



International Conference on New Achievements in Multidisciplinary Research

Coimbatore, Tamilnadu

26th & 27th September, 2019

Organized by:

Sri Krishna Arts and Science College [SKASC]

&

Institute For Engineering Research and Publication [IFERP]



Rudra Bhanu Satpathy

Chief Executive Officer

Institute For Engineering Research and Publication.

On behalf of *Institute For Engineering Research and Publications (IFERP)* and in association with *Sri Krishna Arts and Science College, Coimbatore, Tamilnadu*. I am delighted to welcome all the delegates and participants around the globe to *Sri Krishna Arts and Science College, Coimbatore, Tamilnadu* for the “*International Conference on New Achievements in Multidisciplinary Research (ICNAMR -19)*” Which will take place from *26th & 27th September '19*

Transforming the importance of Engineering, the theme of this conference is “*International Conference on New Achievements in Multidisciplinary Research (ICNAMR -19)*”

It will be a great pleasure to join with Engineers, Research Scholars, academicians and students all around the globe. You are invited to be stimulated and enriched by the latest in engineering research and development while delving into presentations surrounding transformative advances provided by a variety of disciplines.

I congratulate the reviewing committee, coordinator (**IFERP & SKASC**) and all the people involved for their efforts in organizing the event and successfully conducting the International Conference and wish all the delegates and participants a very pleasant stay at *Coimbatore, Tamil Nadu*

Sincerely,



Rudra Bhanu Satpathy



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Preface

The “*International Conference on New Achievements in Multidisciplinary Research (ICNAMR -19)*” is being organized by *Sri Krishna Arts and Science College*, Coimbatore, Tamil Nadu in association with *IFERP-Institute for Engineering Research and Publications* on the 26th & 27th September, 2019.

Sri Krishna Arts and Science College has a sprawling student –friendly campus with modern infrastructure and facilities which complements the sanctity and serenity of the major city of Coimbatore in Tamilnadu.

The “*International Conference on New Achievements in Multidisciplinary Research*” was a notable event which brings Academia, Researchers, Engineers, Industry experts and Students together.

The purpose of this conference is to discuss applications and development in area of “**Multidisciplinary Research**” which were given International values by *Institute for Engineering Research and Publication (IFERP)*.

The International Conference attracted over 352 submissions. Through rigorous peer reviews 205 high quality papers were recommended by the Committee. The Conference aptly focuses on the tools and techniques for the developments on current technology.

We are indebted to the efforts of all the reviewers who undoubtedly have raised the quality of the proceedings. We are earnestly thankful to all the authors who have contributed their research works to the conference. We thank our Management for their wholehearted support and encouragement. We thank our Principal for his continuous guidance. We are also thankful for the cooperative advice from our advisory Chairs and Co-Chairs. We thank all the members of our local organizing Committee, National and International Advisory Committees.

Message from Chief Patron



Smt. S. Malarvizhi

Managing Trustee
Sri Krishna Institutions.

Greetings,

I take great pride in welcoming all the distinguished scholars and teachers who have gathered for the “International Conference on New Achievements in Multidisciplinary Research- 2019” to share their knowledge in their respective fields of expertise. Over the past decade, research has made use of various integrated approaches relying on collaborations to address big societal questions. This trend has presented the research community with new expostulations that need to be addressed. This International conference itself is a proof to state that the way research is approached is evolving rapidly which requires shifting towards multidisciplinary consortia to attain success. Our Conference is timely and significant as a fundamental change to recognize and reward non- traditional contribution to multidisciplinary research is needed in the global scenario. The Conference program aids in the merging of disciplines to bring in an innovative concoction which is possible only by promoting multidisciplinary researchers.

I hope you will have a productive and fruitful day of interesting and stimulating discussions.

Message from Patron



Dr Sundararaman

CEO

Sri Krishna Institutions.

"The common facts of today are the products of yesterday's research"

Pleasant greetings to all, on behalf of Sri Krishna Institutions, I feel immense zest in welcoming you all for the "International Conference on New Achievements in Multidisciplinary Research-2019". This conference majorly focuses on combining or involving several academic disciplines or professional specializations in an approach to a topic or problem. An investment in knowledge pays the best interest. As such, multidisciplinary students who are studying for career reasons have the opportunity to pursue a wide range of careers. Exploring this different terminology can be a strength when examining issues through a range of different subject lenses. The conference program represents the efforts of many people. We want to express our gratitude to the members of that program committee and the reviewers for their hard work in reviewing submissions. We hope you feel encouraged to think more deeply about why, and how, studying a multidisciplinary qualification is a good option for you to develop academically, personally and professionally.

Message from President



Dr.P. Baby Shakila

Principal

Sri Krishna Arts and Science College, Coimbatore

Dear all,

“Learning is excellence of wealth that none destroy; To man nought else affords reality of joy.”

Greetings to all, on the behalf of Sri Krishna Arts and Science College, I wholeheartedly appreciate you all for your contribution and participation in the “International Conference on New Achievements in Multidisciplinary Research – 2019”. In this moment of academic pursuit on Multidisciplinary Research, I feel compelled to recall the learning motto of our institution- “Vision to Wisdom”. Our vision makes the students, Scholars and the faculty to strive towards learning, innovation and experimentation. I consider that this conference is a highest exhibit of our learning motto. Considering the focus of the conference, in the 21st century, Learning is not limited to the acquisition of knowledge and is not bound within a single field of knowledge. The world is progressing at a faster pace than never before and requires advanced learning by the individuals. Fast pacing world necessitates academic study between various disciplines which is the only way to attain innovation. Innovations in the past times have created masterpieces of art, classical monuments and priceless wisdom of ideas that are eternal and irreplaceable to the growth of the world. Modern man is yet to reach it and make his age, a golden era of human history. In this regard, I endeavor that the International conference shall be a leap towards innovation in multidisciplinary research and lead us all towards the Golden era of Modernity.

Message from Conference Coordinator



Dr. K.Meenakshi Somasundari

Assistant Professor - BBA (CA)

Sri Krishna Arts and Science College, Coimbatore

Research: The distance between an idea and its realization.” On behalf of the organising committee I wish to express my gratitude to Sri Krishna Arts and Science College and IFERP for giving me an opportunity to host the International Conference on the theme, New Achievements in Multi-disciplinary Research. The programme is enriched with an invited talk, and a Keynote speech, Plenary panel, Fast abstracts and birds of a feather debate sessions. The exciting technical sessions became possible due to incessant efforts of our organizing members.

With this Not- to - Miss programme we are certain we shall discuss the need of the hour. The milieu of the conference is to espouse the research culture among academia facilitated by idea exchange of the intellect during the conduct of conference. Furthermore, the intent activity is to acquaint knowledge with innovative recent trends and new research avenues in Multi-discipline.

I wish to thank to those involved in making this Conference a gainful one. A special word of appreciation goes to the key members of the conference who took the lead in convincing contributions to the organizational efforts of the conference. We wish to extend our gratitude to the generous support and collaboration with IFERP. Finally, the authors and attendees for continuing to contribute and believe in the excellence of the new achievements in multi-disciplinary research.

“Research is to see what everybody else has seen and to think what nobody else has thought.” It is the glory of a good bit of work that opens the way for something still better repeatedly leading to own eclipse. With all the very best for the conference proceedings which is for future reference.

Looking forward to seeing you at ICNAMR in September 2019 at SKASC, Coimbatore.

Message from Convener



Prof. P. Rajan

Head of the Department - BBA

Sri Krishna Arts and Science College, Coimbatore.

Respected Dignitaries,

Greetings to the dignitaries of the conference. I welcome you all to the “International Conference on New Achievements in Multidisciplinary Research – 2019”. The word ‘Research’ can be put in simple terms as thinking. Thinking is so vital that it had been the only reason for the human survival and flourishing. In the present times, Multi-disciplinary research serves the similar purpose for because it can only lead the modern civilization to its peak. The conference emphasizes achievements in multi-disciplinary research. In this regard, I consider that the periphery of ‘Achievements’ should not be limited either to a new idea or magnanimous data, but it should be the wisdom that can lead the country to prosperity, Institutions towards excellence and people towards a better life.

I affirm that this conference- a collaboration of SKASC and IFERP would lead to global innovation, thereby leading humanity towards its peak. I would like to end by expressing my sincere gratitude for your service rendered towards humanity.

Message from Convener



Mr. C. Julian Gnana Dhas

Head of the Department - BBA (CA)

Sri Krishna Arts and Science College, Coimbatore.

“Research is to see what everybody else has seen, and to think what nobody else has thought”

A warm greetings to all, I feel privileged and enthusiastic in welcoming you all for the “International conference on new achievements in multidisciplinary research-2019”, which focusses on the multi discipline subjects that provides a highly competitive forum for reporting the latest developments in the research and application of those disciplines. We are pleased to present the proceedings of the conference as its published records. We hope that this program will further stimulate research and provide participants with enriched knowledge. We feel honored to serve the best research in the multidisciplinary subjects.

ICNAMR-2019

*International Conference on New
Achievements in Multidisciplinary Research*

Keynote Speakers



Dr. Ande Murali Varaprasad

Director CIGS

Center For ISRO GNSS Studies

BIOGRAPHY

Dr Ande Murali Varaprasad earned his Ph.D. in 1979 from IIT Bombay on Piezoelectric SONAR Technology followed by 3 years of Post Doctoral research experience at Microelectronics & Electrical Engineering Department of Trinity College Dublin, Ireland.

Dr Varaprasad is a reputed DRDO Scientist with 3 decades of experience in the field of Missile Technology at Research Centre Imarat / RCI ie located at Hyderabad. RCI is the brain child of Dr APJ Abdul Kalam and specialises on Avionics, Navigation systems, Control systems, Radar Systems for Agni, Prithvi, Dhanush and Air Defence/AD Missiles.

Dr. Varaprasad has been awarded Japan Matsumae International Foundation medal in 1987 and Materials Research Society of India MRSI medal in 1990. Other notable contributions of Dr Varaprasad include Piezoelectric SONAR systems for Indian Navy while working at NMRL, Bombay, during 1984-88 ie before moving over to RCI Hyderabad.

Dr varaprasad served DRDO for 28 years and retired from DRDO services in 2012. Presently, Dr Varaprasad is Professor of ECE Department at St Ann's College of Engineering & Technology, JNT University, Kakinada involved in teaching and research on Satellite Systems.

(Dr. Ande Murali Varaprasad)



Dr. Mamun Bin Ibne Reaz

Professor, Department of Electrical, Electronic and Systems Engineering,
Universiti Kebangsaan Malaysia,
Malaysia.

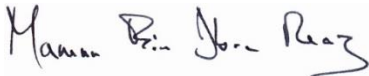
MESSAGE

I am indeed honored to be the Keynote Speaker at “International Conference on New Achievements in Multidisciplinary Research (ICNAMR-19)” organized by Sri Krishna Arts and Science college (SKASC) and Institute for Engineering Research and Publication (IFERP) at Coimbatore, Tamil Nadu during 26th & 27th September 2019. I humbly convey my compliments to the SKASC, IFERP and other stakeholders for organizing this conference.

It is a time when biologists look to the world of computer science for assistance in understanding patterns and relationships in an overwhelming amount of data and sociologists look to both to outperform humans in terms adaptability and consequences. Therefore, today’s researches are solely multidisciplinary. Advancement in multidiscipline research requires an exchange of thought and ideas and this can be difficult in light of the very different technical languages spoken by these audiences. For the sustainable development and green persistence of the world, research and development should be an inevitable part of our society, where people will explore different technical fields, like the fields chosen for this conference. I believe, it will bring all the policymakers, inventors, stakeholders, and above all, the researchers to exchange their recent findings and help to contribute to the betterment of this society and the world. The International Conference on New Achievements in Multidisciplinary Research (ICNAMR-19) will address all the problems, ways of solutions, and the understanding of the issues in the fields chosen for it and will also help to encourage researchers to know the findings of new advancements in multidisciplinary researches.

IFERP, being a leading professional Association body of South Asia, organizes conferences at National and International levels thus providing technical knowhow to enhance Research & Development activities and publishing high quality International Journals and other transactions.

I extend my warm greetings to all the participants and wish ICNAMR-19 a great success.


(Dr. Mamun Bin Ibne Reaz)



Dr. N.Thamaraiselvan Natarajan

Professor
Department of Management Studies
National Institute of Technology
Tiruchirappalli - 620 015.
Tamil Nadu, INDIA

MESSAGE

Greetings!

On behalf of Sri Krishna Arts and Science College and Institute for Engineering Research and Publication (IFERP), it is my great pleasure to welcome you to International Conference on New Achievements in Multidisciplinary Research (ICNAMR-2019). The idea to host the ICNAMR-2019 is to provide and share the latest information and developments on various research areas to all the researchers, culturists and academicians who are involved in multi-disciplinary research. This workshop highlights numerous scientific discoveries and significant milestones across multiple research areas. I assure that you will enjoy an inspiring workshop here and your presence and participation will help contribute to this enthusiasm and enrich discussions around the theme, developing professional knowledge exchange, insights and collaborations.

The ICNAMR-2019 will foster discussions and confidences to inspire participants from a wide range of themes to initiate collaborations within and across various disciplines for the development of field. I welcome you all to attend the sessions and oral presentations and invite you all to interact with the conference participants.

The field of Marketing witnessed a sea change prominently in the last five years than in the last 50, and its fast progress doesn't show any signs of slowing down. As the year 2020 fast approaches, the digital marketing space that encompasses Search Engine Optimization, Social media, PPC, Content marketing and more is perceiving a dramatic shift. There may have been a time when you could've sacked artificial intelligence or visual search as gimmicks from the modern blockbuster science fiction film, but that time is long gone. AI is now substantial in every aspect of digital marketing.

Brand placement, the purposeful placement of brands (products/services) in an entertainment medium such as movies, television, music, and video games has become a sophisticated and a popular marketing communication strategy among marketing practitioners around the. Brand placement draws the attention of the audience by weaving the brand into the story without making them aware of the persuasive attempt. It is a tiny but fast-growing segment of branded entertainment with an increase in a global revenue of 13.6% in 2014 to \$10.8 billion.

The terms “brand placement” and “product placement” have gained popularity in literature in recent years and have been used interchangeably.

I thank the local staff, participants, session chairs, keynote, and plenary speakers for helping to build this stimulating conference program. The Local Organizing Committees will make any possible effort to make sure that your participation will be a scientifically rewarding and pleasurable experience.

(Dr. N.Thamaraiselvan Natarajan)

ICNAMR -19

International Conference on New Achievements in Multidisciplinary Research

Coimbatore, Tamilnadu, 26th & 27th September, 2019

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ICNAMR-19

**International Conference on New
Achievements in Multidisciplinary Research**

**Coimbatore, Tamilnadu
26th & 27th September, 2019**

ABSTRACTS

ICNAMR-2019

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Sri Krishna Arts and Science College [SKASC]
and
Institute For Engineering Research and Publication (IFERP)

Effective Dynamic Classification for Education Stream Data Using Fuzzy Classification Mining Model

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Abstract:--

This paper analyzes teachers' reflective thinking by integrating the inductive contents analysis and text classification methods. The existing studies acquire reflective thinking categories by performing inductive content analysis and form our text classification algorithm in categories, so this study augments the manual coding method. This study applies the trained classification model to an oversized scale and undiscovered discussion knowledge set to perceive the teachers' reflection comprehensively. This paper also yields six visualizations types of classification results: teachers' reflection level visualization and teachers' reflection evolution visualization. By using the gained categories of inductive stream data content analysis, we visually present teachers' reflection level after finding the results of text classification future Fuzzy Data stream classification Model.

Keywords:-

Data Mining, Online Reflection Mining, Collaborative Learning Model, Fuzzy Datastream Model, SVM Model.

Wear Behaviour and Evolution of High Entropy Alloys

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Satpal Sharma, Faculty, Department of Mechanical Engineering, Gautam Buddha University

Abstract:--

High entropy alloy are equiatomic or non- equiatomic multi-component alloys which are recognized due to their distinctive mechanical and tribological properties. A unique combination of excellent mechanical and tribological properties of high entropy alloys makes them promising candidate for variety of industrial and structural applications. The wear resistance needs to be investigated for these alloys as little information is available in the above mentioned area of high entropy alloys. In the current research work, we identified the crucial achievements and breakthrough in the tribological behavior of high entropy alloy and HEA based composites in recent years. This review article investigates the tribological behaviors of high entropy alloys and HEA based composites which play an important role and draw a considerable attention in the present era. In view of recent developments on tribological and wear related mechanisms of HEAs for different type of industrial and structural applications, microstructure, chemical compositions, and mechanical properties are explained and reviewed in this review article.

Keywords:

High entropy alloys, Wear behaviour, Tribological properties, Mechanical Properties.

Glaucoma detection using image processing

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Abstract:--

Glaucoma is a disease that affects the eyes and is the second highest cause of blindness across the globe. In order to avoid blindness, the condition needs to be treated at an early stage. Glaucoma normally occurs with an increased intra-ocular pressure (IOP) in eyes and gradually damages vision. The term ocular-hypertension is related to those people in whom IOP increases consistently and does not damage the optic nerve. Glaucoma has different types, such as open-angle, close-angle, congenital, and normal tension. Normal tension glaucoma affects the field of vision and damages optic nerve. The automatic analysis of retina images has become an important screening tool. This technique helps to detect various risks to and diseases of the eyes. Glaucoma is due to an increase of Intraocular Pressure (IOP). Early detection of this disease is essential to prevent permanent blindness. Screenings of glaucoma based on digital images of the retina have been performed in the past few years. Several techniques are there to detect abnormality in the retina due to glaucoma. The key image processing techniques are image registration, image fusion, image segmentation, feature extraction, image enhancement, morphology, pattern matching, image classification, analysis, and statistical measurements. The main idea behind this paper is to describe a system that is mainly based on image processing and classification techniques for the detection of glaucoma that compare and measure different parameters in fundus images from glaucoma patients and those without the condition.

Keywords:--

IOP, Image segmentation, Image extraction, pattern making, etc.

Influence of Buying Habits Regarding Sports Marketing

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Abstract:--

Sports marketing use sports, in any form, to help sell goods and services. This particular style of marketing is less about using a single tactic and more about using the content of sports to contribution marketing efforts. This is not restricted to professional sports, and may include college athletics, minor leagues, or alternative sports. In our 24/7 world, where we are always plugged in, constantly moving from platform to platform and accessing content on demand, sport retains the power to cohere marketing messages on a global level, uniting audiences through their universal passions.

Since sports can be watched on a variety of platforms, sports marketing can take many different forms. Teams sell advertising space inside their stadiums to marketers who want to purchase billboards and other print ads, while TV networks sell airtime during the events. Famous athletes also sign contracts to work as celebrity endorsers and lend their images to marketers.

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A Comparative Study on Financial Performance of District Central Co-Operative Banks With Special Reference to Nilgiris and Coimbatore

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Abstract:--

In India, District Central Co-operative Banks (DCCBs) play an important role in providing credit for agriculture to the other societies and to the agricultural individuals. They are controlled by RBI and NABARD under Sec 35 A of the Banking Regulation Act (as Applicable to Cooperative Societies). This study presents a comparative study on the financial Performance of Nilgiris and Coimbatore District Central Co-operative Banks (DCCBs). This study is predicated on secondary information. DCCBs are those offer finances to the primary co-operative credit societies that successively provide credit for developing agriculture and rural economy in India. Performances and efficiency of Co-operative banks are the key components of the country's economic system at primary level. The co-operative societies in India in fact are taking part in multifunctional role in each rural as well as urban area the essential structure of cooperative societies is organized on 3 tier basis. There are primary credits societies performing at village level, on top of them are central Co-operative Bank workings at the district level then at the highest, there are State Co-operative banks, the apex co-operative institutions performing at state level. The study is about intent on apply growth rate for evaluate performance of banks through completely different variables like Share capital, Reserves, Deposits, Borrowing, Investments, Working Capital, Loans & Advances, Outstanding advances, Profit.

Index Terms

NDCCB, CDCCB, PACS, DCCBs, Economic System.

A Study on Stress and Mobile Learning Device

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Abstract:--

The aim of the research is to analyze the stress factors during the mobile learning process. Also, it discusses the blended mode of learning, user feedback, and user performance on various mobile learning devices. The main purpose of the research is to investigate the stress factors and mobile learning system's links during the learning process. A comparative study is conducted among the undergraduate degree computer science & engineering students and social science students between the age groups 20 to 25. From this research it is observed that there is difference exist due to the use of blending mode of mobile learning tools such as personal computers, laptops, smart mobile phones, electronic readers, and tabs. The stress factors related to the course and contents, graphics, user interface design, input devices, personal stress level, motivation level, technical difficulties, etc. affects the performance among the learners. It is also observed that combination of various mobile devices during the teaching and learning process helps to perform well. At that same time availability, compatibility, previous knowledge, digital skills, duration of usage etc., creates another type of stress due to digital learning. Particularly, use of mobile phones affects the eye and physical stress. The digital divide is developed among the new generation learners. This research shows the wide gap between the various discipline learners, stress level and other parameters related to technology.

Microbial production of L-asparaginase from *Bacillus subtilis* and its evaluation

Senthil Kumar Jeyaraj, Sri Krishna Arts and Science College, Coimbatore

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Varshini Sivaram, Sri Krishna Arts and Science College, Coimbatore

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Abstract:--

L-asparaginase is commonly referred to as one of the acceptable clinical anti-tumor agents for the treatment of lymphosarcoma and lymphoblastic leukemia. L-asparaginase (L-asparaginase amino hydrolase) mediate the catalysis through hydrolysis of L-asparagines into aspartic acid and ammonia. L-asparaginase is isolated from bacteria (*Bacillus subtilis*) produced by submerged fermentation. The production of this enzyme was subjected to physical parameters, such as pH, various temperatures, and different days. The outcome of this research was that pH 8, 300 C, and day 3 found was found to be the most suitable environmental condition for *Bacillus subtilis*. The enzyme was partially purified using the acetone method and stored to proceed further.

Keywords:--

L. Asparaginase, *Bacillus subtilis*, PH, Temperature, Days, Anti-cancerous activity, etc.

An Insight to Automation & Digitalization of Retail Stores

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Abstract:--

With consumers as the principal drivers of change in the industry, decision-making has become more complex than before. Every day, retailers are faced with a variety of difficult questions concerning the best course of action for their businesses. Uncertainty has become an important feature of the retail business model. Digitalization denotes continuous transformation need and importance for the retail sector. Based on the previous literature, it describes and simplifies how digitalization transforms each of these elements and identifies implications and proposals for future research. Digitalization transforms the following: retailing exchanges ; the nature of retail offerings (blurred distinctions between products and services, what constitutes the actual offering and how it is priced); retail settings (i.e. where and when retailing takes place); and the actors who participate in retailing (i.e. retailers and consumers, among other parties). The framework developed can be used to further define current transformations of retailing due to digitalization. The current transformation has created challenges in research, as it demands sensitivity to development over time. This paper addresses a significant and on-going transformation in retailing and develops a framework that can both guide future research and aid retailers in analysing retailing's current transformation due to digitalization.

Keywords:

Automation, Digitalization, Retail, Consumers, retail-consumer interface

A Study on Strategy Selling In Mobile Applications (With Sepical Reference to Instructional Applications)

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Abstract:--

The selling strategy may be a arrange developed for achieving the selling objectives of the organization. It provides a layout for attaining their selling objectives simply. The strategy is that the building block of a selling arrange. A selling strategy helps a company to arrange their scarce resources on the most effective opportunities so that they will increase their sales. Meantime mobile applications play an important role during this digital world. They increase the users by adapting the selling methods to extend their main objective (profit). During this study the training mobile apps area unit taken, to search out however these app developers area unit victimisation the MS to boost their business and increasing the numbers of users for these mobile apps. These applications area unit offered in google play store, apple store, black berry store to transfer the applications in their mobile. This study reveals that the developers victimisation totally different strategy to sustain their applications within the market.

Keywords:

Developers, Mobile Applications (app), selling strategy (SS), Organization

**Relationship Intensity of Transformational
Leadership towards Tutoring Efficiency among
Emotionally Intelligent Teaching Professionals
Working in Self-Financing Institutions**

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Abstract:--

Teaching professionals with strong emotional bondage in their academic arena learns and applies emotional intelligence (EI) skills to improve better physical and mental wellbeing. Emotional skills can be improved by gaining knowledge to manage practice of emotional reactivity. Transformational leadership (TL) may be established at all levels in creating high-performance teaching professionals which has turned progressively important to inspire environment. In recent phenomenon of emotional intelligence in the field of academic studies relationships between emotional intelligence and transformational leadership is greatly strenuous. The current study aims to investigate relationships between competency of teaching professionals and levels of emotional intelligence to show its impact on transformational leadership which provides emphasis on teacher and learner interaction in self-financing institutions. The results provided support for an approach which suggests that teaching professional's levels of emotional intelligence by using components / variables like competency of teaching professional's including educational qualification, occupation status, academic excellence, consultancy works, emotional outcomes and blends, skills management and application learning skills which are positively associated with transformational leadership for enhancing mentor effectiveness in self-financing institutions.

Keywords:

Academic Arena, Competency, Emotional Intelligence, Teaching Professionals, Transformational Leadership, Self-financing Institutions, Skills Management.

Saving and Investment Pattern of Private College Teachers

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Abstract:--

The objective of the study was to determine the savings and investment pattern of private college teachers. Investment is a type of activity that is engaged in by the people who have to do savings i.e., investments are made from their savings. A variety of different investment options are available that are bank, gold, real estate, post services and so on. Investors are always investing their money with different purpose and objectives such as profit, security, appreciation, income stability. Using interpretative approach viz., objectives, sample, research methodology and results of the study have been taken for further enquiry. The data was collected through structural questionnaire distributed to 30 peoples working in private colleges. The collected data has been analyzed by use of the interpretation given.

Index Terms

savings and investment, private college teachers.

Efficient performance appraisal system and its effects on employees productivity

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Abstract:--

Managing human resources in today's dynamic surroundings is turning into more and additional complicated additionally as vital. Recognition of individuals as a valuable resource within the organization has led to will increase trends in worker maintenance, job security, etc. Performance appraisal is that the step wherever the management finds out however effective it's been at hiring and inserting worker. This paper studied the various objectives method and strategies of performance appraisal.

Index Terms:-

Performance appraisal, objectives, process, methods

**A study on Ramification of Packaging and Consumer
Buying Attitude in FMCG - (With reference to
Household Groceries, Coimbatore.)**

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Abstract:--

In the global emerging modern marketing arena, packaging is one of the important element of the product which protects, prevents and helps in safely transferring the product from the seller to consumer. It is an effective sales tool which stimulates the consumer to buy and a powerful medium for sales promotion. Hence, the study aims to investigate, encapsulate and find out the impact of packaging on the buying decisions and the positive and adverse effects of packaging on consumer purchase attitude. A structured questionnaire with rating scales is used to collect the primary data covering 120 samples. Secondary data is also used for the study. Convenient sampling technique was used due to its time and cost feasibility. Ranking analysis, chi square and correlation are the tools used for the analysis. The study encompasses the seller to enhance the quality of packaging and to sustain in the global market.

Keywords:--

Modern marketing, packaging, consumer buying attitude, fast moving consumer goods, sales promotion etc.

A Learning on Knowledge Management in Banking Segment

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Abstract:--

This paper reviews the prevailing literature on Knowledge Management in banking industries. The purpose of KM is to value to information resides in organizations resulting value addition to their tasks and ultimately to approach competitive advantage. Most common KM applications identified in the banking industries are risk management. Customer Relationship Management/Marketing (CRM), performance evaluation etc, Decision Support Systems (DSS), data ware houses and data mining are rapidly growing techniques in this particular sector. However, most banks around the world do not use comprehensive knowledge management systems while other financial organizations in the same disciplines do.

