

# **ICNAMR - 2021**

**Virtual Conference**

**2<sup>nd</sup> INTERNATIONAL CONFERENCE ON  
New Achievements in Multidisciplinary Research**

**29<sup>th</sup> - 30<sup>th</sup> May, 2021**



**Organized by**

**Sri Krishna Arts and Science College (SKASC)**

**in Association with**

**Institute For Engineering Research  
and Publication (IFERP)**



**ICNAMR-2021**

**2<sup>nd</sup> International Conference on  
New Achievements in Multidisciplinary Research  
(Virtual Conference)**

**Coimbatore  
29<sup>th</sup> - 30<sup>th</sup> May, 2021**

**Organized by:  
Sri Krishna Arts and Science College (SKASC), Coimbatore  
&  
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 (SKASC), Coimbatore, Tamil Nadu*. I am delighted to welcome all the delegates and participants around the globe to *Sri Krishna Arts and Science College (SKASC), Coimbatore, Tamil Nadu* for the “*2<sup>nd</sup> International Conference on New Achievements in Multidisciplinary Research*” Which will take place from *29<sup>th</sup> - 30<sup>th</sup> May'2021*

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, India*

Sincerely,



**Rudra Bhanu Satpathy**



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## Preface

The *2<sup>nd</sup> International Conference on New Achievements in Multidisciplinary Research* is being organized by *Sri Krishna Arts and Science College (SKASC), Coimbatore, Tamil Nadu* in Association with *IFERP-Institute for Engineering Research and Publications* on the 29<sup>th</sup> – 30<sup>th</sup> May, 2021.

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

The “*2<sup>nd</sup> 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 310 submissions. Through rigorous peer reviews 103 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.



## Managing Trustee's Message



**Smt. S. Malarvizhi**

Managing Trustee

Sri Krishna Institutions.

Greetings,

I take great pride in welcoming all the international and national dignitaries, distinguished scholars and teachers who have gathered for the “International Conference on New Achievements in Multidisciplinary Research- 2021” to share their erudition and understanding of their respective subjects. These are difficult times with the onset and continuation of the pandemic. The world has changed immensely and so has our understanding of the workings of the new challenges posed by this pandemic. Humanity trudges forward, strong and unbending. In this trying times it is heartening to see the teaching fraternity coming together to carry forward the torch of learning. Over the years dramatic improvement has been made in the field of research. Major questions of societal, economic and political aspects have been questioned and debated upon. This trend has presented the research community with new opportunities that need to be addressed. This International conference itself is proof that research continues onward and has evolved rapidly, shifting towards multidisciplinary consortia to attain success. Our Conference is a step in the right direction and a significant stride towards recognizing and rewarding conventional contributions to multidisciplinary research in the changed universal scenario. The Conference is an ingenious platform to endorse and establish multidisciplinary research.

I hope you will have a prolific and productive day of invigorating discussions.

Smt. S. Malarvizhi,  
Managing Trustee,  
Sri Krishna Institutions.

## CEO's Message



**Dr Sundararaman**

CEO

Sri Krishna Institutions.

Research is seeing what everybody else has seen and thinking what nobody else has thought." - Albert Szent-Györgyi

Greetings to all, on behalf of Sri Krishna Institutions, I take pride in welcoming you all for the "International Conference on New Achievements in Multidisciplinary Research-2021". 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 their careers have the opportunity to pursue a wide range of vocations. Exploring this different terminology can be a strength when examining issues through a range of different subject lenses. In this global situation of crisis and uncertainty, it is pristine clear that many hands from various fields of expertise are required to stand together in order that we eradicate a giant problem together. Therefore, an increasing awareness on a multidisciplinary point of view is inevitable today. It is this aspect of the current scenario that makes us choose the topic of today's conference. This 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

Dr Sundararaman

CEO at Sri Krishna Institutions

## Principal's Message



**Dr.P. Baby Shakila**

Principal

Sri Krishna Arts and Science College, Coimbatore

Dear all,

“Everything is theoretically impossible, until it is done.”

Greetings to all, on 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 – 2021”. In this moment of academic pursuit amid the unprecedented international and national situation, I would like to emphasize the safety of you and your families. The thirst for learning and research crosses all barriers and overcomes all obstacles. The online conference is proof of the indomitable spirit which resides in each one of us. Your dedication and search for knowledge is commendable and I would like to congratulate each one of you on having made this possible through your dedication and determination in spite of all odds. I consider this conference as a herald call to all the researches who have dared to merge their fields and also have a symbiotic relation with other related fields thus lending credence to the multidisciplinary approach. Thinking out of the box has to become a norm by habit and not by choice. I am confident that the conference will prove to be the much-needed respite and change that we so desire in today's world.

Dr.P. Baby Shakila,

Principal

SKASC

## Convener Message



### **V. A. Rinsey Antony**

Head - B. Sc (CDF)

Sri Krishna Arts and Science College (SKASC)

“Learning is not attained by chance. It must be sought for with ardour and attended with diligence.”

Greetings to all, on the behalf of Sri Krishna Arts and Science College,

On behalf of the organising committee, It gives me immense pleasure to present you all the “2nd International Conference on New Achievements in Multidisciplinary Research – 2021”. The goal of organizing this conference is to share and enhance the knowledge of each and every individual in multidisciplinary research. Amidst the pandemic this virtual conference has given a good opportunity for those who have a thirst in knowing the present technological developments and also share their ideas. Furthermore, this conference will also facilitate the participants to expose and share various novel ideas.

The conference aims to bridge the researchers working in academia and other professionals through research presentations and keynote addresses in current technological trends.

Such a large conference event is the culmination of many individuals. I thank the Management, CEO, Principal for providing us an opportunity. I also thank conference committee for extending their valuable time in organizing the program and all the presenters for their sparkling efforts and appreciate you all for your contribution and participation in the conference.

Prof. Rinsey Antony

Convener



## Organizing Secretary message



**Dr. K.Meenakshi Somasundari**

Assistant Professor - BBA (CA)

Sri Krishna Arts and Science College, Coimbatore

On behalf of the organizing committee, I want to precise my gratitude to Sri Krishna Arts and Science College and IFERP for giving a chance to convene the International Conference on the theme, New Achievements in Multi-disciplinary Research. The programme is enriched with an invited talk, and a Keynote speech, a comprehensive panel, quick abstracts, and birds of a feather dialogue sessions. The exciting technical sessions became doable thanks to the incessant efforts of our organizing members. The milieu of the conference is to espouse the analysis culture among academe expedited by plan exchange of the intellect throughout the conduct of the conference. Furthermore, the intent activity is to acquaint information with innovative recent trends and new research avenues within the Multidiscipline. 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 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: the space between a thought and its realization.” It's the glory of an honest little bit of work that opens the method for one thing still higher repeatedly resulting in own eclipse. With all the perfect for the conference proceedings which is for future reference and Pleasure to seeing you all at the 2<sup>nd</sup> ICNAMR in May 2021 at SKASC, Coimbatore.

Dr. K. Meenakshi Somasundari



**ICNAMR -21**

*2<sup>nd</sup> International Conference on New  
Achievements in Multidisciplinary  
Research*

**Keynote Speakers**



**Dr. Menardo Bautista**

Research Director

DMMC Institute of Health Sciences Tanauan, Batangas, Philippines



**Prof. Dr. Rashid Mehmood**

Professor of Big Data Systems & Director for Research, Training and Consultancy

King Abdulaziz University, Saudi Arabia



**Dr. Imran Razzak**

Sr. Lecturer at School of Information Technology

Deakin University, Australia



**Dr. Deepak Singh**

Co-Founder, DK Info Solutions

Adjunct Faculty, Jaipuria Institute of Management, Lucknow



**Prof. Dr. Deepak Tandon**

Professor - ( Finance & Accounting Area)

Programme Director-Centre For advanced banking

International Management Institute (IMI)

# ICNAMR-2021

## *2<sup>nd</sup> International Conference on New Achievements in Multidisciplinary Research*

*Sri Krishna Arts and Science College, Coimbatore, 29<sup>th</sup> - 30<sup>th</sup> May, 2021*

### Organizing Committee

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**Dr. J. Mary Saranya**, Assistant Professor, Management Science, Sri Krishna Arts and Science College (SKASC)

**Dr.R. Buvaneswari**, Assistant Professor, Mathematics, Sri Krishna Arts and Science College (SKASC)

**Dr. S. Narendren**, Assistant Professor, Bio-Science, Sri Krishna Arts and Science College (SKASC)

**Prof. S. Sharmila Priya**, Assistant Professor, English, Sri Krishna Arts and Science College (SKASC)

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**ICNAMR-2021**

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New Achievements in Multidisciplinary  
Research  
(Virtual Conference)**

**Coimbatore  
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# **ABSTRACTS**

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**ICNAMR-2021**

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**Sri Krishna Arts and Science College (SKASC), Coimbatore  
and  
Institute For Engineering Research and Publication (IFERP)**





## Design idea for a smart wheel chair

**Nidhi**, Dcrustuniversity

**Charanjeet Singh**, Dcrustuniversity

**Prayag**, Dcrustuniversity

**Kamal**, Dcrustuniversity

**Parth**, Dcrustuniversity

**Harjee**, Dcrustuniversity

### **Abstract:--**

PWD is considered as the most unfortunate people by some people for the fact that they are dependent on people for their needs but in real sense every being is designed such that everyone is dependent on each other in some sense . With the intention of helping PWD with major issues in region of body .In these corona times .it is even more difficult to maintain social distancing guidelines in these times for such people. we have designed a smart wheel chair using technologies like Arduino software , Arduino board, different types of sensors ,Bluetooth etc. Moreover for not even the PWD people .It can be used as an alternate machine for hospital staff by using the sitting area as a place to keep food and distribute efficiently in the covid care centers that are in large ground areas very efficiently .The wheel chair has been given special features which help such people to get their less dependence on other people.

