processing industry.

India produces 180 MT a year of fruits and vegetables and perishables. India estimates nearly 28 per cent of waste of the food industry in fruits and vegetables, whereas, 6 per cent on an average, of food grains get wasted.

Food processing industry is generating a large amount of waste. The effect of waste generation by the industry is on human health and immediate environment leading to its deterioration. Disposal of industrial waste is causing environmental pollution and health hazards. Food processing waste can pollute the environment because of high Chemical Oxygen Demand (COD).Waste management is a challenging activity in an environmental sustainable manner for the food industry. It involves three R's of waste management viz. Reduce, reuse and recycle of all types of industrial waste. Effectiveness of sustainable food waste management can be classified with reduction of waste, waste recovery and treatment of its by product in an eco friendly manner that minimizes health hazards.

Optimum utilization of the techniques of waste management can bring down the cost of production of food that is produced. The government support with respect to the waste management is explored. This paper purposes to investigate the implication of waste management in food processing industry of Rajasthan, India.

The study conducted is descriptive method of research. This study is based on the result of sample survey through questionnaire of 60food processing industries of Rajasthan. The study concludes the status of waste management practices adopted by food industries and role of waste management that has to be adopted by these industries. Further study can be recommended to study more utilization of waste for effective waste management of food industry.

Keywords: Waste Management, Disposal, Environmental Pollution, Eco-friendly, Sustainable, Waste Treatment, Chemical Oxygen Demand

Role of Society in Sustainable Development

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Abstract:

Development is that change which originates due to the use of new technologies, economic sources and rational thinking. In its wide and applied meaning 'Development' is related to those objectives, where there is the inclusion of both economic growth and social development. For development, it is the moral duty of a country to use resources carefully,wisely and in aresponsible manner so that our coming generations can also use them for their development. This concept is termed as Sustainable Development and was defined on the basis of the integration of economic, social and ecological development. Worldwide this term came into existence in late twentieth century. The main objective of sustainable development is to maintain equilibrium between availability of resources and recent requirements for attaining present objectives of a Nation. This can be made possible by cumulative efforts of Government and Society. For this, United Nations Development Programme (UNDP) has given various guidelines to the Nations worldwide, like, emphasizing on Integrated and Inclusive Development; to maintain balance between the use of available resources and their availability in future; to maintain effective cooperation among various Economic Institutions Globally and to take action against those countries which are not following the guidelines of UNDP for promoting Sustainable Development.

Our planet Earth is the only planet where living beings can survive easily, so far. Now it has become mandatory for human beings to rethink for their future generations, as there are limited resources on the Earth. Alen in his book ,'How to Save the New World', has quoted that, " Sustainable Development is that idea and effort which lays emphasis on those methods which lead to the proper use of various non- renewable resources." For this there is the requirement of cooperation from not only Social organizations but also from local bodies and common man. Since children are future of the country so it is very important to make Sustainable Development as the important part of their Curriculum. This will create awareness towards the environmental conservation among them.If any action plan by mutual decision will not be taken timely by the government and society it will be too late.

This paper emphasize on the environmental education and quick and effective action plan for Sustainable Development in a sincere manner for our future generations.

Keywords: Sustainable Development, Natural resources, Government, Society, Education.

Analysis of Marketing Strategies of Ayurveda Companies in India during the Outbreak of Covid 19

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Abstract:

A deep routed distress both physical and mental with an inclusion of nervousness and hopelessness has been the clear outcome of current pandemic "COVID 19"outbreak.Due to such a situation and changed routine because of lockdown and disturbed working schedules has definitely affected diversely the general people in India. Not only their daily routine activities have been hampered but also due to economic conditions they majorly got affected. This has resulted in emotional weakness and thus affected immune system of a common man in this difficult time. As of now climate is also not settled in months of Monsoon and level of humidity in the atmosphere is also high which is a challenging situation for the patients even with minor symptoms of viral respiratory infections. Observing this, "Ayurveda" can be of great importance as it promotes boosting immunity in natural manner and significantly many of the suggested remedial products are available in Indian Kitchens.The popularity of Ayurveda as an alternative and more authentic option of treating patients with chronic diseases has been growing day-by-day. Researcher has approached the retailers of Ayurveda companies to analyse marketing strategies in changing environment.

Primary Data was collected through structured Questionnaire based on 5 point Likert Scale. Modern medicines are mostly directed at evidence-based treatment procedures. On the other hand, traditional medicines have been centuries old and those are developed with experience. These medicines are bound to contain some very useful and effective elements but may also contain some ingredients that are not so useful. The various methods used in Ayurveda such as yoga, massages, herbal therapy, and traditional forms of surgery are quickly catching the attention of common people as well as the experts in this field. The increasing popularity of Ayurveda lies in its way of systematic approach and natural medicines with almost no side-effects. Right now, alternative forms of medicines as also the traditional medicines are accounting for a major part of healthcare being provided worldwide. India is the largest market of Ayurvedic medicines and Ayurvedic mode of treatment. People in India always show a natural attraction to herbal products. Rajasthan has a long history of using natural products. When the other parts of the world need special education in this field, people in Rajasthan inherit this knowledge for which they don't need any special education. The need of the hour is in-depth knowledge in the generations old Ayurveda recipes and modifies the way they are formulated keeping in focus the need and habits of modern people. In order to compete in the international market, it is necessary for domestic herbal products and Ayurveda medicines manufacturers to think in modern terms and modern lifestyle. The popularity of Ayurveda will increase with time. India being major hub of this market needs to be updated for competing internationally. Finally, Ayurveda companies are implementing Content Marketing and Interactive Marketing Communication Tool (IMCT) to analyse their marketing strategies during the outbreak of COVID 19.

Keywords: Marketing Strategies, Ayurveda Companies, India, COVID 19,Medicines.

Workplace Innovation for Improvement in Jobs Performance and Employee Engagement

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Abstract:

Job performance has been defined as the overall expected value from employees' behaviors carried out over the course of a set period of time (Motowidlo, Borman, & Schmidt, 1997). Employee engagement is captious to high profitability, encouragement and high employee output. A constant challenge faced by Employers is to find ways to increase employee engagement for their businesses. Discriminating consumers of global economy has placed unforeseen demands on employers. Employers are battling the challenges of maintaining productivity and profitability; as well as keeping their workforce encouraged and gratified with their jobs. Workplace innovation require employees in any heed stages in changing the way that organizations conduct, organize and use people, technology and other resources. Coordinate with an organization's strategic goals, it enables the improvement and revival of products, services and prepare on an almost regular basis.

Purpose- Purpose of following paper is to describe and evaluate the need for innovation and improvement in workplace policies and practices.

Design/methodology/approach- This paper describes emergence of the theory of workplace innovation. This paper also demonstrates and discusses, outcome of evaluation research that has been conducted so far.

Significance- Work place innovation and its social aspect, is a new idea which covers a significant extent of new practices that seems to be relevant for organization and management.

Conclusion:

Any enterprise centered on innovation integrates many crucial elements of a effective employee engagement strategy. Here innovation can contribute to opportunities for growth for employees, new learning opportunities, team dynamics and productive feedback from colleague and superiors. When employees are influenced by company leaders to think out of box, have the confidence and required resources to pursue their dreams and aren't insecure, they will begin to approach challenges through innovative paths, develop new expertise and become more committed to their work.