Keywords:

Knowledge Management, Banking Industries, Information Management

**A Study on Influence of Marketing Mix Dimensions on
Performance of Shopping Malls
(With Special References to Kerala's Selected
Shopping Malls)**

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Abstract:--

The retail sector in particular shopping malls forms a critical element of a community's economic and social welfare. It provides shoppers with products variety, value for money, convenience and recreational services. However the sector is posed with challenges of intense competition and complex shoppers' behavior. The purpose of the study was to establish the influence of marketing mix dimensions on performance of shopping malls. The specific objectives included seven marketing mix dimensions i.e. product, place, price and promotion, people, physical evidence and process which formed the independent variables. The shoppers' purchase decision an output of consumer behavior was incorporated to take a moderating effects between the marketing mix dimensions and mall performance.

Index Terms:

Dimensions, marketing mix, Physical evidence and shopper

A Study on Determining the Buying Habits of the Customers of Organized Retail Outlets in Coimbatore City

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Abstract:--

Retailing is one of the oldest businesses that human civilization has known. It acts as an interface between the producer and consumer, improves the flow of goods and services and raises the efficiency of distribution in an economy. For a strong, stable and consistently growing economy, a well-organized and efficient retail sector is a must. Most of the developed and even emerging economies had adopted the organized retail long ago and percentage share of organized retail in total retailing has increased over the years. According to Philip Kotler “Retailing includes all activities involved in selling goods or services to the final consumers for personal, non-business use. A retailer or retail store is any business enterprise whose sale volume comes primarily from retailing. Organized retailing comprises mainly of modern retailing with busy shopping malls, multi stored malls and huge complexes that offer a large variety of products in terms of quality, value for money and makes shopping a memorable experience. The objective of this study is to determine the buying habits of the customers of organized retail outlets in Coimbatore City. The Friedman rank test has been used to analyze the buying habits of the customers of organized retail outlets. The Friedman test ranks the scores in each row of the data file independently of every other row. The Friedman Chi-square tests the null hypothesis that the ranks of the variables do not differ from their expected value. For a constant sample size, the higher the value of this chi-square statistic, the larger the difference between each variables rank sum and its expected value. The findings of the study reveals that most of the respondents chose the preference of “Coupons/Promotional sale” for attraction towards organized retail outlets.

Keywords:—

Organized retail outlets, Customer buying habits, Friedman test and Promotional

A Survey on Spatiotemporal Co-Relation Analysis Using Data Mining Approach

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Abstract:--

Spatiotemporal data mining is a fastest growing technology for analysing the space and time object. It studies the method of discovering interesting and previously unknown, however doubtless helpful patterns from giant spatiotemporal databases. Spatiotemporal data processing techniques area unit crucial to organizations that create choices supported massive spatial and spatiotemporal datasets. the event of Spatiotemporal knowledge analysis ways will uncover probably fascinating and helpful info. because of the quality of Spatiotemporal knowledge and also the diversity of objectives, variety of Spatiotemporal co-occurring analysis ways exist in terribly low observation. Spatiotemporal co-occurring patterns represent subsets of event sorts that occur along in each area and time. For the correlation of the object this paper presents a survey on Spatiotemporal data processing approach.

Keywords:

Spatiotemporal Data Mining, Correlation analysis, Apriori, Pearson, Expectation Maximization and Survey

Digital Wallet V/S Traditional Banking: An Analysis on Customer Preference

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Abstract:--

Banking system are considered as the bank bone of any developed or developing economy. Banks are the financial institution which accepts deposits from people with surplus fund and directing them to the persons who are in need of money. In the course of this process they boost the economy by infusing necessary fund into the economy. The difference of the interest paid on deposits and interest earned on loans are the earnings of the bank. Traditional banking refers to going to banks to deposit fund, to withdrew fund or to for applying for loans. To put it simple in traditional banking system if we have to do any sort of banking activity we have approach branches of the respective banks. Digital wallet also known as e-wallet allows the user to make transactions from the comfort of their home and even provide loans to a certain amount without even visiting any physical institutions. These digital wallets will be linked to any banks where the customer holds an account. We are analyzing the wheatear the customer prefer digital wallets over traditional banking by considering primary as well as secondary data.

Keywords:

Economy, E-wallets, financial institution, Analyzing, Infusing

A Study on the Performance of Selected Index Exchange Traded Funds in India

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Abstract:--

Mutual funds are best investment avenues for large number of investors in recent years. Risk and return are the basic features of mutual fund. The present study evaluates and compares the performance of Exchange Traded Fund schemes of five Asset Management Companies (Axis Mutual fund, Baroda Mutual Fund, BOI AXA Mutual fund, Kotak Mahindra Mutual fund, HSBC Mutual Fund). The period of the study is 5 years starting from April 2014 to March 2019. Benchmark index is BSE 200. The research study has analyzed the performance of Exchange Traded Mutual Fund Schemes of Selected Asset Management Companies. The methodology of the present study includes sampling, data collection and data analysis tools used for the study. The present research study is based on purely secondary data. The NAV has been obtained from Association of Mutual funds of India (AMFI) website and other secondary data obtained from books, Journals and respective mutual fund websites. Risk free rate of return is SBI fixed deposit rate. In this study, different statistical tools have been used like average, Standard Deviation and other financial tools which are Sharpe Index, Treynor's Index and Jensen Alpha etc., applied for processing the data to give reliable conclusion.

A Study on Level of Customer Satisfaction Regarding the Products and Services Provided By the Organized Retail Outlets in Coimbatore City

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Abstract:--

Retailing is one of the biggest sectors and it is witnessing a revolution in India. Retail means selling goods and services in small quantities directly to customers. Retailing consists of all activities involved in marketing of goods and services directly to consumer for their personal, family and household use. Organized retailing comprises mainly of modern retailing with busy shopping malls, multi stored malls and huge complexes that offer a large variety of products in terms of quality, value for money and makes shopping a memorable experience. The objective of this study is to analyze the level of satisfaction of the customers regarding the products and services provided by the organized retail outlets. Factor Analysis is used to analyze the level of satisfaction of customers regarding the products and services provided by the organized retail outlets. Factor Analysis is a set of technique which by analyzing correlations between variables reduces their numbers into fewer factors which explain much of the original data, more economically. Even though a subjective interpretation can result from a factor analysis output, the procedure often provides an insight into relevant psychographic variables, and results in economic use of data collection efforts. The subjective element of factor analysis is reduced by splitting the sample randomly into two and extracting factors separately from both parts. If similar factors result, the analysis is assumed as reliable or stable. The findings of the study reveals that the customers are satisfied with the variety of products offered by the retail outlets, the service support extended by the organized retail outlets, and the staff coordination in the outlets.

Index Terms

Organized Retailing, Factor Analysis, and service support.

A Survey on Recent Classification Technique in Image Processing For Improving Classification Performance

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Abstract:--

Classification system consists of database that contains predefined patterns that compares and identified object to classify in to legitimate category. Image classification is a significant and challenging task in vast application. Image classification refers to the labelling of images into one of various predefined categories. Classification includes image sensors, image pre-handling, object detection, object division, feature extraction and object classification. Numerous classification methods have been developed for image classification. This paper attempts to gives a brief knowledge about the different image classification approaches and different classification systems utilized for processing images. This paper provides detailed approaches of of decision tree, Rocchio's SVM, ANN and GMM for image classification strategies.

Keywords

Image Processing, Classification Technique, decision tree, Rocchio's, SVM, GMM, ANN.

Trend Analysis of Modern Day Marketing

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Abstract:--

Consumers purchase path has become increasingly fragmented, as consumers now shop across various online and offline channels to complete a single transaction. Certain aspects need to be taken into consideration, to understand how consumers choose between these online and offline channels during their purchase journey to fulfil their requirements. The study tries to recognize, how consumers measure channels for their purchasing. Specifically, it progresses a conceptual model that addresses consumer value perception for using the internet shopping versus the traditional shopping. Earlier study showed that perceptions of price, product quality, service quality and threat strongly impact value and purchase intents in the offline and online network. It is hitherto to recognize what factors influence online and offline shopping choice progression. The objective of this study is to provide an impression of online shopping decision process by comparing the offline and online decision making and identifying the factors that motivate customers to decide whether to do online shopping or go for the offline shopping. Consumer's shop when and where they want, where they are comfortable with the products and the choice of shopping. Since last two years as population are more aware of the technology the online shopping increased immensely. The people of the older generation are less likely to do online shopping because they are less aware of the technology. However consumer have the tendency to purchase through online shopping only if the price of the product is less than the market. They do believe that it is fairly important to go for e-shopping.

Keywords:—

TECHNOLOGY, CONSUMER, ONLINE SHOPPING, OFFLINE SHOPPING, INTERNET, PURCHASING BEHAVIOUR

A Study on Volatility in the Indian Stock Market with Special Reference to Nifty and Selected Companies of Financial Service Sector of NSE of India

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Abstract:--

Lately the expanding significance of things to come showcase in the Indian markets has gotten impressive consideration from researchers, academicians and money related analysis. The present examination is embraced with an endeavor to decide the offer cost developments and its unpredictability of the chosen ten organizations of monetary administration sector, which is in the fifty organizations list. The time of the investigation chosen between January 2009 and December 2018. For looking at the offer cost developments and its volatility, the analyst took clear measurements and for finding the instability, Kolmogorov-Smirnov test, from the results, among the chosen ten budgetary administration organizations are not homogenous during the investigation time frame, and furthermore inspect the run test in Indian securities exchange is frail structure productive, the non-irregular conduct of the market has just present moment implications. Finally should find a way to keep up its budgetary wellbeing and increment the piece of the overall industry in India.

Keywords:

Indian Stock Market, Efficiency, Volatility, Nifty, Stock Index, Selected Companies.

Novel Study on Machine Learning Algorithms for Cloud Security

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Abstract:--

The continuous advance in recent cloud-based computer networks has generated a number of security challenges associated with intrusions in network systems. With the exponential increase in the volume of network traffic data, involvement of humans in such detection systems is time consuming and a non-trivial problem. Secondly, network traffic data tends to be highly dimensional, comprising of numerous features and attributes, making classification challenging and thus susceptible to the curse of dimensionality problem. The use of Cloud Computing is gaining popularity due to its mobility, huge availability and low cost. On the other hand it brings more threats to the security of the company's data and information. At an equally significant extent in recent years, data mining techniques and machine learning algorithms have evolved and became more used, discovering knowledge and securing the databases becoming increasingly vital in various fields: business, medicine, science and engineering, spatial data etc. Given such scenarios, the need arises for dimensional reduction, feature selection, combined with machine-learning techniques in the classification of such data. Therefore, as a contribution, this paper reviews the various machine learning algorithms in a cloud-based environment.

Key words:

Cloud security, Controls, Threats, Machine learning Algorithms

Newspaper Content Preferences- A Comparative Study of the Hindu and the Times of India

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Abstract:--

Newspapers plays a necessary position in day to day life. Today's current world is incomplete except newspapers. It is our natural intuition to recognize what is taking place around us. Nobody needs to live in ignorance. Hence newspapers have emerge as phase and parcel of our life. The morning newspaper is as quintessential for a good start to our day as the morning cup of tea. It is our intellectual breakfast and unless we go via the headlines we sense uneasy. What to discuss of the city-dwellers, even the humans residing in the villages are considered keen to go thru the newspaper to comprehend what is going on in the world. Therefore, a newspaper is the fundamental want of the frequent people. Therefore the research is cantered on the readers' content material preferences of The Hindu and The Times of India newspapers. A newspaper in the cutting-edge society has super social and educative value. It is a common media of giving news alongside with views. Its major aim is to supply news, statistics with specific views via comments, articles and editorials. It is therefore, referred to as the 'people's university'. Different humans expect specific things from the newspaper. For instance a enterprise man needs to be aware of the market trends, a farmer is eager to recognize the climate report; a book reader desires to know about the contemporary arrivals. A newspaper satisfies them all like an intimate friend.

Keywords

newspaper, newsprint, news, information, advertisement, entertainment.

A Study on Challenges of Digital Innovation in Banking

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Abstract:--

The pass of scriptural paintings to systematic improvement is named as virtual innovation. This been so easy for the people with the age round of 30. So now take over the concern to the human beings with the age of 60 plus. A few has been literally the element to work on their very own but with the priority offew humans the working matters isn't possible. technology problems if there's a electricity outage, or if servers move down, you might not have any access for your account in any way. security troubles at the same time as many on-line banks are reliable and well-installed, on occasion it is able to be tough to sense comfortable with a financial institution that doesn't have a bodily presence in particular when huge sums of cash are worried. Inefficient at complex transactions on-line banks might be able to transfer money between money owed or pay payments, but you is probably greater comfortable with an international, bricks-and-mortar financial institution when you have complex transactions. No dating with non-public banker over time, you could broaden a courting with a private banker if you go to a conventional bricks-and-mortar region. if you are dealing with a web financial institution, on the other hand, you are normally surpassed off to a nameless customer service agent who's unlikely to know you from the following patron. Inconvenient to make deposits it'd seem counter intuitive that a financial institution, whose cause is to draw assets, makes it hard for customers to make deposits, however that can be genuine inside the case of some on line banks. With an internet financial institution, you can't sincerely drop off coins or a test at a local department. these are a number of the issues confronted inside the issue of digital banking.

A Study on Problems Faced By Woman Entrepreneur in Rural Areas

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Abstract:--

Empowerment of women has emerged as an important issue in recent times. The economic empowerment of women is being regarded these days as a Sine-quo-non of progress for a country; hence, the issue of economic empowerment of women is of paramount importance to political thinkers, social scientists and reformers. Women entrepreneurs may do things differently. A rural woman encounters many constraints in the transformation process. Genders issues tend to regard the rural areas tend to be more traditional and is a stronger hindrance to potential female entrepreneurs than urban areas. Self-esteem and managerial skills being lower, access to external financial resources more difficult than in urban areas, assistance to technical and financial constraints should be developed to meet the needs of rural women. Active part in entrepreneurial restructuring, developing own ventures, expansion of existing businesses needs to be designed. This study is an attempt to create an awareness of the necessities of rural women entrepreneurs and overcome the barriers to uplift entrepreneurial activities in rural areas.

Keywords-

Woman entrepreneurs, Problems, opportunities rural area, professional education, awareness, self confidence

Multicast Data Communication Based On Dynamic Clustering In WSN Using Diffie-Hellman Algorithm

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Abstract:--

A Wireless Sensor Network (WSN) contains large number of Sensor nodes. Privacy of the user may loss because of unauthorized access of third party. For this issue this paper proposes a Diffie-Hellman Algorithm of public key encryption method to provide more security to the data also here included the multicast method of communication with dynamic node discovery technique to solve the security issues.

Keywords:--

Wireless Sensor Network, Security, Sending Message and Multicast Communication.

Impact of Self Placement Habitual Buying Behaviour on Consumer

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Abstract:--

Habitual buying is the that kind of buying behavior of customer where they don't think much before buying the product and involvement in the decision making is very low. The product is perceived as commodity and doesn't provide much difference from its rivals. Customer under habitual buying behavior goes for the products which they are buying regularly and where they don't give thoughts before buying it. They were not much aware about the various brands available in that particular product. Most of them were day to day useful products. Example: The purchase of milk or bread in the nearby store is the example of habitual buying behavior. Though there were various quality of milk in the market they will buy it only in that nearby shop.

Repeated purchase is known as habitual buying. This habit formation is done using continuous efforts in delivering customer needs, improving relations and thereby enhancing customer loyalty.

Is ICT Mediated Brain Based Teaching a Real Escalating Modus operandi in Teaching Mathematics?

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Abstract:--

The objective of the study is to scrutinize the effect of the organized teaching that designed in accordance with the principles of Brain Based Teaching mediated by Information and Communication Technology (ICT) Tools on enhancing the Problem Solving Ability in Mathematics of School Students. Control Group Pre-Test Post-Test Experimental Design has been applied in the study. The research revealed that Brain Based Teaching environment mediated by ICT Tools has a deep positive impression on enhancing the Problem Solving Ability in Mathematics amidst school students.

Keywords:

Brain Based Teaching, ICT, Problem Solving Ability, Relaxed Alertness, Orchestrated Immersion, Active Processing.

**Mutual Funds-A Pragmatic Study on Investors
Perception towards Risk –Return Pattern with Special
Reference to Coimbatore City**

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Abstract:--

Mutual funds act as a medium for retail investors to invest their savings in the professional fund's management system, irrespective of the sum invested. The industry of mutual fund has come a long way in predicting the investor's sufficient growth of their thoughts of investing in such fund houses in large numbers. The basic drive of an investment to get a maximum return with a minimum risk where the mutual fund provides the opportunity for it. The research provides the statistical data analysis through the investor's perception of mutual funds, understanding about the growth and the risk-return of the investors. The data has been analysed from mutual fund investors. It mainly focuses on the investor's point of view towards the mutual fund schemes which is predictable in the future rate of investment and the growth and risk factors involved. It was found that low risk funds and liquidity of funds scheme are having influence on the investor's perception for investing in the mutual fund.

Keywords:

Perception, risk-return, investors, precarious .

Impact of Online Streaming On Youngsters (AMAZON PRIME/NETFLIX)

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Abstract:--

Online streaming is a recent trend in nowadays teenagers which is becoming a huge market for the media industry as well. Online streaming is a where the public can view content with a subscription and can enjoy various types of genre they prefer. The content on these websites not only include the one on the television but also do have original shows of their own. Some of the famous online streaming websites are Netflix, Amazon prime, ZeeTv etc.,

Netflix is an online streaming website famous in and outside India and its mostly accepted and preferred by most of the online streaming lovers. The website has amazing content and the shows and movies in this app are trending because of which it is widely accepted by the teenagers. On the other hand, amazon prime is an app which is introduced by amazon and this app also has a lot of original shows and movies which is liked by the public, both these apps are playing huge in market and this research is done to see why and what are the factors which affect the online streaming mode over television.

Its growth in the Indian public has been massive in the past few years and been accepted openly. The present research paper has used both Qualitative and Quantitative research methods to study the impact of online streaming on youngsters. The parameters include content watched, factors dependent, internet literacy etc., The data was collected with the help of a questionnaire.

The results of the study reveal that the content so watched by the teenagers range from comic to fiction and its mostly the teenagers who spent the time and cost on online streaming. They have a little online literacy knowledge and do want other apps to come in the market for better price and content.

Index Terms

Online streaming, Netflix, Amazon prime, social trends, volatility.

Organized by:

Sri Krishna Arts and Science College (SKASC)

and

Institute For Engineering Research and Publication (IFERP)

A Study on Crop Yield Estimation of Banana in Various Soil and Weather around North Coimbatore Area Using Data Mining Algorithm

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Abstract:--

India is an agriculture based country, agriculture acts as an important part of India's economy and also the main backbone of our country. At present india is ranked among the top two farm producers in the world. Almost 43percent of India's geographical had been occupied by the agriculture sector. But for the past several years the growth in agricultural production has been immobile. Eventhough agriculture has been benefited from improved farming techniques the growth is not equitable. The main reason for this is there is no well formed models about farming and guidance for the farmers are not given properly. Banana tree acts as an major fruit crop of many tropical and subtropical regions of India.it is the earliest and regular fruit known to the humankind. It is one of the important fruits, and establish second largest fruit industry in India. Neglected to these problems, farming affects the yield of banana and absense of knowledge about the banana cultivation methodologies. And also to choose best season to cultivate the banana and selecting the best soil to cultivate the specific banana based on the weather condition and also when to harvest the banana for the supreme yield. If the farmer is familiar about the banana cultivation methodologies and harvesting it will be more helpful for the people in the real world and also helps in increase the banana productivity. Data mining is the process of abstraction of new data from large data sets, this technology which is in use in inferring knowledge that can be put to use from a vast amount of data. Climate, soil and temperature are the meteorological data that is well-to-do by important knowledge. This paper presents a vast comparative study of various different techniques used for banana yield. The data mining techniques that is used for the banana yield estimation is K-Means.

Key Words: -

Banana yield, Data mining, K-Means.

Self - Organizing and Coverage Recovery Techniques for WSN – Survey

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Abstract:--

In this current century there are various emerging technologies. The main issues in Wireless Sensor Network (WSN), is to provide enough and continuous incorporation, to provide this heterogeneous sensors are carried out, to provide this heterogeneous sensors are used. The protocol used to build the productivity of framework and to reduce the power consumption. The Coverage-Aware Sensor Automation protocol (CASA), includes two method. The first method is sensor self-arranging calculations. Second method is Sensor self-organizing algorithm (SSOA) which involves the subsequent calculation method that upgrade virtual powers calculations with the help of (EVFA-B) Enhanced virtual forces algorithm with boundary forces. This expresses that every sensor hub will have attractive and dreadful powers on each other sensor. The subsequent powers is utilized to put the sensors at suitable spot so as to achieve the energy competence. The SSOA is engaged when there is a sharp or surprising disappointment of the various sensor hub. It performs nearby fixes by repositioning the sensor. This paper says about coverage recovery techniques from various hubs.

Keywords:

CASA, SSOA, EVFA, Heterogeneous sensors.

Analysis of Production and Growth of Coriander in Various Seasons Using K-Means Algorithm

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Abstract:--

The main employment and resource of our country is agriculture. In the upcoming days agriculture is going to be one of the important field .Agriculture plays a vital role in economical development of india. Half of the Indian population is mainly depended on agriculture. It is the source of living it is important in everyday life. Comparing to previous years Now-a-day's Agriculture is in poor condition. The most important reasons for this is there is no proper guidance for the farmers.Outstanding to these problems, farming affects the yield of Coriander and lack of knowledge about the Coriander cultivation methodologies. And also season to cultivate the coriander and choosing which soil is the best to cultivate the particular Coriander based on the weather condition and also when to harvest the Coriander for the best yield. If the farmer is aware about the Coriander cultivation methodologies and harvesting it will more helpful for the people in the real world and also to increase the Coriander productivity. Data mining is the process of finding new template from large data sets, this technology which is in use in inferring useful knowledge that can be put to use from a vast amount of data. Climate is one of the meteorological data that is well-to-do by important knowledge.

This paper presents a brief comparative study of various different techniques used for yield of coriander. The data mining techniques that are in use for the coriander yield estimation are K-Means.

Index Terms: -

Coriander Yield, Data mining, K-Means.

Voice Equalization and Amplification for Effective Audio in the Cellular Conference Call

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Abstract:--

The phone conferencing method is executed on the audio technology to the web conference. The conference call is troubleshooting by the action of infatuated noise, dropped calls and complaints. Before a mobile telephone member can place a call, certain information such as the member's identity and the telephone number of the called function must be supplied. Typically, this knowledge is communicated to a convenient base station over an access channel which forms one-half of a duplex signalling channel. The half is used for notify the mobile unit to any calls managed toward it and for keeping the mobile unit to the system status. The mobile channel is required on the blur service collisions. The parallel access is conferred on the cellular quality to explain in the different methods to gain voice quality to the convention to gain voice quality in the cellular network. The data quality is increase on the different technique.

Key Words: -

Cellular Network; Call Truncated; Error Detection; Spectrum Analyser; Amplified pulse

A Secure and Efficient Data store and Remote Data Integrity Checking in cloud computing Using TPA

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Abstract:--

Cloud computing is emerging Technology which enables service to users store their significant data in the cloud. The Cloud data users need to encrypt the important and efficient data for cloud security. The point of data security which has always been a noteworthy aspect of quality, cloud computing cause a new security threat. Now a day's serious issues research going on regarding data security between user and service provider. Because Cloud Service Provider may be misuse the user data, maybe data modification, corruption can be perform by cloud service providers. So there is a threat to security and privacy of data. The Cloud Service Provider (CSP) can pass the user data without the user's knowledge. For doing auditing every time from user side it's a very difficult task to a user, it leads some problem to the user. To solve this kind of issues, proposed research system is effectively use the third party as an auditor. Third party auditor acts as an agent of data owners. Here the data will be encrypted at user side with the help of advanced NTRU Cryptosystem and will be in encrypted form over network. Multi Third Party Authentication (MTPA) will audit the data regular time interval with the help of Timer and scheduling process. After, it checks the data integrity of the client's data. No one else rather than the user is able to view data. But if someone tries to access the data or modify the data, then there will be a file alert generated to the user. Third Party Auditor provides regular auditing so that user no needs to worry about data privacy. Hence, finally, the user will have a more elaborated view over his data privacy.

Index Terms

Cloud computing, data integrity, TPA, data privacy, cloud service providers.

Food Safety, a Global Challenge: Consumers' Perspective

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Abstract:--

Food is a basic human need that plays a vital role in the sustenance of life. Its safety, however, has become a major concern to the food industry given that the consumption of contaminated food and water contributes to an abundant of health problems the world over. Although food prepared and served at the restaurants may look clean and taste delicious, it may have been contaminated by certain hazards during the preparation procedures from the source through to service. Kitchens are viewed as the major sources of contaminations from poor sourcing and handling practices which include undercooking, poor personal hygiene, and use of unclean equipment, inappropriate storage and incorrect holding temperatures. Despite extensive investment in training of food handling personnel, food-borne diseases remain a contentious problem to both developed and developing nations. The specific objective of this study is to compare food safety and hygiene practices in households to ascertain their capacity in training food safety and hygiene practices. Accordingly, the target population exclusively concentrated on household consumers. Consequently the instruments used to collect data included questionnaires; interview schedule method was used to assess good hygiene practices particularly in the place of food preparation and place of consumption. Both descriptive and inferential procedures were used in data analysis and hypotheses. Chi-square was also used to test the independence of various samples to derive the accurate insight and contents for the study which needs to be done through legislative measures where suitable to a greater reliance on voluntary compliance and education of consumers and food handlers. This will be an important task for the primary health care system aiming at "health for all".

Black Hole and Grey Hole Detection in WSN Using DSR Protocol

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Abstract:--

Black hole and grey hole attacks is most happening attacks in Mesh networks. Mesh networks suggests that non static networks with creating loops of networks with the assistance of active hotspots. In Wireless networks all the communication between the nodes is going on wirelessly and also the nodes area unit most resource constraint that it's tough to use any security solutions of alternative unintended networks. So that they area unit attacked by malicious nodes. In today's world, the foremost necessary want within the creation Associate in nursing maintenance of an Ad-hoc network is Safety, along with quick and economical network knowledge transfer, ensuring of the protection and responsibility of knowledge transfer is as necessary. We tend to area unit expect to simulate is that the Black and grey Hole attack within the DSR routing protocol.

Cancer Cell Detection Using Ann and Deep Learning Method: A Survey

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Abstract:--

Improvement in data and technology made an ultra-effect on medical science and which makes the researchers to come up with new methods to improve the classification rate of various diseases. Cancer is a dreadful disease which kills lots of people in the world and also diagnosing this disease in early stage makes a vast impact on its treatment. We survey the usage of deep learning methods and ANN to detect cancer because Deep learning is a popular and powerful method which is used for pattern recognition and classification. We end the advantages of ANN, efficiency of deep learning methods for classification of cancer and directions to the future research.

Index Terms

Artificial neural network (ANN), Deep Learning, Cancer.

MIMO Channel Efficiency in Wireless Sensor Networks

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Abstract:--

Wireless sensor network (WSN) is collection of a group of spatially distributed sensors for observing and recording the physical conditions of the atmosphere and organizing the received or collected data at a central location. Massive multiple-input, multiple-output, or massive MIMO, is similar to MIMO which groups antennas together to transmit and receive better results through better spectrum efficiency. Massive MIMO networks utilises beam forming technology, enabling the targeted use of spectrum. These MIMO's are usually applied to ad-hoc networks where sensors come into usage. Channel efficiency in terms of allocations are easily met in most cases but channel efficiency is to be taken care of in future implementations.