## Design Idea for a Headband to Protect Brain Area from Electromagnetic Pollution Using a Electromagnetic Shielding Material

**Nidhi Mhendhiratta**, Derust University, sonipat, Haryana

**charanjeet singh**, Derust University, sonipat, Haryana

### **Abstract:--**

Advancement in different product technologies by using radiations has created a new type of problem which can be addressed as electromagnetic pollution .Human body is exposed to large amounts of radiation due to presence of tech products in near vicinity which can affect the biological state of many organs. The human body has started getting adapted to such environments of large electromagnetic pollution but with that nowadays different products are being designed and produced to help in protecting organs from radiation .A similar product design is being discussed in the following paper.

### **Keywords**

Electromagnetic shielding material ,head band , electromagnetic wave

## Changed Notions of Right to Education and Its Accessibility in Post Pandemic Era with Special Reference to Children of Sex Workers in India: A Critical Analysis

**Dr. Abhijeet Ramkrishna Dhere**, Modern Law College, Pune

### **Abstract:--**

The global pandemic of Covid-19 has hit the world in worst possible manner. Every nation has suffered great losses, and this has affected all aspects of life. The pandemic has made us all vulnerable and forced us to open our eyes towards aspects of life which we had almost ignored in our quest for development. India was no exception for the same. During this period there was one sections of society which got affected badly and was not paid attention from the government. It was Women in Sex work or Commercial Sex Workers (CSW) and particularly their children. This part of society is always considered at the last moment and we tend to ignore the specific problems faced by them. Talking in the context of Education the children of sex workers face severe issues as far as the accessibility of education is concerned. In the normal course of time as well these children had to face multiple problems in accessing education and the problems were increased by multiple folds during the period of Pandemic and Post Pandemic. Pandemic forced us to change our pattern of education delivery system to new techniques of online modes and everyone had to undergo and accept these changes. The existing digital divide of India made the scenario worst for the people coming for disadvantaged sections to cope with the changes. Especially talking about the children of sex workers they found it difficult to access the online schools and this has deprived them of their right to education. This article focuses on analysis of various nuances and intricacies involved in and around the accessibility of education for the children of sex workers in the context of changed notions of educational delivery system during the Pandemic and Post Pandemic period.

### **Key Words**

Children of Sex Workers, Right to Education, Pandemic, Impact of Pandemic, Accessibility to Education

## Game Based Learning: Can it be an effective Pedagogical Intervention?

**Asha S Kutty**, Dept. of Management Studies, Mar Dionysius College

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### ***Abstract:--***

The effectiveness of any TLP-Teaching-Learning Process can be evaluated on the basis of results obtained after using it. Any learning result relies upon the pedagogical methods adopted to teach learners. The more is the suitability of technique, the better will be the results. Game based learning is where game features and principles are implanted within learning activities. Game based learning is also an effective learning technique where games are used to boost student learning. Game Based Learning (GBL) brings advancement, experimentation, disclosure of internal ability in learners; while, for the educators, it create original thoughts and ways to deal with teaching-learning process; giving instances for instructors to learn new methodologies lined up with research on how students learn. This article attempts to sort out the requirement for Game Based Learning as a creative educating approach. The major finding of this article is a conceptual framework which will enable researchers identify critical factors for successful implementation of GBL.

## Survey on Cancer Diagnosis Using Machine Learning

**Syed Sarjoon.S**, UG Student, Department of Information Technology, Sri Krishna Arts and Science college, Coimbatore , India

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### ***Abstract:--***

Machine Learning is a branch of Artificial Intelligence (AI). It provides systems the ability to automatically learn and improve from experience without explicitly programmed. It focuses on building applications that learn from data. The purpose of Machine Learning is to discover pattern in data and make predictions. Machine Learning in healthcare is becoming more widely used and is helping medical technicians and clinicians in more different ways to diagnose patients easy. In recent days Machine Learning is used in cancer detection. Cancer is due to genetic disorder and sometimes by pathological changes. Cancer should be quickly and correctly detected in the initial stage for its early cure. Hence the usage of machine learning techniques helps in early diagnosis. In Machine Learning the Logistic Regression has been modified to detect the malignancy of the tumorous cell more accurately. This paper concentrates on applications , benefits and various technologies for Cancer diagnosis using Machine Learning.

## Study on Second Law Analysis in a Slab with an Internal Heat Generation

**S. Priyadharsini**, Student, Sri Krishna Arts and Science College

**R. Vaishnavi**, Student, Sri Krishna Arts and Science College

**S. Thiravani**, Student, Sri Krishna Arts and Science College

**V. Nithyasri**, Student, Sri Krishna Arts and Science College

**O. Thanesh**, Student, Sri Krishna Arts and Science College

**Abstract:--**

In this work a basic analysis of entropy generation rates of one-dimensional steady state heat conduction in a slab with an internal heat generation has been carried. In this case, the slab external surfaces were subjected to asymmetric convection cooling. The temperature distribution and entropy generation in the slab was analyzed graphically for different pertinent parameters. The Observed result can be useful in engineering applications related to conduction heat transfer.

**Keywords:**

slab, internal heat generation, entropy generation, convection

## Impact of COVID-19 on Online Shopping for Electronics/Home Appliances in UAE

**Dr. D Rajasekhar**, Professor, AMET Business School, AMET Deemed to be University, Chennai

**Sajid Marickar**, PhD Research Scholar, AMET Business School.

***Abstract:--***

The most emulous and dynamic e-commerce sector in the MENA region is Emirati e-commerce and this is the e-commerce innovator in the GCC countries. The demand was planned to extend at an average annual rate of 25%, by the end of the year 2020. At the same time, with the recent outbreak of COVID-19, a pandemic that has engulfed almost every country comprising UAE, a global economic disaster is awaited. Due to the lockdown in the countries, companies being closed, many sectors have lost money. During this pandemic, the e-commerce sector has got a big blow worldwide however Emirates watched a sharp rise in online shopping. The survey examines the trend of E-commerce sales in this pandemic with regards to electronics and corresponding products.



## Performance Indicators and Progress of Indian Commercial Banks

**P. Thanigaivalen**, Part Time Ph.D. Research Scholar, Department of Management Science, Sri Krishna Arts and Science College, Coimbatore (Affiliated to Bharathiar University).

**Dr. M. Vidya**, Assistant Professor, Department of Management Science, Sri Krishna Arts and Science College, Coimbatore (Affiliated to Bharathiar University).

### **Abstract:--**

The impact of financial market developments on banks is reflected by the trends in their various soundness indicators, namely, Return on Asset (ROA), Capital to Risk Weighted Assets Ratio (CRAR) and Non – Performing Assets (NPAs), Capital Adequacy Ratio (CAR), also known as Capital to Risk Weighted Assets Ratio (CRAR), is the measure of a bank's capital and is expressed as a percentage of a bank's risk weighted credit expenses. This paper is an attempt to analyse the performance indicators of Indian Commercial banks with the help of Capital Adequacy Ratio, Credit Deposit Ratio, Investment Deposit Ratio and Cash Deposit Ratio. The Secondary data compiled from various reports were put into analysis with the help of correlation, T test, ANOVA and regression modelling. Hence it is noted that the performance of Nationalised Banks is good as far as the Capital Adequacy rate is concerned and the consistency of improvement is good in Scheduled Commercial Banks and it is concluded that the Capital Adequacy Ratio of the different category of Banks in India differ each other as the P value is less than 0.05 in all the cases. The performance of Commercial Banks in India has been measured through Credit Deposit Ratio, Investment Deposit Ratio and Cash Deposit Ratio ranging from the year 2005 to 2020. The analysis shows that the growth rate is more on Credit Deposit Ratio than Investment Deposit Ratio and Cash Deposit Ratio. Banking being a service industry a well defined and functional mechanism to ensure fairness and satisfaction to the bank users is important hence banks should take proper initiatives on ensuring their financial strength for the benefit of the society.

### **Keywords:**

Banks, Capital Adequacy Ratio, Credit Deposit Ratio, Investment Deposit Ratio, Cash Deposit Ratio

## Impact of Finance in Small Scale Industry Entrepreneurs for Their Growth and Development in Chennai

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**Dr. K. Ramasamy**, Assistant Professor, Department of Management Science, Sri Krishna Arts and Science College (Affiliated to Bharathiar University Coimbatore).