Keywords : Organizational Performance, Job Satisfaction, Workplace, Innovation

Docker as an Application Deployment Container

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Abstract:
Docker is the hyper version software that provides virtualization for many applications. The bundle in which application and its configuration files and dependencies wrapped is called container. Docker is a container tool also called virtual machine monitor that facilitates programmer to run the application from one environment to another environment. It allows multiple OS on single host system. This technology has gained immense attention as an alternative to traditional virtual machines. It facilitates to create a Docker image and can run many applications simultaneously. It is capable to execute on any hardware environment. The Docker provides a secure and better performance facilities. Docker technology has proven better when compare with virtual machines. Docker's containers are user space of the operating system whereas VM are made up of user space and kernel space of the operating system. In container environment multiple working apps can run on one operating system but in VM one working app needs whole operating system.

Docker is a tool invented in 2013 for Linux platform and facilitates to create, deploy and run applications. It is a standard software unit container that wraps up code and its all dependencies for the purpose of running an application quickly and reliably from one environment to another environment. Docker containers are light weight executable standalone piece of software that contains all the accessories required for the running of an application. It is an isolated resource control tool of user space with portable operating system that uses Linux kernel and allow the applications to shipped anywhere without any supporting environment.

The objective of this paper is to provide idea about how docker technology works, its architecture, limitation and applications.

Keywords: Container, Virtual Machines, Simultaneously, Hardware.

Conceptual Platform of IoT Based Healthcare Architecture using secured Cloud and Relevance Solutions for Remote Patient Monitoring

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Dr. Manish Sharma, Associate Professor, Dept. of Comp. Sci. & Engineering, Suresh Gyan Vihar Univ., Jaipur
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Abstract:

Today, Sustainable digital development using tools of ICT and the Internet is became the greatest option to improve economic progression because it obtains many national competitive benefits in recent technological era by information sharing, deliver worldwide services and communication. Hence, it's played significant role in the life of every human being by contributing their endeavor in the almost fields such education, e-commerce, banking, agriculture, media and social networking etc. Even though most of recent activities and applications are depend up to Internet and its related things in all around the world. IoT carried an incredible participation of related objects (devices) for digitizing and usual monitoring in the modern era. The arrival of IoT has changed the technology to a well groomed technology where the applications and devices can put together to take self-decisions in well organized way by the efficient coordination among the several objects. It also has expanded feathers in more or less all fields due to its tremendous capabilities. On the whole IoT is a collection of devices associated with a terminal network on web based architecture to execute elementary to critical services towards many supervision of many systems and applications with reference to transport, defense, vigilance, weather, smart city related and server type of monitoring in healthcare system etc. However, at present in India, many hospitals as well as small and big healthcare centers have started to serve IoT based elegant services and created a smart monitoring surrounding to their patients, but not utilize as much IoT is potential. So, IoT can be a most considerable aspect to subsequent research to intend efficient and smart applications to provide healthcare services. So, IoT can create an emerged, integrated and sustainable environment by providing healthcare services to the patients even in the emergency where it is binding to avail the present position of patient by data to the healthcare centers or to the particular doctor/s. IoT based architecture can monitor the patient and accumulate necessary data such as heartbeat, body temperature, ECG, BP, SpO2 (oxygen saturation) etc to maintain track of patient's health constantly for ensuring the wellbeing. This paper is to discover the conceptual framework of IoT based Healthcare structural design with brief detailing about associated secured cloud. So, this paper is an explicit learning about IoT innovation, way of transformation of healthcare services with foremost relevance solutions under IoT to monitor remote patients.

Keywords: ICT, Internet, IoT, Healthcare, ECG, BP, SpO2, Cloud.

Consumers Online buying Behaviour towards Personal Care Products During Pandemic Situation

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Abstract :

Success of any organization largely depends on consumer behaviour and thus to analyze buyer behaviour is always a key attention for these market players since it assist them working in right direction as per the mood of prospective buyers. Analysis of consumer buying behaviour helps organizations to produce customized products and as these products are based on the requirement of target customers therefore the probability of failure in market becomes very low. This way understanding of prospective buyer segment helps a producer to be on same page thus chance of success is also high. It is well understood that both external and internal factors have their impact on the behaviour of consumer out of which it may be no control on such external factors like political, economical etc but the organizations may alter themselves on the parameters within the organization and doing this they may have certain influence on buyer behavioural patterns. They may frame suitable strategies so as to attract more number of consumers finally. It was realized in many of the studies done earlier about the impact of online marketing on consumer of different segments however it has become more vital in the situation of "COVID 19". Since there is always a threat in going outside and interact directly with the vendors with an inclusion of various restrictions, henceforth the dependability or rely on "World Wide Web" platform has become more pervasive at present time. This is what a drastic change in consumer behaviour in this changing scenario never ever sought earlier either by the marketer or customer. Normally, understanding consumer buying behaviour in cosmetics and personal care is not an easy task. At the same time, it is not easy to establish a link between the physiological perception of a product and related consumer response. There are several factors working together such as sensory properties related to the products, physical status linked to the products, previous knowledge and experience of the consumers, and beliefs. The researcher has studied different methods of acquiring data on consumer perception regarding different personal care products. Influence of different factors on consumer perception of this market has been also covered in current study. Online shopping is a form of doing commercial behaviour or transaction electronically with the help of online service providers using "World Wide Web". Online platform makes its customer available with huge range of products and brands since it is very convenient for the producers and companies to show cast their product range virtually as compared to the physical presence at showrooms or dealerships. It is also less expensive and more number of customers may be addressed through this online media. It was uncovered in many of the researches done earlier that trust and perception about possible benefits are deeply associated with online shopping. Another factor is consumers' reviews which really come out as a significant determinant for online shopping.

Keywords: Buying Behaviour, Personal Care Products, Online Shopping

Employee Engagement as the Catalyst to Boost Employee Morale amidst COVID-19 Crisis

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Abstract:

COVID-19 causes a significant impact on world economy by influencing financial markets and susceptible industries like hotels, tourism and travel. When these industries slow down or closedown they indirectly influence recession in other associate industries. It is observed that the pandemic is having a substantial effect on personal, behavioural and work lives and can lead to employee disquiet, frustration, burnout, fatigue and poor health, which in turn results in low productivity, poor quality and high absenteeism. Human Resource Managers facing vast challenges by having the pressure of cost cutting while simultaneously retaining the talents. Employers are trying to tackle the situation but conditions are getting worst every next day. State Government asks establishments not to fire the employees even if they go on leave taking into consideration of the corona virus outbreak but practically organisations can not avail Human resources financial liability in this crisis period. As it results further excavate the crisis and will not only decline the financial condition of the employee, but also shackle their morale to combat the epidemic. Now the need of the hour is to transform the existing employees from fear zone to action zone by boosting their morale and confidence. It is essential to convert their fear into assurance, anxiety into peacefulness and uncertainties into certainty. Now HR leaders need to tweak their employee engagement strategies to boost employee morale resulting into level of contentment. It is essential for the organisations to concentrate on innovative employee engagement practices to re-establish productivity as if it is left unattended these feeling can downturn employees self-esteem and commitment.