Keywords:

MIMO, Channel, Bandwidth, Bit-error-rate.

Energy Efficiency in High-Performance Networks Using VPVB

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Abstract:--

Bandwidth Scheduling is more important in high-performance networks because to minimize energy consumption in the network and to save the energy in the real life network environments. Most commonly existing bandwidth Scheduling algorithms consider only data transfer time minimization, and especially limited efforts have been dedicated to energy efficiency in HPN. Power-down & speed-scaling are the two widely adopted power models that we are going to consider. Use an approximation algorithm and an analytical approach that considers the back and forth between objective optimality and time cost in practice to the problem using the speed-scaling patterns. By comparing the existing methods, we can prove this result in both simulated and real-life networks.

Index Terms

Bandwidth Scheduling, Energy, HPN(High Performance Networks), Energy Efficiency, Network protocol.

Sheltered and Elegant Future Transaction for Double Server Authentication

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Abstract:--

In today's world, money can be essential at any time or anywhere such as shopping, travelling or health emergencies etc. The necessity of money can only be satisfied when you are carrying money with you. That also increases the risk of getting robbed. Bank is a safest place to secure money. Bank provides OTP which can provide money anywhere you want. Servers are an easy mode to get money, you just need to insert card and give the password and you just got the money. But what if someone will keep your card and somehow, he/she will know your password, it will grant him/her full access to your money. That raises question on present security and demands something new in the system that can offer second level of security. One-time password (OTP) is password that authenticates an authentic user for only one login to the respective system. This paper gives the new method towards the security Double Authentication system. We are going to make use of one-time password (OTP) verification along with the use of double server pin. In the present system there is no security layer is implemented in the otp number. This system proposes a one-time password (OTP) to the user's double mobile number for further and more secure authentication system process. Thus, the system provides a totally secure way to perform transaction with two level securities.

Key words:

Authentication, OTP, Security, Hash-function, Future Transaction

Secure Routing In Wireless Sensor Network

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Abstract:--

Wireless Sensor Network(WSN) become a major technology for sensing in different application areas. Secure routing is attacks in a networks. Routing is fundamental works in internet. Security routing in Wireless Sensor Networks (WSNs) are security is an essential aspect because of its usage in applications like monitoring, tracking, controlling, surveillance etc. The measures for secure routing including cryptography, keys, trust, reputation and secure localization. Routing protocols is designed for consideration of power consumption not only for security purpose. For many applications of WSN, security is important requirement.

Key-words:

Security, Wireless sensor network, secure localization.

Clock Synchronization Approach in Wireless Sensor Network: A Review

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Abstract:--

Wireless sensor networks have tremendous advantages in monitoring environment, civilian, military, health, home, education and scientific, it requires degree of synchronization to best results. The process of ensuring that physically distributed processors have a common notion of time is clock synchronization. The areas like security systems, fault diagnosis and recovery, scheduled operations, database systems and real-world clock values has a significant effect on clock synchronization. At each sensor node their local clocks are synchronized to a common time. The focus on wireless sensor network is because of wide range of application. There are many difficulties in building and designing sensor network and is a challenge of providing clock synchronization. It is very important that the application in wireless sensor network choose a correct clock synchronization method. This article illustrate the existing clock synchronization approaches in wireless sensor network and estimates the clock skew and clock offset in synchronization protocol.

Index Terms

Wireless sensor networks, clock synchronization, Frequency locked loop (FLL), network time protocol (NTP), phase locked loop (PLL), fundamental frequency estimation, time locked loop (TLL).

Critical Path Problem for the Do- Decagonal Neutrosophic Numbers Using New Ranking Method

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Abstract:--

Neutrosophy is a new branch of philosophy that studies the origin, nature and scope of neutralities as well as their interactions with different ideational spectra. Neutrosophic sets have been introduced as a generalization of crisp sets, fuzzy sets, and intuitionistic fuzzy sets to represent uncertain, inconsistent and incomplete information about real world problems. Elements of neutrosophic set are characterized by a truth-membership, falsity-membership and indeterminacy membership functions. Neutrosophic set theory is applied in multi attribute decision making problems. In this paper, project network in neutrosophic environment is proposed with the introduction of a new ranking method to solve critical path problem where the activity durations are in the form of dodecagonal neutrosophic number. The critical path problem is one of the several related techniques for planning and managing of complicated projects in real world applications. Comparing to the conventional ranking methods we got a better result using the new ranking method. Further an illustrative example is provided to validate the proposed approach.

A Study on Vehicle Control in Vehicle to Infrastructure Environment

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Abstract:--

An infrastructure dependent Vehicular Ad hoc NETWORK (VANET), is being an emerging field of interest and developing field among researchers, business community of automotive Original Equipment Manufacturers (OEMs). A Mobility Model of VANET plays a vital role in the effective communication between each node. A Real time Trace-based Driver's Realistic Behavior (DRM) Mobility Model of VANET has been designed to achieve high packet transmission in the network. To provide an ensured packet delivery among the Vehicular Ad-hoc Networks (VANETs) and to avoid the selfish nodes, an Optimized Node Selection Routing Protocol (ONSRP) has been designed based on trust for an Enhanced Drivers Realistic Behavior (DRM) Mobility Model using a Trusted Computing Algorithm. The time complexity of Trusted Computing algorithm has been computed and proved to be efficient. The result shows that the Trusted ONSRP routing has a high performance measures than the existing routing protocols.

Keywords:

Vehicle to infrastructure Communication, Vehicle to Vehicle communication, Road side unit

Calculating the Cancer Gene Expression Data Using Radial Basis Function and Neural Network: A Survey

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Abstract:--

Cancer is a very much major problem which gives tough to the medical science throughout in the world. Now a days so many data mining techniques are used to detect the Cancer in their earlier stages are increasing. But getting the data accuracy gives the very poor results in researching to know the idea about the Cancer, accurate classification is more essential for successful diagnosis of Cancer and helps to the doctors to start the proper treatment. Cancer gives the cell mutation in genetic structure. So much uncontrolled growth of these patterns and cells are difficult to identify. Gene expression gives the information's about the regulated genetic levels and to monitor the thousands of genes simultaneously. This survey gives the details about calculating the gene expression to detect the cancer in their starting point by the Radial Basis Function and Neural Network. In future modifications of this technique can produce 100% accuracy and proper methods to cure cancer.

Index Terms

Gene mutation, gene network and gene expression, radius basis function, neural network.

Analysis of Profitable Period for the Jasmine Farmers Based on its Yield Estimation and Market Price Using K-Means Clustering Algorithm

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Abstract:--

Jasmine is the oldest fragrance flower and commercial crop of south India. It is mostly used for garlands, perfumes, cosmetic and medicinal purpose. Its use is only for 24 hours. Jasmine grows successful in all season but farmer does not have the proper guidance to cultivate the jasmine in correct climate to cultivate, month to plant and harvest and best fertile soil to plant the jasmine will help the farmers for best cultivation and productivity of jasmine. But without the knowledge the farmer's not get the profit of selling the jasmine in all season. In peak season the jasmine flower is high and the price is low in market and in lean season the flower is low but the market price is high. This is the main reason for the research to choose a particular month in lean season to increase the jasmine flower yield to get more profit to the farmers, and the yield estimation, data sets are collected and calculated using K-Means Clustering Algorithm in data mining.

Key words:-

Jasmine Yield, Season, K-Means Clustering.

Traditional Indian Batter: A Contemporary Context on Brand Exposure

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Abstract:--

Idly and Dosa are among the most loved breakfast options across India, owing to their simplicity, taste, and nutrition. Traditionally these delicacies took hours to grind, ferment, and prepare. However, the new generation of working couples expect quick breakfast solutions. Hence, packaged batter of idly and dosa has become a popular trend in India. Over the years, households developed an entrepreneurial way of monetizing the extra batter that's fermented. Soon after, the corporate companies saw an immense opportunity in this field and immediately sought after this opening. In this modern-era of fast paced life, ready to cook batter serves its purpose of being easy to cook and saving time. Hence, in the 21st century idly dosa batter is really fulfilling its role to its potential. There are more than 100s of brands that sell fermented idly and dosa batter. However, only a handful of them are very popular among people. So, this study focuses on the individual brand's exposure in the market, identify the type of batter that is being sold and which is preferred most by the consumers and also to examine the price affordability and brand's influence of the product. Ironically, a class of people still prefer homemade idly and dosa batter over the branded ones. This is due to the fact that, people's confidence in the corporate companies is declining. However, major players like ID and MTR still manage to dominate the market by appealing to their superior standards.

Evaluating the performance of some Selected Mutual Fund schemes in India

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Abstract:--

A Mutual Fund is an model investment medium where number of investors pools their money with common investment objective. The importance of mutual funds in stock market has grown dramatically in last decades in India . In this research paper an attempt is made to Evaluate the performance of some Selected Mutual Fund schemes in India. Now, mutual funds serve as a medium which provides small investors the opportunity to diversify their avenues of investment. The deployment of savings from a large group of investors into shares and other securities is their primary function. Permutated portfolios and also professional management of funds accumulated, are offered to the investors by mutual funds. The present paper investigates the performance of the market and the best performing mutual fund from the selected mutual fund schemes. For this study data are taken from the NSE, BSE, money control and various online resources. The analysis was achieved by assessing various tools like Simple Average Method, Standard Deviation, Ranking Method and Simple Comparative Analysis. It will also act as a guide for a beginning investors.

Key Words:--

mutual funds, average return, standard deviation, fund performance

Analysis and Detection of Black-Hole Attack in Manet Using Aomdv Routing Protocol

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Abstract:--

Wireless networks have become so popular in recent years and this paper mainly describes about the malicious node that raises the attacks. We will be having a fixed node and when the network changes there will be a problem in changes of the nodes. To establish the network connection AODV routing is done to get connected to each path. I have simulated the effects of this attack on network performance. I have also implemented detection methods that help to isolate the malicious node in the network. MANET is an infrastructure less, dynamic, de-centralized network. This paper discusses some of the techniques to detect and prevent black hole attack in MANET using AODV protocols.

Any node can immediately join with the network and leave the network at any point of time. Due to dynamic-less nature and lack of centralized points for examining the networks, the ad hoc are vulnerable to attacks. The network performance and reliability have been broken by attacks on ad hoc routing codes. AODV is important on demand reactive routing protocol for mobile ad hoc networks. The training data is updated at regular time intervals by using anomaly detection scheme. With the help of detection method, we can isolate the malicious node in the network.

Keywords:

Sequence number, AODV Protocol, Black Hole Attack.

Event Aware and Attacks Detection by Using Optimized Link State Routing (Olsr) Protocol

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Abstract:--

Ad-hoc networks consist of cluster of wireless mobile nodes. Due to mobility, there exists a frequent link breakage, loss of packet, and need for route discovery. OLSR is proactive routing protocol that is created for mobile ad-hoc networks. OLSR reduces the network traffic by flooding control packets efficiently and reducing unnecessary and redundancy control packets. OLSR reduces the overhead of control packets using a subset of one-hop neighbors called multipoint transmit for flooding control packets. Although OLSR is dedicated for mobile ad-hoc networks, but mobility of nodes does not consider in MPR selection procedure. In this paper is assumed that some nodes are stationary and packet delivery rate of the OLSR routing protocol is improved by preventing mobile nodes from being selected as multipoint relay as much as is possible. Simulation results which are implemented on Visual sense simulator, demonstrate that our proposed method reduces the packet loss ratio and number of control packets and consequently increases lifetime of networks.

Keywords:-

Ad-hoc, OLSR, MPR, Multipoint.

Android Map Application

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Abstract:--

Nowadays people use maps everyday in many situations. Maps are available and free. What was expensive and required the user to get a paper copy in a shop is now available on any Smartphone. Not only maps but location-related information visible on the maps is an obvious feature. This work is an application of opportunistic networking for the spreading of maps and location-related data in an ad-hoc, distributed fashion. The system can also add user-created information to the map in form of points of interest. The result is a best effort service for spreading of maps and points of interest. The exchange of local maps and location-related user data is done on the basis of the user position. In particular, each user receives the portion of the map containing his/her surroundings along with other information in form of points of interest.

Staleness Data Retrieval from Multi-Tiered and Replicated Clusters

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Abstract:--

The tsunami of data spans over the network is now coined with the term “Big Data”. The problems faced by Big Data during data acquisition are Privacy, Security, Complexity, Heterogeneity, Storage etc. Which data to keep and which data to discard is also a big question regarding Big Data since most of the data are not stored in structured format. For example, in Social networking like Facebook, twitter, Whatsapp etc, the data communication takes place only in unstructured format and so later the conversion and interpretation of those data into presentation of results is a very clear bottleneck [1]. So Big Data analysis now drags every aspect of our usage like retail marketing, mobile services, financial services, life sciences, production and sales. So the real challenge is to get a maximum out of the data already available and predict what kind of data to collect in the future. Mostly read transactions outlay write transactions over the storage of data. So this paper proposes a new methodology “Read Polling Algorithm” to perform the read operation effectively and efficiently for retrieving correct data to the intended user.

Key Words:--

Big Data, Data Transactions, Heterogeneity problems, Read polling.

Consumer Behaviour towards Online Shopping – An Analysis with Product Dimensions

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Abstract:--

Consumer Behaviour is a complex and challenging field to analyze by the marketer as preferences vary over a period of time. The traditional method of purchase is replaced with online mode facilitating the consumer anytime purchase providing all the benefits under a single roof. Various E-Commerce models provide both the product and service sectors to utilize the facilities and opportunities at the right time. The online shopping had become an entertainment activity in spite of the gender differences. This study analyses the Consumer Behaviour towards Online Shopping with due considerations with the product related dimensions. Demographic profile of the respondents, awareness to online shopping, influence of product dimensions on Online Shopping Behaviour were the objectives framed for the study. Descriptive research study is adopted and snow ball referencing method was used for sample identification. The sample size constituted was 412 which include 188 samples from Erode district and 224 samples from Trichy district. Data were analyzed using SPSS and tools like chi-square, ANOVA and Correlation were applied. The results indicated that the online shoppers are satisfied with all the product dimensions and the variables like educational qualification, knowledge of online shopping, frequency of online purchases and preferred mode of payment had a significant relationship with the awareness level on online shopping. With due attention to product delivery at remote places and increased advertisements online sales can be increased over a period of time.

Key Words:--

Behaviour, Online shopping, E-Commerce

Internet of Things (IoT) in Agriculture: An Overview of the Concepts and Challenges in Implementation

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Abstract:--

India is an agricultural-based country. The increase in population and less availability of agricultural resources have elevated the need for modernization of agriculture. The population explosion and industrialization of agriculture land had increased the demand for quality and quantity of food. The Application of new technology in agriculture is the only solution to meet the demand. IoT is one such technology. IoT can be implemented in all fields from smart homes to smart cities. Internet of Thing plays an important role in smart agriculture. IoT helps in monitoring crop growth, field monitoring, managing agriculture resources, etc. This paper studies the implementation of the Internet of Things (IoT) in the field of agriculture. This paper provides considerations and inferences in implementation of IoT in agriculture and briefs the IoT technology and it's the implementation problems in agricultural practices. Some real-world examples are used to discuss IoT in Agriculture.

Key Words:-

IoT, Internet of Things, Smart Farming, Agriculture, Implementation, Information and Communication Technology(ICT).

A Study on Online Shopping Behaviour of Customers with Special Reference to Coimbatore City

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Abstract:--

Online shopping is the current market trending shopping method. It has raised the standard and expectation of people to easy purchase at fewer time frames. In the recent years, the growth of online apps is massive due to the extensive internet access. This increase in use of online method of shopping has helped in developing the e-business of the country. Customers as the king of market is preferred the buying style according to their concern and the items they purchase depend on the situation. This research paper highlights the different online applications available to the customers and their preference among them. The preferential factors which describe the theme are safety, satisfaction, convenience and price range. Online apps provide a choice to customers need and helps in comparing the specifications and services offered by one app to another.

Key Words:--

Customers, Preferential factors, Online shopping.

The causes of social distance -An introspective study among Gypsy

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M.S.Mukil, PSG College of Arts and Science, Coimbatore

Abstract:--

In an era when the forests are vastly depleted, tribal communities have no other go than to change their lifestyle. As a result, their art forms and culture will also change. It becomes the duty of the government and the urban and rural society to accommodate them, so as to enjoy the facilities that are of the civilized society. However, some of their cruel rituals and other related things stops them to mingle with the society, in turn it had paved way for social distance. Thus, there is a need to develop scientific temperament in them. The idea of social distance is a concept in motion in the social sciences, where there is a no freedom to systematize distances without creating solution in terms. Regulating the distances between the society and other people may afford with benefits, safety, communication, affection, and threats. The Gypsy Community is "the members who are in travel with dark skin and hair, who speaks Romany and traditionally live by seasonal work, wandering trade, and fortune-telling.". The research had attempted to study the causes of social distance of gypsy tribes and society. The research was undertaken in the gypsy community on the out skirts of Erode District with the aim promoting self-analyses for the cause of social distance by the tribes themselves. Descriptive Research Design and Purposive sampling techniques were used and the findings emphasized that caste recognition, occupational blockades, cultural differences, resistance to change, unhygienic activities and language barriers are the predominate factors for social distance.

A Study on Big Data Analytics in Cloud Computing Infrastructure

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Dr.P.Logeswari, Department of Computer Science and Applications, Sri Krishna Arts and Science College

Abstract:--

Big Data is a term used to identify the datasets, whose size is beyond the ability of typical database software tools to store, manage and analyse. Very high-volume data sets cannot be stored, queried and processed by standard solutions. Cloud computing is a technology that enables the users to access shared pools of configurable systems resources and higher-level services that can be rapidly provisioned with minimal management effort, often over the Internet. The goal of cloud computing is to allow users to take benefit from all of these technologies, without the need for deep knowledge about or expertise with each one of them. The cloud aims to cut costs, and helps the users focus on their core instead of being impeded by other obstacles. This Study aims to provide definition, characteristics, and classification of big data along with environment for carrying net analytics in clouds for Big Data application. The relationship between the big data, cloud computing, big data storage systems, and Hadoop technology are also presented.

Index Terms

Big data Analytics, Big Data in Cloud, Hadoop, Technical Need.

A Study on Customer Behavior towards Online Hotel Booking

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Abstract:--

E commerce business is rising rapidly. India has witness the massive development in past few years in online industry which some where transformed the dispersion of travel products and affected the way traveler explore and pay for those products. The rising operators of online travel bookings have become a global trend and characterize a major percent of universal travel sales. An online intermediary in travel industry provides the various options and evaluation of hotels, tourist products, travel purpose, brand choices, prices and most importantly convenience to the consumer. This research helps us to identify with online consumer behavior and to examine consumers' impulse and purpose to search and book hotel deals through online travel intermediaries. The result indicates consumers' attitudes and perception were two substantial factors that influenced inspiration to book hotel deals online, which in turn, impacted their future intention. Keywords: E commerce, Consumers behavior, Online hotel booking, brand choices, travel industry.

A Stipulated boundary exposure Approach in Retinal Image using Genetic and Canny Algorithm

Dr. Gowri Jayaraman, Assistant Professor, Department of Software Systems, Sri Krishna Arts and Science College, Coimbatore, India.

Abstract:--

The retinal blood nerve vessel detail suggests many helpful factors in the diagnosis of diseases like retinopathy, drusen and coloboma. Stature Canny Genetic Algorithms mimic the survival of the fittest between individuals over a consecutive generation for solving a challenging problem. This manuscript is proposed as a primer for the Stature Canny Genetic algorithm, which portrays how to paradigm a Genetic Algorithm (GA) and the strands of GA concepts. Genetic Algorithms merge the superior details hidden in a solution, with the good details of another solution, to produce new solutions with good details inherited from both the parents, that outcome unavoidably leading towards optimality. Canny edge detection applies a multi-stage technique to sense a broad range of edges in digital images. The intended approach may be useful, when a vast achievement of boundary exposure is obtainable. This has been fruitfully applied to an extensive range of real-world applications.

**A study on the level of social recognition of social
workers - working for HIV/AIDS affected and infected
people**

Prof.Dr.P.Sumitha Shalini, Sri Krishna Arts and Science College

Prof.M.N.Krishnadas, Sri Krishna Arts and Science College

Abstract:--

The social worker can also be viewed as a partner of and working for underprivileged or disempowered individuals or groups. Social workers have been given a major role in the assessment of need of the people who are far from the reach of the society both physically and psychologically. Over the past decade, there has been growing recognition of the importance of social protection to account to a range of challenges faced by developing countries, including food insecurity, chronic poverty and the HIV contamination. A social worker generally spends their time improving the lives of others. But many a times the society forgets to value the work of social workers and to recognize with the human dignity and worth of living, so, this study is an attempt to find out the level of social recognition of social workers specially working for the HIV/AIDS affected and infected people in Tamil Nadu. Hence, it is an empirical study drawing Descriptive Research Design and Convenience Sampling and Chi-square for testing the associations of the factors affecting social recognition of the social workers. The finds of the study shows that the age, monthly income and work experience of the respondents affect the level of social recognition than the factors like gender, marital status, educational qualification and family size of the respondents.

A Study on Level of Financial Literacy among Private Employees in Coimbatore City

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Dr.P.Radhakrishnan, Head of Department, Department of commerce, Sri Krishna arts & science college, Coimbatore

Abstract:--

Financial knowledge is the major challenge faced globally. Financial knowledge is combination of acquaintance, skill and attitude towards financial matters. It helps to make familiar choices and well-being of an individual. In today's creation which has a market with complicated products, the need for financial literacy becomes probable. Country like India which has high young people, the government is in a position to increase the level of financial knowledge. The government and other private institutions have taken ladder through financial education programs.

Financial knowledge goes beyond the provision of financial suggestion and advice. It is the skill to know, monitor, and resourcefully use monetary sources to enhance the welfare and economic refuge of an individual, his family, and his business. The OECD defines financial literacy as – “A mixture of awareness, acquaintance, skill, attitude and behaviour necessary to make complete financial decisions and finally achieve individual financial well-being.”

Blockchain Technology in Supply Chain Management – Global Chemical Distribution

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Abstract:--

In Supply Chain Management, today new technologies are involved such as Big Data, Internet of Things (IoT) and Blockchain to serve target customers better than their competitors, these new technologies allow IT Managers to develop and provide complex supply chain services and products faster with improved reliabilities. With these technologies, SCM teams can build complex models of a supply chain or systems of supply chains using a data-driven approach. With multiple sources of suppliers spread across the geography, SCM team needs to deal with very large amount of data. In this paper, an industrial scenario of Chemical industry SCM is used to demonstrate the necessity of having decentralized system based on distributed data-driven application technologies such as Blockchain, not only to assist in maintaining inventory of the raw materials, hazard codes, chemicals, distributors, licensing authorities, regulations, restrictions, applications, customers but also to monitor the industry, growth, challenges, quality, demand & supply, usage, etc. [1]

Key Terms:

SCM – Supply Chain Management (SCM), BCT (Blockchain Technology)

International Conference on New Achievements in Multidisciplinary Research

Coimbatore, Tamil Nadu, 26th & 27th September 2019

A Study on Social Network and Healthy Ageing among Elderly in Helping Hearts Old Age Home, Coimbatore.

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Dr.B.Nalina, Assistant Professor, Department of Social Work, Bharathiar University, Coimbatore.

Abstract:--

In the current times, the research cites that elderly definitely need social networks to aid in their mental and physical well being. The previous researches have indicated family-focused, friend-focused, and restricted types as the types of social networks available. Social network include social interaction and social communication. It is the need of the hour to study about the social network of the elderly population because many of them are left with nobody and loneliness is one of the important factor not to mention about desertion by their loved ones since they are no longer productive individuals. The heterogeneity of social networks is pathway to successful and healthy ageing. Healthy ageing is about using opportunities so that they can have social participation and lead a good quality of life. Elderly need not be burdensome individuals in the society instead they can be involved in lot of activities which contribute to them ageing gracefully. The research studies state that rural elderly have more chances of social participation that they find more meaning in life which is a contributing factor for healthy ageing. The present study aims to find out the relationship between social network and healthy ageing.

Key Terms:

Elderly, Ageing, Social Network, Healthy Ageing

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**A Study on Service Quality Practices and Customer
Attractiveness on Mobile Application Based Cab
Services**

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G Siddharth, Sri Krishna arts and science college

Shreyas.M.Nair, Sri Krishna arts and science college

Manikanda Balaji A, Sri Krishna arts and science college

Abstract:--

Taxicab it is also called as a taxi or a cab, is a type of vehicle used for hire with a driver, used by a single passenger or small group of passengers, it is often used for a non-shared ride.

In recent years, mobile app base taxi services have become well established. This pattern allows people to take benefit of comfortable ride rather than using personal vehicles and security troubles There are a number of mobile apps-based taxi services offering their services to connect smartphone users seeking taxi services in their locality. These smart apps operate in a manner: locate passengers, drop them to their destinations and according to fare structure based on time and distance collect money from passengers.

A Study on Youngster's Aspiration towards Agriculture

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Pavithra M, Sri Krishna Arts and Science College, Coimbatore

Suvitha S, Sri Krishna Arts and Science College, Coimbatore

Archana R, Sri Krishna Arts and Science College, Coimbatore

Abstract:--

Agriculture is the science and art of cultivating plants and livestock. It was the key development in the rise of sedentary human civilization by farming of domesticated species created food surpluses that enabled people to live in cities. Agriculture began independently in different parts of the globe, and included a diverse range of taxa, in at least 11 separate centres of origin. Wild grains were collected and eaten from at least 105,000 years ago. The major agricultural products can be broadly grouped into foods, fibres, fuels and raw materials. Food classes include cereals, vegetables, fruits oils, meat, milk, fungi and eggs.

Over one-third of the world's workers are employed in agriculture, second only to the service sector, although the number of agricultural workers in developed countries has decreased significantly over the centuries. Agriculture is one of the important parts of the human life for the living of human. Nowadays human are forgetting the main part of their life that is agriculture which helps on the further development of the mankind in the coming future. So that, this is a study on what is the current status of the youngsters towards agriculture and what the youngsters think they can do to make a difference in the coming future of the mankind to live a better life.

**“Black Skin – Aren’t They Humans?” Black Lives
Matter in the Novel “Beloved”**

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S. Seetha Lakshmi, Sri Krishna Arts and Science College

Abstract:--

The peerless novelist and cultural commentator Toni Morrison, never accepted the received wisdom about anything. Today African Americans are what the matter it is, they are proud of being black. The paper focus on the novel “ Beloved” in which Morrison shows the physical and psychological effects of slavery on the black skin especially women. In Beloved Morrison takes a real life event from the African American history and gives special importance to the horrors and tortures of black slavery to remind the reader about the past. Beloved is based on a real life story of the slave Margaret Garner. On Jan. 28, 1856, Garner killed her two-year old daughter and attempted to kill her other two children just because she didn’t want her children to be send to the plantation where they worked, after all the reason is they are black colored. Morrison thinks that the horrible issues related to black slavery are avoided and forgotten in the traditional slave narratives; therefore, Morrison wants to emphasize the painful and forgotten aspects that were posed upon blacks. Morrison’s novels force its reader to recognize the existence and conditions of black slavery in a nation that would prefer to forget that such a crime was ever committed. This paper intents to show that Morrison focuses on the brutal and dehumanizing aspects of slavery as the part of black lives which cannot be forgotten in the history of African American literature.