### **Abstract:--**

Financial institutions and the Government are very keen on the development and promotion of Small scale industry's - Entrepreneurs which includes capital sparing and labor intensive sector. The shortage of finance affects the ability of the small scale industry's Entrepreneurs and their units severely. All problems routed to finance, whether it is raw material, power, transport or marketing faced by an small scale entrepreneur in its extreme analysis turns out to be a problem of finance. The small scale industries gets elbowed out by the large and medium scale industries in the procurement of bank finance and institutional credit. The ultimate of the problem is very often that of finance. Small scale industry's Entrepreneurs were very poor and have little to offer as security for raising finance. So, the need of financial assistance to Small Scale Industry has become very important. Government and financial institutions providing various opportunities and financial assistance to small- scale industries right from their inception for their development and high growth but this assistance exists a real impact on the growth and development of small - scale industries which needs to be analysed. Accordingly, the study is an attempt to investigate the impact of financial assistance provided to Entrepereneurs in small-scale Industries in Chennai town

### **Keywords**

SSI, Financial assistance, Entrepreneur, Working capital

## A Study on Assessing the Impact of Marketing Mix on Brand Equity

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### **Abstract:--**

one of the foremost valuable assets of any company is Brand equity. firms that in terms of name equity have a high position within the minds of shoppers will be simply thought-about a lot of profitable among different firms in their various trade. This analysis has been administrated with the aim of finding out the impact of selling combine on Brand equity in manufacturing automobile floorcovering of PM Plastic Company. This analysis, in terms of purpose, and relating to knowledge assortment is taken into account descriptive - case study. Customers of PM Plastic Company, are 480 persons that are thought-about as applied mathematics universe, and to work out the sample size, per Krejcie and Morgan table, a sample size of a minimum of 214 is needed, and by victimization LISREL computer code and structural equation modeling technique, the relationships between analysis variables are examined. analysis results indicate that there's a major and positive relationship between perceived quality, whole loyalty, and Brand equity, and also, distribution channels and costs have an effect on Brand equity through effecting perceived quality.

### **Keywords:**

Marketing mix, Image, Brand loyalty, Perceived quality, Brand awareness, Brand equity.

## A Study on Mental Health Issues among Young Adults with Body Dysmorphic Disorder (BDD)

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### **Abstract:--**

The International Society of Aesthetic Plastic Surgery survey statistics every year showed an increase in number and procedure in comparison to previous year. As most people in the world have something that they do not like about their appearance thinking that they have a crooked nose, not having a proper smile, or attractive eyes that they perceive as too large or too small according to them. Hence most of them undergo surgeries like plastic surgery, cosmetic surgery to fix or correct their imperfections but never gets satisfied with those unnecessary surgeries. This mental illness involving obsessive focus on a perceived flaw in appearance termed as Body dysmorphic disorder (BDD) makes the person spend hours a day thinking, and worrying about the same and trying to fix it. As these negative thoughts make them feel stressed and trigger their day-to-day functioning. People with body dysmorphic disorder may tend to miss their scheduled works like attending school-college and work they often tend to have sociophobia as keep themselves isolated from others. Especially in young adults, they may repeatedly check the mirrors, grooming or seeking reassurance, sometimes for many hours each day which cause significant distress, and major mental health issues. BDD is also associated with marked impairment in psychosocial functioning notably poor quality of life and high suicidality rates. To find out the mental health issues among young adults with BDD, a study was carried out in a sample of 201 young adult population selected by purposive sampling method, from the Coimbatore city Population. The study examined the course of BDD with depression, anxiety and stress among young adults. From Pearson correlation, it was observed that young adults with BDD symptoms correlates positively with Depression, Anxiety and Stress variables. The study also revealed that BDD is more relatively frequent among females than males in the same. The study helps to develop coping mechanisms and overcome BDD symptoms and may even help to control to some extent. This helps to prevent suicidal ideation among youths and aids to maintain a healthy self and also as a impact to decrease their poor functioning in their day to day life activities of young adults both students and working individuals

### **Keywords:**

BDD Symptoms - Depression, Anxiety and Stress, Suicide risk, comparison of Female and Male

## Freelancer – Client’s Relationship in Digital Marketing – A Commercial Friendship

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### **Abstract:--**

The value of client loyalty is inextricably related to the company's long-term survival and expansion. Customer service has become a critical element for any firm, whether it is manufacturing or providing services, in today's business world. Objectives of the study, To examine how Experience with customer service representatives in selected respondents in Coimbatore City and To investigate personal variables (age, gender, educational qualification, occupation and monthly income and level of satisfaction towards client relationship digital marketing. Methodology of this study, the methodology adopted to seek answers for the objectives was survey based descriptive research design used in this study. Primary data as well as secondary data used in this study. Primary data collected through structured questionnaire. Secondary data collected online and offline method used in this study. It is important to identify the right resources for making the research precisely genuine and compatible for future research.

Findings of the study, , the customer service representative handled my call quickly ranked with first with highest weighted mean of 4.00, followed by the representative knowledge second rank with 3.89. While courteous is ranked three, thus it is concluded that customers are very much satisfied they handled the call quickly. Suggested this study, Believe is at the establishment of any long-term relationship with a client. The more certain your clients feel in your skill and aptitude, as well as what you really do, the more they'll believe you to supply them with the correct arrangements. Conclude this study, this is especially true for service providers, whose relationships with clients differ from other customer-vendor relationships.

### **Keywords:**

Freelancer, service quality, digital marketing etc

## Investigation on the Removal of Arsenic heavy metal ion using Egg shell and Black tonner powder particles

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### **Abstract:--**

The present work is mainly focused on the investigation of the potential usage of Egg shell and black tonner powder as a low cost adsorbent material for the effective removal of Arsenic heavy metal ions from industrial effluent. The batch experiments were conducted by varying the pH, size of the reinforcement particles and its concentration. The experimental results revealed that the optimal pH for the removal of Arsenic was 7. The removal efficiency was found to increase when the experiment was conducted with smaller size egg shell particles. However, a gradual decrease in the removal efficiency was observed on increasing the size of the egg shell particles. From the experimental results, the maximum amount of arsenic was removed when the concentration of the adsorbents was 2mg/L. Further, the combined action of pore diffusion and intra-particle transport were the main mechanism followed in the adsorption of arsenic on to the eggshell powders and black tonner powder particles.

### **Keywords:**

Arsenic, Egg shells, Black Tonner powder, adsorption process, heavy metal ions.

## Impacts of Human Resource Information System in Quality of Work Life: An Examination on Private Area It Representatives

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**Noufal KT**, PhD Research scholar in Management, Nehru arts and science college, Coimbatore

### **Abstract:--**

The current examination expects to research the potential impacts that HR data framework have for the nature of work life in IT Companies in Kerala. This investigation is led inside a graphic connection approach the factual populace included 2000 representatives working at the private area in Kerala. From the populace 150 people were chosen through bunch arbitrary examining for as the example. The instruments utilized included Human Resources Information System (HRIS) Questionnaire which is a nearby finished poll with 40 things and 4 components and Quality of Work Life Questionnaire with 24 and 6 components which is planned dependent on a 5-level Likert scale. The discoveries of this examination uncovered that the HR data framework and nature of work life is at adequate levels for the representatives under investigation. The consequences of connection coefficient show that there is a critical and positive connection between HR data framework and the personal satisfaction.

### **Keywords**

Human resource information system, quality of work life, employee motivation

## Exploratory Study and Analysis of Bank Index with Other Sectoral Indices of NSE

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### **Abstract:--**

Financial exchange is one of the most adaptable divisions in money related framework, Stock Market assumes a significant job in financial advancement. Securities exchange is a focus where offers are given to the speculators to buy and sell their Shares, Bonds and Debentures. Stock Market is a stage for exchanging different protections and subsidiaries with no obstructions. This article is an endeavor to quantify the instability of the Nifty Bank and Other Sectoral Indices of NSE which are considered volatile. The key job in estimating the hazard return tradeoffs, such huge numbers of variables that make the securities exchange unstable, one is interested to know the instability of the securities exchange in India is in which is unpredictable because of the various divisions in India, in this case Nifty Bank and other sectoral indices assessing instability empowers the valuing of stocks furthermore, understanding the unpredictability helps to take a good decision on the part of investors.

Assessing unpredictability empowers the valuing of protections and, understanding securities exchange instability or individual stock value unpredictability empowers great choices with respect to financial specialists. Financial specialists who are disinclined would not be glad to put resources into an exceptionally fluctuating stock, while those with a hunger for danger would joyfully put resources into a profoundly unstable market. Putting resources into equity showcase is constantly a difficult procedure and it requires some measure of insight and data base.

Financial exchange Indices are going about as or indicator to gauge the exhibition of offers from different divisions. Every sectoral indices are showing the behavioral pattern of stocks of the same sector and the behavioral pattern of one sector may likely impact on other sectors too. Normally performance of Nifty Bank will influence the performance of Other Sectoral Indices. Hence, an attempt is made in this study to know the nature and extent of influence by Nifty Bank with Other Sectoral Indices during the Period. Pearsonian correlation coefficient technique is applied to find the nature and extent of influence by Nifty Bank and Other Sectoral Indices, it was found that there is a positive correlation between Nifty Bank and most of the Other sectoral indices.

### **Keywords:**

Stock Market, Nifty Bank, Other Sectoral Indices, National Stock Exchange.



## Analysis of Covid-19 on Fuzzy Logic and Decision Making using MATLAB

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### ***Abstract:--***

This paper identifies how the concept of Fuzzy Logic and Decision Making helps to -identify the Covid-19 positive cases according to their symptoms and risk factors with these factors and with the help of MATLAB we can analyze Covid-19 positive cases.