The objective of this paper is to understand and conceptualize the impact of Pandemic Covid-19 on Employees Morale and to study the consequences of the pandemic on employee engagement practices. The aim is to suggest changes in employee engagement practices during Covid -19. The research is primary and secondary data based. For the study the researcher compiled and analysed 75 responses(filled from employees of 20 different organisations). Interviews were conducted from 4-5 HR Managers different organisations. Secondary data is collected from different articles, news channels and various other sources.

Employees are lying in fear zone amid COVID-19 Pandemic, essentially they are facing two types of fear firstly those who are working at workplaces like bank employees, health workers and delivery boys in FMCG sector, having fear of get infected from Corona and secondly those who are at home are having fear of Lay off, pay cuts and reduced working hours. Hence it is required to focus on restructuring the policies and plans to help the employees to come out from the fear zone as it directly affecting their quality of work and productivity. Therefore it is required to transform the engagement strategies and policies for augmenting employee commitment like drive engagement via innovation, motivation through compassion and empathy, priority to protect employee experience and productivity via proper communication and addressing their problems, ensure engagement through teamwork and modify recognition to acknowledge employee efforts.

Keywords: COVID-19, Human Resource, Employee Engagement

Social and Community Entrepreneurship

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Abstract:

Every type of governance has its own set of ideology and this is the basis on which it makes its policies. In the present scenario there is a generally agreed upon principle that people are always the first, however there are some exceptions also. The role of social and community entrepreneurship is very vital in creating a meaningful change in the community, sensitizing towards the schemes and projects of the government.

In India, NGO's have played a very positive role in providing leadership to some of the very important issues for example , 'Chipko movement' of Mr. Sunder Lal Bahuguna , Narmada Bachao of Medha Patkar and water conservation by 'Waterman' Sh. Rajendra Singh. The Community Entrepreneurship is primarily a leadership emanating from the followings:-

(i) There is an issue which impacts people at large. (ii)There exists a gap between the execution agency(mostly the government) and the affected parties.(iii) A committed apolitical leadership with the support of masses takes it up.

It can also be termed as a pressure group, but the impact of this is much larger, deeper and long lasting. Social and community leadership has given many good results in government schemes like MNRGEA, where social audit takes place to evaluate the impact of the scheme. Generally there are some traits which are commonly absent in community leadership:- (i) Apolitical nature (ii) Issue based (iii) charisma in the personality of the leader (iv) mass mobilization of people (v) opinion building which influences government policy.

The Contemporary scenario has posed some greater challenges towards the community leaders, as a result of COVID-19 mass migration of labour force has taken place, and this labour is either unemployed or under employed . The task is dovetailing their skills with the available job avenues in the local job market which is difficult, because They need both vertical and horizontal growth. Now, the situation of re-migration may occur and that needs to be taken up very carefully.

In the changed world economic scenario following new dimensions are emerging:

(I)   India's call for "vocal for local"
(II)   Major shift of manufacturing units of the world.

The community leaders have a great role to play in the situation:

(i)   Identifying the potential sector of business activity in their area.
(ii)   Working in tandem with authorities for establishment of such units.
(iii)   Working as a bridge between the upcoming industry's captain and the locals.

Apart from the business function the community leadership is poised to face an enormous tasks of tackling the COVID-19. It appears that only vaccine can be the ultimate security against it and once it is launched. it will be a herculean task of vaccination of 130 million Indians which is not possible without active participation of the community leaders.

The paper will provide an insight into the newly emerging world economic dynamics due to COVID-19 and the enhanced role of the community leaders. The community leaders may be instrumental in managing new challenges which are coming before the humanity.

Keywords: Vocal for Local, Social Audit, Major Shift in Manufacturing Units.

Intensify Home Security System using IOT through Human Kinesics

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Abstract:

The process of technology is never ending as the smart home is demanded not only for a luxury life but also due its number of advantages. Once a dream, home automation is slowly but surely becoming a part of daily lives around the world. The technique of controlling the home appliances automatically & sometimes remotely which is known as home automation system. Home automation is the art of generating devices that work automaticaly and workable with less human interaction. Home Automation systems are high in demand for better life. As we are in the generation of everlasting growth of internet and its applications so, the topic of home automation system is important due to its huge no. of advantages. IOT is playing major role for generating such systems, IOT based home automation system allows the user to use home appliances through internet. Generally the home automation system based on three major parts that is Hardware, Software/Applications, Communication protocols. This paper focuses on the study and review of multiple research held in home automation system designed for disable people.

After reviewing various researches related to home automation this paper finds that it will be helpful for handicapped people and also for small kids to perceive an efficient and viable system with the assist of voice &gesture control. The aim of this paper is to find the next direction of gesture & voice controlled user interfaces that could be more advanced application software or any android application. The smart home concept which refine the standard living at homes which makes the life more convenient. The main control of these kinds of system carrying through wireless Bluetooth and remote access from PC/ Laptops or smart phone application. This paper also addresses the development and functionality of the Android based application to assist people to gain control to their living area.

Keywords: Home Automation System; Gesture & Voice control, IOT, Application Software, Focus on Disability

Electronic Monitoring and its Impact on Performance

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Abstract:

Electronic monitoring of employees has taken a different shape from March 2020 due to the pandemic affecting life. Off late, many companies globally have changed the working strategies and reporting culture. Most of the organizations right from schools to all types of industries started using online medium to continue with their work. Thanks to technology, which is helping common people to move on. As of now, many organizations have come out with a different operating model. Most of the IT (Information technology) companies have provided the laptops with their company software programs (ERP/SAP) in it. As the facility is easy to monitor the employees.

The concept electronic monitoring breaks the barrier of visiting office but brings in the theme called, anytime anywhere so most the employees have adopted work from home due to the present situation. The department heads/ team heads had to monitor employees and their performance as the objectives had to be met. So here, the author likes to quote the platform adopted by TCS (Tata consultancy services) called Secure Borderless Work Spaces (SBWS) where all meetings, calls and other work activities are tracked for monitoring and also easier for teams to meet in the platform. Due to the mentioned strategy, the company has also worked on the cost benefit analysis.

As discussed in the above paragraph, the other IT companies had already adopted for the model before only, but it was not a serious one. This model was adopted by IT companies, in bigger cities as the employees had commuting problem. In the meantime, some projects which was concerning with defense and security services was not allowed to take WFH model. But due to the pandemic, almost all projects were shifted to the comfortable and safe work stations. The model used by the company was recognized well and other companies wanted to follow the same idea.

The authors in the study have chosen this particular study as the theme is most discussed for the situation. This is also known as computer aided monitoring. The main idea of the research is to identify how companies are doing to see the performance which counts to measure the results. In the productivity paradox, companies are making utmost efforts to continuously monitor the employees by acceptable user policy (AUP) by using specific tools. Some companies, do not have specific platform to monitor, but try to assign tasks by emails and web reporting systems.

In this particular study the authors examine not the platforms but how the employees were able to put forth the performance as most of them were having flexi timing to manage the entrusted tasks.

Purpose of the study: The study considers not only performance, but other impacting variables like satisfaction, morale, feedbacks, team productivity etc. The study has considered only Select few IT companies like Cognizant, WIPRO, Tech Mahindra, Dell, and Cisco.

Sample size: The sample chosen for the study is 123 employees through snow ball sampling method. The survey was completely conducted online through the social media. The authors have used regression analysis to interpret the results.