WBI: Evolution, Tools, Integration in Teaching and Learning

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Abstract:--

Technological impact influences more in teaching and learning domain. Especially, web based instruction changes the profile of existing method of teaching and learning. Web based instruction (WBI) is an innovative approach, considered as a tool and medium of instruction. The web has many potential features to enrich teaching, learning process, and provide learning resources, web tools for effective communication. Web based learning environment offers better learning experiences, increasing learning outcomes to the students. Web based instruction supports to develop teaching competence, independent learning environment for teachers. Web based practice helps to develop higher-order thinking skills, problem solving skills, critical thinking skills and assessment practice as well. Such type of innovative instruction provide better learning opportunities, meets assessment goals for teachers as well as students. In particular, web based instruction gives more freedom as well as responsibility to teachers and stakeholders. Its' allows students' to assimilate information rather than memorize it. The WBI is considered as a tool to enhance quality of education in a meaningful way. This article presents the evolution and tools of web based instruction and its integration in teaching, learning process.

Key Terms:

Web based instruction, Evolution, Integration, Teaching Learning and Tools.

Load Balancing Using Particle Swarm Optimization- Based Container Scheduling Algorithm

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Abstract:--

One of the most used container-based virtualizations today is Docker. Docker is an open source project designed for developing, shipping, and running an application inside a container-based virtualization. Docker containers enable to package an application together with all of its dependencies and then run it smoothly in other environments. They exploit the operating system level virtualization, therefore multiple containers can co-exist and run in isolation on the same machine, thus improving resource utilization. Differently from virtual machines, containers are lightweight, because they bundle only the application dependencies while reusing the underlying operative system. For the execution, a container needs to be deployed on a hosting machine, which provides computing and memory resources. Docker container resource scheduling problem has gradually become a research hot issue. We can deploy several web application containers using Docker to serve millions of users. It also reduces the possibility of a single point of failure in the architecture. However, managing several containers for creating a single service is a challenging task. This paper aims at the performance optimization of Docker container resource scheduling, so propose a multi-objective container scheduling algorithm, Particle Swarm Optimization-based container scheduling algorithm of Docker platform, which to have solved the problem of insufficient resource utilization and load balance.

Corporate Social Responsibility for the Sustainability of Small Enterprises

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P. Devika, Assistant Professor, Department of Business Administration with CA, Sri Krishna Arts and Science College, Coimbatore.

Abstract:--

Corporate Social Responsibility has proved as a significant segment in today's business environment as mounting efforts by the Small and Medium Enterprises are witnessed. Social role has become an area of all the enterprises irrespective of its size. According to Antonio Dias (2019) enterprises provide importance to CSR activities that helps them to maintain their business and to accomplish economic results. This research analyses the practice of CSR in stakeholder perspective who has the capacity to accelerate or decelerate the enterprise performance. Primary stakeholders considered in this study are employees, customers, community and environment. As far as SMEs are concerned, they are closely bonded to the local community where they operate which makes them to contribute more to the community development. Imran Ali (2010) in his research proved that CSR activities targeted towards employees improves organisation performance which in turn improves sustainability. Russo and Fouts (1997) concluded that commitment towards environment enhanced the profitability of the firm. Customers reward organisations that take efforts to produce quality products and stick to safety measures (Graafland and van de Ven, 2006). Structural Equation Modelling is used to identify the impact of CSR engagement of its primary stakeholders to attain sustainability.

Keywords:

CSR, SMEs, Stakeholders, sustainability

A Study on Efficacious Patron in Cibil

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Abstract:--

Today bank Loan plays a very crucial role in fulfilling our cherished needs without the worry of financial shortage. Since banks loans are based on reciprocal relationship between lender and borrower, banks will consider the creditworthiness of the borrower by gathering a Credit Information Report (CIR) of the borrower from credit Information Bureau (India) Limited, which is popularly known as CIBIL. CIBIL is the India's first Credit Information company which was founded in August 2000. Hence the study analyze on factors that affects CIBIL credit score and to identify the tips to improve the credit score & satisfaction level of the customer towards the effectiveness of CIBIL in customers. This paper is an attempt to analyze the structure and a study on Efficacious patron in CIBIL. A structured questionnaire with rating scales is used to collect the primary data covering 120 samples. Secondary data is also used for the study. Judgement sampling technique was used due to its time and cost feasibility. Ranking analysis, Weighted Average method and chi square test are the tools used for the analysis. CIBIL benefits both credit grantors and consumers by collecting, analyzing, and delivering information on credit histories of million of borrowers.

Keywords:

CIBIL, CIBIL SCORE, Credit Information Report (CIR), Effectiveness.

A Study on Consumer Perception towards Internet as a Marketing Tool

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Abstract:--

In this world of digitalization, internet marketing is a vogue that is sweeping across the whole world. The trend of internet marketing is growing day by day with the concept of internet marketing that is turning into an important platform of internet marketing along with the electronic gadgets like the digital billboards, mobile, tablets and smart phones, gaming, consoles, and many such gadgets that help in digital marketing. Internet with its innovative digital marketing has created a niche market in online stores competing with the conventional stores showing the power of online marketing. The study analyzes how internet has brought in an array digital and online marketing strategies to succeed and make it big in the digital marketing sector. The study also discusses how internet has had a huge success in the online marketing sector as they brought in new insights into the digital marketing field. A structured questionnaire with rating scales is used to collect the primary data covering 100 samples. Secondary data is also used for the study. Sampling techniques adopted for the study is simple random sampling. Weighted Average method and chi square test are the tools used for the analysis. Digital marketing is going to be top on the agenda of many marketers, and they might be looking for innovative ways to market online, reduce cost per lead, increase click – through – rates and conversion rates, and discover what's hot in digital marketing.

Key words:

Internet marketing, Business model, Insights.

Export and Import Performance of Agriculture in India

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Abstract:--

Agriculture plays a significant role in Indian economy. Indian Agricultural export and import have undergone foremost change in this modern era. The study focus the analysis related to the export and import performance of Indian agricultural sector. This study covers the export and an Import category includes cereals, fresh fruits and vegetables, animal products, floriculture, processed food and organic product. Non Basmati Rice, Basmati rice, Fresh Vegetables, Buffalo Meat and Fresh fruits are the top five Agricultural exported products from India. Pulses, wheat, other fresh fruits, Alcoholic Beverages and Other Cereals are the most imported products. The study is based on secondary data which is drawn on quantitative and qualitative data, document, records and information available in Agricultural and processed Food Products Export Development Authority (APEDA). The paper highlights the fact performance of India, agricultural export and import from 2008 – 09 to 2017 – 18. The trade balance between export and import of agricultural in India is positive. The percentage share of total export in past few decades is fluctuating. The performance of import decreases in 2014 - 2018. The agricultural growth rate in export is 10.53% (2017 – 18) and the agriculture import growth rate is -36.13% (2017 – 18).

Keywords:

Agricultural, Export and Import, Trade Balance and Growth.

Major Stumbling Block in Brand Portability in Telecom Sector - A Study in Coimbatore

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Abstract:--

The researchers are proposing a study is that it will examine the different factors which lead consumers to brand switching, determine the brand loyalty of consumers with preferred telecommunication networks. The study follows the quantitative process. A survey is prepared for data collection and for statistically testing the proposed model. The results of this study support the hypothesis that there is a positive relationship between the age of the respondents has the significant relationship with switched from any other provider or planning to switch. Results suggest that respondents changed their service provider one time, influenced by them to switch current service provider, satisfied with the promotional offers given by the service provider, and finally the brand portability is useful to them. This study will help the telecommunication networks to indentify the priority and preference of their customers.

Keywords:

Brand Portability, Service provider, Satisfaction Level, Consumer, Telecommunication.

Stable and Secure Routing Algorithm for VANET

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Abstract:--

In vehicular ad hoc networks (VANET), the communication links break more frequently than the other networks because of the frequent and high-speed vehicles. The communication between the vehicles through Dedicated Short Range Communication (DSRC) or mobile cellular networks. The number of researches are going on in the data transmission between the vehicles using Long Term Evolution (LTE) technique. The linking of vehicles and forming clusters among the vehicles are not an easy task. Since, the high mobility nature and fast convergence among the nodes increases the need for clustering. The clustering algorithm followed in other networks such as MANET, WSN are not able to use in VANET due to the speed and other features of vehicles. In this paper, a stable and secure routing algorithm (SSRA) is proposed, which concentrates in forming stable clustering and drops the change frequency between two vehicles. In addition, the proposed algorithm elects a novel Cluster Head (CH) to reduce the impact of difference between vehicle motion and improves the security of the network. The simulation results shows that the proposed work outperforms than the existing schemes in terms of high stability, packet delivery ratio, end to end delay, throughput and so on.

Keywords:

Stable, Secure, VANET, High Stability, Throughput

A Study on Customer Brand Preference towards Puma Products

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Abstract:--

It is very interesting to measure the brand loyalty in which a consumer will choose a particular brand in the plethora of available of competing brands, but will accept substitutes if that brand is not available. Also the more frequently used term in marketing research is the customer satisfaction as it can be defined as the degree of satisfaction provided by the goods or services of a company which measured by the number of repeat customers. This is because brand loyalty can be an outcome of habit. Brand preference goes one step further by ensuring that. Brand loyalty is linked to a number of preference drivers. Pharmaceutical companies can act on those specific drivers once they have been identified. Here, we have taken the example of the Brand Preference Mix (BPM) is a framework that should allow pharmaceutical companies to identify the drivers of preference most relevant to their brands/products, as perceived by the users. Looking at the Indian retail in the last decade it has witnessed a great growth which has not been the case of last five decades. This change may be due to the young population who wants to have a different lifestyle. India has 60% of the population below the age of 35 who has good income and spending power. The leading Indian corporates have jumped into the act of retailing can be another reason. These corporates have started their chain of retail stores helped in increasing the share of organized retail in India. The organized retail which had a share of 3% in 2003 has increased to 8% in 2014 which is expected to reach 20% in 2020. Currently the Indian retail has touched \$600 US billion which is equal to Wal-Mart. There is a big change happening in the Indian political scenario. A positive sign towards the business approach by the global retailers are visible. Global Brands are slowly occupying the Indian markets. Malls like Palladium are some to state about this change. There are 450 active malls around the country to name India as the country of malls. India is a country of mixed culture. This country has the huge population of 1.2 billion closed to china. Out of this population 60% of the population is aged between 18-35, makes it to be the youngest populating country in globe. This population is divided into various languages speaking people with different culture and lifestyle. The climatic condition also varies from region to region. Again 70% of the population lives in rural areas. But in the recent decade, the lifestyle of these so called, backward areas is changing fast. The new generation of this rural community is improving in education and slowly moving towards urban areas. Every organization is therefore determined to differentiate their brands and service offerings compared to their competitors. In effect, everybody is trying to have unique features in their brand and market them. If organizations want to succeed in this space, they need to assess their brands honestly else similar me-too brands are out there in the market which can destroy their entire marketing efforts. Brands suffering from symmetry syndrome will find it difficult to survive in the market after some time. Brand preference is an attempt to understand and predict human action in buying decision. This action can play a great role. To know the factors which affect puma as selecting brand and understanding consumers having problem of brand preference against its competitors. A study was conducted among different groups of consumers according to the age group, Occupational, status and income. The scope of the study is to analyze the satisfaction level of the consumer towards puma. The study is expected to provide sufficient information about the puma products performance and also to know how far the respondents are satisfied with the puma product. The study shows the expectations of the respondents and also reveals how to improve the puma service. It also helps us to know the demand of puma products and changing needs of customer time to time the study can give suggestion regarding customer satisfaction

Study on Thermal Insulation Characteristic of Multilayer Clothing

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Abstract:--

Winter outdoor clothing is aimed at protecting human being against harsh environmental conditions, especially against cold. Thermal insulating properties of a textile material plays significant role in protective clothing. Thermal protective clothing usually is a multilayer construction composed of three layers -Base layer, Insulating material, Outer layer. The previously available jacket insulating layer is always filled with down feather which cause harm to the wearer. This study concentrates on replacing the middle layer with ecofriendly natural Fiber-Kapok. Thickness, thermal conductivity, Air permeability, and wickability properties of fiber and fabric is determined. The layers are been bonded with Needle punching and thermal bonding technique. The effect of Multilayer clothing in cold weather is been tested and analyzed using different proportions of natural ecofriendly-kapok fiber.

Keywords:

Multilayer clothing, Kapok, Needle punching, Thermal Bonding

Assessing the association between the business factors and challenge factors of Hometech units

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Abstract:--

The Technical textile industry has its applications and usage which are completely different from its nature and adoption. The technical textile industry is called interchangeably as industrial textiles, performance textiles and hitech textiles. The technical textiles are grouped into various form which suits its application. The technical textiles are grouped into 12 sectors. In the Hometech segment, the product range includes fiber fill, jute carpet backing, stuffed toys, mosquito nets, aprons, mattress and pillow components, furniture fabrics and blinds. The technical textile has a varied purpose which satisfy the functional applications of any industrial product, which can maintain health and safety, cost effectiveness, durability, high strength, light weight, versatility, customization, user friendliness, eco friendliness, logistical convenience and so on. Hometech textiles has been gradually gaining its importance in India but its contribution in the global technical textile is comparatively trivial.

Keywords:

Hometech, Technical textile, Applications.

A Study on Performance of Large Cap Equity Mutual Fund

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Abstract:--

Mutual funds are best investment avenues for large number of investors in recent years. Risk and return are the basic features of mutual fund. The present study evaluates and compares the performance of large-cap equity schemes of four Asset Management Companies (L & T Mutual Fund, Taurus Mutual Fund, HSBC Mutual Fund, Tata Mutual Fund). The period of the study is 5 years starting from July 2014 to June 2019. Benchmark index is NSE-Nifty 50. The research study has analyzed the performance of Large-Cap Equity Mutual Fund schemes of Select Asset Management Companies and to compare the performance of Large-Cap Equity Mutual Funds of Select Asset management Companies. The methodology of the present study includes sampling, data collection and data analysis tools used for the study. The present research study is based on purely secondary data. The NAV data has been obtained from Association of Mutual funds of India (AMFI) website and other secondary data obtained from books, journals and respective mutual fund websites. In this research study, different statistical tools have been used like percentage, average, S.D and other financial tools which are Sharpe Index, Treynor's Index and Jensen Alpha etc., applied for processing the data to give reliable conclusion. The investors are advised to invest their savings in Tata large cap fun, as this fund is comparatively best performed fun in terms of return, risk, Sharpe index value, Treynor value. The Tata large cap equity fund is best performed fund during the study period. However, the systematic risk of fund is litter higher nearing1 (0.96), so fund manager has to be careful regarding this risk.

Keywords:

Performance, Mutual Funds, Risk>Returns, Risk-Adjusted Return.

Effectiveness of Online Advertising in India

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Abstract:--

With the faster advancement in the IT Industry, many companies have started using the Internet as Primary source of advertising media mix to take advantage of online technologies. The Internet has began to more popularise because marketers found that the Internet provides greater convenience and control over the advertising materials. The ultimate aim of this research is to find out how efficiently does . Online Advertising plays an vital role in making sale of goods to the customers with more offers and discounts to retain such online customers for a long time. Online advertising is the means of promoting a product on the internet using various Internet features. With the arrival of Internet, the business world has become digitalized and people prefer to buy their stuffs online, which is easier and faster. It gives a new dimension and unique feature to the product, which is an added advantage. This leads to great progress in business, which is the ultimate aim of any businessman. Online Advertising has no limit as it can be viewed day and night across the globe. It also reduces the transaction costs and contributes to the profit of the company and it is very secured in competition against International marketing. In this research we would discuss about the origin and history of online advertising, characteristics of online advertising, forms of advertising, what are the challenges they are facing while doing online advertising, recent trends in online advertising and the Search Engine Optimization Statistics.

Keywords:

Promoting, Competition, Digitalized

Production of Sugarcane Forecasting Using ARIMAX Model

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Abstract:--

The main objective of this study is to analyze the production of sugarcane in India and to forecast the sugarcane production using Auto Regressive Integrated Moving Average with Exogenous variable or Inputs model (ARIMAX). This model mainly focused in the area of forecasting and it gives the accurate prediction. Data has been collected from Sugarcane Breeding Institute, Coimbatore. The ARIMAX model was introduced by Box and Tiao in their study. At present this model was used minimum amount of people in their studies. When we compare with ARIMA model, the ARIMAX model gives the greater accuracy.

Keywords:

Sugarcane, Prediction, ARIMA, ARIMAX, India.

Mathematical Study of Emphysema and Its Complications Using the Homotopy Perturbation Method

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Abstract:--

Mathematical Study of Emphysema And Its Complications Using The Homotopy Perturbation Method” is a paper in which we can determine the increase or decrease in the size of population of Emphysema. Emphysema is a kind of lung disease which makes the breathing process very difficult for a normal person. A deterministic Mathematical Equation of the Emphysema was framed as Non-Linear Differential Equation and Boundary Condition is applied to it. The equation is solved using the power series and integrated with respect to time. The results are represented graphically using Matlab Software. From the Graph we can observe that the level of Emphysema varies for the parameters like mortality rate, probability of a person with Emphysema developing a complication, the rate at which complications are cured and the rate at which patients with complication become severely disabled. Homotopy Perturbation Method is more efficient and can give solutions with greater accuracy. This Paper can be used to Predict the number of patients with more complications faced due to Emphysema and prevent patients from this disease

An Empirical Outlook of “E-Tailing Products” Pricing Strategies

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Abstract:--

The world of electronic marketing is continuously evolving. Marketing theories and practices must adapt to these new technological and social scenarios. The internet has dramatically changed the face of retail, empowering consumers with vast amount of information to make buying decisions and creating a platform for consumers to give feedback to retailers and brands on the quality of their products and services. It holds many virtues favourable for the retail industry including a higher customer penetration, increased visibility, and convenient operations. Selling products online requires several different marketing strategies. One important point that is often overlooked in online marketing is pricing strategy. While it may seem simple to set a price for an item, several consumer psychology factors come into play. The price point which is been set for the item may even determine how successfully it sells. This paper discuss vividly the growth of e-tailing in retailing and the impact of pricing strategies in e-tailing towards the customers.

Keywords:

Electronic marketing, e-tailing, retailing, pricing strategies.

A Comparative Study on Psychological Stress among Literate Women and Homemakers Using Fuzzy Logic Techniques

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Abstract:--

Women in India have come a long way, from just a professional homemaker (or)housewife, They not only has acquired skills and abilities to being a perfect housewife but being at same level with their spouse or life partner. In the women's outlook, an unpleasant place of work is such a workplace where the emotion of mental workload is connected with the lack of plunder (motivation), uncertainty resulting from organization of daily tasks and lack of bear from others. Pertaining to woman's domestic tasks and families liability, it is significant to assess the level of proficient stress in working women and consider relation between occupational stress and family complications in order to obtain consciousness for fitness care providers to provide support to the working women and their families. There is a enormous call for research on functioning women and home makers , especially concerning the collide and occurrence of job stress on children mental health. The existing problem is to Comparing and Analysing Emotional Study on stress among Literate women Employee and Housewives and also examine the primary factors that causing mental health disturbance using the Cognitive Behaviour Therapy. The purpose of this analysis is to evaluation of women's exposure to stress-inducing factors at work and definition of a scale of the problem. The research tool was the standardized questionnaire for Subjective Work Evaluation. The results of stress factors were quoted as mean results of raw values and were referred to results defined as high for a given factor. The results obtained were analyzed using a Fuzzy computing technique.

Index Terms

Cognitive Behavior Therapy, Job Stress, Mental Health, Occupational Stress, Stress Factors

Total Benefit Administration for Industry Environment

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Abstract:--

Project entitled “Total Benefits Administration System” is primarily focused on maintaining the benefits administration for its clients. It provides a user friendly environment for the both employees of Industry and the end users of the system. This system allows the employees to work closely with every requirement of the clients and the end users. In this application we can easily manage the participant’s benefits, inquiries, personalized communication statements, life events, pension calculations, retirement estimation and many more. Users can view their benefit details, history of payroll and can easily apply to trigger the any of the events. This system will allow a new participant details which can be added, deleted, edited in several step of verification process. It provides user management configuration to add or remove the participant. Each user activities maintained by this system and the errors occurred during usage of the system maintained separately. Finally the reports will be generated for the event details.

Index Terms

TBA, QAC, Database, Industry, Database Administration.

An Innovative Topological approach for Various Intuitionistic fuzzy transportation problems by Topologized Graph

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Abstract:--

Recently intuitionistic fuzzy numbers and Topological spaces provide many mathematical modelling towards real life application. In this paper we have utilized three such intuitionistic fuzzy numbers which are Heptagonal(HpIFN), Octagonal(OcIFN) and Nanogonal intuitionistic fuzzy numbers (NaIFN) and have proposed new ranking techniques to convert intuitionistic fuzzy numbers into crisp numbers respectively. Most importantly we have introduced an innovative mathematical model for intuitionistic fuzzy transportation problem(IFTP) which is known as Topological solution of a intuitionistic fuzzy Transportation problem using Topologized Graph. The ranking techniques help to convert intuitionistic fuzzy numbers into crisp numbers and the proposed approach helps to obtain the optimal solution of IFTP. The numerical illustration shows that it consumes less time and minimum calculation process and the comparative result proves that the optimal cost is low.

Keywords:

Intuitionistic fuzzy numbers, Heptagonal Intuitionistic fuzzy number(HpIFN), Octagonal Intuitionistic fuzzy number(OcIFN), Nanogonal Intuitionistic fuzzy number(NaIFN), Topologized Graph, Intuitionistic Fuzzy Transportation problem(IFTP).

Bolstered Method for the Remedy of Brain Tumor by the Usage of Uncertain Technique

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Abstract:--

The brain tumor is an extremely perilous illness because of the unpredictable structure of the brain. The grouping and discovery of tumor in various restorative pictures requires high precision since it manages human life. The brain tumor happens because of the anomalous tissues inside the brain. Distinguishing the right sort if brain tumor is pivotal errand for finding and to cure the brain tumors. Recognizing the right kind of brain tumor can give a quick approach to design the analysis of tumors. The Biomedical picture and acknowledgment methods have been generally connected in different maladies to foresee the outcome in progressively at exact point. Numerous ideas of uncertain methods is utilized in MRI images to recognize the brain tumors. In this paper we use fuzzy decision making methods to settle on a superior choice about the treatment that is utilized to cure brain tumor. We also give the best decision by our questionable techniques.

Key words

Fuzzy soft set, Fuzzy soft set expert, MATLAB

A Study on Financial Performance Analysis of Selected Iron and Steel Companies in India

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Abstract:--

Financial Analysis is a process of identifying the financial strength and weakness of the firm by establishing relationships between the items, the balance sheet and profit and loss account. Financial analysis helps to assess the financial position and profitability of a concern. In this study to assess the selected firm's financial status, ratio analysis has applied covering profitability, solvency and turnover ratios. This study evaluates and compares the performance of 10 steel companies (VISA, TATA, JSW, SAIL, ESSAR, JINDAL, UTTAM GALVA, SUNFLAG, FACOR, and NARAYANI STEELS). The period of the study is 5 years starting from 2014-15 to 2018-19. The research study has analyzed the performance of selected steel companies. The methodology of the present study includes sampling, data collection and data analysis tools used for the study. The present research study is based on purely secondary data. The data for this analysis is taken from Moneycontrol.com and other related information is taken from concerned steel company websites, books, and journals. In this research study, different statistical tools have been used like mean, Standard deviation, Coefficient of variation and Analysis of variance (ANOVA) applied for processing the data to give reliable conclusion. Comparing all the profitability ratios, it is inferred that Out of the 3 ratios, it is inferred that Tata steels have performed better in gross profit and net profit ratio, and ESSAR steels performed better in operating profit ratio and the other selected companies in the study have to improve its level better in the coming years to reach next level. Comparing short term liquidity ratios, it is inferred that out of 2 ratios, Sunflag and Narayani steels have performed better in current and quick ratio, and other selected companies in this study have to improve its level. Comparing the efficiency ratios, it is inferred that out of 3 ratios Narayani steels and Tata steels performed better and other selected companies have to improve its level.

A Study on Consumer Satisfaction towards Social Media

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Abstract:--

The usage of social media becomes the part of daily life to satisfy the needs of the internet users. People used to prefer social media in buying process. The Digital Revolution has given pace for social media and marketing where marketers use this medium in attracting customers by promoting their products. This paper is an attempt to examine the reach of social media online and buying decision of the customers. The study is based on descriptive research design to collect the primary data from social media users.

Key words

Social Media, Online Marketing, Digital environment, Consumers Strategies

Penetration of Technology to Virtual Reality in Artificial Intelligence and Its Challenges

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Abstract:--

Virtual reality is a term that can pretend physical presence in the real world, as well as the imaginary world that applies to computer-simulated environments. Virtual reality comprises the domains of applications such as training simulators, medical and physical condition centre. Second life is an art of technologies in virtual reality. It contains the influence of both positive and negative authenticity of average people in life is ventured. It is a gruelling situation by playing safe and with a learning perspective. Artificial intelligence is a subfield of computer science. The advance technologies in artificial intelligence to be pervasive with impacts and ramifications in health, security and governance. It combines with other emerging and converging technologies. In accounting field, the predictable trend brings tremendous changes and progress to the artificial intelligence technologies.

Key words

Virtual Reality, Physical Condition, Technologies, Artificial Intelligence.

Tackling a Shortest Path Having a Negative Cycle by Using Johnson's Calculation

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Abstract:--

In graph theory numerous calculations are utilized to discover shortest path, for example, Dijkstra's calculation and Bellman fort calculation. In this paper, we solve a negative cycle in the directed graph and find shortest path for it. Here, we use Johnson's calculation for finding shortest path between the pair of vertex. Johnson's calculation use Bellman-ford calculation to distinguish negative cycle and afterward it is utilized by Johnson's calculation to wipe out the negative edge and reweight the edges in directed graph. Presently the Johnson's calculation solves the upgraded directed graph utilizing Dijkstra's shortest path calculation to discover shortest path between all pairs of vertices. The yield of the calculation is the result of the original directed graph. Consider 5 towns A, B, C, D, and E. The sales guy begins from the metropolis A and he visits all other cities B, C, D, E. Find a minimal route of for all pair of vertices. The result is received through the use of Johnson's calculation.

Key words

Graph theory -Dijkstra's calculation-Bellman fort calculation -Johnson's calculation.

Enhancing Work Performance of Automobile Sales Employees in Industry 4.0

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Abstract:--

The 4th Industrial Revolution is a blend of advanced analytics, big data, Robotics and automation, Artificial Intelligence, Internet of Things (IOT) and process digitization across the business. The 4th Industrial revolution will play a major role in all functional strategies of growing organizations across the world. As Industry 4.0 is a blend of hardware, Software and people, more jobs will be created to develop and optimize cyber physical systems where supply of skilled labor is needed to assess, install and maintain the hardware and to develop, improve and monitor the software information. The relationship between HRM Practices, Leadership, Work Engagement and Employee Performance have been well documented through different literatures. The correlation result reveals that high correlation exists between the factors work Skills and HRM Practices on Work Performance. The regression analysis reveals that Work Performance is predicted by the Work Skills. Hence organizations must concentrate to increase the employee performance through providing best HRM Practices, courteous Leadership and recruiting and retaining the best talent for the organization

Key words

HRM Practices, Work Engagement, Leadership, Work Performance, Industrial Revolution 4.0

Certain Impacts on Organic Vegetables versus Conventional Vegetables by Using Uncertain Technique

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Abstract:--

Organic food is the product of a farming system which avoids the use of man-made fertilizers, pesticides; growth regulators and livestock feed additives. Irradiation and the use of genetically modified organisms (GMOs) or product produced from or by GMOs are generally prohibited by organic legislation. Conventionally grown is an agriculture term referring to a methods of growing edible plants (such as fruit and vegetables) and other products without synthetic chemicals (fertilizers, pesticides, antibiotics, hormones) or genetically modified organism. The main difference between organic and conventional food is in the method used in growing the food on the farm. In conventional food farming, farmers utilize chemicals during production and processing of farm produce. In organic farming, all the chemical which are utilized in conventional farming are avoided both in the food production and processing. In this paper we use fuzzy decision making methods to settle on a superior choice about organic food and conventional food .We also give the best decision by our questionable techniques.