## New Notions in Fuzzy Ideal Topological Spaces

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**I. M. Carolin**, Student, Sri Krishna arts and science college

**W. Vishani Teenu**, Student, Sri Krishna arts and science college

**J. Arockia Sarlin**, Student, Sri Krishna arts and science college

**C. Infantboshiya**, Student, Sri Krishna arts and science college

### **Abstract:--**

The aim of the present paper is to introduce the fuzzy  $A_I$  set, fuzzy  $AB_I$  set, fuzzy  $\alpha AB_I$  set, fuzzy  $I\Delta_I$  set, fuzzy  $\emptyset X_I$  set, fuzzy pre $^*I$  open set, fuzzy strongly pre $^*I$  open set, fuzzy  $\beta^*I$  open set. The introduction of the class fuzzy  $\alpha AB$  set and related set is addressed. The properties of fuzzy  $-I$ - locally closed set and fuzzy strong  $-I$ - open set are examined. The class of fuzzy strong pre $^*I$ - open sets which is strictly placed between the class of all fuzzy pre  $-I$ - open and the class of all fuzzy pre $^*I$ - open subsets of  $X$ . Furthermore, some properties, characterizations and implications of several generalizations of fuzzy open sets are discussed. Also, we give a decomposition of fuzzy open set and deduce some well-known results.

## Application of Euler's Number in Compound Interest and Radio-Active Decay

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**Abstract:--**

The alphabet 'e' which is known as Euler's number, rules a particular part in the vast area of mathematical knowledge. An 'e', is an irrational number which is simply not a fraction and can be represented in a few digits as 2.71828182845904..... It was named as Euler's number after a Swiss Mathematician Leonhard Euler. It cannot be recurred and has infinite numbers. The Euler's number is used to represent the rapid growth in a simple way. 'e' is an important factor in order to describe the decay of a half-life isotope in the radio active process. In the field of compound interest, 'e' is used to calculate an extremely small infinite changes in a 'n' number of times, where n is large and infinite.

**Key words:**

Euler's number, Infinite number, Radio active process, Compound interest.

## A Comparative study on forecasting of commercial crops production using ARIMA and Neural Network Model.

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### **Abstract:--**

The purpose of the paper work is to study on forecasting of commercial crops production using ARIMA and Neural Network Model. A Commercial crop is an agricultural crop which is grown for sale to return a profit. It is typically purchased by parties separate from a farm. The term is used to differentiate marketed crops from subsistence crops, which are those fed to the producer's own livestock or grown as food for the producer's family. Using ARIMA and Neural Network Model we are going to predict the future commercial crops production and also make a comparison between ARIMA and Neural Network Model.

### **Keywords:**

ARIMA, Forecast, Neural Network.

## COVID-induced Retail Consumer Behaviour-An Empirical Investigation for Evolving Marketing Strategy

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### **Abstract:--**

COVID is unprecedented and crippling the physiological, social, financial and economical lives of humanity. Consequently, apart from loss of precious human lives, livelihoods and business are the worst affected. The paper purports to bring to light the changing retail consumer behaviour, on account of COVID pandemic, having far-reaching implications of the way the retail businesses to managed henceforth.

### **Methodology:**

Systematic review of existing research literature (secondary data) and online survey (primary data) were the principal methodology used in the research. The instigation brought to fore fresh insights on the retail consumer mobility and new-normal and changed purchase patterns sufficient enough to propose retail management strategy.

### **Gist of Findings:**

□ Shopping frequency has dropped substantially across India. Mobility in terms of footfall of retail customers have dropped by 61% across all state of India compared to pre-COVID baseline. Retail outlets of Mizoram (-87%), Kerala (-79%), Karnataka (-78%), Goa (-76%) and Delhi (76%) are the worst hit states. Tripura (-38%), Punjab (-42%), Sikkim (-46%) and Bihar (-49%) are the least hit states. Tamil Nadu state witnessed similar drop wherein Chennai got worst affected with 85% drop.

□ Frugality among consumers has been observed. Arguably, new order of demand and supply forcing consumption rolled back to Maslow's primary level needs (food, cloth, shelter). Seventy six per cent of customers reduced their consumptions on non-essential items. Services/products under vacation, automobiles, etc. were down by 77%.

The poor and younger customers were among those who cut back on the non-essentials.

□ E-commerce and E-pharmacy transactions paced up, patronized by increased number of first time users. Online transactions for food stuffs and educational services increased. Consumers also bought from the nearby, local kirana stores in an act to support them, ensuring the survival of MSMEs.

### **Suggestions for Market Expansion**

□ The research has brought out plethora of suggestions to help strategize retail marketing. Inter alia, local stores and MSMEs could build on regained consumer loyalty to enhance sales and profitability. Similarly, Online-Food delivery companies have expanded their business by including more products to their delivery basket. Their marketing strategy has now become complex.

□ The retailers have plenty of opportunity for creation of new product or service to present to the health conscious-generation, including organic food, delivered following COVID protocols.

### **Specific Strategy Identified:**

Assort goods in a way that first it offers health and wellness offerings, Provide options for shopping digitally, Digital supply chain should be developed, in order to ease the movement of goods and services, Drive-through-shopping facility, Hygienic environment, 'Click and collect' mode of delivery

The paper proposes a comprehensive Retail Marketing Paradigm through appropriate Schema incorporating all the dimensions of the marketing strategy for further investigation for fellow-researchers and as well to serve as a blueprint for marketing managers.

### **Key Words:**

COVID, Retail Business, Consumer behaviour, Marketing Strategy

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## Employees Perception and Experience on Work from Home in It and Teaching Sectors during Covid-19 with Special Reference to Coimbatore City

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**D.S.Yugesh**, M.Com (MIB), Sri Krishna Arts and Science College, Coimbatore

**K.Balaji**, M.Com (MIB), Sri Krishna Arts and Science College, Coimbatore

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### **Abstract:--**

Covid-19 pandemic has enforced the concept “work from home”(WFH) into an authoritatively instructed, firmly forced law. Organizations in order to activate social distancing and race with time in combating the local spread of the virus now the working from home concept is emerging from all sectors, from IT sectors to teaching sectors. The work from home concept is new to majority of the employees. As the employees are experiencing innovative atmosphere, this paper attempts to find out the experience of the employees while working from home. This study is undertaken to have an insight on how organizations and individuals experience and perception towards the adaptability of these changes and challenges. Though, the working from home concept decreases the expenditure of the employees, they want to face the fear of unknown, ineffective communication at work, lack of clarity and direction, interruptions while working from home resulting in loss of resources like time and energy etc...which leads to prolonged stress to the employees and crisis in the work. The study found that the employees willingness to work from home is entirely dependent on the employee’s comfort, workspace and good internet connectivity. This paper efforts out the involvement and experience of the workers in employed from home when compared to operational in office and employee’s perception towards it.

### **Key words:**

Pandemic, work from home, online management, employee’s perception

## Impact of Work Place Emotional Intelligence on Organizational Citizenship Behaviour in the Manufacturing Sector– An Analysis

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**Dr.N.Shanmughavadivu**, - Assistant Professor, Department of Social Work, Bharathiar University, Coimbatore, Tamil Nadu, India

### **Abstract:--**

Organizational citizenship behaviour and Emotional Intelligence states the importance role in the organizational settings during the pandemic situation. So the researcher considered this as a need of an hour to conduct the research on organizational citizenship behaviour and emotional Intelligence among the employees working in manufacturing sector. The objective of the study is to find out the levels of organizational citizenship behaviour and Emotional Intelligence, to find out the differences between the socio demographic details with organizational citizenship behaviour and Emotional Intelligence, to find out the relationship between organizational citizenship behaviour and Emotional Intelligence. Organizational Citizenship Behaviour scale developed by Podsakoff et al (1990) and Schutte Self Report Emotional Intelligence test, developed by Dr.Nichola Schutte (1998) was used for this study. The Universe of the study is the Industries functioning in SIDCO Industrial unit, Kurichi, Coimbatore. The researcher collected 55 responses using the accidental sampling method. The study reveals that, positive correlations between Organizational citizenship behaviour and Emotional Intelligence.

## Impact of Online Education on Self-Efficacy, Academic Achievement and Hopelessness among Higher Education Students

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### **Abstract:--**

Education is the platform where one acquires knowledge, skills, habits and morals. It is a place for discovering learning and enhancing about the people and the surroundings. Education has not only thought about the world but also traditions and customs. Education takes place under the guidance of an educator it takes place formally and informally. Until 2019 education system took place formally but after the covid-19 education systems had to move to the next platform which is online education.

Online education on self –efficacy, Academic achievement and hopelessness states the importance of student’s online education and how the students are able to cope up with the new education system during the pandemic. The new educational system has brought in new changes among the students and how the students find this platform effective for their academic achievements and hopelessness. The main objective of the study is to find out how students are adapting to the online platform, the achievements of the students in the online platform. The researcher collected the data using an emailed questionnaire which has 4 sections. The first part consists of the personal details of the students, followed by the self-efficacy scale, academic achievements and hopelessness scale. The researcher used the standard scale on self-efficacy, academic achievement and hopelessness scale was developed by Rath ,Muralidar in the year 2006.The universe of the study is the students pursuing their Higher Education in Coimbatore. The researcher collected the samples using snow ball sampling method which is a Non probability sampling method. The study reveals how the students find the online platform effective in order to achieve in terms of academic. The data analysis is carried out with the help of Statistical Package for Social Science.