Results: The regression results show there is positive relationship between performance and electronic monitoring.

Research Implications: Further the research also has cleared the pathway for further researches basis for company owned platforms and others can also be examined.

Originality/ value: Monitoring electronically has its own impact also it affects the attitudes and mindsets of employees. It has both positive and negative consequences. The present paper focuses only on performance aspect.

Key words: Monitoring, Performance, Productivity, Quantitative.

Cyber Attacks During the Black Era of Covid-19: A Study

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Abstract:

As the world is struggling with the impact of COVID-19, the cyber criminals view it as an opportunity. The world has observed a 4,300 percent increase in coronavirus-themed spam. While organizations are concerned about newly pressing fears-workforce well-being, shift to remote work, finance availability and the resiliency of operations and supply chains-cybersecurity focus is being surpassed and risks are increasing. The tendency toward ad hoc decision making during a crisis only accelerates the opportunity to exfiltrate data or compromise business operations. The potential impacts are more dangerous, too. A distributed denial-of-service (DDoS) attack, for instance, can be far more damaging in an operational environment that is already strained for capacity than one launched when additional capacity is readily available.

The new tendency of cyber-attacks through malware and ransomware in the context of COVID-19 is 'Fearware'. The cyber attackers are using the fear of coronavirus to cause the victim to fall targeted to cyber-attacks. The hackers are developing new computing viruses and mobile software related to COVID-19 updates and other information. They are also creating phishing websites, emails and phishing UPI accounts in name of COVID-19, which are leading to Cyber frauds.

This paper focuses on the different types of attacks done during this pandemic era and their effect. Also, the paper discuss about the preventive measures which can be taken to keep yourself safe from all these cyber-attacks.

Keywords: Cyber Attacks, COVID-19, Fearware.

A Study of Mergers & Acquisitions and its impact on Employees Productivity of Merged Companies

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Ms. Sricha Singh, Research Scholar, Department of Commerce, Hemvati Nandan Bahuguna Garhwal University

Abstract:

A Company can achieve potential growth by applying certain useful strategies. Merger & Acquisition is one such a basket of strategies. At the initial stage of a business combination, i.e. Merger and Acquisition, employees are the first and foremost priority because they are in the dilemma of the new working environment. The employees need much time and an induction program before they realize the importance of the merger and acquisition and the better it will bring. There are uncertainties in the merger and acquisition phase in shifting the focus from productive work issues to the other conflicts, and career growth. Effectiveness and efficiency are the primary markers of surveying the qualities and shortcomings of the financial business. Consequently, it assists with recommending safeguard ventures for controlling the business any place fundamental. In this manner, the estimation of profitability in banking area is essential for the general improvement of the economy. The idea of efficiency is unquestionably applied in the industry and one can gauge the profitability in specialized terms. Be that as it may, it's hard to utilize and gauge the efficiency for industry like financial area. "There isn't a single measure that has been all around acknowledged as speaking to banking profitability. This paper helps to examine the productivity of employees working in a selected case of mergers and analyze the efficiency of human resources who are part of such a business combination. Ratio analysis and t-test are used to draw meaningful inferences of the study. This paper tries to highlights the contribution of employees and their role in the productivity of the merged companies. The findings of the study is entirely based on the productivity ratios and financial analysis of companies before and after the merger.

Keywords: Merger and Acquisition, Employees Productivity, Strategies, HR Conflict And Efficiency

An Analytical Study of Financial Sustainability on Investment: Growth and Prospects of Mutual Funds in Delhi NCR

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Abstract:

Mutual funds are now-a-days have become very common method of investment. Still not every individual is aware about the investment process. Such investments are still considered as one of the risky methods of investment. Mutual funds help even the small investors to invest and earn income. But due to stereotyping mindset, people still think to save the money in banks or post offices, instead of investment. This study will help to understand the perception of people and solutions regarding such problems.

This study will help to understand the better view about the true aspects of mutual funds. The vague picture that is set in the mindset of people about such investments would be able to remove from this research. Various entities, individuals, institutions sectors get affected when even a single investor injects his money in the economy in the form of investments. In order to analyze and understand these aspects and its after effect, this study will help a lot.

In today's competitive era, where everyone is trying to increase his/her earnings due to some societal pressures, one cannot afford such wishes with his salaried income. In such situation, a person can invest his money in some stocks. The fund managers help people to invest their savings, so that a good amount of return could be earned. But again there a problem arises, as to up to what level an investor can afford risk? Also what could be the remedies for such risk and how they could be removed? And if not removed fully how it can be minimized? This is a big question mark in the cases for investment. These type of questions can arise easily as the person is investing his hard earned money.

Mutual funds industry has gone through tremendous changes since 2010. Since then the Indian economy is facing a drastic slow down to 4.8% in 2013. The reason behind this could be the depreciating value of Indian rupee, political conditions etc. if proper measures taken the economy could get back in the good condition.

There are various reasons to such study, main objectives of this study are:

a) To investigate awareness of Mutual Fund among Investors.

B To Study factors of risk involved in MF investment and their impact on Investors' Behavior.

c) To analyze factors how MF investment fulfills their future needs.

d) To Validate Model of various determinants which influence investment.

Major Implications and result of the Study

There are various tools that can be used to measure and analyze the performance of mutual funds. Such tools and analyzation helps investor to take a decision whether he should invest in such portfolio or not.

Investors should invest in any stock after deep analysis and the ratings provided to that company.

Compares within categories. Higher than average means the fund manager is able to provide higher returns

Longer the duration, higher is the volatility in interest rates and prices and vice-versa.

Longer the duration, higher is the volatility in interest rates and prices and vice-versa.

Keywords: Fund Managers, Investors, Investment, Intermediaries, Fund Growth etc.

Visual Analysis of Social Media data: A Review

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Abstract:

In the past few years social media has massive growth in the field of information technology. Nowadays social media is also used for academic purposes such as development of academic content and conducting online classes etc. Therefore, youngsters have become habituated in using social media, which leads to adverse effects on their social life and mental health. Researches suggest that excess use of social media has seen many changes in people's thinking such as living virtual life, more use of mobile phones and computer etc., and it adversely affects an individual health. However, there is a gap in the assessment of a persons thought process in terms of what they are sharing on their social media platforms specifically like Twitter and Facebook. Researches conducted by a special researchers with sufficient data has found that some high ratio of existential information was also found on people's social media accounts. It makes a special effect on social life. To attract the attention of common people, wrong information is spread on social media and people respond to it and give their views on such information, which leads to involve more people. By spreading misleading information, more people will be attracted to a single post, and many times this technique is also adopted in negative marketing, so that the product can be promoted. Different types of tweets and Facebook posts of social media can be analyzed in different ways by studying different types of tools to do visual analysis using social media data.

The paper provides a detailed overview of the social media evidence for better visualization. This also focuses on the study of social networking sites data that contains user attributes study, public engagement, impressive interactions, inaccurate facts, higher education, geopolitical situation, pattern discovery, community safety , social impact, natural hazards, biographical documents, media coverage, marketing and advertising, trends and content analysis.

Keywords: Social Media, Data Analysis, Visual Analysis Of Social Media, Data Visualization.