A New Algorithm for solving shortest path problems by using Octagonal Neutrosophic Numbers

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Abstract:--

Shortest path problem, which is one of the most well-known problem that appears in many fields of science, commerce, engineering, business etc. The shortest path involves finding the shortest path between two nodes in a graph. Neutrosophic theory is very useful to find the better solution for real world problems when incomplete and inconsistent datas are given. The concept of neutrosophic can provide a generalization of fuzzy set and intuitionistic fuzzy set that make it is the best fit in representing indeterminacy and uncertainty. Octagonal fuzzy number plays a vital role for solving many decision making problems involving uncertainty and indeterminacy. In this paper, a proposed neutrosophic network method has been made to find the shortest path between the nodes using single valued octagonal Neutrosophic numbers

Gender Based Injustice in Mahesh Dattani's Tara

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Abstract:--

The paper is an attempt to examine the gender based injustice in Tara by Mahesh Dattani. Mahesh Dattani, the famous playwright who challenged the construction of India and India as they presented in the modern English Theatre. Tara deals with the complicate dynamics of modern urban family in India of Gender discrimination. This present paper is a modest attempt of marginalization of women. As the play flows through the conjoined twins of Tara and Chandan and lights up the male preference over the female one. The play depicts the pervasiveness and deep rootedness of the society. The women act as tool for the oppression and vulnerable to discrimination of these values internalized. Bharathi's (the mother) support over the male child, made the other one crippled and she suffers from the guilt all throughout. Both being differently abled Tara was about to face the double marginalization in the society of intensive attitude people. Misuse of science and technology has been shown through the character Dr. Thakkar

Through his plays, Dattani makes an abundant use of Indian mythology, rituals, tradition and contemporary problems. The plays of Dattani have a universal appeal. They could be stayed anywhere on earth, they would draw the full attention of the crowd. Bold theme and unusual style has been attracted the readers. Tara addresses the question of gender, though not necessarily banal stereotypes of bias against girl child, although that is generally accepted interpretation of the play in India.

Keywords:

Universal appeal, double marginalization, male preference, oppression, crippled, science, technology, bitter reality, pervasiveness, patriarchal society.

A Study on Application of Fuzzy Logic in Data Communication

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Abstract:--

In current scenario security is the most important problem in passing information from one point to another point. Missile launch codes, numbered bank accounts and encryption keys are the major areas which are facing the security issues. One may find a solution using the mathematical concept of Fuzzy Logic with the help of encryption algorithm. Also, affine transformation is used to encrypt the context. Implementation of cipher a message and decipher it back to the original message, can be intricate and protecting data from unauthorized access is the major problem. Integrity is also the main perception in data communication. In this paper, Advanced Encryption Standard (AES) algorithm is used to enhance the encryption performance in data communication and this algorithm plays very important role in multimedia data transfer applications. The proposed system describes the Advance Encryption Standard (AES) algorithm to ensure both security and integrity in data communication.

Keywords-

Encryption, Security and Integrity.

Optimal Solution of a Transportation Problem Using Harmonic Mean Approach Method

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Abstract:--

Operational research includes a wide range in problem solving techniques and decision making in various real life situation. Finding Initial Basic Feasible Solution (IBFS) the transportation problem is one of the best methods in Linear Programming Problem (LPP). Not only in Linear Programming Problem but also in finding optimal solution. The Transportation Problem is considered as an important aspect that has been studied in a large scale of operations including in research domains and it mainly used to reduce the cost. As such the Transportation Problem used in simulation of several real life problems. Here, the optimizing transportation problem of variables has unique been significant to numerous disciplines. The main approach of this work is to transport the products from one destination to another destination such that the total cost is to minimize and the transportation time is reduced. To achieve the minimum cost a new method Harmonic Mean Approach (HMA) is introduced. Some numerical examples are illustrated and to give the efficiency of the proposed method.

Keywords-

Transportation, Linear Programming Problem, Harmonic Mean Approach, IBFS.

Protein-Protein Interaction for Neuraminidase Enzyme using Graph Theory Software (Cytoscape)

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Abstract:--

Neuraminidase enzymes are glucoside hydrolase enzymes that cleave the glycosidic linkage of neuraminic acids. The best known is the viral neuraminidase, a drug target for the prevention of the spread of influenza infection. In this paper we have collected the viral neuraminidase protein from RCSB website. Protein protein interaction is when one protein which binds to the particular respective to another protein. There are different protein protein interactions are present in the different protein. Few of the databases are use to find the protein protein interactions research. Intact is one of the database which is use to find protein protein interactions for neuraminidase enzyme. Cytoscape software is a software which is use to find network interactions for proteins, genes etc. We have collected the 575 protein protein interaction data for neuraminidase enzymes from the IntAct and UNIPROT database. Through cytoscape software, we were developed the protein protein interaction network for above selected neuraminidase enzyme data. From the 575 protein-protein interaction for neuraminidase enzyme, we have found most of the proteins have one to two interactions. But two of the neuraminidase enzymes proteins P03468 and P03452 have 20 and 35 protein-protein interactions respectively, which are the best protein to use for drug design. Protein protein interactions of neuraminidase enzyme play an important role for the drug design of influenza virus.

Keywords-

Protein – Protein, Cytoscape, Neuraminidase and Hub protein

Prediction of Oilseeds production in India using ARIMA Model

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Abstract:--

Oilseeds constitute a very important group of commercial crops in India. Currently, oil seeds share 14% of the area under major crops. At present, India's largest oilseed producing state is Gujarat, thanks to its position as top groundnut producing state of India. The oil extracted from oilseeds form an important item of our diet and are used as raw materials for manufacturing large number of items like paints, varnishes, hydrogenated oil, soaps, perfumery, lubricants, etc. Oil-cake which is the residue after the oil is extracted from the oilseeds, forms an important cattle-feed and manure. A popular and widely used statistical method for time series forecasting is the ARIMA model. ARIMA is an acronym that stands for AutoRegressive Integrated Moving Average. It is a class of model that captures a suite of different standard temporal structures in time series data. Through this model, the prediction of Oilseeds in India is done for various years and certain inferences are made upon the trend which is generated.

Keywords-

Oil seeds, ARIMA Model, Time series, forecasting, trend lines.

On Π -Generalized A-Closed Sets and Its Applications in Neutrosophic Topological Spaces

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Abstract:--

The concept of neutrosophic set was introduced by Smarandache. Atlansov introduced the concept of neutrosophic topological spaces. The main aim of this paper is to introduce the notation $\pi\alpha$ -closed sets in neutrosophic topological spaces. We investigate its properties and its relationships are derived. Further $\pi\alpha$ -closed mappings are also defined and studied and its properties.

On $\pi g\beta$ -Closed Sets and Mappings in Neutrosophic Topological Spaces

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Abstract:--

The real life situations always include indeterminacy. The Mathematical tool which is well known to deal with indeterminacy is Neutrosophy. The concept of Neutrosophic set is generally referred as the generalization of Intuitionistic fuzzy set. The Purpose of this paper is to define the new class of sets called $\pi g\beta$ -closed sets in Neutrosophic topological spaces. The properties and characterizations of $\pi g\beta$ -closed sets are discussed and its relationships with other Neutrosophic sets are studied. Further we define $\pi g\beta$ -closed mappings and $\pi g\beta$ -open sets and some of its properties are touched upon.

Keywords-

Neutrosophic $\pi g\beta$ -Closed Set, Neutrosophic $\pi g\beta$ -Open Set, Neutrosophic $\pi g\beta$ -Closed mappings.

Spam Detection for Youtube Comments

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Abstract:--

Spamming is the use of messaging system, to send an unsolicited message. YouTube is one of the biggest sites for the user to get information. The best thing about the YouTube is the user can subscribe the channel, like or dislike the video and also giving opinion on the comment section on that video, and YouTube has attracted to increase the number of users. This attracts the spammers by spamming the comments. In this paper the spam comments on YouTube offers limited tools for comment moderation, so that the spam volume is shockingly increasing which leads to the owners to disable the comment section in their video. By using machine learning the comments are detected and prevented. Sklearn, numpy, pandas these are the some of the packages for understanding purpose of machine learning. YouTube spam comment has potential to spread malware through comment fields, which will exploit vulnerabilities in the user's machines. There are many approaches to detect Spam such as Artificial intelligence (AI), Machine Learning (ML), cryptography and others. A you tube has an automatic spam filter; this is the challenge even for the classification method. YouTube classifier classifies the comments by using classification methods as very short, symbols, abbreviations, links.

Index terms:

Framework detection, spam detection approaches, data collection, pre-processing, feature selection and extraction, classification.

A Study on Risk Return Analysis of Selected Growth Option Mutual Fund Schemes in India

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Abstract:--

Mutual funds are one of the best intermediaries in capital markets to mobilize funds from general public. Risk and return are the basic features of mutual fund. The present study evaluates and compares the performance of 26 large-cap equity schemes of five Asset Management Companies (Franklin Mutual Fund, India bulls Mutual Fund, UTI Mutual Fund, SBI Mutual fund, Axis Mutual fund). The period of the study is 5 years from 2013 to 2018. Benchmark index is BSE 100 index has been collected from www.bseindia.com. The research study has analyzed the performance of Large-Cap Equity Mutual Funds of Select Asset Management Companies and to compare the performance of Large-Cap Equity Mutual Funds of Select Asset management Companies. The methodology of the present study includes sampling, data collection and data analysis tools used for the study. The present research study is based on purely secondary data. The NAV data has been obtained from Association of Mutual funds of India (AMFI) website and other secondary data obtained from books, journals and respective mutual fund websites. In this research study, financial tools Sharpe Index, Treynor's Index and Jensen Alpha etc., are applied for processing the data to give reliable conclusion.

Lock to a Locker Method on Fuzzy Cryptography for Double Security

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Sowmiya, Sri Krishna Arts and Science College,Coimbatore

Abstract:--

The sender sends the lock of an encrypted binary number of a locker crisp number from a fuzzy membership table which is defined on a ASCII values of a lowercase alphabet sets and membership function. The receiver then converts the binary number into a fuzzy number and then it is defuzzified using a suitable formula.

Keywords-

Fuzzy set, Membership function, Crisp number, Binary number, ASCII values, Cryptography.

Diabetic and Kidney Disease Prediction in Human Based On Their Age Group Using C4.5 Decision Tree Algorithm in Python

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Abstract:--

A vast amount of data is generated within the fields of healthcare and medicine; doctors ought to produce an instantaneous contact with patients to figure out the injuries and diseases. This analysis highlights the appliance of classifying and predicting a selected disease by implementing the operations on medical information generated within the field of medical and healthcare. In this study an efficient c4.5 algorithmic rule is employed for prediction of a particular disease by training it on a group of information before implementation. Wrong clinical decisions taken by medical practitioners will cause any hurt or lead to serious loss of life of a patient that is tough to afford by any hospital. To accumulate an explicit and value effective treatment, technology based mostly data mining systems can be created to make worthy decisions. The main aim of this analysis is to make a basic decision network which can determine and extract previously unseen patterns, relations and concepts connected with multiple disease from a historical information records of specified multiple diseases. The decisions taken by medical practitioners with the help of technology can result in effective and low value treatments. There is an insufficiency of technology and analysis system and methods to get connections, concepts and patterns in the medical information. Data mining is an engineering study of extracting previously undiscovered patterns from a specific set of information. In this study, data mining methods namely, C4.5 algorithms are used for detecting the disease in human based on their age group.

Keywords:

Decision Tree, C4.5, Prediction, Medical Dataset, Python.

Risk factor analysis of Patient based on Adaptive Neuro Fuzzy Interface System

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Abstract:--

The proposed methodology involved in this paper, is to diagnosis and analysis the health risk factor which is related to Blood Pressure, Pulse rate and Kidney function by Glomerular Filtration Rate (GFR). The computing techniques can handle two most pre-dominant values such as ‘True’ or ‘False’, ‘1’ or ‘0’, ‘Black’ or ‘White’, but Fuzzy Logic, also handle grey values which occur in between ‘Black’ and ‘White’. The system consists of 234 combination input fields and one output field. This work focus about Adaptive Neuro Fuzzy Interface System (ANFIS) depends on fuzzy logic controller to diagnose the various level of health risk factor value which is aggregated with Blood Pressure, Pulse Rate and Kidney function based on various Input Parameters. In this paper, Fuzzy Logic circuit was developed with 2’s Complement in full adder using the input such as Blood Pressure value taken from Systolic and Diastolic value, Pulse Rate and GFR value. Using the OR gate value, Pulse rate and Blood pressure value are compared with Kidney function and getting the output as risk factor value in efficient manner. The input rule based classifier membership functions are $X_0, X_1, X_2.. X_n$ for blood pressure values such as Low, Normal, Very Low, Extreme Low Meds, Very Danger Low, Danger too Low BP, Border Line, Very Danger High Blood pressure etc and the output classifier membership function are $Y_0, Y_1, Y_2.. Y_n$ for risk factor values such as Low, High and Normal. The proposed ANFIS system is validated with blood pressure data set values using Mat Lab Fuzzy Tool Box, and simulated output analyse the risk factor value of a human being.

Index terms

Pulse rate; Glomerular Filtration Rate; Adaptive Neuro Fuzzy Interface System; Systolic; Diastolic; membership function.

A Protected Valid Theme for Private Image Sharing Using Weiner Filtering

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Abstract:--

Confirmable Private Image Sharing has become an important field of study in contemporary cryptography. As time obliges the need for privacy and confirmability to resist the deception situation, a new private image sharing system recognizing the existence of a cheater is presented and interpreted in this paper. A method to assure the probity of the private image prior to its replacement is proposed. An $n \times n$ private image and $n \times n$ confirmation image are used to generate shares that are set into a cover image for transmission. Structural similarity and mean square error measure of reconstructed confirmation image with a unique confirmation image that verify the coherence of the private image. In order to minimize the value of the mean square root, the Weiner Filter method is used. The computational cost of this method is low which makes it suitable for covert message communication and sharing of scanned documents.

Index terms

Confirmable Private Image Sharing, Digital Image Processing, Cryptography.

A Study on Encryption Algorithm Using Number Theory in Cryptography

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Abstract:--

“A Study on Encryption Algorithm using Number Theory in Cryptography” deals with data security using Number Theory in Cryptography. Data is a key factor in the field of Information Technology where Encryption can be an excellent choice for keeping the data safe from potential data theft. “Cryptography” is the method of secured information transfer by which no third party can access nor understand the message that sent. A mathematical procedure for performing encryption on data, is carried out by the use of an algorithm, where information is made into meaningless cipher text which requires the use of a key to transform the data back into its original form. The idea of encryption using Caesar Cipher and RSA public key cryptography is discussed in this paper. Mathematical concepts with prime, divisors, congruence and Euler’s function are used in cryptography for security purposes. The idea of encryption using Caesar Cipher and RSA public key cryptography are also discussed.

A Study on Customer Preference towards Android in Coimbatore City

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U.Sowndarya, Sri Krishna Arts And Science College, Coimbatore

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Abstract:--

Customer preference plays a major role in the development of technology. Technological development is not only the development in inventing devices but also include the Operating systems such as Android. In the past few years majority of the customers prefers android. The study of customer preference towards android includes the age, region, capability and the way in which the Operating system is being implemented in such a way that it attracts the customer. One of the major factors for selecting a smart phone is the operating system. After introducing android, it captured more than half of the market share of OS market which was earlier held by Symbian, Chi square, Friedman chest and Kendalls-test the study found that android and IOS are the most preferred OS. Samsung is the highest preferred brand to be selected for an android platform. It tries to understand the buyer decision processes or buyer decision making process,both individually and in groups.

Complex Analysis- Application of Harmonic Function

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Abstract:--

Complex analysis is habitually known as the theory of functions of a complex variable, is the branch of mathematics that investigates functions of complex numbers. It is useful in many branches of mathematics, including applied mathematics and number theory; as well as in engineering and physics. This paper is an study of complex analysis as an implementation for engineering and physics. It includes an overview of the topics in few inspection, as reported. Results begin and end in laplace function , but have a path through the complex plane, which influences the result, but remains hidden. Harmonic function can also be defined as functions that satisfy Laplace equations. Harmonic functions are analytic, which means that they possess all derivatives. In case of physical situations, harmonic functions describe those conditions of equilibrium such as the temperature or electrical charge distribution over a region. The topics also include the Laplace equation, harmonic functions and application, steady heat temperature, and joukowski equation.

Awareness of Government Hospitals Schemes among Coimbatore People

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Abstract:--

In the present world, issues on human health are growing slowly but surely. There are many causes which are based by the people like deficiency of vitamins, obesity, diabetics. Based on these reasons peoples are suffering by diseases such as multiple sclerosis, chronic disease, cancer and cardiovascular diseases. To prevent this, our Tamil Nadu government has been developed many benefit schemes. The utilization of these schemes is important. In this paper, some solutions are given for health issues. A survey of the government scheme can provide best facilities and aid them to restore health from diseases. It is very important to know about diseases and their government schemes. Here, we have used some questionnaire method and found out the awareness of government hospital schemes among Coimbatore people using Chi-square test and Correlation. Chi-square test is used to decide the difference between experimental value and theoretical value. Correlation is the statistical measure that helps us to find relationship among the variables.

Keywords:

Multiple sclerosis, Chronic disease, Cardiovascular diseases, Chi-square, Correlation.

Importance of Parental Aid in the Transition Age - A Study of Siobhan Curham's The Moonlight Dreamers and tell it to the Moon

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Abstract:--

“Communication is the essence of literature” says Shivram Karanth. This statement can never be denied as any writer of literature would always want to communicate to his readers through his work. Siobhan Curham, the London born contemporary writer, motivational speaker and a writing and life coach is of no exception. Her profession as such demands a better communication than any ordinary writer and her works too never fail to fall from the pace of communication. She has also won the GBP 2000, Young Minds Book Award in 2010 for her novel Dear Dylan.

Siobhan Curham being a motivational speaker and a writer, her main focus is on the young audience. She however has written books for children, young adults along with fantasy and series novels in the fiction and in the nonfiction genres. Some of her fiction novels include Dear Dylan, The Scene Stealers, Finding the Plot, True Love Always. And to the list of books in nonfiction are Antenatal and Postnatal Depression, Finding Your Inner Cherokee, Dare to Dream, Dare to Write A Novel.

The Moonlight Dreamers and Tell it to the Moon are the series novels published in the years 2016 and 2017, respectively. These two novels are written for the young adults and the four main characters in the novels are also young adults. The novels are in the third person narrative and each of the four characters is given equal importance which makes the novel more interesting. There is no continuous narration of a particular character but each chapter has the narration of at least one character. This shift of narration among the four characters marks a different and a unique narrative style. The language as such is direct and simple and there is coherence throughout the novels.

Social Media Marketing Vs Online Marketing among Youngsters

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Abstract:--

Marketing is something which ascertain the needs of the customer and also satisfy them with profitable. Marketing plays a vital role and they have different mode of marketing communication. In that digital marketing consists of social media marketing, online marketing and forth. Here social media have some variation with digital marketing. Social media marketing is the one best way to reach the customer to build relationship in a easier manner. Social media marketing uses social media sites, forumes to stimulate product or brand and create awareness about them. It boost the traffic and increases the customer engagement through this media sites. The reach is limited to the boundaries of the social media and internet sites. Here the content is regarded as the king and so the customer be engaged. It's aim is to hanging with social media users mostly.

Online marketing, it implies developing and attracting customers through internet and non-internet based channels. It is modern marketing technique, which uses all available and cost effective electronic channels to advertise the materials or services and to increase the customer reach. But it not only relays in Internet, it also possible through offline. It forms on banners to create an impression on the minds of customer. Their Target on audience is to force and stress using channels like T.V,radio, mobile apps, adds, email. When compare to online marketing the speed of the social media marketing obviously wins faster due to the response of the user, in the form of likes, shares, comments and statuses, which helps in reaching the audiences and users in a seconds and digital is comparatively slower.

Keywords:

Social media marketing, digital marketing, online marketing, promotion, internet, customer.

A Study on Recent Machine Learning Approaches and Representation

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Abstract:--

The technology advancement in computer field has made abundance of data to be stored, maintained and retrieved easily. The data stored can be in structured and unstructured form. These data can be used to predict useful knowledge. Lots of research work is carried out in machine learning which is derived as a branch of artificial intelligence. The machine learning algorithms are developed to allow system to evolve and predict the knowledge based on the given empirical data. The self-learning algorithms are developed to automate knowledge prediction. The machine learning algorithms can be classified as supervised, unsupervised, semi-supervised and reinforcement learning. Machine learning algorithms are applied in various applications such as object detection, object recognition, face detection, image segmentation, economical and commercial usage, etc. In this work carried a study on the data representation and recent approaches used in machine learning.

Highlighting the Core Concepts of Clustering Techniques by Examining its Algorithm

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Abstract:--

Clustering is the unsupervised classification of patterns into group. The clustering difficulty has been addressed in many contexts and by researchers in much regulation this replicates its broad appeal and usefulness as one of the steps in examining data analysis. However, clustering is a complicated problem combinatorial, and difference in statement and context in different communities have made the rearrange of useful nonspecific concepts and method conscious to occur. Where suitable, references will be made to key concepts and techniques arising from clustering method in the machine-learning and other communities.

Nano αg^*s -Continuous Function in Nano Topological Spaces

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Abstract:--

The aim of this paper is to introduce Nano αg^*s -Continuous Function in Nano Topological spaces and their characterization are analyzed. Also we identified the risk factors for the cause of HIV through the concept of Nano Topology.

Keywords:

N αg^*s -Continuous Function, N αg^*s -irresolute.

Gender Dysphoria: Controversy in Diagnosing Gender Identity Disorder by Mental Health Professionals

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Abstract:--

Gender dysphoria is a condition of mismatch distress between one's assigned gender identity and the psychological sexuality. It is different from sexual orientation which is romantic and sexual attraction towards the person of same sex, opposite sex, both sex and none. Etiology is attributed to the genetic factors, hormonal influences and environmental conditions while the actual cause remains unknown. Diagnosis is carried through HEADSS (home, education, anxiety, depression, drug use, sexuality, suicide, mental health) assessment. The distress condition is diagnosed after the symptoms are experienced for six months. The study focuses on the challenges faced by mental health professionals such as stigma Vs access to care, child diagnosis retention, transgender pre-pubescent treatment. The social and medical stigma creates a high risk for morbidity and mortality. It evokes other psychiatric disorders like depression, anxiety, mood and social disorders along with suicide ideations. Treatment involves hormone therapy and sexual reassignment surgery whereas the conditioning the behavior in the childhood is harmful and might increase the distress. The suffering condition should be properly recognized by the government and portrayed in media for the improvement of schemes and laws in the future for the provision of equal opportunity to the transgender community.

Keywords:

Intervention, Stigma, Retention of treatment in childhood.

A Study on the performance of selected Indexed Mutual Fund Schemes in India

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Abstract:--

Mutual funds are best investment avenues for large number of investors in recent years. Risk and return are the basic features of mutual fund. The present study evaluates and compares the performance of Indexed mutual fund schemes of three Asset Management Companies (Birla sun life, Franklin India and HDFC). The schemes are Birla Sun life Index fund, Franklin India Index fund, HDFC index fund nifty plan, HDFC index fund, Sensex plan. The period of the study is 8 years starting from April 2011 to March 2019. Benchmark index is BSE 200. The research study has analyzed the performance of Indexed Mutual Fund Schemes of Selected Asset Management Companies. The methodology of the present study includes sampling, data collection and data analysis tools used for the study. The present research study is based on purely secondary data. The NAV has been obtained from Association of Mutual funds of India (AMFI) website and other secondary data obtained from books, Journals and respective mutual fund websites. In this study, different statistical tools have been applied like average, Standard Deviation and other financial tools which are Sharpe Index, Treynor's Index and Jensen Alpha etc., for processing the data to give reliable conclusion.

Black Lives Matter

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Abstract:--

Black Lives Matter is an international organization that works to protect the interest of the black people. It started in African- American societies in United States of America. It was started to fight against racism and violence against the black. the main aim of black lives matter is to fight against racial inequality. The United States of America is one of the country where racial inequality is the highest. It refers to the disparities in USA with regard to prosecuting people of various races. In America criminals are being prosecuted just because they are black. This has reduced a lot in the present days but still exists in the world. The BLM also fights against racial profiling it means to target a particular person or a group for their behavior or for their character this is not only done in united states against blacks but also against native Americans, Americans who follow different religion and also against people to migrate to USA. Through our paper we would like to elaborate the different aims of black lives matter organization and how it is functioning in today's world. The main aim of the paper is to make people aware of the problems faced by blacks and how black lives matter organization works to achieve its objectives.

A Comprehensive Study about Patient Knowledge towards Health Insurance

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Abstract:--

Health insurance deals with a kind of indemnity that repays for medical treatment and surgical expenses to be paid by patient who has insured. It helps in reimbursement of expenses incurred due to medical illness or any injury and pays care provider from individual side directly. In India, costs for healthcare costs are unbelievably high and its consistently rising. This present empirical study is done with an objective in order to examine the awareness of public towards progress of health insurance industry of India and also to measure their satisfaction and perception with respect to buying of health insurance products from insurance companies. Health insurance possess multiple dimensions such as insurance for disability, critical (catastrophic) insurance as well as long-term care (LTC) insurance. Along with elevating health care cost, the disposable income tends to increase and pocket expenditure spent for funding healthcare becomes high. The correct way to avoid this is to provide proper health insurance options to people and educate them with the benefits and outcomes of those insurance policies.

Artificial Intelligence in 3D Bio-Printing

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Abstract:--

Bio printing is an added substance assembling process where biomaterials for example, cells and development components are joined to make tissue-like structures that mimic normal tissues. Generally, bio printing works along these lines to customary 3D printing. A computerized model turns into a physical 3D item layer-by-layer. As of late, the innovation has even made headways in the generation of ligament tissue for use in recreation and recovery. As of now, all bio-printers are test. In any case, later on, bio-printers could change therapeutic practice by engaging with Artificial Intelligence, which revolutionizes the Future Medical Industry. As bio-printers and AI enter medical application, so substitution organs will be yielded to a single patient determination. As each thing printed will be made from a culture of a patient's very own cells, the danger of transplant organ dismissal ought to be low in fact. Together with improvements in nanotechnology and hereditary designing, bio printing may likewise demonstrate an incredible asset for those in quest for ever expansion. Standard bio-printing will likewise unavoidably drive further the New Industrial Convergence, with specialists, designers and PC researchers all undeniably figuring out how to control living tissue at its most fundamental cellular level. Our study illustrates the innovations in Artificial Intelligence in Bio-printing. We have consolidated all the advanced techniques of AI & 3D Bio printing in our research paper.

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Coimbatore, Tamil Nadu, 26th & 27th September 2019

ANTI – VACCINATION

Akshaya Ari, Affiliated to Sri Krishna Arts And Science College, Coimbatore

Rashmi R, Affiliated to Sri Krishna Arts And Science College, Coimbatore

Abstract:--

Our goal of presenting this paper is to provide information about “Anti-vaccination”. The purpose of anti-vaccinating an individual is to build up ones natural immunity and to prevent from getting or spreading diseases. Boldly spilling the beans, the truth behind all the myths and misconception that have been in the minds of the people will be brought to light in our up coming paper. You do not have to be an expert in automobiles to understand that seat belts save lives. Nor do you have to have a medical background to know that tobacco kills lives. Similarly, you do not have to be a medical static to know about anti-vaccination.