## Robotics in Healthcare: An Overview

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**Dr. Yasha Hasija**, Associate Professor, Delhi Technological University, India

### ***Abstract:--***

Robotics is a rapidly progressing field that is coherently being integrated to all aspects of the modern world. This interdisciplinary field is the epitome of engineering technologies integrated with computer processing, with exponential potential of innovation and growth. Just about everything today has benefited from the advancements made in robotics as the main goal of robotics is to replace human input with a more efficient machine, this very principle applies to the healthcare department as well. Robotics in healthcare aims to improve the quality of medical procedures by reducing manual labour and increasing precision. In this review, we will first briefly look at the history of robotics, its applications in healthcare and the future of robotics in healthcare along with some of the key challenges.

### ***Index Terms—***

Healthcare, Robotics, Surgical Robots

## A Study on Phoneme Recognition Models and Comparison among Phoneme Conversion Tools

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**T.Devi**, Bharathiar University, Coimbatore, India

**R.Rajeswari**, Bharathiar University, Coimbatore, India

**S.Padmanabhan**, Easy Design systems Private Limited

**V.Swarna Bhavani**, Audiologist and Speech Language Pathologist, Coimbatore, India

### **Abstract:--**

A phoneme is a basic unit of speech that differentiates one word from another word in a specific language. In other words, phonemes are the smallest and basic unit of sound. When a sound or speech is converted into phonemes, it will be easy to do research or tasks which are based on word pronunciations. Therefore, the speech audio can be converted into phonemes for any research work related to phoneme and a detailed study is required on phoneme recognition for the research work proposed based on phonemes. This paper is a study on phoneme, importance of phoneme and phoneme recognition algorithms. And this paper mainly focuses on a comparison study among phoneme recognition tools.

### **Keywords:--**

grapheme, phonemes, syllables.

## A Study on the Factors Influencing Consumers Intention to Adopt Mobile Wallet in Coimbatore City

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**V. Thangadurai**, II B. Com BI A, Sri Krishna Arts and Science College, Coimbatore

### ***Abstract:--***

India is steadily moving towards cashless economy by transforming from hefty physical wallets to virtual wallets. With monetary tightening and cash crunch that took place in the Indian economy during the demonetization period gave a propel to these wallets and ever since, the number of users has been persistently increasing. The primary focus of this study is to understand the factors which influence the customers to adopt mobile wallets. The study reveals that the consumers express positive attitudes toward mobile wallet and the main factor that influences the consumer is ease of use and credibility. The study includes several findings which can benefit the stakeholders of mobile wallet.

### ***Index Terms***

Mobile Wallets, Credibility

## A Study on Glitches Involved In the Frozen Chain Management in Coimbatore District

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### **Abstract:--**

A cold chain or frozen chain is a temperature-controlled supply chain. An uninterrupted cold chain is never-ending series of refrigerated production, storage and distribution activities, along with associated apparatus and logistics, which maintain a desired low- temperature range. It is used to preserve and to extend and ensure the shelf life of products, such as fresh agricultural produce, seafood, frozen food, photographic film, chemicals, and pharmaceutical drugs. Such products, during transport and when in temporary storage, are sometimes called cool cargo. Unlike other goods or merchandise, cold chain goods are perishable and always enroute towards end use or destination, even when held temporarily in cold stores and hence commonly referred to as cargo during its entire logistics cycle. frozen chain logistics includes all of the means used to ensure a constant temperature for a product that is not heat stable, from the time it is manufactured until the time it is used. Moreover, frozen chain is considered as a science, a technology and a procedure. It is a science as it requires the understanding of the chemical and biological processes associated with product perishability. It is a technology as it relies on physical means to ensure desirable temperature conditions along the supply chain. It is a process as a series of tasks must be executed to manufacture, store, transport and monitor temperature sensitive products.

### **Keywords:**

Frozen chain, Refrigerated, Temperature, Supply chain, Logistics

## On Generalized $\alpha$ Regular – Closed Sets in Nano Topological Spaces

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**Kaaviya.P**, PG Students , Krishna Arts and Science College, Kuniyamuthur, Coimbatore

**Harshini.R**, PG Students , Krishna Arts and Science College, Kuniyamuthur, Coimbatore

**Indhuja.S**, PG Students , Krishna Arts and Science College, Kuniyamuthur, Coimbatore

***Abstract:--***

In this paper, we introduce the concepts of generalized  $\alpha$  regular-closed sets in nano topological spaces. Furthermore, we study basic properties of generalized  $\alpha$  regular-closed sets and its relations with other nano sets. Also we discuss about generalized  $\alpha$  regular-open sets and generalized  $\alpha$  regular – neighbourhoods in nano topological spaces.

## The Spillover effect of Covid19 on the Indian Economy & Its Impact - An Analysis

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### **Abstract:--**

Since COVID19 caused tremendous disruption, has been projected as worse, as health crisis altered in economic crisis. as the spread of COVID-19 is not following an exponential curve. This is a review article examining or/and analysing different facets of the pandemic to understand the impact on the Indian economy and giving some tentative statements to handle the shortage of medical oxygen and beds. India's escalating health burden, less vaccination rate, and lack of a potential government strategy to contain the pandemic have prompted us to downgrade our 2021 GDP growth forecast to 10.2 per cent from 11.8 per cent previously. And At the same time, dreams like a \$5 trillion economy no longer look possible even if we consider our remote possibilities. In contrast, we have some positive impact on our medical research. Almost all the sectors adversely affecting as domestic demands and exports sharply plummeted with some notable exceptions where high growth was observed. At the same time, The bitter truth is that the covid19 and its pandemic will have a substantial and extended negative impact on the economy, especially in the financial and hospitality sectors.

## Computer-Based Auditory Training Programs for Children with Hearing Impairment

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**Sonal Gayathri**, BSc Computer science with cognitive systems

**Shrilakshmi**, BSc Computer science with cognitive systems

**Keshav Rao**, BSc Computer science with cognitive systems

**Vishaalini**, BSc Computer science with cognitive systems

### **Abstract:--**

#### **INTRODUCTION:**

Communication breakdown, a consequence of hearing impairment (HI), is being fought by fitting amplification devices and providing auditory training since the inception of audiology. The advances in both audiology and rehabilitation programs have led to the advent of computer-based auditory training programs like angel sound training and ooto's world of sounds.

#### **OBJECTIVE:**

To help the children those who can't hear, with help of following computer based programs:

- Angel Sound, an interactive auditory training program that lets you take control of your listening rehabilitation independently at home. The level of difficulty can be adjusted to match your developing listening skills.
- Otto's World of Sounds is a new multimedia auditory training tool from Oticon, designed to help hearing-impaired children ages 2-1/2 to 8 improve their auditory skills by detecting, discriminating, and identifying sounds.

#### **KEYWORDS:**

1. Computer-based
2. Hearing impaired
3. Auditory Rehabilitation
4. Angel Sound Training
5. Otto's World of Sounds
6. Software

#### **DATA SYNTHESIS:**

Google Scholar and PubMed databases were searched using various combinations of keywords. The participant, intervention, control, outcome and study design (PICOS) criteria were used for the inclusion of articles. Out of 124 article abstracts reviewed, 5 studies were shortlisted for detailed reading. One among them satisfied all the criteria, and was taken for review. The commercially available programs were chosen based on an extensive search in Google. The reviewed article was well structured, with appropriate outcomes. The commercially available programs cover many aspects of the auditory training through a wide range of stimuli and activities.

#### **CONCLUSIONS:**

There is a dire need for extensive research to be performed in the field of CBATPs to establish their efficacy, also to establish them as evidence-based practices

## An Emperical Research on Depression, Anxiety, Stress among Infected and Affected Person Due To Covid-19

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### **Abstract:--**

Panic and fear are not just words, they are the true reflections of negative state of mind in masses, and at the current circumstances of second wave of COVID-19, it has influenced almost major of the population worldwide. In other words, each and every individual has been affected out of that in the form of depression, anxiety and stress. So the researchers considered it a need of an hour to conduct a research study on depression, anxiety and stress faced by both infected and affected persons out of COVID-19 virus. The objective of this research is to study three dimensional such as depression, anxiety and stress among individuals who are infected and affected, who are worried. The Descriptive research design is used for the study. To find out the level of depression, anxiety and stress, the researchers adopted Depression Anxiety Stress Scale – 21 items (DASS-21) developed by Lovibond which has seven questions under each dimensions, was used for this study. The universe of the study is infected and affected out of COVID-19 in Coimbatore. The researchers collected 110 samples using snow ball sampling, a non- probability sampling method. The emailed questionnaire and google forms are used to collect the data from the respondents. The study reveals the level of depression, Anxiety and Stress of persons who are affected or infected out of COVID-19. The Social work interventions like Individual Counselling and group counselling can be provided which helps to cope up with the current scenario.



## A Study on the Obstacles Confronting By the Garments Exporters in Tirupur District

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### **Abstract:--**

The study is to know the obstacles of garment exporters undergoing in Tirupur city. Following the project, the main objective is to analyze the problems faced by Tirupur garment exporters, the measures taken by exporters and the Government to overcome the crisis, factors affecting the exporters, to know the promotional measures offered to exporters. Limitations were restricted to Tirupur city only. The tools used for the study are Simple percentage, Rank analysis, Weighted Average Score methods. It is analyzed that to overcome the obstacles and business crisis they have to improve their business status and increase the economic position and to know the absence of professionalism and snail pace Government systems. The exporters need to come out with a comprehensive strategy and an action plan for their sustainable growth and promotional operations.