Factors Affecting Career Development and its Impact on Organization Citizenship behavior of Employees : A Study of R.D. Automotives, Jaipur

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Abstract:

In recent times, the meaning of term "career" is evolved and is not limited to conventional idea and traditional standards of people doing a regular job with one associate for innumerable year but it is extended in scope which includes variations in occupational experiences of an individual. For an organisation, to make its employee's career for life with them they need to plan career development of employees by introducing innovative business management practices that impact the motivation of employee in the best possible manner in the long run. A satisfied employee is no less than an asset to the organisation and they tend to have a sincere and dedicated attitude towards the top officials and the organisation when sufficient opportunities to learn and grow are provided to them. To understand its practical implication, the paper seeks to study the innovative career management strategies practiced by the organisation and its impact on organization citizenship behaviour of the staff of R. D Automatives. A sample size of 50 employees is taken for the study. For data collection, the primary data has been collected through simple random sampling. The secondary data used is in the study has been collected from the available literature of past researchers. A five-point likert scale questionnaire was adapted from Podsakoff, Mackenzie, Moorman and Fetter (1990); Strudes and Jennifer Ampoty. The data which was collected with the help of distributed questionnaire was analyzed through Pearson Correlation and Regression analysis in SPSS software. The findings of the study states that innovative organisation career management practices shows a positive impact on the Organisation citizenship behaviour of the employees of R. D Automatives. The key factors which positively affected the OCB of employees were regular feedback from the supervisor for their performance, promoting internal recruitment by intimating them about job vacancies and on-the-job methods like job rotation programmes and providing ground for creative thinking in work approach is practiced by the organisation. Also, career development significantly influences the organisation citizenship behaviour of staff working in the R.D. Automatives.

Keywords: Individual Career Planning, Organization Career Management, Career Development, Organisation Citizenship Behaviour.

Developing Employability as Cornerstone in Higher Education
Higher Education Effectiveness through Instrumental and Terminal Values in Students

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Dr. Rashmi Chaturvedi, Director, Kanoria PG Mahila Mahavidyalaya, Jaipur

Abstract:

The Government of India aims to achieve Access, Equity, Quality and Excellence, Relevance and Value Based Education in all education systems Primary , Secondary and Tertiary .Different definitions of Organizational Culture were found during literature review in (Khanna, 2017) , (Gupta)'s Schein Model and (Greenfield & A. Brown) and comparisons were done .

Statement of the Problem-The paper highlights the impact of missing values in people through the findings of (PwC, 2018) and (EY, 2018)etc.The(PwC, 2018) states that 49% of global organizations are a victim of fraud and economic crime and fighting fraud has become a core business issue .The (EY, 2018) highlights that 11% of the companies have experienced significant fraud in last 2 years and 38 % of respondents felt that bribery/corruptpractices occur widely in business in their country .The Rajasthan state crime statistics reveal that missing values are a threat to organizations and to society. Hence effectiveness which is the ratio of actual outcome to ideal outcome is questioned from Higher Education perspective where the ideal outcome is instilled values in students .While exploring values variation in value definitions was also observed across different organizations which may be because of etymology or different focus areas of different organizations .

Objectives -1.To find the instrumental values and terminal values which are expected to be present in prospective employees in maximum number of organizations employing MBA students from Rajasthan 2.To find the instrumental values and terminal values which are expected to be present in maximum number of universities located within Rajasthan having MBA programme .3. To find whether there is a significant difference between the proportion of Instrumental and Terminal values in a)Universities b)Employing Organizations .4 a) To find whether there is a significant difference in proportion of instrumental values of Universities and Employers b) To find whether there is a significant difference in proportion of terminal values of Universities and Employers .

Methodology-33 employers from different employment sectors like Healthcare , Beauty and Wellness , Banking Financial Services and Insurance etc .and 33 Universities located within Rajasthan of different types (Private , Deemed ,State, Central) were selected randomly .The research design is exploratory as based on secondary data obtained from the websites of the organizations under study (K. Malhotra & Dash).The research type is descriptive as it describes values of employing organizations and universities and uses logic to categorize values as terminal (End goal)and instrumental (Behavioural means) based on their present day definitions .

Analysis – The test of proportion for large samples was applied to find out the results of formulated hypothesis .

Findings –1.There was no significant difference observed between proportion of instrumental and terminal values in a)Universities b)Employers .2.However a significant difference is observed in proportion of instrumental values between Universities and Employers .3.Same holds true for proportion of Terminal values between Universities and Employers .4.The behavioral and goal oriented trainings are essential irrespective of the emergence of technology led disruptions ,automation , new pedagogies and new skill set requirements .

Keywords: Organization Culture, Organizational Climate, ISO9001:Quality Management Systems, Instrumental and Terminal Values, Placement Strategy.

Startup leveraging Big Data for Competitive Advantage: The HippoCabs Case

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Abstract:

The cab aggregator space these days is undergoing fierce competition and players are continuously aiming at delivering good ride experience and customer retention strategies. Utilizing real time exploratory data analytics cab aggregators are focusing on solving problems for customers such as managing ETA's (estimated time of arrival), price dynamics, real-time navigation, personalization as well as using data to intensify safety and security. Data analytics is also playing a key role in enhancing business potential for driver partners by adding to their earnings and encouraging entrepreneurship.

In this context, the objective of this research paper is to analyze the benefits of big data for a startup cab aggregator and the company chosen for study is HippoCabs- aleading Jaipur-based one-way intercity cab service in which a customer is expected to pay only for the distance travelled and not for the return journey. HippoCabswas launched in July 2015 on the Delhi-Jaipur route with pocket-friendly fares starting from Rs. 1699 by two brothers Sahil and Sagar Agarwal and was promoted with the tagline- "Your Travel Mascot" Growing steadily it offers services in 200 cities currently including Delhi-NCR, Chandigarh, Himachal Pradesh, whole Rajasthan and many more.

With an aim to save customers money and time it is using big data to provide taxi booking services through smart apps, by linking clients with experienced chauffeurs who own cars and have spare time. It attributes its success mainly to big data, as the company utilizes it to collect huge amount of data on intercity travel, commonly preferred destinations, time and day of booking, distance travelled, pick up and drop locations, and so forth. To provide convenient, flexible and shorter time travel to its customers their analytics team works round the clock analyzing and visualizing data for market demand for cabs on different routes, days in which demand is high or low, the kind of ambience the commuter prefers in the cabs, infotainment genre preferences, down to leveraging data to uncover new opportunities and destination driven experiences.

The researcher has utilized narratology by founder members, corporate presentations and discussions with key stakeholders to understand how Hippo Cabs is leveraging big data for smarter business moves, escalated profits, efficient operations, and delighted customers. Under study the researcher intends to focus on a startup and collect relevant empirical/case study data focusing on role of analytics in tackling data and creating positive user experience.

Keywords: Data Analytics, Customer Experience, Cab Aggregators, HippoCabs.

Web Mining for the Execution of Women Policies in Rajasthan

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Abstract:

Web mining is one of the distillate techniques across the World. Technology is going to advance observation around web and it pioneers the massive learning. Whenone thinks about the policies of women, one has to research for plentiful websites for women's policies.

Web mining encompasses three ways of Women Policies: Content Mining of Women Policies, Usage Mining of Women Policies and Structure Mining of Women Policies.