In the 20th century, the ferocious disease which killed millions of people was uprooted from the earth only through anti-vaccination. Just as people say prevention is better than cure, here we say that neglecting vaccination would bring the epidemic disease back just like how it was before. This paper gives a clear picture that vaccines don’t cause autism, infants can easily handle more than vaccines, vaccines doesn’t contain toxins that harm, vaccine doesn’t cause disease which they are meant to prevent and we still need vaccine even if the infection rate is low.

Knowing the importance and happenings of anti-vaccination, let us make up our minds to spread its significance and build a healthier nation!

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An Intricate Study on Psycho-Social Prediction of Juvenile Delinquency

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Mohanapriya B, Assistant Professor, Department of Social Work, Sri Krishna Arts and Science College, Coimbatore

Abstract:--

Juvenile delinquency, also known as 'Juvenile offending', is the act of children under the age of 18 participating in unlawful behavior. Juvenile delinquency a serious problem within the society due to modern urbanization and industrialization. Some Juveniles are diagnosed with conduct disorder which may lead to anti-social personality disorder after the juvenile turns 18 which may become the cause for the child to become a serious criminal in the future. Psychosocial prediction helps us to find out their psychological and social factors. Psychosocial study helps in identifying their personality trait, behavior and the reasons leading them to become a juvenile. This study includes various factors like their education, family, peer group, financial condition etc. This research helps in developing the psychological and physiological aspects of the juveniles in their day to day life.

Keywords

Anti-social personality disorder, Juvenile delinquency, Psycho-social prediction, Physiological aspects

Touchless Touchscreen Technology

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A.V. Anuja, Assistant Professor, Department of Software Systems, Sri Krishna Arts and Science College, Kuniamuthur, Coimbatore, Tamil Nadu

Abstract:

Touch screen displays are setup informal all over the map. The touch screen display bestow a greater suppleness to end user but year after year touch screen display becomes less intuitive which causes failure of touch on touch screen display. If screen protector is put to use still dirty marks will be present on the display to give a wide berth to this problem an effortless user interface for touch less control of electrically set off equipment is being evolved. This paper gains mastery over the impediment of touch screen display by presuming touch less display, also this paper entrusts a study of touch less display, history of touch screen working of touch less technology with application.

Keywords:

Touch screen display, less intuitive, failure of touch, and touch less control.

In vitro Biodegradation of polyethylene by Lysinibacillus fusiformis strain Ma-Su

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Abstract:--

Biodegradation of pristine and blended low density polyethylene film has been studied in-vitro using *Lysinibacillus fusiformis* strain Ma-Su, isolated from the municipal compost soil. The degradation of polyethylene film was investigated with the parameters of carbonyl indexes, wettability, tensile strength, elongation at break and surface adhesion. The microbial growth was monitored using plate counting method and total protein content at different intervals of time. The bacterial growth on the pre-treated films and was showing 21×10^3 CFU/ml in pre-treated LDPE sample and 25×10^3 CFU/ml in pre-treated BPE10. The pre-treated LDPE with the bacterium slowly reduced its Keto carbonyl index (CI) from 7.4 to 5. The BPE10 sample showed a marked reduction of Keto CI from 8 to 3.1. The pre-treated LDPE showed a decrease in contact angle from 96.14° to 87.77° , the BPE 10 showed more aggressive reduction from 97.72° to 82.04° . Surface changes were observed by SEM.

Keywords:

Biodegradation, LDPE, pro-oxidant additive, Photo and thermo-oxidation, wettability, FTIR.

**Profit on Investment of Regional Rural Banks
(With special reference to sponsored by State Bank of India)**

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Abstract:--

The commercial banking industry in India started in 1786 with the establishment of the Bank of Bengal in Calcutta. To create a strong and competitive banking system, a number of reform measures were initiated in early 1990s. The thrust of the reforms was on increasing operational efficiency, strengthening supervision over banks, creating competitive conditions and developing technological and institutional infrastructure. The RRBs crossed over three decades; they have achieved performance to the expected level quantitatively not turning towards sound financial management and productivity. Moreover the achieved performance is not uniform though they are working under the approach of same management. Effective performance is the success of every business. In order to achieve the effective and efficient performance, the RRBs have been taken up amalgamation process in the entire organization in the year 2005-06. Amalgamation on of regional rural banks was considered to strengthen all the branches financially. In this paper venture is made to discuss the “Profit on Investment of Regional Rural Banks are all sponsored by State Bank of India.” in this article we had used comparative analysis.

Mamdani's Method in Atomic Clock of Communication Satellite Using Uncertainty Method

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Vidhya.V, UG Students, Department of Mathematics, Sri Krishna Arts and Science College

Abstract:--

The purpose of the paper is to apply the concept of fuzzy logic to calculate the error in distance on space while satellite is rotating around the earth. Fuzzy logic is a form of many worth rationale in which reality estimation of a variable might be any genuine number somewhere in the range of 0 and 1 both comprehensive. Frequency and atomic clock value are taken as parameter to be studied. In this paper a method is developed to determine change in distance and change in time of atomic clock of atomic clock. The method is explained theoretically using some data. Fuzzy logic is conceptually easy to understand. Fuzzy reasoning builds this understanding into the process rather than tacking it onto the end. The term fuzzy refers to things which are not clear or vague. In the real world many times we encounter a situation when we can't determine whether the state is true or false, their fuzzy logic provides a very valuable flexibility for reasoning. These models have the capability of recognising, representing, manipulating, interpreting, and utilising data and information that are vague and lack certainty. Using fuzzy logics with the help of mamdani's method to determine the atomic clock frequency and values error can be calculated

An In - Depth Study about Patients Discernment towards Virtual Healthcare

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Abstract:--

Virtual healthcare become an important technology to attract patients which helps in transforming the healthcare delivery in updated terms. This eventually provides improved access to patient care and increased satisfaction in minds of patients. The virtual healthcare acts as an instrument for patients and caregivers to stay connected. The virtual healthcare adoption extends physicians reach all around the globe. This also offers convenience and easy options for patients to choose their healthcare service. This may perhaps bring about better patient experience making the patient loyal to the service. The patient will also improve their adherence towards medications. The tracking towards health conditions of patients become more and more easy associated with accountability of patients. This current literature aims at finding patient opinion about virtual healthcare, its benefits, outcomes , expectations and challenges.

Index Terms

Virtual healthcare, physicians , care givers, medication, remote areas, tracking, convenience, patient experience.

K-Means Clustering Analysis for Election Prediction using Python

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Abstract:--

The opinion of the public for a candidate will impact the potential leader. Public information and their opinions on candidates are used to acquire a large diverse data set representing the current public opinions about the candidate. The collected data set is analyzed using the k-means algorithm, which helps us in understanding user opinion for a particular candidate and this clustering algorithm is used to make comparisons among the candidate. The feature analysis is done by Classification where Logistic regression classification algorithm and SVM are used to predict, for which candidate users cast their vote. In our experiment, the best result was for predicting the election by taking people opinions from the village. The efficiency and effectiveness of the classification methods are verified by the obtained results.

Index Terms

Classification, Clustering, K-means algorithm, SVM, Logistic Regression, Python

Wireless Power Transmission for Medical and Other Applications

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Abstract:--

wireless power transfer was discovered by Nikola Tesla. This project is developed for power transfer for small range application. The objective of this work is to make the batteries charge which are impossible to be connected electrically such as devices which are implanted in the body such as cochlear implants, defibrillators etc.. More than 6 lakhs pacemakers are embedded each year worldwide. A cardiac stimulation makes use of half of the battery power of a cardiac pacemaker and the other half of its power for monitoring and data logging. A periodic operation procedure is required for battery replacement. This work is to design a wirelessly rechargeable battery for the above problem.

Keywords

Power transmission; Zigbee; Pacemakers; Induction.

A Study on Job Satisfaction among Private Sector Bank Employees in Palakkad City

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Abstract:--

Today, the banking sector is one of the biggest service sectors in India. Availability of quality services is vital for the well-being of the economy. The focus of banks has shifted from customer acquisition to customer retention. With the stepping in of information technology in the banking sector, the working strategy of the banking sector has seen revolutionary changes. Various customer-oriented products like internet banking, ATM services, Tele-banking and electronic payment have lessened the workload of customers. The facility of internet banking enables a consumer to access and operate his bank account without actually visiting the bank premises. Job satisfaction refers to a general attitude which an employee retains on account of many specific attitudes in the following areas: 1. job satisfaction, 2. individual characteristics, and 3. relationships outside the job. The objective of the study is to identify the level of job satisfaction among private sector employees in palakkad city. Simple random sampling technique was employed in the study, in order to remove any possible bias creeping in to the study, considering the small sample size of 120. It concludes that for those individuals with high expectation, there must be enough challenges available in their job, for them to derive satisfaction, and if this criterion is not met, it leads to them being dissatisfied with their job.

Index Terms

Job Satisfaction, Employees, Private sector banks

Prediction of Surface Roughness Using Sensor Fusion Regression Model

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Abstract:--

Surface roughness decides the quality of machined components during machining processes. Output parameters namely cutting temperature, cutting force, tool wear, vibration etc. have direct influence on surface roughness of machined components. It is anticipated that better prediction would be possible if the above mentioned parameters are collectively considered with machining parameters. In this investigation, an effort was made to fuse machining parameters with cutting temperature to predict surface roughness while machining H13 steel. The developed regression model was tested for its ability to predict surface quality. The results proved that the developed sensor fusion regression model can be used for better prediction of cutting performance.

Index Terms

Regression analysis, Hard turning, Minimal cutting fluid application, Surface roughness, Sensor fusion.

Design of Rectangular Patch antenna with Parallel Slots for Medical Telemetry Applications

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Abstract:--

In current scenario, rectangular patch antenna is used for applications such as Mobile telecommunications, Medical telemetry, Satellite communication, AM-FM broadcasting etc. Medical telemetry is a measurement at a distance from the subject; usually the measurable evidence of phenomena under investigation is transmitted by radio signals. The drawbacks of the existing methods are high cost of fabrication due to the usage of non-common substrates and the usage of frequencies which are not in wireless communication bands. A new design of rectangular patch antenna with parallel slot is proposed for overcoming this issue. The rectangular patch antenna having length 47.63mm and width 37.9mm and thickness 1.6mm with FR4 substrate and operating frequency is 2.4 GHz for medical telemetry application in ISM band. The proposed antenna provides good return loss and achieves better gain. The simulation of rectangular microstrip patch antenna is analyzed using Ansoft/Ansys HFSS.

Index Terms

Microstrip antenna, Medical Telemetry, wireless body area network, ISM band.

Consumer Buying Behaviour towards Aroma Dairy Products-An Analytical Study in Coimbatore District

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Abstract:--

Milk products occupy an important role in people's in a society like India where milk production and consumption plays a pivotal role in the functioning of Indian economy. The Indian economy's sustained growth and a consequent rise in purchasing power over the last two decades resulted in the emergence of end number of dairy plants with the ability to afford fluid milk and diversified dairy products. As the consumer's taste and preferences are changing day by day, the market scenario is also changing day by day. Our country's consumption pattern for dairy products is unique as some of the western countries, which are growing over the years due to increased income levels, migration to urban areas and changes in demographic characteristics. Now, every corner in India demands, quality and affordable dairy produce. The Dairy industries are stepping ahead for better quality products with acquired technologies with some quiet innovation for their products and better marching in market. Production of milk is confined only to rural areas, but the demand is found in all areas. Hence, to harmonize a biased supply, fluid milk and value added the dairy has initiated milk products. Milk and dairy products are easily available and offered by number of milk brands. The main challenge for marketers is to create the consumer loyalty by quality, freshness, aroma and taste. Marketers are necessary to know the consumers response towards their own brand milk and milk products of its availability, acceptability and affordability. Thus, this study focuses on analyzing the consumer buying behavior, awareness level and satisfaction level towards aroma milk products.

Index Terms

Consumer Behaviour, Satisfaction, Awareness Level, Consumption

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Sri Krishna Arts and Science College (SKASC)

and

Institute For Engineering Research and Publication (IFERP)

The Contemporary Trends of Augmented Reality in Early Childhood Education

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Abstract:--

Nowadays early childhood education establishments are places where kids aren't only taken care of but conjointly where rigorously planned academic activities (based on pedagogical frameworks) are executed. Augmented Reality has been wide enacted in numerous level of pedagogy like higher-level education, secondary education, primary education, and in informal learning. The purpose of this paper is to explore the existing study on augmented reality in early childhood education between 2009-2018. From the results it has been noted that around the past 10 years the publications on early childhood education is reduced and found the main advantage of augmented reality is to reinforce motivation. This paper focuses on Implementing 'Marker-based' augmented reality in Early Childhood education which would encourage and keep students concentrated in way of learning.

A Study on Security Aspects in Mobile Ad Hoc Network (MANET)

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Abstract:--

Mobile advert hoc networks (MANETs) is a new paradigm of wireless network, presenting unrestricted mobility without any underlying infrastructure such as base station or cellular switching facilities. Essentially advert hoc network is a series of nodes speaking with each by a way of forming a multi-hop community. In a cellular advert hoc community it is tons greater vulnerable to assaults than a stressed community due to its constrained physical protection, dynamically converting community topology, energy restrained operations and lack of centralized management. On the grounds that all the nodes in the community collaborate to forward the information, the Wi-Fi channel is prone to lively and passive attacks through malicious nodes, such as Denial of service (DoS), eavesdropping, spoofing, and many others. The reason of this paper is to investigate the protection aim, security demanding situations and unique kinds of lively and passive assault on MANETs.

Keywords:

MANET, Security, Attacks

**Linking factors contribute to work engagement among
online food delivering executives with special reference
to Coimbatore.**

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Abstract:--

A positive engagement model helps to bring a positive outcome among the employees. Study shows that employees with high work engagement are energetic and dedicated to work. The concept is also related with job satisfaction. It shows that the employees with high work engagement are highly satisfied with the job. It also reveals that work engagement is positively correlated with productivity. Employees with high work engagement are highly productive in their work. Online food delivering industry is a booming industry and demands people with high productivity. The article discusses about the role of work engagement among online food delivering executives. Multiple regression analysis was performed in order to identify the variables which contribute to the work engagement among online food delivering executives. Descriptive analysis was done to know the demographic profile of the online food delivering executives.

Detection and Avoidance of Coordinated Black Hole Attack in MANET's

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Abstract:--

Mobile Ad hoc Network is a kind of wireless systems formed by portable nodes that speak with one another without any central organization. MANETs are more vulnerable to attacks than wired network, as there is no security mechanism. Black Hole Attack is one of the most genuine attacks which influence the MANETs activity. In this type of attack, all forwarded data packets are dropped by Black Hole node. There are many techniques available to eliminate the black hole attack on AODV protocol in MANET. In this work, a novel method is proposed on AODV routing protocol named as enhanced AODV. Enhanced AODV will detect and avoid the black hole attack in MANET's. The enhanced AODV is improved version of the basic AODV where the performance of the network is measured based on throughput, end to end delay, packet delivery ratio and routing overhead. The implementation of the proposed method is done using NS-2.35 simulator.

Index Terms

AODV, Black hole, End-to-end delay, NS-2 simulator, PDF, Routing overhead, Security attacks, Throughput.

Green Synthesis of Silver Nanoparticle Using Leucas Aspera Plant Extract and Its Antimicrobial Activity on Lyocell Fabric

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Abstract:--

Nanotechnology is a vast growing field which adds value to textile. Nanoparticles exhibit completely new or improved properties based on specific characteristics such as size, distribution and morphology. The need for toxic solvents and the contamination from chemicals used in nanoparticle production limit their potential use in biomedical applications. Therefore a “green”, non-toxic way of synthesizing metallic nanoparticles is needed in order to allow them to be used in a wider range of industries. This could potentially be achieved by using biological methods. Using plant for nanoparticles synthesis can be advantageous over other methods. Nanotechnologies has revolutionized the production of nanomaterials as environmentally safe products. Among the biological alternatives, plants and plant extracts seem to be the best option. Metal ions play a major role in Nano synthesis. Silver has been used for centuries as an antimicrobial agent to reduce bioburden and prevent infection. Silver has long been recognized as having an inhibitory effect toward many bacterial strains and microorganisms commonly present in medical and industrial processes. In this article study was conducted by selecting plant with antimicrobial activity and green synthesis of nanoparticle was made. Lyocell is a form of rayon which consists of cellulose fiber made from dissolving pulp. The important attributes of lyocell are 100% natural in origin, has good moisture retention, breathability and biocompatibility. In this study biologically synthesized silver nanosynthesis was made using leucas aspera plant extract and nanofinish was incorporated in lyocell fabric.

Index Terms

Nanotechnology, silver, green synthesis, Lyocell, Leucas aspera

Super Fibonacci Graceful Labeling of Friendship and windmill Graph

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Abstract:--

The Fibonacci series is utilized to produce Fibonacci in a recursive grouping. To find, the arrangement which is produced by including the past two terms is known as a Fibonacci arrangement. The first two term of the Fibonacci arrangement is set as 0 and 1 and it proceeds till boundlessness. And this paper we discuss about the Fibonacci number and its function $f:V(G)\rightarrow\{0,F_1,F_2,\dots,F_q\}$ is said to be super Fibonacci graceful, if the induced edge labeling $f^*:E(G)\rightarrow\{F_1,F_2,F_3,\dots,F_q\}$ and it is defined by $f^*(uv)=|f(u)-f(v)|$ is objective. And also the Cycle in Friendship graph and Dutch windmill graph, butterfly graph and $(K_4-e)^n$ graphs are interrogated. And also few examples are given to show the result of the theory.

Keywords:

Friendship graph and Friendship cycle graph, Butterfly graph, The graph $(K_4-e)^n$, The Dutch windmill graph, Fibonacci graceful labeling and Super Fibonacci graceful labeling.

Intuitionistic Fuzzy Soft Expert Set and Applications in Decision Making problems

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Abstract:--

Problems in real-life mostly involve data with a high level of unreliability and imprecision. Traditionally, in mathematical theories such as fuzzy mathematics and probability theory are used to deal with unreliability and fuzziness. However there are some difficulties in these theories which make it unsuitable to be used to deal with unreliability. This led to the introduction of the soft sets in fuzzy. Fuzzy sets were introduced independently by Lotfi A. Zadeh and Dieter Klaua in 1965 as an extension of the classical notion of sets. In this paper we introduced the concept of intuitionistic fuzzy soft expert set. The soft set was mainly introduced by Molodtsov in 1999 which also demonstrated several applications in solving many practical problems. The soft sets also furthered in solving various decision making problems. In the recent years researches on the applications aspects of soft sets and its generalizations are progressing rapidly. The soft expert sets enable the users to get an overview of the opinion of the experts in one model without the use of operations. These new aspects are even better suited to be used in solving decision making problems, mostly when used with more accurate generalizations of soft sets such as fuzzy sets and intuitionistic fuzzy soft sets. The combination of the authors who introduced the concept of soft expert sets and possibility fuzzy soft sets are Alkhazaleh and Salleh. The duo of the authors then proceeded to introduce the concept of notion of fuzzy soft expert sets and possibility intuitionistic fuzzy soft sets and gave the application concepts in decision making and medical diagnosis problems. In this paper we establish the notion of possibility intuitionistic fuzzy soft expert sets as an improvement to the intuitionistic fuzzy sets. In our study we define a universal set of elements consisting of each element which has a possibility attached to the parameterization of intuitionistic fuzzy sets while defining an intuitionistic fuzzy soft set. Furthermore, from the opinion of a set of experts which enable the users to understand the opinion of all the experts without the use of any operations. This would significantly result in a better and enhance generalization of the intuitionistic fuzzy soft sets which in turn produces more accurate results when applied to decision making problems.

Index Terms

Basic operations on fuzzy sets, Decision making problems, Fuzzy sets, Soft Expert sets

Analysing the Customer Satisfaction Level of Microsoft Office 365

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Abstract:--

This study is about finding the satisfaction level of Microsoft Office 365 Customers. The software industry has stepped up the game and the development is rapid too. It takes next step in developing technologies and making the work easier. Microsoft Office is Software as a service (SaaS) from Microsoft. The Satisfaction level is found out analyzing the customer opinion about the pricing of the package, service and technical support provided by Microsoft, Security provided by Microsoft and Applications available in the Package.

Customer satisfaction is a term frequently used in marketing. It is a measure of how products and services supplied by a company meet or surpass customer expectation. Customer satisfaction is defined as "the number of customers, or percentage of total customers, whose reported experience with a firm, its products, or its services exceeds specified satisfaction goals." The Marketing Accountability Standards Board (MASB) endorses the definitions, purposes, and constructs of classes of measures that appear in Marketing Metrics as part of its ongoing Common Language in Marketing Project. In a survey of nearly 200 senior marketing managers.

The objective is to find how much satisfied are the customers with the Applications available in the package, Security and Services given by Microsoft. This research has been done using SPSS tool to do analysis methods such as Chi-Square, Correlation and Regression. The analysis and interpretation was used to find how much satisfied are the customers with the application package.

A Comparative Study on KNN Algorithm and NB Algorithm to Classify High Priority Heart Patients

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Abstract:--

A Comparative Study On KNN(K-NEAREST NEIGHBOURS) Algorithm And NB (Naive Bayes) Algorithm to Classify High Priority Heart Patients . Heart disease is one of the most common diseases which causes sudden death. Many of the people do not do timely diagnosis. This paper user compared to KNN Algorithm and NB Algorithm is to classify the people who need immediate attention based on different attributes. The performance of KNN algorithm and NB is predicting and the effect for medical data sets. This paper applies for comparative study KNN Algorithm and NB algorithm for prediction of high priority of heart disease patients who need immediate medical attention. Experimental results show the performance of Algorithm with accurate percentage.

Index Terms

Classification, NB, SVM, KNN Algorithm.

Analysis of House Rent in Coimbatore

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Abstract:--

In today's world People search for rentals with various concerns such as budget, size and many more. The rental cost of a house will be based on various factors like the locality of the house, size, no of rooms, individual house, water facility etc. The increase in house rent in a particular area depends on the market trend and the development of the locality. The rentals of various areas in Coimbatore have been collected and recorded to analyze the rental differences within the city. R is a product situation and code for performing basic and complex factual tasks on information. It likewise has wide includes for designs. Both these make it in a perfect world reasonable for logical and research registering. R has extraordinary plotting abilities and this structures a basic piece of information analysis. The inquire about the rentals of house rent have been performed by utilizing R.

Index Terms

Area, Cost, House, Locality, R, Rental, Market strategy.

Comparitive Analysis of Social Media Data Using Various Classification Algorithms in Datamaning

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Dr. JeenMarseline K.S, Assistant Professor Sri Krishna Arts and Science College Coimbatore, India

Abstract:--

Data Mining is one of the most successful domains in research. It describes the past and speculates the future for analysis. There are several techniques used in data mining. Among them classification is one of the main data mining techniques based on machine learning. In classification technique data set is classified into predefined set of groups or classes. Mathematical techniques such as decision tree, linear regression, neural networks and statistics are used for classification methods. Classification is a problem to identify which set of categories the new observation belongs to using training data set. This paper analyses the data taken from social media and uses the classification algorithm for making a comparative study on social advertisement using python.

Keywords

Data Mining, Classification Algorithm, Linear Regression, Decision Tree, Python

A Novel Approach to Prevent Black hole Attack in MANET

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Dr.Jeen Marseline K.S, Assistant Professor, Sri Krishna Arts and Science College, Coimbatore

Abstract:--

Mobile Adhoc Network (MANET) is a set of independent nodes which are capable of self-configuring and self-healing without any centralized infrastructure. The nodes in a MANET are mobile and are able to communicate among themselves over a wireless infrastructure. These nodes are susceptible to various types of attacks. Black hole attack is one among them and is a Denial of Service attack. In this attack, a malicious node drops all the packets which are to be sent to the destination instead of relaying them. In this paper we analyze black hole attack in AODV routing protocol and propose an efficient method of preventing the attack.

Keywords:--

AODV routing protocol, Black hole attack, Denial of Service Attack, MANET

A Study on Impact of Celebrity Endorsement towards Selected FMCG Products with Special Reference to Coimbatore City.

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Abstract:--

Advertising is an audio (or) visual form of marketing strategy, which involves paying for space to promote a product or service. Celebrity advertisement is a new form of marketing strategy that can be used by the companies which involves celebrities or famous persons to promote a product or service. It is one of the most popular tools for advertising now a day. Fast Moving Consumer Goods are the products that are sold easily, quickly and at relatively low cost. FMCG sector is the fourth largest sector in the Indian economy. FMCG product which includes the non – Durables like packed food items, beverages, toiletries..etc. In most of the cases FMCG products are promoted by advertisements especially celebrity advertisements. Celebrity endorsement plays a vital role in promoting branded FMCG products. In this studies the impact of celebrity endorsement on branded FMCG products with special reference to Coimbatore city

Keywords:--

Celebrity endorsement, FMCG products.

Prediction of Learning Disability Using Intuitionistic Fuzzy Sets

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Abstract:--

The venture of this work is to support the individual education community in their adventure. The essential sector of this paper gives an extensive study of the distinct system of determining disability. Learning Disability {LD}. Learning Disability is an allocation carry several disorders in which child have frustration in learning in a natural aspect. LD influence about 27% of children enlists in the schools. The prognosis of learning disability is a sophisticated task since the description of LD from differing features of gesture is a complicated trouble. The healing of children with definite LD has been a source of burden to parents and teachers for the sometime. The intension of this paper is to advance innovation for attribute the missing values and to regulate the implication of the missing value by imputation method and dimensionality rebate method in the accomplishment of fuzzy intuitionistic with a definite significance on prediction of LD in school children. In the basic estimate approach for the prognosis of LD, the poll are generally used and the data cases thus collected fully depend upon the mood of the children and they may have also a contains unnecessary thoughts. The further classification of LD that is Dyslexia, Dysgraphia, Dyscalculia, Auditory Processing Disorder {APD} and Visual Motor Deficit {VMD}. Hence the paper acknowledges a model based on the Fuzzy Expert System that empowers the classification of Learning Disability into its distinct types.

Keywords:--

Auditory Processing Disorder {APD}, Dyscalculia, Dysgraphia, Dyslexia, Intuitionistic Fuzzy Set, learning disability, Visual Motor Deficit {VMD}.

Analysing the Sectoral Indices of National Stock Exchange

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Abstract:--

Capital market is one of the sufficiently important phases of every financial institution and now it's playing a tactical role in a country's economic growth. Understanding that stock market is the backbone of our country it is essential to analyse the profitable form efficiency of Indian stock market so as to assess the efficiency of Indian stock market and give suggestions to the investors to make their decisions on their investment. For the purpose of the study, the biggest stock exchange National Stock Exchange has been selected. The study has used the daily closing price of the stock from 1st Apr 2018 to 31st Mar 2019 comprising total of seven sectors.

Most of the trading in the Indian stock market takes place on its two stock exchanges: the Bombay Stock Exchange (BSE) and the National Stock Exchange (NSE). The BSE has been in existence since 1875. The presence of arbitrageurs keeps the prices on the two stock exchanges within a very tight range.

To test the Market Efficiency the study has used both parametric and non parametric tests like Run Test, Autocorrelation, and Augmented Dickey Fuller test. These tests are used to analyze randomness, independence, stationarity for the data collected. The study reveals drifts in market efficiency which offers investors a diversified way to make their investment activities in effective manner.

The objective is to find how much fluctuated the Indian stock market and to find the changes in the sectoral indices. It will provide the different forms of efficiency available in the market. This research has been done using SPSS tool and E views tool to do analysis methods such as Descriptive Statistics, Auto Regression, Unit Root Test and Runs Test. The analysis and interpretation was used to find how much the Indian stock Market relies with the application package.