### **Keywords:**

Garment Exporters, Obstacles, Business, Sustainable growth.

## A Comparative Study on Corporate Social Responsibility among Companies with Special Reference to Coimbatore and Tirupur District

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### **Abstract:--**

Corporate Social Responsibility (CSR) is an idea whereby organizations coordinate social and ecological worries in their business activities and in their collaboration with their partners on an intentional premise. The subject of CSR has ascended to the top on the plan of policymakers, supervisors and social exercises lately. Financial, exchange and trade and social concerns are progressively affecting an association's financial matters, brand and notoriety standing. One inspiration for it is the arising enactment on corporate administration, necessary least number of non-leader chiefs, naming ladies chief and divulgence of more noteworthy detail of the activities and accounts of an endeavour. The three keys to a compelling CSR strategy are responsibility, lucidity and coinciding with corporate qualities. The part of government corresponding to CSR, the drivers of CSR, the selection level and final products of CSR should be concentrated well to moving towards elite business accomplishment. Corporate social duty is addressed by the commitments embraced by organizations to society through its centre business exercises, its social speculation and generosity projects and its commitment in open approach.

### **Keywords:**

Social, policy makers, drivers, embraced, speculations

## A 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.

## A Study on the Level of Satisfaction of Women Homepreneurs Products

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**Apurva. S**, Research Scholar, Sri Krishna arts and science college

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### ***Abstract:--***

Women owned businesses are highly increasing in the economies of almost all countries. The hidden homepreneurs potential of women have gradually been changing with the growing sensitivity to the role and economic status in the society. Skill, knowledge and adaptability in business are the main reasons for women to emerge into business ventures

## Reinforcement Learning in Artificial Intelligences

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### **Abstract:--**

Reinforcement learning (RL) algorithms have traditionally been thought of as trial-and-error learning methods that use actual control experience to incrementally improve a control policy. Reinforcement learning uses a formal framework defining the interaction between a learning agent and its environment in terms of states, actions, and rewards. This framework is intended to be a simple way of representing essential features of the artificial intelligence problem. Beyond the agent and the environment, there are four main elements of a reinforcement learning system: a policy, a reward, a value function, and optionally, a model of the environment. This paper concentrates on the Elements of Reinforcement Learning , The Bellman Equation , Markov Decision Process , Types of Reinforcement Learning , Reinforcement Learning Algorithm , Application of Reinforcement Learning , limitation and scope.

### **Keywords –**

Elements of Reinforcement Learning , The Bellman Equation , Markov Decision Process , Types of Reinforcement Learning , Reinforcement Learning Algorithm, Application of Reinforcement Learning , limitation and scope.

## Integration of Cloud Computing with Internet of Things: Challenges and Open Issues

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### **Abstract:--**

The Internet of Things(IoT) is changing into a consecutive Internet-related revolution. It permits billions of devices to be connected and communicated with one and another to share information that improve the quality of our daily lives. On another hand, Cloud computing provides on-demand, convenient, and accessible network access that creates it accomplishable to share computing resources; thus, this, in turn, permits dynamic data integration from varied data sources. several problems are standing within the tactic of thriving implementation of every cloud and IoT. the integration of cloud computing with the IoT is that the best methodology to resolve these issues. the large variety of resources offered within the Cloud are often very helpful for the IoT, whereas the Cloud can gain a lot of subject matter to reinforce its limitations with universe objects in a very dynamic and distributed manner.

### **Keywords**

Cloud Computing, net of Things, Cloud-based IoT, Integration.

## The Role of World Literature in the Enhancement of Intercultural Communicative Competence: An in-depth Study

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### **Abstract:--**

The verbal and non-verbal communication between people of different racial, ethnic and cultural backgrounds is defined Intercultural communication. It is lot more than just language, the practice of it is as old as humankind which originated when various tribal cultures tried to communicate with each other. All through the course of history one could find various accounts of people learning other languages in order to understand and communicate with people of different cultures. This learning of new language and one's effort at intercultural communication were intended for various purposes like travel, trade, exchange of intellectual matters, religious propaganda, economy, colonization or political conquest.

In this era of globalisation and liberalisation transportation has become rapid and affordable and hence it has increased the contact among various cultures giving rise to international economic interdependencies, Multinational Corporations and racially, culturally and ethnically diverse workforces. There is also ever increasing number of intercultural marriages which see upsurge in immigration. These inevitable developments have intensified the need for communicative skills which are appropriate for life in a global multicultural and multilingual village. In this village miscommunication and conflicts are often caused by cultural differences. To alleviate people from this situation, Literature plays a significant role by providing the knowledge that people need in order function efficiently in their socio cultural environment. In the interactions with another culture Literature proves to be the most useful instrument. It strengthens the understanding of common forms of beliefs, attitudes and the norms and values which are organized around the varied cultures. The shared knowledge of existing diversity imparted through literature is largely dependent on Intercultural communicative competence. Each and every citizen in this globalised world must appreciate the cultural diversity and learn from it. A thorough understanding of Cultural difference and its impact on the forms of communication must be reflected through the lens of one's own literature. This Research paper strives to scrutinize how literature provides one with an understanding of the fundamental cultural values, beliefs and assumptions which essentially shape the discernible cultural expressions and thereby increasing the Intercultural Communicative Competence.

If a person could achieve greater amount of intercultural competence, then he or she would doubtless become superior citizens, students, teachers, businessmen, and so forth. In turn it would make the society in which one lives in as peaceful, productive, and eventually a more beautiful place to live in.

### **Keywords:**

Intercultural, communicative competence, diversity, cultural values, global citizen

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## Investigation on the Removal of Arsenic Heavy Metal Ion Using Egg Shell and Black Tonner Powder Particles

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### **Abstract:--**

The present work is mainly focused on the investigation of the potential usage of Egg shell and black tonner powder as a low cost adsorbent material for the effective removal of Arsenic heavy metal ions from industrial effluent. The batch experiments were conducted by varying the pH, size of the reinforcement particles and its concentration. The experimental results revealed that the optimal pH for the removal of Arsenic was 7. The removal efficiency was found to increase when the experiment was conducted with smaller size egg shell particles. However, a gradual decrease in the removal efficiency was observed on increasing the size of the egg shell particles. From the experimental results, the maximum amount of arsenic was removed when the concentration of the adsorbents was 2mg/L. Further, the combined action of pore diffusion and intra-particle transport were the main mechanism followed in the adsorption of arsenic on to the eggshell powders and black tonner powder particles.

### **Index Terms**

Arsenic, Egg shells, Black Tonner powder, adsorption process, heavy metal ions



## Effect of Work from Home on Employees-An Analysis

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### **Abstract:--**

The Covid 2019 has totally changed our perspective of life and affected all walks of life in a way unimaginable. It has shattered many myths, beliefs and exposed opposing facets of human mind. Curtailed movement of People to prevent the spread of the Contagion prodded to find novel means of carrying out business and economic activity. As Calvin Coolidge Stated “All growth depends upon activity. There is no development physically or intellectually without effort, and effort means work”.

The availability of Internet with high speed has enabled us to device ways to carry out activities from our Homes. Ironically, the pressure on health workers compelled them to work 24\*7 staying put at the hospitals in a sort of work from H, H for hospitals which is antithesis of Work from Home we normally know.

In this study, an attempt is made to collect information from a set of people, collate their feelings, perception and views and utilize the data to arrive at a conclusion about the impact of prospect, adequacy, desirability and sustainability of the Work from Home arrangement. The Questionnaire used for this study consists of three parts that called for details regarding- Personal data, Organisational data and employee’s perception on various issues questions were framed in different way to ensure or verify consistency of the respondents. A self-structured Questionnaire was made by the Researchers for data collection. Google forms is used to collect the data. The universe of the study is employees working from Home in different sectors like Education, Information Technology and so on in Coimbatore District. The Researcher collected 200 responses by employing snow ball sampling method. The data is coded and transformed into SPSS for the analysis.

## Analysis on the Extent of Toil Faced by Retailers During Covid Lockdown Period

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### **Abstract:--**

In India, this pandemic has begun out touching stores from the last week of March 2020 to date. The lockdown introduced through the authorities has created all of the stores' face degrowth of their commercial enterprise. Indian selling is dynamic in nature and it's to stand the adjustments obligatory through the environment. Retailers worry the revival might conjointly additionally get similarly hit withinside the next few weeks because of stricter curbs consisting of early closures, weekend lockdowns, and department stores being advised to are trying for Covid-bad reports. Still, manufacturers stated overall commercial enterprise is but to experience the warmth on the grounds that eCommerce has surged in those markets, compensating for the loss. Bharat noticed the world's second-biggest Covid-19 the outbreak, necessitating again-to-again lockdowns and nearby shutdowns, that hit trade. Retailers still grapple with low footfalls in high-street stores and malls despite the ultimate easing of curbs. Retailers predict an impact on client footfalls in their stores however aforementioned they're observation the stocks, and have additionally advised to the govt. to manage the case with the assistance of technology and knowledge instead of discretionary lockdowns. Either the result is positive or negative this COVID-19 has been a crucial issue for the retail business to possess new facets.