This paper tells an easy way to use the women's policies of Rajasthan. Rajasthan government has included many points in women policies which will be displayed by Generated code and WebPages: -

- Promote the quality of health and survival of women
- Providing opportunities for a safe and effective environment
- Make employment, skilled development and entrepreneurship successful
- Giving equal status in political and social areas for decision and representation
- Legislation to end discrimination and violence
- Raise awareness about solar energy and bio-gas
- Providing shelter and property control through legislative and administrative measures
- Giving opportunities to women in schemes, programs, and institutes
- Ensuring the right to respect and equality to women

Using the World Wide Web, policies will be collected by content and structure mining to extract the full data. It makes women's awareness of policies by creating code and web pages. It explores the Women's perception of securing total satisfaction of policies. So for obtaining it is grasping the hindrances and the way how one can identify the Navigation behavior.

Keywords: Web Technique, Execution, Generated Code, Generated Webpage.

Creation of Artificial brain using Cognitive Science: Brain Intelligence

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Abstract:

Artificial intelligence (AI) is a crucial technology tool that supports daily social life and commercial actions. It contributes greatly to the progress of Japan's economy and solves various social subjects. In recent years, AI has occupied attention as a key for progress in technologically advanced countries like Japan and U.S. and evolving countries like India and China. As we know Computation occurred inside human brain is incredibly rich and isn't attainable to be imitated completely and unambiguously in AI system-centred machines. The eye has been targeted, mainly on developing new AI data, information communication technology (ICT), and Robot technology and Represent learning (RL). Though recently developed Most ICT models area are obsessed with huge knowledge, but a lack of self-idea operations. This paper, aimsto discuss a new concept of general intelligence technology to develop an intelligent learning model known as "Brain Intelligence" (BI) that generates new concepts concerning events. It describes new approach for emulating the computation occurred inside human brain to get new data supported inputs perceived by the system's sensory structure. Once this method is distributed recursively, the system's data becomes newer and newer, and it's known as "Data Growing" or "Knowledge Growing". This approach works for a system or for an Agent that has abilities to assume and act rationally like human. This technique is named as "A3S" (Arwin-Adang-Aciek-Sembiring), the agent is termed as "Knowledge-Growing System" (KGS) and this brain impressed technique known as "Cognitive artificial intelligence"(CAI). Cognitive science method is very much helpful in the area of AI for the upcoming human brain intelligence which has all the ability to perform sensibly and logically like a human.

Keywords: Brain Intelligence, Artificial Intelligence, Cognitive Artificial Intelligence, Cognitive Science, Knowledge Growing System, A3S

An Empirical Study on Corporate Social Responsibility Laws and Business Practices in Industries: An Information Technology (IT) Framework Oriented Approach

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Abstract:

The profit maximization and shareholders wealth maximization is the supreme or primary objective of companies. They achieve their objective by framing certain set of rules and regulations that will confirm to the law and customs prevailing in the society. These rules and regulations that help in conducting the business with fair, transparent and responsible artificial person are regarded as the Corporate Social Responsibility (CSR). This CSR enabled organization may legally bound to create healthy business environment thereby directly or indirectly have greater impact on the financial performance of the corporate firms. Thus to develop the nation with high human rights, corporate practices and management inter-se the Australian Government has established the Australian Centre for Corporate Social Responsibility (ACCSR). This may ensure the application of CSR by major Companies in Australia and their contribution to the society as a whole. There exist various kinds of departments, research centre, third sector consultancy providing CSR ideas, prominent CSR entities offering conferences and workshops etc. This study will focus on in depth analysis of lawful consideration and empowerment of society with emerging CSR practices by the Australian industries. As such the supreme objective of the study would be to protect the human rights, legal formalities and the social environment through a CSR oriented product and services renders which will lead a CSR enabled Australian industry policies.

Keywords: Corporate Social Responsibility, CSR-enabled, Industry Policy, CSR-Laws.

Indian tourism-Striving for Sustainability

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Abstract:

The goal of sustainable tourism, which is growth oriented includes a range of human resource development (HRD) approaches targeted at the staff of the tourism industry, the host community and the visitors, and assisted by sustainability principles and practices. Sustainability based job culture, professional conduct and organizational processes are central to tourism sustainability. Indian tourism has seen tardy development despite its enormous potential and vulnerabilities, where it has been identified that HRD domain has been one of the causes for Tourism Industry's below results.

This paper proposes a holistic and systematic approach to HRD, discussing Indian tourism's training and education needs for the primary target groups at different levels. The paper also discusses the important issues of HRD in Indian tourism and possible approaches for resolving them from the perspective of sustainability.

While human resources are very significant in a people industry such as tourism (Baum, 1993), the sector is marked by unconstructive approaches towards investing in intellectual capital, flexible employment and questionable relevance to the adopted approach of training and development of the personnel (Parsons, 1996). Human resources are seen as operational factors in the tourism industry, and this operationally focused approach and the shallow and distant connection to human resources at the policy and planning level resulted in a frivolous and haphazard approach to key issues in its growth (Baum and Conlin, 1994). There are some intrinsic characteristics of the tourism industry behind this apparent apathy for the Human Resource Development (HRD), such as the size and complexity of the tourism industry, the amount and variety of corporate players (Pollock and Ritchie, 1990),the diverse range of positions and employment types (Baum, 1993), the nature of goods and markets, The relative recent existence of tourism, both as an occupation and as an academic discipline,' the vast array of approaches to tourism as an academic field' (Jafari and Ritchie, 1981; Tribe, 1997),' the varied degree of skills needed and the practice of minimal or no stress on formal training and education (Messenger, 1992),' the presence of a large number of small, autonomous and family run units (Parsons, 1996), and the apparent lack of organized tourism growth plans.

Adding to this are other interconnected issues, such as the effects of demographic changes, talent shortages, labor turnover, inability to attract high-quality workforce, the negative image of the tourism industry ,unattractive rewards and poor working conditions, religious and cultural taboos on working in tourism industry. In the face of short-term goals, education sector struggle to address industry's needs and refuse to consider long-term human capital gains (Baum 1994).

Keywords: Sustainability, Human Resources Development, Training, Education, Tourism Industry, HRD Issues for Tourism

Recommender System using Collaborative Filtering

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Abstract:

Machine Learning has been increasingly becoming a part of human interactions on the net. There are a number of algorithms in the foray. One such widely employed algorithm is the one which generates recommendations for the users on the net. Whether you are trying to buy a product on Amazon or trying to select a new movie to watch on Netflix in both scenarios Recommender systems play a major role.

On the basis of their implementation manner these systems can be broadly classified into 3 different categories. The First one is what is called a "Popularity Based" system which makes suggestions based on majority of consumers are inclined towards buying. Second one being "Content Based" system which makes suggestions based on the user's own previous selections of content. And the last one is the one more recently employed by Netflix which is called "Collaborative Filtering". It basically compares your product preferences with different users on its platform and makes suggestions based on what they had selected.

The objective here is to understanding the basic workings of a Content Based system and move towards the more sophisticated Collaborative Filtering approach. In order to accomplish that this paper uses randomly arranged dataset of 5000 movies from IMDb having features such as director , genre , cast etc. NextThe language we use to implement these ML algorithms is "Python" reason behind this being the huge collection of Libraries which are basically in-built functions that it offers and which make the systems considerably easy to implement.