Assessing the Influence of Emotional Intelligence on Occupation Stress in a Manufacturing Organization

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Abstract:--

This research has been undertaken to re-emphasise the importance of Emotional Intelligence in the workplace. Though current occupational stress at workplace is quite common, it was found relevant to identify if the employee's EQ Levels help them to handle Occupational stress in a better way. The major variables causing /defining occupational stress and variables defining emotional intelligence were identified and measured by conducting a survey through a structured questionnaire. The questionnaire had three sections each for measuring occupational stress, factors causing stress at workplace and emotional quotient. The population for this research comprised of 482 corporate employees from 14 departments of a manufacturing organization in Tamil Nadu. A sample size of 115 was determined at 95% confidence level and with confidence interval of 8. The valid response rate was 90% and it was analysed using percentage analysis and other statistical analysis like Chi-square test and Pearson's correlation analysis. Though it was observed through percentage analysis that very meagre percentage of employees had high stress at workplace and majority had high Emotional Quotient but subsequent analysis using statistical tools like Chi-square test and Correlation analysis revealed that there wasn't any significant association between Occupational Stress and Emotional Intelligence Quotient as far as the study sample is concerned. However, the Department Cluster did show an association with the Occupational Stress Levels.

Index Terms

Correlation, Emotional Intelligence, Occupational Stress, Emotional Quotient

A Survey on Optimization Techniques in Voice Disorder Classification

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Abstract:--

Voice diseases are increasing dramatically, due to unhealthy social habits and voice abuse. In this survey paper, we investigated the optimization methods for voice pathology and voice disorder classification system. The literature review presents a survey of the acoustic analysis for human voice disorder classification using optimization and machine learning techniques with importance to pathology detection and its classification. The voices input signal is given to various classifications, in such a way the classification produces the result against the pathology voices and normal voices with respect to the male and female human voice classification. The main goal of this research work is to provide a complete study of the most popular machine learning techniques namely, Noise Removal and Silence Removal and different filters in preprocessing, The feature extraction techniques namely, Acoustic features (signal energy, pitch, formant, jitter, shimmer), Reflection coefficients, Autocorrelation, Linear Predictive Coding (LPC), Mel-frequency cepstrum co-efficient (MFCC), Zero crossing with peak amplitude (ZCPA), Dynamic time wrapping (DTW) and Relative spectral processing (RASTA). And to classify the input voice signal with the help of classification algorithms like, Support Vector Machine (SVM) and Back Propagation Neural Network (BPNN).

Index Terms

Voice pathology, survey of existing literature, Optimization Techniques, classification methods.

A Study on Consumer Satisfaction of Branded Paints with Special Reference to Coimbatore

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Subakarthikeyan R S, Department of Management Science, Sri Krishna College of Arts And Science.

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Nagul Karthik M V, Department of Management Science, Sri Krishna College of Arts And Science.

Abstract:--

Paint has retained an important place in human life starting from historical era to today's modern world. Paint industry is the contemporary market in a global industry. The history of clothing production can be traced back to the year 2000BC. paint production became one of the large scale economic activities providing significant employment, next to agriculture. The Indian paints and clothing industry provides a valuable wealth of craftsmanship for both skilled and semi-skilled force which is the development of paints units. The field of my research is Customer Satisfaction which focuses on customer's perceptions. Many firms are interested in understanding what their customers thought about their shopping or purchase experience, because finding new customers is generally more costly and difficult than servicing existing or repeat customers.

Such researches provide a wider scope to the firms in the terms of high customer satisfaction.

Key words:

Paint industry, Modern era, Customer satisfaction, Analysis.

A Study on Factors Influencing Buying Behaviour of Rural Consumers in Madurai District

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Abstract:--

At present, rural markets in India are considered as most promising area for marketing of services and products because of life style changes, knowledge, exposure, consistent increase in demand and need for quality consumption among rural consumers. Significant difference exists amongst demographics of rural consumers and factors influencing their buying behaviour. Factors influencing buying behaviour have a positive, moderate and significant relation with satisfaction of rural consumers. In order to improve buying behaviour of rural consumers, manufactures and retailers should popularize various brands through efficient marketing and promotional strategies and they must use attractive and safe packaging and they should also give freebies to some extent to attract rural consumers.

Key Words:

Buying Behaviour, Consumers, Factors, Rura

A Study on Accident Rates in Tamilnadu Using R

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Asha Priya B, Student, Sri Krishna Arts and Science College

Lavanya S, Student, Sri Krishna Arts and Science College

Abstract:--

In this recent world, the use of automobiles by the public is increasing day by day. As such due to greater traffic in developed areas such as in highways and roads, Motor vehicle accidents and rail accidents are growing in our state as well as in our country. The reason for the accidents are numerous such as drunk and drive, violation of traffic rules, non-application of protective appliances, defective roads, and obstacles on the road, due to workload of incessant driving for hundreds of hours and due to flawed mechanism in the motor vehicle. Only few accidents are due to acts rues. Consequential to the increasing number of accidents, there is loss of treasured human lives and limbs, loss of properties, Traffic Jam etc., and they are the root cause for some social problems. So, it becomes very essential to curtail the road accidents. By identifying the basic reasons for the accidents happening, it would be easier to avoid the accidents in future. It will be useful to the police department as well as to the entire society. R is a software environment and computer language for performing simple to complex statistical operations on data. It also has wide features for graphics. Both these make it ideally suitable for scientific and research computing. R has great plotting capabilities and this forms an imperative part of data analysis. The data analyzes of road accidents is carried out in this paper using ggplot function that is available in Tidyverse package. This research aims to provide a review on excerpting useful data by means of Data Mining, in order to find accident hot spots and predict accident tendencies using data mining techniques.

Key Words:

Data mining, ggplot, dataset, accidents, R, Tidyverse package.

Predominant Learning Using Augmented Reality and Virtual Reality

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E.Nandhakumar , Student, Sri Krishna Arts and Science College

Abstract:--

For education, classroom was regarded as one of significant learning environments which teachers help learners to achieve curriculum objectives. This research aimed to develop an e-future classroom (electronic future classroom) which consists of several elements as follows: electronic innovative technology, education instruction, education environment, and evaluation standard. The e-future classroom was different from general classrooms since it was learning resource combined with AR and VR technology. The person learns higher by perceptive and listening than by merely reading. We are going to treat this specific property of the human mind to accelerate learning. Virtual Reality and Augmented Reality is the next logical step in the evolution of the Education System.

Key Words:

Augmented Reality Technology, Virtual Reality Technology, Augmented Reality In Education, Virtual Reality In Education.

In Search of Self: Analysis of the character Celie in the novel Color Purple

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Nivedhitha.K.B, II MA English Literature, SKASC.

Kalaiarasi.M, II MA English Literature, SKASC.

Abstract:--

This article focuses on the theme of alienation in the novel *Color Purple* by Alice Walker. The main protagonist of the novel is Celie. Celie has been alienated from her family, husband, step children, society and also from herself. It is understandable of the colored people's situation in a white dominated society. Celie was not only ostracized in the society because of her race but because of her gender and physical appearances. The trauma that she had to undergone from her childhood causes her to change radically. Though she is alienated from everyone and did not receive love until she met with Shrug Avery, she never did lose her real self and at the end she finds her true self.

A Comparative Study on Decision Making Through Fuzzy Logic in Application of Anaesthesia

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Abstract:--

The term fuzzy refers to things which are not clear or are vague. The term fuzzy logic was introduced with the proposal of fuzzy set theory by Lotfi Zadeh in 1965. Fuzzy logic is the extension of Boolean logic in contrast. Fuzzy logic is a many-valued logic which includes truth values that can be any real number between 0 and 1 both inclusive. In real life we face many situations in which the result is uncertain and vague. In such situations we use fuzzy logic to predict the range of the result. Fuzzy logic includes partial truth and partial false also the truth value can be completely true and completely false.

Fuzzy logic plays an important role in medical decision making. Medical data lack certainty in some cases. Application of fuzzy logic in the place of uncertainty results in solving such problems. Fuzzy logic is similar to human thinking and interpretation and gives meaning to patients' symptoms that are described using terms like never, rarely, sometimes, often, most of the times, always, etc.

This paper identifies how concept of fuzzy logic helps anaesthists to treat patients for painless surgery according to their characteristics and signs. This review gives a clear cut view of how the experts manage the consciousness and unconsciousness, pain and its relief moment of muscles and relaxation during perscribed time range using fuzzy logic system. It also compares human decision making and fuzzy logic decision making and drives to the fact which decision approach enhances the treatment of patients.

Single Server Queuing model to determine the patient flow process in a local Community Health Centre

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Vani Haridasan, SSN School of Management, Tamil Nadu

Abstract:--

Queuing theory is a mathematical approach to the study of waiting lines. Long waiting time in a health care system indicates the lack in management of the system. This research is an attempt to analyse the use of queuing theory in a local township health care centre and the conclusions drawn in this research are based upon the actual observed data collected from two Branches of a local health care centre located in a small township in Tamil Nadu, India. A case from the out-patient departments of the aforesaid centre demonstrates how the various parameters of the model influence the behaviour of the system. The main objective of this research is to provide some insights for improving the waiting time of patients and also to increase the efficiency of the medical centre. The research considers the centre as a single server queuing system following Poisson arrival. The research concludes that the Queuing system at branch A of the health centre is 93% efficient and at Branch B it is 73% efficient. The traffic congestion can be reduced in branch B, either if one more server that is a doctor or an attendant is appointed for first check up of the patient or the single server that is the doctor's clinic time be increased so that he /she may be able to reduce the queue and make the hospital services better for the patients.

Index Terms

Queuing, Waiting time, Poisson, FIFO, Traffic Congestion

A study on store concept of Visual Merchandising in Fashion Retail

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Abstract:--

This paper presents a study conducted to identify the impact of visual merchandising elements, on consumer buying behavior, to identify the most appealing visual merchandising elements. The purpose of visual merchandising is to attract, engage and motivate the customer towards making a purchase, where it creates an impact on the consumer buying behavior. In fashion marketing , communications one of the most important tool is the retail environment. Visual merchandising is the physical representation and communication cue of the brand or retailer , through the creative grouping and presentation of the merchandise. The world of visual merchandising is all about fascinating tool of display which help in transformation of shoppers into stoppers , walk bys into walk ins and passers- by into passers- who- buy. Its is the art of implementing effective design ideas to increase the store traffic and the store sales .creating an attractive VM can draw the maximum amount of the consumer in , promote a sale of the slow moving product , announce of a sale or welcome a season .

Index Terms

Visual merchandising, consumer, buying behavior, fashion marketing

Perception Level of Client Companies on Less than Container Load (LCL) Shipping

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Abstract:--

The concept LCL referred to as Less than Container Load, deals with methods of consolidating multiple goods which may comprise a variety of products from distinct shippers or clients in a container. The space or plane within a container is calculated in terms of cubic meters (cbm). The cubic meter is employed to estimate and calculate weight as well as volume of products commonly known as goods. Commonly, the containers were classified into 20 feet or 40 feet. Each container will have a capacity of 30 cbm for containers of 20 feet and 65 cbm for containers of 40 feet. This study highly emphasis on the level of perception of LCL shipping among client companies. The concept of LCL is also indicated as small freight shipment. LCL approach is generally employed in small scale businesses where they export in minor quantities in order to establish their enterprise along with their business.

An Empirical Study on the relationship between Service Quality and Customer Satisfaction in Hotel Industry

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Sheryl Christina Preethi.L, Student ,Saveetha School of Management, Chennai

Abstract:--

The paper titled an empirical study on the relationship between Service Quality and Customer Satisfaction. The objective is to ascertain the relationship between the service quality and customer satisfaction in the Indian hotel industry and to know about the factors which influences customer satisfaction. To determine the demographic profile of the customers in Hotel Industry The study is made on descriptive basis and the primary data is collected from Dineserv scale developed Stevens, P., et al (1995). The primary data is collected on probability basis from 120 respondents and is analyzed with the SPSS tool .The collected data were classified, tabulated and analyzed with statistical tools such as Frequency analysis, Mean analysis and Regression analysis. The frequency analysis result showed that majority of the respondents were male and of age more than 45 years. This is because most of the visitors belong to the business community whose monthly income is between 20000-50000. The majority of the customer's educational qualification is under graduate and majority of them work in private concern. Since most of the customers are business people and travelers they have visited the hotel once. Mean Analysis outcome showed that the variable price is predominantly influencing compared to the other factors of service quality on customer satisfaction. From the regression analysis there is an overall relationship between the service quality and customer satisfaction. The Customer Satisfaction is determined to the extent of 65.5 percentage with respect to the service quality factors using Dineserv scale. Among the service quality factors, the factor "price" positively influences the Customer Satisfaction.

Keywords:

Service Quality, Customer Satisfaction, Dineserv, Business Community, Price.

A Study on Purchasing Behaviour of Consumers through Digital Marketing in Coimbatore District

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Shakeel Ahmed. S, II MBA, School of Management, Sri Krishna College of Technology (Autonomous) Kovaipudur (Post), Coimbatore, Tamil Nadu, India

Sowmiya.M, II MBA, School of Management, Sri Krishna College of Technology (Autonomous) Kovaipudur (Post), Coimbatore, Tamil Nadu, India

Abstract:--

In present day situation, digital marketing is the most efficient marketing practice adopted by larger quantum of consumers and purchasing through digital marketing provides a wide range of advantages to consumers and they are always seeking creative and sophisticated way of purchasing experience especially in the digital atmospheres. Significant difference exists amongst profile of consumers and purchasing behaviour through digital marketing. Purchasing behaviour through digital marketing has a positive, moderate and significant relation with satisfaction of consumers. In order to enhance purchasing behaviour of consumers through digital marketing, digital marketing should provide superior quality of products to consumers and they must offer products at cheaper price as compared to traditional marketing. In addition, digital marketing should reduce risk of purchasing for consumers.

Keywords:

Consumers, Digital Marketing, Purchasing Behaviour

Antecedents of Customer Retention in Retail Industry

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S. Monisha, MBA Student, Saveetha School of Management, SIMATS, Chennai

Abstract:--

In the present scenario, retailers are working towards finding the good marketing strategy or tactics to fulfill the customer's wants and needs, and businesses spends more amount of money to obtain new customers as well to retain existing customers. This study focuses on the key relationship between marketing tools such as store community, customer service, personalization and customer retention in retail industry. An empirical investigation of 118 loyalty/reward program members of retail stores in South Tamilnadu. The results found association between marketing tools, namely, customer service, loyalty/rewards programs, store community and personalization. Personalization had a major positive relationship with customer retention. The study provides important insights into the loyalty program management practices of retail stores.

Keywords:

Store community, customer service, personalization, customer retention, retail industry

When IoT Meets Blockchain: Challenges in Distributed Consensus

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J. Christina, Student, Sri Krishna Arts and Science College

J. Vigneswar, Student, Sri Krishna Arts and Science College

Abstract:--

Blockchain has been considered a promising technology for Internet of Things (IoT), since it provides important solutions for localized network which may address trust and security considerations, high maintenance cost downside, etc. The decentralization provided by blockchain will be for the most part attributed to the utilization of accord mechanism, that permits peer-to-peer trading during a distributed manner without the involvement of any third party. This text starts from introducing the fundamental idea of blockchain and illustrating why consensus mechanism plays an indispensable role during a blockchain enabled IoT system. The main concepts of two famed accord mechanisms including Proof of labor (PoW) and Proof of Stake (PoS) are discussed, and their limitations in IoT are listed. Direct Acyclic Graph (DAG) primarily based consensus mechanisms, i.e., the Tangle and Hashgraph, area unit are reviewed to point out why DAG consensus is additionally suitable for IoT system than PoW and PoS.

Keywords:

Consensus Mechanism, Blockchain, Internet of Things, Direct Acyclic Graph, Tangle

When IoT Meets Blockchain: Challenges in Distributed Consensus

Dr.J.Vijimol, Head of Department, Sri Krishna Arts and Science College

A.Antony Prabha, Student, Sri Krishna Arts and Science College

Abstract:--

Blockchain has been considered a promising technology for Internet of Things (IoT), since it provides important solutions for localized network which may address trust and security considerations, high maintenance cost downside, etc. The decentralization provided by blockchain will be for the most part attributed to the utilization of accord mechanism, that permits peer-to-peer trading during a distributed manner without the involvement of any third party. This text starts from introducing the fundamental idea of blockchain and illustrating why consensus mechanism plays an indispensable role during a blockchain enabled IoT system. The main concepts of two famed accord mechanisms including Proof of labor (PoW) and Proof of Stake (PoS) are discussed, and their limitations in IoT are listed. Direct Acyclic Graph (DAG) primarily based consensus mechanisms, i.e., the Tangle and Hashgraph, area unit are reviewed to point out why DAG consensus is additionally suitable for IoT system than PoW and PoS.

Keywords:

Consensus Mechanism, Blockchain, Internet of Things, Direct Acyclic Graph, Tangle

**Financial Executive's Perception about Benefits and
Challenges of International Financial Reporting
Standards (IFRS)**

Dr. P. Praveen Kumar, Asst. Professor, Saveetha School of Management, Saveetha Institute of Medical and Technical Science, Chennai

R. Pooja Priya, II Year MBA, Saveetha School of Management, Saveetha Institute of Medical and Technical Science, Chennai

Abstract:--

International Financial Reporting Standards (IFRS) is an accounting rule or procedure employed for an accountable entity and designed and delivered by International Standard Accounting Board (ISAB) to make a universal business language for all business. In order to use IFRS, all the company reports, financial statements, invoices have to experience a momentous change that will create a heavy impact among the users and investors. The government laws and IFRS laws are not similar in which they pose a challenge of variations. IFRS consolidation will also affect the tax liabilities. Even though it faces a lot of obstacles in before, after and in the current period of implementation, these will surely provide positive results for the companies. In India, many companies are providing their financial report as per US GAAP or IFRS which makes the future report tough to compare. Domestic companies are not yet fully committed to IFRS rule and regulations.

Worklife Balance and Employee Well-Being of Sales Executives in Automobile Industry

Dr. Benita. S. Monica, Asst. Professor, Saveetha School of Management, SIMATS, Chennai
Emimal Gnanamani, MBA Student, Saveetha School of Management, SIMATS, Chennai

Abstract:--

In the present world, work-life balance is gaining special attention from employers as well as employees. Especially for sales promotion employees the ability manage their sales targets and to lead a peaceful personal life is a tough job. The evenness between family life and working life and social interactions has a significant contribution on individual well-being. The study examines the relationship between work-life balance and employee well-being. The employee well-being is measured using satisfaction with job and life. The structured questionnaire was given to 70 employees and total of 57 surveys were returned with complete response representing a response rate of 81 percent. Varimax with Kaiser normalization method is used to rotate and finalise the four dimensions. The four dimensions are Family-work concerns, Work-family concerns, internal conflicts and Anxiety. The results confirmed that work-life balance is a positive predictor of job satisfaction.

Key words:

Work-life balance, Job satisfaction, Life satisfaction, Employee well-being, Sales executives

Survey on a Hybrid Routing Protocol in Ad-Hoc Networks

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Deepa.M, Ph.D Scholar, Department of Computer Applications, Coimbatore Institute of Management and Technology, Tamil Nadu, India

Abstract:--

A Mobile Adhoc Network (MANET) is a network of mobile nodes with no fixed infrastructure or no centralized administration. In MANET maximum all the nodes are mobile, so its topology undergoes frequent change and MANET dynamically configures its network. The major challenge in MANET is to find optimal route between source and destination. MANET routing protocols are classified as unicasting and multicasting. Further under unicasting and multicasting Categorization they are classified as proactive, reactive and hybrid protocols. Hybrid protocols combine the positive features of both proactive and reactive protocols. One of the efficient unicasting hybrid protocol is Zone Routing Protocol (ZRP). ZRP divides the entire network into overlapping zones. Routing inside the zone is carried on using proactive approach of Intra Zone Routing Protocol (IARP) and routing outside the zone is carried on using reactive approach of Inter Zone Routing Protocol (IERP). This paper presents an overview of adhoc routing implementing ZRP. The proposed protocol is suitable for large dense networks.

Key words:

Hybrid protocols, Mobile AdHoc Network (MANET), Routing, Zone Routing Protocols.

**A Comparative Study on Customer Satisfaction
towards Online and Traditional Shopping with Special
Reference to Coimbatore City**

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Abstract:--

Online shopping is emerging very fast in recent years. Now days, the internet holds the attention of retail market. Millions and millions of people shop online. On the other hand the purchasing of product from traditional market is continuing since years. Many customers go for purchasing offline so as to examine the product and hold the possession of the product just after the payment for the product. The increase in technology provides good opportunities to the seller to reach the customer in much faster, easier and in economic way. In this contemporary world customer's loyalty depends upon the consistent ability to deliver quality, value and satisfaction. Some go for offline shopping, some for online and many go for both kind of shopping. The focus of the study is on the consumer's choice to shop on internet and at the traditional stores at the information gaining period. However online shopping is easier for the people and less price than the offline shopping. While making any purchase decision consumer should know the medium to purchase whether online shopping or the offline shopping. Consumer should decide the channel for them which can best suit to their need and wants and which can satisfy them. The present study is done to find out how customers are satisfied through online and traditional shopping and which shopping type is preferred more by the customers. Moreover, shopping has replaced many other activities that people choose as their hobby. This study has made to know which shopping factor influenced customer more to purchase and also to know the problems faced by them while purchasing.

Key words:

Online shopping, Traditional shopping, Factors affecting traditional shopping and online shopping.

Supply Chain Management: The Importance of Integration of Logistics and Business Processes

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M. Harrish, Department of Commerce, Sri Krishna Arts and Science College, Coimbatore, Tamil Nadu

Mahima Mohandas, Department of Commerce, Sri Krishna Arts and Science College, Coimbatore, Tamil Nadu

Harsha R, Department of Commerce, Sri Krishna Arts and Science College, Coimbatore, Tamil Nadu

Abstract:--

This conceptual paper outlines the importance of integration in supply chain management (SCM) by linking the functions of logistics as it applies in strategic business process. Often, business processes are developed at the strategic level but are never identified precisely in logistics or in SCM. Strategic business processes like Customer Relationship Management (CRM), Supplier Relationship Management (SRM), Customer Service Management (CSM) and Demand Management are not directly linked to logistics or SCM. This paper identifies the literature that expressed the importance of integration and how business processes can be relevant in the execution of key logistics activities in the supply chain context. Typically, SCM attempts to centrally control or link the production, shipment, and distribution of a product. By managing the supply chain, companies are able to cut excess costs and deliver products to the consumer faster. This is done by keeping tighter control of internal inventories, internal production, distribution, sales, and the inventories of company vendors.

Honeypot Pattern for Intrusion Detection System in Networks

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Prathibha U, Assistant Professor Department of Computer Science, Sri Krishna Arts and Science College, Coimbatore

Gokila D, Assistant Professor Department of Computer Science, Sri Krishna Adithya College of Arts and Science, Coimbatore

Abstract:--

Numerous plans have been proposed to follow parodied (manufactured) assault bundles back to their sources. Among them, bounce by-jump plans are less defenseless against switch bargain than bundle stamping plans, yet they require exact assault marks, high stockpiling or transfer speed overhead, and participation of numerous ISPs. The target of the Honeypot security framework is a system to distinguish the unapproved clients and interlopers in the system. The endeavor level security can be conceivable through high versatility. The entire subject behind this examination is an Intrusion Detection System and Intrusion Prevention framework factors achieved through honeypot and nectar trap approach. Dynamic Configuration of nectar pot is the achievement for this component. Eight distinct systems were conveyed to get the Intruders who using the unbound system through the unused IP address. The technique adjusted here to distinguish and trap through honeypot system action. The outcome acquired is, interlopers discover trouble in picking up data from the system, which helps a great deal of the enterprises. Honeypot can use the genuine OS and mostly through high communication and low association separately. The examination work finishes up the system movement and traffic can likewise be followed through honeypot. This gives added security to the verified system. Location, avoidance and reaction are the classes accessible, and also, it distinguishes and confounds the programmers.

Keywords:

Honeypot, Honeytraps, Intrusion Detection Systems

Virtual Reality Game in Education: An Pragmatic study

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Abstract:--

Virtual Reality is becoming a recent trend on entertaining world, also reached greater elevations in Science and engineering. Virtual Reality (VR) technologies have been widely applied over all educational settings for years and proved that integrating education over visual modalities is becoming more impactful these days. An experimental study over the impact of using virtual reality games on education is analyzed and compared with the spatial presence in this article. Study proves that virtual reality based experiments creates more impact when it is brought through visual and auditory modalities. And it also proves that VR is more immersive and engaging compared to all other educational system parameters. Low cost VR headsets such as Google Cardboard, Samsung VR Gear and so on, have made it more accessible in the society which provides the feeling of being psychologically occupied in a virtual environment tend to bring out more technology in the environment. Thus, an important inference for design is that to bring out more visual modalities for educational contents.

Measuring E-Banking Quality Dimensions and their Effects on Customer Satisfaction towards Banking Services

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Abstract:--

Customer satisfaction is commanding for the continual survival of any organization around the world where standing knowledge in electronic banking helps the banks and policy makers to analyse the dimensions of internet banking and their contributions towards customer satisfaction. E-Banking has become one of the needed banking services that can, if properly implemented, increase customer satisfaction, and give banks a competitive advantage. Knowing the comparative importance of service quality dimensions can help the banking industry focus on what satisfies customers the most. The requisite of this study is to measure the e-service quality of internet banking and the relationship with customer satisfaction in Banking Services. The current research focuses to explore the factors of e-service quality and to measure the customers' satisfaction of internet banking on the identified e-service quality dimensions.

Keywords:

Dimensions; Efficiency; Internet Banking; Responsiveness; Service Quality

A Profound Review on Purchasing Behaviour of Female towards Online Shopping of Apparels in Coimbatore City

S. Mahalakshmi, Ph.D Research Scholar, Bharathiar University

Dr. E. Muthu Kumar, Associate Professor, Nehru College of Management, Coimbatore, Tamil Nadu

Abstract:--

The recent growth of e-commerce and consumer's increasing interest in purchasing over internet has significantly distorted the landscape of Indian retail industry. Online shopping become a way of life for most of the Indians especially working women. Indian online market is estimated to grow 3.5 times to touch 175 million by 2020. The recent emergence of online shopping is the hub to the consumers who are interested in purchasing online. The current research aims at analyzing the factors that induce the female buyers to shop online and their intension towards online-shopping. The study identified various barriers which affect online purchase by females towards apparels. Based on widespread literature review, factors influencing online customer purchase intentions and attitudes were identified through structured questionnaire method. From the study it has been found about female consumer demographics and purchase intentions to buy goods online and how the online market will be in future. The suggestions were given to the customers and the online retailers to the successful business.

Keywords:

Apparels; Consumers; Demographics; Online retailers; Purchase intention.

**A Study on Impact of Emotional Intelligence on Job
Satisfaction among Call Center Employees of
Coimbatore District**

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Dr. S. Ramkumar, Professor and Head of the Department, Department of Management Science, Hindusthan College of Arts and Science, Coimbatore

Abstract:--

Emotional Intelligence and job satisfaction are two different concepts of interest in the modern work environment. A recent trend in testing psychological aspects of employees has led to consider emotional intelligence as one of the main factors that determine job satisfaction. The objective of the research study is to investigate the impact of emotional intelligence on job satisfaction. This research study considers emotional intelligence as a multidimensional construct and compares the effects of these dimensions on job satisfaction and job performance. The study is descriptive in nature as it portrays to identify the emotional intelligence of the Call Center employees. The result shows that the emotional intelligence had big impact on the job satisfaction in the organization. The study also recommends a set of conclusions and recommendations that achieve the purpose of the study.