### **Key words:**

Covid, Lockdown, Retailers, Toils, Trade.

# Comparison of A Low Power Consumption and Automated Labelling for Physical Layer Authentication Against Clone Node Detection in Multi Base Station Wireless Sensor Networks Industrial Wireless Edge Network.

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## **Abstract:--**

The recent state of the art innovations in technology enables the development of low-cost sensor nodes with processing and communication capabilities. The unique characteristics of these low-cost sensor nodes such as limited resources in terms of processing, memory, battery, and lack of resistance hardware make them liable to clone node or node replication attack. To make up the existing deficiencies of clone attack detection methods of wireless sensor networks, a low resource consumption clone detection method (MSCD) for multi-base station wireless sensor networks is proposed. MSCD has the following characteristics: (1) Running in each ring network with base station as the center and using nodes in non-hotspot area to complete clone attack detection, which reduces the effect of clone attack detection on the network lifetime; (2) Combine the head node rotation mechanism and the backup head node mechanism to ensure the energy balance of the network; (3) The ring head node path can find clone nodes that come from different local networks, which makes the MSCD method be suitable for the whole multi-base station network. Meanwhile, in the detection domain of the head node, local broadcast is used to ensure the encounter of legal verification messages and witness nodes; (4) it is proved theoretically that the clone detection probability of MSCD can reach one when the witness is credible. To identify harmful attacks, channel responses between sensor peers have been explored as a form of fingerprints with spatial and temporal uniqueness by combining edge systems. Moreover, the machine-learning-based method is applied to provide a more accurate authentication rate. Here they apply a threshold detection method based on channel differences to provide offline training sample sets with labels for the machine learning algorithm, which avoids manually generating labels. Therefore, our proposed scheme is lightweight for resource constrained industrial wireless devices, since only an online-decision making is required. Extensive simulations and experiments were conducted in real industrial environments. Both results show that the authentication accuracy rate of our strategy with an appropriate threshold can achieve 84% without manual labeling. The theoretical analysis and the simulation results show that the MSCD clone detection probability is still above 98% when the number of clone nodes accounts for 10% of the total number of nodes, and the network lifetime and storage requirements are significantly better than the existing similar methods.

## **Index terms:**

Machine learning, Clone attacks, wireless sensor networks, network lifetime, and multi-base station networks.

## An Analytical Study of E-Banking Services with Selected Banks in Coimbatore City

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### **Abstract:--**

Over the years, banks forecast the impending trends and prospects to bring out developments in electronic banking services and engage their customers with prominent digital experience. E-Banking is a completely programmed banking administration intended with the goal of web-based facilities that empowers people to have simple and safe access to their ledger. It plays a beneficial role in providing services like access to accounts, monetary transactions between one account to other account or making payments through E-Channels. Banks offer web banking in two principle ways. A prevailing bank with corporal administration can launch a web site and offer online banking to its customer through conventional delivery channels. A second method is to form a computer-generated branchless system or virtual banking system. The existing banking structure is engaging with both conventional banking and advanced banking services. This study helps to determine the factor which influences to adopt electronic banking services and the impact towards post usage of services and also attempts to compare the determinant factor among the selected public sector and private sector banks. Sampling technique used in the study is non-probability, convenient sampling method. Data collection was made through google forms and the responses were tabulated and analysed using Chi-square, ANOVA, Correlation analysis. From the study it is understood that banks must consider in implementing effective measures to the current banking practices in terms of safety and security.

### **Keywords :**

E-Banking, Virtual Banking, Online Banking.

## A Statistical Study on Student's Social Media Usage and Its Impact on Their Social Life

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### **Abstract:--**

Latest Technological revolution has given the rapid growth in social media which become inevitable part of day to day life. New Technological growth of smart phones virtually makes this easily accessing of social media platform. User friendly mobile versions in the market make the easy access of the social media sites with all the features. Educational institutions are offering various online updated courses to enrich the student's knowledge. Through this media there is a lot of usage for the student community to improve their knowledge and move forward to their future carrier. In this work we made our study to know the student's commonly used platform, its performance over their growth and the time spend in the social media are analysed using various statistical techniques.

### **Keywords:**

Percentage Analysis, Diagrammatic Representation, Chi-Square Analysis, ANOVA.

## Cytological studies for some taxa of families Alismataceae Vent., Araceae Juss. and Butomaceae Mirb. from Kangra valley (H.P.) and Kashmir region (J & K)

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### **Abstract:--**

Presently, chromosome count and male meiotic course have been observed on population basis for five species belonging to four genera of three monocot families, i.e., Alismataceae, Araceae and Butomaceae from unexplored regions of Western Himalayas. A tetraploid cytotype ( $2n=52$ ) has been cytologically worked out for the first time for species *Arisaema utile* of family Araceae and a new chromosome report at tetraploid level ( $2n=28$ ) has been added for species *Alisma plantago-aquatica* of family Alismataceae on India level. Additionally, diploid cytotype ( $2n=14$ ) of *A. plantago-aquatica* from Kangra valley reported to have 0-1B chromosome on world level. All the species have been cytologically worked out for the first time from study area. Meiotic course is variable among all the populations of four species except one species, *Arisaema utile* which shows perfectly normal meiosis.

### **Key words:**

Meiosis, Monocot, Chromosome Number, Kangra valley, Kashmir.

## Cloud Computing Model for Vehicular Ad Hoc Networks

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### **Abstract:--**

Cloud computing has become a big network access model because of its clear and present sharing surroundings with an outsized variety of computing resources. Cloud computing services have the potential to enhance transport network services through its versatile and valuable services. These cloud network services improve the performance of the transport application by advance communication, traffic management, standardization and safety systems. In transport unplanned networks, vehicle nodes carry a lot of data by adopting cloud computing services and improve their sensing power, storage capabilities, and aboard computing services. Transport cloud computing is one in all the rising solutions to handle the transport networks communication barriers with new hybrid technologies and noteworthy storage options for traffic management and road safety by instantly victimisation transport resources. This paper discusses the plan a dissemination protocol for urban VANET situations. Every vehicle should build a subgraph to spot the relay node to continue the dissemination method. Supported by the native graph, it's potential to pick out the relay nodes supported complicated networks' metrics. Simulation results show that the proposed model offers high potency in terms of coverage, variety of transmitted packets, delay, and packet collisions compared to well-known information dissemination protocols.

### **Keywords-**

Cloud Computing, data dissemination, packets, subgraph, VANET, Vehicular applications

## A Study on Applications of Mathematics in Image Processing

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**Sowmiya V,** Student, Sri Krishna arts and science college

### **Abstract:--**

Regardless of the development and rapid advances in the Image Processing Technology, one thing that has stayed significant all through, is, the utilization of Mathematics. Mathematics has assumed a pivotal part in various Image Processing. It has been seen that Image processing has solid association with Mathematics. A large number of the Image processing strategies depend on the basic Mathematical Techniques of Histogram Equalization, Probability and Statistics, Discrete Cosine Transforms, Fourier Transforms, Differential Equations, Integration, Matrix and Algebra. For computational purposes, Matlab is perhaps the most ordinarily utilized tool by the researchers in the area of Image Processing. There are other few tools as well. This presentation elucidate the evolution of Mathematics behind Image processing. We are looking forward to generate new methodologies to enhance the image quality by applying various mathematical concepts especially matrix theory.

### **Key words:**

Image processing, Mathematical techniques, Applications, Tool, Matrix theory.



## Rubik's Cube and Application in Mechanism

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### **Abstract:--**

Rubik's Cube is a generally famous mechanical riddle that has stood out around the world due to its special attributes. As an exemplary brain-training toy notable to general society, Rubik's Cube was utilized for logical exploration and innovation improvement by numerous researchers. To begin with, the innovation and beginning of Rubik's Cube are introduced, and afterward the exceptional attributes of the actual block are dissected. Rubik's Cube stays in the initial state, all patches of each face are in the same color and will become chaotic after several rotations. This paper provide more information about characteristic, research status, algorithm , application of Rubik's Cube .

### **Key words:**

Rubik's cube, Logical exploration, Scientific research, algorithm , Applications of Rubik's Cube.

## Mathematics in Ancient Egypt

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### **Abstract:--**

The article provides a guided visit to the mathematics that was developed and utilized in Ancient Egypt. The ancient Egyptians used a numeral system for tallying and solving mathematical problems, often including multiplication and fractions. Proof for Egyptian mathematics is restricted to limited sources composed on Egyptian papyrus. From these writings it is realized that ancient Egyptians understood the ideas of Geometry such as determining the surface area, Egyptian fractions, Square root etc.

### **Key words:**

Pi, Egyptian Geometry, Egyptian fractions, Square roots

## A study on consumers Preference and satisfaction of Inox Cinema in Coimbatore City

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### **Abstract:--**

Our country is geographically diversified in culture and language and has proved through the time that it help directly in the growth of Indian Cinema industry. Music and drama is part of life in India and this goes well with the Indian cinema Industry. Since the first film Raja Harishchandra was released in 1913, Indian cinema has spread its roots deep into society and penetrated into the values and cultures of Indians. This apparently shows the world that our industry is huge compared to any other around the globe. The immense power, size, the money involved and resources used in Indian cinema is growing each and every year.