For The first step in this approaches import the required libraries and the data set into the system. Next we converted the text into tuples all the while removing any inconsistencies in the data. Then we found the similarity between two different data points and applied the algorithm for the entire data range which resulted in the data getting sorted on the basis of the selected features. On comparing the final result with Google search results we found 80% similarity in our results.

Next we move towards one of the potent personalization technologies powering the adaptive web which is collaborative filtering. Again Collaborative filtering (CF) is the process of filtering or evaluating items through the opinions of other people. Collaborative filtering brings together the opinions of large interconnected communities on the web, supporting filtering of substantial quantities of data.

In this paper is an attempt to explain the core concepts of collaborative filtering, its primary uses for users of the adaptive web, the theory and practice of CF algorithms, and design decisions regarding rating systems and acquisition of ratings. This paper discuss how to evaluate CF systems, and the evolution of rich interaction interfaces.

This approach takes the system of Content based one step further. It uses something what we call a utility matrix which is used to make predictions for a particular user's preference for different products based on preferences similar to them made by different users in the past. The initial methodology of this is somewhat similar to that of Content based ie we need to import the required python libraries and dataset into the editor. But the critical diference being in the process of sorting wherein we use the "pivot" method and also remove the product (movies here) with less the 10 users having rated them.

Next we built a similarity matrix using correlation between user data for which the prediction is to be made and the pivoted data set. Then in the end we use get_similar_movies method of python to sort the data on the basis of user ratings to make final suggestions

Keywords: Recommender System, Collaborative Filtering, Personalization Technologies.

The Role of an Architect in the Success of a Tourist Resort

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Abstract:

Resorts of the cities have a basic role in attracting tourists and people traveling to the city. Since destination weddings, business and amusing trips are going to boost day-to-day, tourist resort presents the opportunity to tell a story about the place through its designing. Resorts are places that offer relaxation and recreation in addition to lodging, meals and other basic amnesties. Resorts are usually created near natural, attractive environments and offer visitors a variety of recreational activities and facilities such as spa, gym, swimming pools, tours etc. This paper discusses mainly about the power of resort architectural designing in the success of resort. Architecture is the profession of designing buildings, open areas, and other artificial constructions and environments, usually with some regard to aesthetic effect. Everyone talking about the service facilities and giving little attention to exterior designing but one cannot ignore it that exterior designing gives the tangibility to resort industry. There are no fixed rules available for an architect. Rather require individual planning, there are basic factors that clarify some of the fundamentals that may be used in the work of tourist resort design. Objective of this research is to find out the various factors which an architect considers during the designing process. This research is purely based on primary data. A structured questionnaire was prepared for the architects of different regions for the collection of primary data. Major result of this research shows that an Architect plays a major role in the success of tourist resort as all the grace of the window is in the outline of its light.

Findings- Architecture often includes design or selection of furnishing and decorations, supervision of construction work, and the examination, restoration, or remodeling of existing buildings. Unique and vernacular design of resort site will not only satisfy visitors, but it will also encourage them to share their experience with their social media network.

Conclusion- Now a day every person books the resort via internet. They pick the resort by its tangible attributes and resort structural design creates the resort visual appeal. When customers walk into the resort, they need to feel wow factor and they expect to find things designed to perk up their experience. However, major attention to the role of architecture vision in resort designing has rising numbers of tourists.

Implication for Management-Resort industry gives the opportunity to an Architect to develop creative design which promote the resort and develop the property to inspire visitors. In resort design, Landscape Architecture also plays a big role in its success.

"DESIGN IS NOT JUST WHAT IT LOOKS LIKE AND FEELS LIKE. DESIGN IS HOW IT WORKS."

Keywords: Architecture, Resort, Vernacular, Remodeling, Tangibility, Supervision, Designing, Landscape.

The Need of Model based Testing of an Android Application

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Abstract:

The significance of good testing is to ensure the worth of an Android application to upgrade the client experience in order to be progressively secure and consistent under market compression. It is compelling for many organizations to construct high calibre and elite applications that can be launched in a short timeframe. Along these lines, the testing procedure ought to be automated to ensure that applications run rapidly and successfully. There are a few test mechanization skeletons and structures existing, explicitly intended for Android applications which offer characteristics and productive execution to test applications all the more successfully, for example, Espresso, Calabash and Appium and many more. The reason for this study is to locate the best structure dependent on execution with specific boundaries and sub-boundaries. The author ran various tests on every structure with a few experiments and requirements from every system in an Android-based application.

Reports were created for each one of the structures to gather information as experiments were secured, time intricacy, execution speed, and component assessment for computerized testing progress boundaries.

The researches for model based testing is described in the following sections as an Introduction, literature review, evaluation, results & findings and conclude with future research and conclusions.

The Introduction section explains the needs for mobile application testing and its mechanization. Literature review enlists various research works read and added to knowledge for testing and differentiate their research work and findings. Evaluation of working mechanism is performed in the subsequent section of the evaluation. Results and findings of the mechanisms and algorithms are enlisted and described in the section. The author evaluates other mobile application testing platforms and compares them. After comparison the author found that model based testing gives more positive results. Finally the conclusions for future research points are specified.

Keywords: Software Testing, Android Testing, Functional Testing, Android Application, Test Automation Framework, The Model Based Method

Market Basket Analysis Using FP-Growth Algorithm in Wholesale Market

Ms. Divya Srivastava, Student-MCA, International School of Informatics & Management, Jaipur

Abstract:

Market basket analysis finds out that how customers' purchasing patterns by discovering important associations among the products which they place in their shopping baskets. It not only assists in the decision-making process but also increases sales in many business organizations. FP Growth is the most common algorithm for mining frequent itemsets. Algorithm uses predefined minimum support is needed to satisfy for identifying the frequent itemsets. But when the minimum support is low, a huge number of candidate sets will be generated which requires large computation. In this paper, an approach has been proposed to avoid this large computation by reducing the items of the dataset with top-selling products.

The market basket analysis may be a powerful tool especially in retailing it's essential to get large baskets, big data since it deals with thousands of things. FP-growth algorithm is a very efficient algorithm for mining frequent patterns. It is very useful and efficient. It doesn't have to produce the candidate sets which is sort of time-consuming. It scans the database only twice and frequent itemset is mining by the usage of FP tree.

A technique in which a customer buys a certain group of products and more likely to buy another group of products. This technique is known as market basket analysis. It helps retailers to recognize the relationship between the products that customers purchase. The purpose of this technique is to help retailers to determine what combination of items are mostly customers place in their shopping basket. This information could be used by a store by placing the products sold together in the same area. Market basket analysis helps the store to improve its marketing strategy.

An algorithm to find frequent itemset without having a candidate generation is known as the FP-growth algorithm. FP-growth algorithm is an improved algorithm over apriori. There are two steps to work in this algorithm: Firstly, FP-tree is constructed and secondly, the extraction of a frequent itemset.

In this study, wholesale market data will be used to find frequent items that customer places in their shopping basket which help the retailers to determine the shopping pattern of customers. This study will also help retailers in improving their marketing and sales strategy. The tool used to perform this study is R.

Keywords: Association Rule, FP-growth, Market Basket Analysis, FP-tree.