Keywords:

Emotional Intelligence, Job satisfaction, relationships, Call centers

A Survey on Predicting Obesity among Childhood using Data Mining Techniques

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Abstract:--

India has the second maximum number of obese children in the world, with 14.4 million revealed cases, according to a new study published in The New England Journal of Medicine. The measure of obesity has doubled since 1980 in over 70 countries of the world, the research finds. Obesity in childhood is accomplices with a large range of serious health conditions and an increased possibility of the immature onset of sickness, including diabetes and heart disease. Data mining was generally used in many childhood obesity prediction systems. The capacity to predict childhood overweight will help early prevention. This paper presents the various data mining techniques and its merits and demerits etc. The main objective of this analysis is to study the various data mining techniques used in predicting childhood obesity in the early- stage and reduces the risk factor.

Keywords:

Data mining, Childhood prediction.

A New Approach for Android App Malware Detection Using Machine Learning

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Abstract:--

The unmistakable quality and handiness of mobile phones has made them engaging concentrations for destructive and intrusive applications. Android's present hazard correspondence component depends on clients to comprehend the consents that an application is mentioning and to put together the establishment choice with respect to the rundown of authorizations. The clients don't comprehend or consider the authorization data as it requires specialized learning. Fake practices in Google Play, the most prevalent Android application showcase, fuel search rank maltreatment and malware expansion. To distinguish malware, past work has concentrated on application executable and authorization examination. In this investigation, we present FairPlay, a novel framework that finds and use follows left behind by fraudsters, to recognize both malware and applications exposed to look through position extortion. FairPlay corresponds audit exercises and extraordinarily joins identified survey relations with semantic and conduct sign gathered from Google Play application information (87K applications, 2.9M audits, and 2.4M commentators, gathered over a large portion of a year), so as to distinguish suspicious applications. FairPlay accomplishes over 95% precision in characterizing highest quality level datasets of malware, fake and genuine applications. We demonstrate that 75% of the recognized malware applications take part in hunt rank extortion. FairPlay finds several deceitful applications that as of now avoid Google Bouncer's identification innovation, and uncovers another kind of assault battle, where clients are bothered into composing positive surveys, and introduce and audit different applications.

Keywords:

Android Device, Fraud apps, Malware Detection

Easy Catch For Multiple Face Detection and Recognition in Real Time

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Dr.Subbaiah S, Department of Computer Science, Sri Krishna Arts and Science College, Coimbatore

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Abstract:--

Face identification and acknowledgment is a significant theme in the field of computer vision. It has been generally utilized for functional and constant applications in numerous territories, for example, savvy UIs, astute visual observation, and intelligent games. In this paper, we proposed a Face recognition as a starting procedure of programmed framework in human face and face identify rely upon the situation as a controlled domain, shading picture. Later Face tallying depends on numerous Texel camera estimations. At long last, Face acknowledgment framework is connected from face recognition; include extraction stages can run all the while to perceive the face. Face recognition is a computer innovation that decides the areas and sizes of human faces in discretionary pictures. It identifies facial highlights and overlooks whatever else, for example, structures, trees, and bodies. Human face observation is right now a functioning examination territory in the compute vision network. Human face confinement and identification are regularly the first step in quite a while, for example, video observation, human PC interface, and face acknowledgment and picture database the board. Finding and following human appearances is essential for face acknowledgment as well as outward appearances examination, even though it is frequently expected that a standardized face picture is accessible. In this paper, we expect to execute the CNN for Face location and acknowledgment.

Keywords:

CNN, OpenCV, face identification, image acquisition, grayscale, region of interest, Face Detection

A Survey on Natural Language Processing

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Abstract:--

In this paper we are going to see the overview of Natural Language Processing(NLP). Natural Language Processing is the ability of the computer program to understand the human language as it is articulated. NLP is component of Artificial intelligence(AI). The development of NLP applications is stimulating one because machine or computers basically needs our human command to be in programmatic manner with exact and clear high structure but human communication is not always precise and it is often uncertain and this structure can depend on many difficult variables such as jargon, regional dialects and social context. There are two main techniques in which the natural language processing works. i.e. Syntax and Semantic analysis. The syntax analysis authorize for the procedure of words in a sentence to make proper sense. NLP uses syntax to evaluate meaning from a language based on linguistic rules. Semantic involves the use and meaning behind words. NLP applies importance and arrangement of sentences. we will see briefly about the NLP, techniques used and which fields the NLP is applied.

Keywords:

Natural language processing, computer program, human language, speech, syntax and semantic analysis.

Role of Women Employ EES in Coir Making Industry

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Abstract:--

Coir is a unique natural fibre. It is extracted from the coconut husk and is spun into coir yarn in addition to that the number of other value added products such as coir rope, mats, mattings, rugs carpets etc. are produced.

Tamilnadu is the second largest producer of Coir fibre in India and also comes under first place in the single largest producer of brown fibre contributor nearly 65% of total production in India. There are 66 Coir Societies are functioning in this state with 10652 members.

It is a vital commercial area for agricultural products, especially Coconuts and Tender - Coconuts are exported from here to all over India. Due to the labour shortage, many fibre extraction units were forced to run just one shift and around 30 per cent of the curling machinery remained idle.

To overcome the problem of labour shortage, they hire workers from the economically backward North Eastern states like Orissa, Assam and Manipur. In this situation the role of women employees are essential.

Keywords:

Coconut, Tender, Coir, Fibre, Mat, Rugs Carpet and Husk.

ICT Based Brain Compatible Teaching in Adult Education

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Abstract:--

We live in an age where many of us are well-grounded in the field of education. It is evident that the adult learners are deeply entrenched by the use of technology in their everyday learning. The quality of education has progressed towards a learner- centered approach where the students are given more opportunities to self-learn subjects of their choice. By implementing Brain-Compatible teaching and learning methods with the use of Information and Communication Technology(ICT) teachers can make their practices more professional and help adult learners meet their optimal level of learning a language to a greater extent. In this context, the study attempts to explore how teachers can make lesson content relevant for students with ICT tools. The main objective of this paper explains how English language teachers can help the adult learners in learning the real world English with the use of technology. Using qualitative method the collected data provides an overview of how the students are benefited and given opportunities to improve their knowledge in a productive way. The article gives an outline of how the use of technology by the students have highly developed their interpersonal skills, social skills and communicative skills which are the need of the hour.

Keywords:

Adult and Continuing Education, Adult - Learners, Brain - Compatible Teaching, Information and Communication Technology (ICT), Professional Development.

An Experimental Investigation on the Influence of Process Parameters on the Tensile Properties of FDM Processed Carbon Fibre Reinforced PLA Parts

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Abstract:--

In recent years, one digital manufacturing technique gaining more excitement among researchers from academia and industry, which is used to build three dimensional components by melting, extruding and depositing successive layer of semi molten materials is Fused Deposition Modeling (FDM). FDM is one of the additive manufacturing techniques, a rapid prototyping method which is used widely for fabricating components from plastic materials directly from a digital file. However it is a challenging task for FDM technique to build functional end user parts due to lack of basic knowledge about the effect of various FDM process parameters such as layer thickness, infill pattern, air gap, raster angle, build orientation and more. The quality and functionality of the FDM fabricated parts were influenced by the above mentioned processing parameters. The main focus of this paper is to experimentally investigate the independent effect of different FDM process parameters on the tensile properties. The study is carried out on 20% carbon fibre reinforced PLA material to analyse the individual effect of layer thickness, printing speed and infill pattern on the tensile property. Test specimen samples were printed by varying the above mentioned process parameters. The results indicated that layer thickness and printing speed significantly affect the tensile strength of the material. It has been observed that the individual process parameters has significant effect on the tensile strength of the 20% carbon fibre reinforced PLA FDM fabricated parts which helps the design engineers to decide the proper process parameters, so that fabricated FDM parts can be fabricated with good tensile strength.

Virtual Reality in Education: Pros, Cons and Controversies

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Abstract:--

One of the most promising technologies in this fast changing world is ‘virtual reality’. It is expected that virtual reality technologies will become an inevitable part of education and training needs. While the term virtual reality is very commonly used for gaming, it is also evident that this technology has contributed a lot, simplified many tedious learning processes. Education is getting a new dimension with the help of virtual worlds, the realistic simulations and the immersion offered by virtual reality applications. Especially, complex and abstract concepts can be explained easily with lesser efforts as well as expenditure, but at the same time, due to its limitations, still there exists some mixed opinions on this technology. This study analyses the positives, negatives associated with the usage of virtual reality technologies in education and also discusses about the controversies that commonly prevail among educators, parents and other stakeholders.

A Study on the Effectiveness of Promotional and Communication Strategy in Print Media Industry

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Abstract:--

The paper titled “A study on the effectiveness of promotional and communication strategy in Print Media Industry”. Print media forms are newspaper, magazines, scholarly journals, weekly, monthlies, flyers, posters. Due to the heavy competition in the market various promotion and communication strategies are adopted by print media organization. This paper attempts to determine the effectiveness of promotional and communication strategy adopted by print media and to determine the impact of Promotion and Communication strategy on Effectiveness. Descriptive research design is used in this study. The sample size is 100 and selected based on convenience technique. The collected sample is analysed using percentage analysis, mean analysis and regression analysis from SPSS package. From the determinants of communication and promotion tools like Advertising, Direct marketing, Sales promotion and Personal selling and Public relation the effectiveness is significantly influenced by Direct Marketing which is proved based on regression analysis.

Keywords:

Advertising, Direct marketing, Sales promotion and Personal selling and Public relation, Print Media

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Shrillness Scattered Society Society and Sociology

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Abstract:--

Hitherto the darker sides of the society are hidden treasures which should be brought to light. Identity, culture and language plays a major role in one's life, a human without culture and identity is like our finger without nail. Everyone would come across certain hardships to attain their own identity in their life but only few gets succeeded while remaining people would constantly strive for achieving or lament about it. This paper "SHRILLNESS SCATTERED SOCIETY", under thrust area "SOCIETY AND SOCIOLOGY" predominantly themed about the inequalities and injustice spread over widely in our society. On the whole this paper emphasizes psychoanalytic theory from Shyam Selvadurai's Funny boy. It aims and works for the transformation of Shrillness into cheeriness in their voices.

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Set Similarity Searching on Text Using Discriminative Gaussian Model

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Abstract:--

Set Similarity search is a fundamental operation in various applications. In the present society where the huge proportion of documents are flooding, the enthusiasm for modified substance summary has been growing. In particular, while pondering the reasonable use, it is ordinary that the inquiry arranged substance rundown, which makes synopses focusing on the given unequivocal request, will be progressively noteworthy rather than the traditional synopses that essentially traces the entire report. synopsis structures for various applications, for instance, notion mining, online news advantages, and tending to questions, have pulled in growing thought starting late. These tasks are tangled, and a praiseworthy depiction using sack of-words does insufficient meet the extensive needs of employments that rely upon sentence extraction. In this paper, we revolve around addressing sentences as diligent vectors as a purpose behind evaluating centrality between customer needs and candidate sentences in source records. Embeddings models reliant on coursed vector depictions are oftentimes used in the once-over system in light of the fact that, through cosine equivalence, they unravel sentence centrality when differentiating two sentences or a sentence/request and a report. Regardless, the vector-based embedding models don't typically speak to the outstanding quality of a sentence, and this is a particularly key bit of file rundown. To energize the semantic insight between sentences in the arrangement of desire based tasks for sentence embeddings, the SenEmb further considers the connection between neighboring sentences. Accordingly, this novel sentence introducing structure joins sentence depictions, word-based substance, and subject assignments to predict the depiction of the accompanying sentence.

Keywords:

Summarization, Set Similarity Search, SenEmb Model, Discriminative Gaussian Topic

Cyber Addiction: Intrinsic Health Complexity

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Abstract:--

Web use has really impacted particular prosperity in potential and honest ways. Past research with respect to the issue generally centered around the mental prosperity brought about by addictive use, for example inspiration control issue, super constant issue. With the consistent improvement of computerized advancement, Internet has been an imperative segment of living and working, which can give increasingly worthwhile and capable help and help. Meanwhile, the effects of Internet use more than Internet reliance on solitary prosperity can't be dismissed in living and working. The present examination intends to separate the most broadly perceived physical grumblings related with Internet use, and moreover investigate the connection between the repeat of Internet use and individual physical prosperity. Five hundred and thirteen individuals completed the studies by on the web or detached way, which covers measurement request and request concerning Internet use and physical grumblings. The most notable disagreements were including dry eyes, reduced vision and cervical torment. The positive pearson relationship coefficient were found between the dimension of physical protestations and the repeat of Internet use, spot of home and guidance. Especially, the higher proportion of time for the Internet use is unequivocally associated with a progressively raised measure of physical complaints.

Keywords:

Cyber addiction, Social media, decrease on physicial health

A study on the Effect of Infill Pattern, Infill Density and Layer Thickness for Fused Deposition Modeling to Enhance the Tensile strength of ABS Parts

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Abstract:--

Fused Deposition Modelling (FDM) is one of the additive manufacturing processes among the different types which involves melting, extrusion and deposition of thermoplastic filament. It is the most widely used additive manufacturing process because of its ability to make components having complex geometrical shape. However, building end-consumer functional component using fused deposition modelling proved to be a challenging task due to the influence of quality on wide variety of processing parameters of the build parts and their functionality. Further, the final part's mechanical properties, building time requires a more intrinsic understanding to elaborate on the impact of the FDM processing parameters. This paper presents a experimental investigation on Acrylonitrile butadiene styrene (ABS) thermoplastic filament to assess the effects of process parameters such as Infill pattern, infill density, layer thickness on the tensile strength. A set of test specimen samples were printed using varying processing parameters for the experimentation of the tensile strength of each fabricated sample. From the result of the experiments, suitable processing parameters for an assuring tensile strength property were analysed and studied to develop better end-user functional parts.

Keywords:

FDM, additive manufacturing, infill pattern, infill density, layer thickness, tensile strength

A Study on Buying Behaviour on Organic Foods with Special Reference to Erode District

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Abstract:--

‘Organic’ is the term which is used frequently now-a-days by the consumers all over the world. The problem of the study is people are already living in the place which is polluted in all means – air, water and land and in-addition to that the food which they take in is also polluted with fertilizer, pesticides, etc., This practice is been followed knowingly or unknowingly for so many decades. Organic food products are becoming popular in many cities in India. The study has identified in Erode as one of the area where people are started to buy organic food product. The organic market in India is identified as one of the fast growing sector. The objective of the study is to examine the awareness on purchase of organic food products, to analyze the motivational factors towards purchase of organic food, to analyze the purchase pattern towards organic food and to know the satisfaction level of consumers and problems faced by them. There are five research tools has been used for the study, those are Simple percentage analysis, chi-square, ANOVA, Friedman Rank test, Descriptive Statistics. The marketers of organic food products need to be innovative and dynamic in order to complete with the changing purchase behaviour in the organic food products market among urban residents. The study brought out the fact that the people are well aware of images and availability, but not loyal entirely to organic food products .So the marketers must create promotions which are both realistic and moral.

Keywords:

Organic Food, Buying behaviour, Awareness level, satisfaction level etc.

A Vision on How the Women Cab Drivers Manage Their Dual Role Conflict

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Abstract:--

Since the dawn of civilization, every individual play multiple role in the society. Its never an easy job for a married woman to pull up and manage the economic burden. There resides a situation where single way of earning has made life bit harder to cope up. So, women work in order run the race. The service of women is seen mostly in all fields without minding the work pressure from her job life as well as her daily life. The present study is on how women manage the dual role conflict. The study reported responses of 43 women cab drivers. For analysis purposes, interval scale is used for preparing the questionnaire and the statistical technique, multiple linear regression used. The researcher culminated that social support has not made any change in managing their conflict pressure in work environment and in family.

Keywords:

Women, Cab Drivers, Dual Role, Conflict.

A Study on Brand Switching Factors of Millennial Customers on Toiletries

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Abstract:--

Nowadays toiletries products became essential needs for individuals and there are almost 55 products come under toiletries with variety of categories like skin care, hair care, child care and body care. This study is to investigate the socio-economic factors of the respondents, buying behavior of customer about toiletries and to investigate the factors that influence the customers when buying toiletries products and also to study the factors that make the millennial customers to switch from one brand to another brand in toiletries products. This study is conducted by survey method, over 100 millennial respondents were surveyed and various tests like percentage analysis, kruskal-wallis test and Friedman test were done. It is also found that the respondents will be loyal to the brand when the brand meets the satisfaction level of the respondents. And when it happens the respondents were ready to suggest the brand to others and influence them to try the brand.

An Investigation on Forces Driving Towards Patient Choice in Selection of Home Care Services

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Abstract:--

Patients choosing home care centres experience a substantial effect on factors impacting decisions of family members to deliver home-based reassuring health care. The numerous factors encompasses personal, cultural values, physical, medical and other forces relating to healthcare systems. These elements influence the place of patients treatment. Home Health Care remains as a stipulation of professions that medically and para medically related associated with equipments and extend their services to individuals in patients place of residence by delivering, promoting, monitoring, and reviewing their health to obtain minimised effects of disability as well as illness. Caregivers persist as the main cause of a premature or acute ending of home care. The caregiving plays an influential role in stroke family caregivers' perception and adaptation to caregiving. Some caregivers are chosen as decisions that are uninformed and providing meagre consideration towards their implications.

Key words:

Home based service, cultural values, physical, medical, treatment, patient, caregivers, residence, disability.

Development of a MI Based Approach to Predict Project Risks and Recommend a Avoidance Action

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Abstract:--

Project Management can be determined as skills application, knowledge implementation, tools and techniques with standards to meet the requirement and expectations of customers or clients for a project. However, the project is said to be a temporary effort commenced for generating a unique product or service whereas the traditional project management has been addressed the issues surrounding resources namely man power, time, quality and money. Moreover, the world have progresses and undertakes change, the discipline of Project Management is too transferred more along and adapt to the new environment. There are several negative consequences has occurred due to improper management involved are cost overrun, time slippage, technical performance of shortfalls impairing and failure for accomplishing anticipated benefits. Risks and uncertainties has characterize all activities involved in production, services and exchange which affects all the fundamental variables such as determine the planning, implementation, monitoring and decision making. Hence, this discipline of project management is an essential role in all fields the future remains uncertain and risky. The risk and uncertainty is the threat of variability, instability lack of knowledge in events and activities and also lack of appropriate technology to handle the events and activities. Thus the project risks and uncertainties are results of both exogenous and endogenous factors.

Key words:

Multilevel SVM, Project Management, Project Metrics

Role of Emotional Intelligence and Leadership Effectiveness among Marketing Professionals

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Abstract:--

In today's scenario Emotional intelligence is one of the highly researched area as it is considered as one's ability to acknowledge and control their own emotions, while harnessing others emotions appropriately to have the most optimum reaction as situations demands or dictates. Emotional Intelligence reflects the ability to feel and understand by standing on others shoes in social situations, to detect the nuances of emotional reactions and to utilize the acquired realization to influence others through emotional regulation and control. It also represents a critically marketing professionals competency for effective leadership and team performance in organizations in the existing era. For leaders, having and being emotionally intelligent is indispensable for success. This research examines and investigates the effects of emotional intelligence (EI) on leadership by analyzing the role of emotional intelligence in leadership effectiveness. The purpose and the objective of the study are to find out the relationship between emotional intelligence and the leadership effectiveness. The respondents for the study has been working with minimum 5 years of working experience as Marketing executives from various organizations in Coimbatore district. The study sets out two hypotheses. The first hypothesis was set as "the higher the emotional intelligence the higher leadership effectiveness". The second hypothesis was set as "the female executives as leaders are high in emotional intelligence and leadership effectiveness". The research found that there is no significant relationship between the emotional intelligence and the demographic factors with respect to gender in relevance with the Marketing professionals. The study therefore sought to establish simple methods to create a positive environment in an organisation and establishes that there would be a positive impact on the transformation of the individuals of the organisation by creating emotionally intelligent leaders. The results outlined in this research suggest that EI and its corresponding factors are significantly correlated with leadership effectiveness and that more successful Professionals have higher levels of EI and further leadership abilities vary according to perspective of the marketing executives and level of emotional intelligence.

Keywords:

Leadership, Emotional intelligence, Self regulation.

A Study on Consumer Buying Behaviour and Level of User Satisfaction of Laptop with Special Reference to Coimbatore City

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Abstract:--

Computers and laptop are an integral part of today's student study kit. And with a brand's with marketing, each trying to differentiate itself from the other in terms of features, style, etc... and trying to entice the buyer with attractive offers, the decision of choosing on the laptop has become a gruesome excise for the students. The very nature of the product encourages the prospective buyer to go through all the stages of a typical buying. That is the reason that to take up to study of buying behaviour and level of user satisfaction of laptops. This study will provide an overall view of brand awareness and consumer buying behaviour and market study of Laptops. Satisfaction is a person feeling of pleasure or disappointment resulting from the products received performance is or (outcome) in relation to his or her expectations.

Keywords:

Computers & Laptops, Consumer, Buying Behaviour, Brand Awareness, Satisfaction Level.

A Study on Performance and Issues Faced By Spices Exporters in Coimbatore District

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Abstract:--

Agricultural crops that form the input of agro-based industries may be broadly classified into Food Crops and Commercial Crops. However, this classification is not specific as many crops are both commercial and food crops, for example - Sugarcane, Tea, Coffee, Cardamom and other spices. But it is common practice to include these among commercial cash crops, as they are primarily cultivated for earning money income and not for direct consumption by the producers. Spices constitute an important group of agricultural commodities, which are virtually indispensable in the culinary art. They also play a significant role in our national economy and in the national economies of several spice producing, exporting and importing countries. Spice is defined as "a strongly flavored or aromatic substance of vegetable origin, obtained from tropical plants, commonly used as a condiment". India is known as the "Home of spices" and boasts of a long history of trading with the ancient civilisations of Rome and China. Today, Indian spices are the most sought-after globally, given their exquisite aroma, texture and taste. India has the largest domestic market for spices in the world. India is the world's largest producer and exporter of spices of the 109 varieties listed by the International Organization for Standardization (ISO), as the country produces and exports about 75 varieties of spices. . In order to analysis the above export performance of spice products and issues faced by spices exporters in Coimbatore district.

Keywords:

Agriculture, foreign Currency & Spices

A Study on Online Shopping On Custome Satisfaction on Myntra

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Abstract:--

Mobile commerce has nowadays become a popular internet marketing strategy which operates through various mobile devices. Mobile shopping and mobile banking are the two phenomenal shifts that have transcended the consumers' attentions and interest towards online shopping. Both national players Myntra and international players are working strategically in e-commerce business so as to increase their market share. Mobile apps are designed in such a way that they exclusively focus on increasing user engagement and make their experience easier. The aim of this research paper is to analyse the effect of mobile shopping apps on middle age consumers buying behaviour. The results revealed the significant impact of mobile shopping apps on buying behaviour of middle age consumers. Further it can be inferred that pre purchase services, transaction related services and satisfaction of middle age consumers are instrumental in determining the purchase intention of middle age consumers.

Keywords:

Mobile Commerce, Myntra, Buying Behaviour, Online Shopping, Customer Satisfaction.

**A Study on Customer Perception towards Investing In
Life Insurance (With Special Reference to LIC,
Coimbatore District)**

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Abstract:--

Human life is a most essential asset and life insurance is the most important type of insurance which provides financial security to a person and his family at the time of uncertain risks or damage. Life insurance provides both safety and security to individuals and also encourages savings among people. LIC of India plays a vital role in the welfare of human well-being by providing insurance to millions of people against life risks such as uncertain death or accident. The descriptive based study was selected with an objective to identify the perception of investors towards Life Insurance Corporation of India while their investment decision-making. Various insurance related factors have been discussed in the paper. The data for the study has been collected from both primary and secondary sources. The study area is limited only to Coimbatore District and sample size is 70 policyholders of LIC. Researcher has taken based on demographic and insurance based preference factors and tested them with the help of percentages method.

Keywords:

Customers, perception, LIC, Life insurance.

A Study on Comparison of Job Stress among Employees in Wipro and Cognizant

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Abstract:--

Stress can be explained basically as pressure upon a person's psychological system which arises out of complexity or intensity of one's work life. Stress is the physical and mental response of the body to demands made upon it. Job stress is the harmful physical and emotional responses that occur when the requirements of the job do not match the capabilities, resources, or needs of the work. Job stress matters to our health and our work. Organizational stress is most the common in wake of liberalization, globalization and modernization process across industries. Globalization compelled the IT sector to reform and adjusts to have a competitive edge to cope with multinationals led environment. This study focuses on identifying the various types of stress and also to find the factors influencing the ranging stress levels among the employees working in IT sectors. Thus the results of the study would aim at population of various segments of the IT sectors. It also includes the possible and suitable methods of combating stress among the employees. Therefore, the researcher attempts to the present study is to look into these aspects for the purpose of gathering more information for improving the work stress among the employees working in IT sectors.

Keywords:

Stress, Organisational Stress, Information Technology, Employees, Globalisation.

Marketing Strategies of the Selected Textile Showrooms in Coimbatore District - An Empirical Study

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Abstract:--

Customers derive satisfaction from a product or a service based on whether their need is met effortlessly, in a convenient way that makes them loyal to the firm. Marketing strategies can be fluid changing as needed to improve the results. The firm need to assess and adjust the marketing strategy from time to time to account for changing market condition shifts in demands and other factors that impact the sales, as a result of the market research activities and performance of the business. This study is conducted to cope up with rapidly changing environment it will help to identify threats and opportunities in the market. This study is to know the demographic profile of Customers in textile showrooms and to know the customer satisfaction towards product range offered them. This study is to analyses the level of customer satisfaction towards promotional efforts taken up by textile showrooms.

Keywords:

Marketing Strategies, Textile Showrooms, Customer satisfaction, promotional efforts.

A Study of Consumers Trust in E-Commerce with Special Reference to Coimbatore City

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Abstract:--

The research inspects the precursor and upshot consumer trust in E-commerce .The outcome shows the good name and methodological bond of an electronic dealer and consumer's inclination to trust or emphatically related to consumer trust. Consumers faith has a optimistic relationship with frame of mind and a pessimistic relationship with grasp threat. The study strong-willed the factors influencing the consumer's trust towards E-commerce in coimbatore city and hence investigates the influence of perceived usefulness,perceived ease of use and perceived risk on use of E-commerce. The strategic challenge facing E-commerce today is growing and changing needs and expectation of consumers. Consumers are becoming increasingly recognizing and more involved in their financial determination. Insinuation of the results are disputed.

Keywords:

Consumer trust, Methodological bond, financial determination, needs and expectation.

A Study of Customer Satisfaction in Online Shopping With Special Reference to Coimbatore City

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Abstract:--

In the epoch of globalization, there was a huge radical change in electronic marketing. For the past 10 years, all the business organization were running with technological changes. E-shopping or marketing is the use of internet via computer or phones for the development of online shopping to increase the grade of business. Here, retailers are busy studying consumer behavior in the field of online marketing and are devising strategies to meet the demand of consumers. Now most of the people choose to shop online as it has varieties of goods and is convenient. Retailers have to analyze the specific things to catch consumers sight by bringing out discounts and offers and by advertising it. Therefore, we have to study the factors influencing consumers to shop online.

Keywords:

Technological changes, E-Shopping, retailers, consumer behavior.

Forecasting of Coffee Production in India Using ARIMA Model

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Abstract:--

Coffee plays vital role in India, a normal consumption of coffee, which means that three to five cups/day, is connected with a range of physiological belongings and can be fit inside healthy, impartial diet and dynamic way of life. Coffee production is conquered in the South Indian states, in Karnataka with 71%, subsequently Kerala with 21% and Tamil Nadu with 5% of on the whole production with 8,200 tonnes. Our Indian coffee is especially for the hand-picked coffee grown-up in the dark sooner than direct sunlight everywhere in this world. In India around 250,000 coffee growers are working around the country. Moreover 98% of people are small coffee producers.

Keywords:

ACF, ARIMA, Forecasting, Moving Average, PACF