Innovative Water Management Practices with Special Reference to Jal Bhagirathi Foundation

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Abstract:

Water is a critical factor for development planning in Rajasthan. Despite heavy investments in water resources, the people of Rajasthan are suffering from water scarcity. It has been assessed that Rs 10500crore will be required for the advancement and building new pipe line projects .Rs 4500crore would be required for inter valley transfer projects .Rs 8484 crore would be required to completely build projects under Indira Gandhi Nahar Pariyojna and Community Area development programme. Thus for finishing, operationalising, and managing all water management projects by the year 2045 the cost would be as high as Rs 544 crore per year. Water resource management is largely exploitative rather than conservationist. Tradition methods of water conservation (Nadi, talab, johad, Bandha, Sagar, Sammand, Sarovar, Wells, Baori, Kund and Tankas)have been neglected. Annual rainfall in Rajasthan is highly variable and scanty. The Presence of Thar with its large arid region pose difficulty and does not leave much scope for rains. Therefore important task is to harvests this seasonal and natural drizzle as cultivation in the desert region is poor and dicey. Altogether, land use in the Thar is totally dependent on rainfall. Modern Methods of harnessing scarce water resources like Artificial recharging of groundwater, rain water harvesting in houses, ground water dams, Ferro cement technology, etc have not been able to avert the water crisis due to inefficient implementation and lack of understanding by the people.

The researcher in the paper has described the contribution and participation of Jal Bhagirathi Foundation (JBF) , who aspires to provide an accessible environment for both humans and animals within the restraints of environmental resources by balancing both the traditional ways of water harvesting and modern water management techniques. The foundation's priority is to enhance the local capacities by consolidating and promoting wisdom of the village institutions. It aims to encourage the atmosphere of transparency, participation and responsibility through the process of advocacy. Researcher has laid down following objectives for the paper firstly to identify innovative water conservation practises adopted by Jal Bhagirathi Foundation (JBF) and Secondly , To study the role of JBF in aligning local and Grass root level water management issues with the state level and further with the national level water management issues. The paper also highlights the interventions and the role played by JBF in revolutionising the water management techniques at village level and how the Foundation has helped in overcoming these problems.

Keywords: Innovative Water Management, Contemporary Water Conservation, Environmental Equilibrium

Analysis of Big Data Storage

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Abstract:

In this new technical era big data refers to gigantic data that have large volume or high velocity and that enormous large amount of data has much complex structure. For that complex data memory management, data processing, data storage and data transportation are much difficult task with conventional algorithm which are existing. With conventional algorithms, it is very difficult to store, process and transport such type of data. To fulfill the requirement of big data storage, NOSQL, Distributed File System, Big data querying Platform are used. Data generated from social networking sites, E-business sites, scientific experiments, Health Care departments, Government online projects, organizations, agricultural etc. are used for big data analysis.

With the intention of fulfilling complex big data storage requirement traditional data storage technologies like NoSQL, Distributed File System, Big data Querying Platform has been used as data management system. The data generated from real world applications are social network sites, E-business sites; scientific experiments, Health care, Government online projects, organizations, agricultural etc. are used for big data analysis.

During this pandemic situation of COVID-19, many organizations like IT companies are working from home, government institutions like schools and college students are learning from home and teachers providing them teaching materials online. Most of the works are taking place online and by that data is generated rapidly day by day in a large volume, which is also a kind of big data storing over the cloud.

The main focus of this paper will be on the big data storage mechanism that are used by the most of the organization in the large number or also on those techniques that are currently using by the organizations for big data analysis. This paper compares existing algorithms, data storage approaches and technologies used to store big data. It also explains the factors required to handle data storage. Through this paper work one will also know which algorithm is most preferable big data storage type and how that storage type is different from another traditional big data storage type. There also have some advantages or disadvantages of big data storage types. On the basis of that points of pros and cons of big data storage types we may know which big data type are most useable type, usually used by the organization at large number for storing high velocity of data

The paper also discusses one is most preferable big data storage type and how that storage type is different from another traditional big data storage type.

Keywords: Big data, Big Data Storage Types, Storage Algorithm, Approaches, Big data querying, Storage Technologies, 3 V's of Big data

The Role of Artificial Intelligence in the Indian Education Sector

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Abstract:

In the present era, artificial intelligence is a buzz word and it has an impact on various sectors like healthcare, e-commerce, education, etc. Most of the mobile users use AI-based voice assistants like Siri or Google assistant. Day by day the importance of AI in the education sector is also increasing. The goal of the United Nations is to provide quality education to every person and India will play a major role in this goal achievement. In terms of population, India is the 2 nd largest country and the strength of its students is more than the population of the USA. In India, there is shortage of teachers, to compensate for this shortage, AI can play a key role in the education sector in India. AI can help teachers, students, and non-teaching staff in different ways and save time and resources.

According to Klaus Schwab (founder of World Economic Forum) in 2015, "the emergence of artificial intelligence (AI) as the dawn of the fourth industrial revolution." John McCarthy, father of AI, defined that "Artificial intelligence is the science and engineering of making intelligent machines, especially intelligent programs." AI aims to expand the capacities of several industries and improves them. The education sector was slow in taking up AI technology. The reason behind this because of teachers and parents apprehensions about believing machines in teaching. AI continues to have been used to transform the education sector and address many of the questions this industry has been facing for many years. AI has also opened the doors of education to a better understanding of what knowledge is needed, the best way to access it, and what barriers hinder it from having it.

The intervention of Artificial Intelligence (AI) has enhanced manifold in every sector like e-commerce, Healthcare, education, etc. Artificial Intelligence is described as computers imitate intelligent human behaviour. It makes our software processes smarter and more streamlined. This also raises every technology reliability quotient. So, what we saw in the Science-Fiction films is now a reality. The present article discusses about the various roles of AI in the Indian education sector.

Keywords: Artificial Intelligence, Sustainable Development Goals, Hyper-personalization

Green Marketing Strategies with specific reference to Coca-Cola Company

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Abstract:

In the present business scenario, environmental issues play an essential role in making strategies for business. Environmentally sustainable development has become a vital issue intoday's business. Therefore Green marketing is one of the strategies a firm can adopt to achieve success and handle environmental issues wisely. In this context, it becomes crucial for firms to make and market products considering the environment. Today customers are becoming more demanding, and they have started to pay more attention to a healthy environment and healthy living and preferring environment-friendly products.

The present paper attempts to analyze the Coca-Cola Company's green marketing strategies and their success in the current scenario. This paper also attempts to draw a comparison of Coca Cola products with other company's beverages with reference to adoption of green marketing practices. The research draws attention to the company's background and also evaluates the history of Coca-Cola Life concerning green marketing initiatives. Cola Life project started in 2008, for life-saving treatment of Oral Rehydration Salts (ORS) and Zinc, for one global killer which is childhood diarrhea. This uncomplicated, inexpensive, globally suggested treatment has been known for 30 years; still a child dies from diarrhea every minute round the world and Coca Cola decided to tackle this challenge. The objective of this study is to find out how Coca Cola Company efficiently addresses green marketing concerns. This study also emphasizes some of the Green Marketing strategies practiced by Coca Cola Company to stay sustainable as well as profitable. In a warming world where environmentally friendly corporations and products are undeniably a necessary component of mitigation, it is essential to examine how this need may be exploited for profit.

Keywords: Green Marketing, Sustainable Marketing Strategies, Environmental Issues, Coca-Cola Company.

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