The perception of the consumer towards the cinemas is changing over the years. It is not merely watching movies anymore. In the process, the science as well as the art of screening a movie has played a significant role over the years. INOX Cinema has been modern way of viewing cinema with lot of modern technologies to reinvent the cinematic experience and redesign the service offerings to attract new customers, increase the frequency of visits of existing customers. The present study helps to analyze the competition existing in the market regarding Inox. The scope of study is to find the opinion of consumers about the Inox cinemas, related to Quality is significant for Inox cinemas for a number of reasons, including competitive advantage and increasing consumer expectations. The purpose of the study to highlight the various aspects which lead to the preference of Inox cinemas over single screen theatres. The outcome the study will be benefit to managers to identify various factors, which lead to the preference of Inox cinemas over other screen theatres.

### **Keywords:**

India Cinema, Inox Cinema, Customer Preference, Modern Technology.

## Survey on Brain Computer Interface

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### **Abstract:--**

The Brain Computer Interface (BCI) is a collaboration between the brain and external tool. This device uses signals from the brain and use it to do external Activities such as moving wheelchairs, robotic arms or computer cursors. Under normal circumstances Scenario, when people think of doing tasks like moving the cursor, then The signal is generated in his brain, these signals are transferred from the brain to Finger on the mouse through the body's neuromuscular system. After that, finger moves the cursor. In the brain computer interface these signals are transferred to several External devices where they are decoded and used to move the cursor. Some people may Face hearing problems, vision and difficulty in movements. The main purpose of this research on the brain computer interface is to help people who have this problem. Scientists must face many challenges when applying the brain computer interface device. Electrodes and surgical methods are used in this case . The process must be minimally invasive. Current research focuses on the interfacing method of non-invasive brain computers. This paper discusses device used for Brain computer interfacing method, also its application in the medical field. It is also used for entertainment purposes such as neurogames which will be discussed further.

## Authentication Using Single Sign-On (SSO)

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### **Abstract:--**

Single sign-on (SSO) can be a mechanism that uses one movement of authentication to allow a licensed person to get right of entry to all related, however independent software systems or packages with out being brought on to log in again at every of them during a selected session. This mechanism arose due to the fact that many groups are adopting biometric unmarried signal on (SSO) over traditional passwords to secure their networks from records breaches and to limit password control costs. Passwords are weak because of more than one reasons: they can be guessed, forgotten, shared or swapped. Whereas biometrics are unique, hard to spoof, and you cannot lose or percentage them. It reduces the chance for the directors to control users centrally, will increase person productivity with the aid of allowing mobility and permits users to get right of entry to more than one services or programs after being authenticated just once. This doesn't suggest that the SSO system unifies account information for all offerings, programs and structures, as a substitute it hides any such multiplicity of account information into a single account that the user needs to login. It reduces the chance for the directors to manage customers centrally, will increase person productivity by using permitting mobility and permits customers to access a couple of offerings or packages after being authenticated simply one This doesn't suggest that the SSO gadget unifies account statistics for all services, packages and structures, as a substitute it hides one of these multiplicity of account statistics into one account that the consumer have to login. . The idea of SSO are frequently used inside an Intranet, Extranet or Internet. This observe explores various methods of SSO and the benefits via adopting it.

## Investors Acumen in the Direction of Stock Market: A Probing Approach

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### **Abstract:--**

The stock market has seen rapid growth over the years hence it has become one of the major forms of investment. However, the investors find oscillations in share market values, leading to the fear of making investments. Since the share market is prone to huge risks, investors dread investing their earnings in the share market. Even though investors receive a high rate of return, inevitably, they face enormous risk factors. Market risk is associated with factors such as a change in interest rate, fluctuation in currency, fluctuation in commodity prices, geopolitical risk, etc. These market events impact the performance of individual stocks and thus also impact the performance of mutual funds if these names are contained within that fund. The selection of investment avenues also plays a role in receiving guaranteed higher returns. This paper was set about to comprehend the various factors influencing categories of investments and the investors' decisions. Surveys were conducted to study the investor's behavioral attributes and perspective.

## Calculus in Python with SymPy – Limits, Derivatives and integratio

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### **Abstract:--**

The main aim of this paper is to study the application of calculus in python. Calculus is a branch of mathematics focused on limits, functions, derivatives, integrals and Infinite series. We will use sympy library to do calculus with python. SymPy is a Python library for symbolic mathematics. It aims to bring a full-featured computer algebra system (CAS) while keeping the code as simple as possible in order to be comprehensible and easily extensible. SymPy is written entirely in Python

### **Keywords**

calculus, limits, functions, derivatives, integrals, sympy and python

## Intuitionistic Fuzzy Euler and Intuitionistic Fuzzy Hamiltonian Graph

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### **Abstract:--**

An attempt is made in this paper to define Intuitionistic fuzzy Euler line, Intuitionistic fuzzy Euler graph, Intuitionistic fuzzy Euler graph, Intuitionistic fuzzy unicursal graph, Intuitionistic fuzzy unicursal graph, Intuitionistic fuzzy Hamilton cycle, Intuitionistic fuzzy Hamilton cycle and Hamiltonian path. Some properties of Intuitionistic fuzzy Euler graph, Intuitionistic fuzzy unicursal graph, and Intuitionistic fuzzy Hamilton cycle are discussed for some standard graphs.

### **Keywords**

Intuitionistic Fuzzy Euler line, Intuitionistic Fuzzy Euler graph, Intuitionistic Fuzzy unicursal graph, Intuitionistic Fuzzy Hamilton cycle, Intuitionistic Fuzzy Hamiltonian path.



## Fractal Dimension and Its Application

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### **Abstract:--**

The self-similar spiral geometry which is infinitely complex is called the fractal geometry. The whole universe is fractal and there is something which we need to know what is fractal geometry and how it is used. Fractal mathematics has many practical applications-for example, fractals in nature, river systems, cloud crystals, animal bodies, lightning, electricity etc.

Take a look at a fractal and you will see that the problem is still small. A small cloud corresponds to the whole thing. A pine tree is made up of twigs they are made up of branches. This article is an attempt to trace the role of fractal in the different elements of Indian Hindu temples and some of the applications Eg: Saturn ring. Thus, the whole world has been deploying fractal geometry for the past 50 years. This infinite complex pattern has been used widely in art and architecture in India for at least 1700 years.

### **Keywords**

Fractal geometry, Hindu temples, Saturn ring.

## Study on Second Law Analysis in a Slab with an Internal Heat Generation

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### **Abstract:--**

In this work a basic analysis of entropy generation rates of one-dimensional steady state heat conduction in a slab with an internal heat generation has been carried. In this case, the slab external surfaces were subjected to asymmetric convection cooling. The temperature distribution and entropy generation in the slab was analyzed graphically for different pertinent parameters. The Observed result can be useful in engineering applications related to conduction heat transfer.

### **Keywords**

slab, internal heat generation, entropy generation, convection

## Calculus in Credit Cards

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### ***Abstract:--***

In this paper, we will discuss about how calculus is applied in credit cards. Have you ever wonder how to calculate the minimum payment, you should have paid attention in calculus. Calculus is another form of counting. It is more advanced than algebra or geometry and is used to solve complex problems. Credit card companies use the differential type of calculus to calculate this amount. There are several variables that go into the calculation because it is calculated by the amount of money that is due by a certain time (usually the due date that is listed on the bill). Add on to that the interest rate given and it becomes a complicated task. With all the changing parts, interest rates and available balances, the calculation has to be done simultaneously in order to provide the customer with an accurate minimum balance. The calculation that is used to determine the minimum payment starts with determining the interest that has accrued since the last payment, or over the month.

## A Study on Customer Acceptance and Opinion on Online Food Service

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### **Abstract:--**

This study “A Study on Customer Opinion and Acceptance of Online Food Service”, examines the determinants of the customer ordering experience, which include website trust, customer satisfaction and loyalty. The determinants are represented by, ordering process through website quality and service quality. A questionnaire will be structured and the survey data of 100 online food ordering customers will be used to test the research model using structural equation modelling. This data will be extracted from the Coimbatore customer who are using online Food Services. Results reveal that not only is there a significant positive relationship between quality and product service trust but also a significant positive relationship between service quality and customer satisfaction. Finally, the study also found an unexpected direct link between service quality and loyalty. Overall, the study provides valuable insights for operating online food ordering services successfully.

### **Key words:**

Customer satisfaction, ordering process, website quality, service.

## A Shift in International Business – A Conceptual Study on the International Business among Asian Countries for the Past 5 Years (2016-21)

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### **Abstract:--**

The economic activity, goods, innovations, investment, and/or expertise across national borders and on a global or transnational scale is known as international business. It entails the exchange of goods and services across international borders between two or more countries. Globalization is another term for international business. To do business internationally, multinational corporations must connect separate national markets into a single global marketplace. There are two macro-scale factors that highlight the trend toward greater globalization. The first step is to remove barriers to cross-border trade (e.g., free flow of goods and services, and capital, referred to as "free trade"). The second factor is technological progress.

There have been shifts in the core unit of analysis as the field of international business has matured. First, there was a country-level analysis using national trade and foreign direct investment statistics (FDI). The focus then shifted to the multinational enterprise (MNE) and the firm-specific advantages of the parent company (FSAs). Eventually, the MNE was examined as a network, and the subsidiary was examined as a unit of analysis.

We all are mindful that Asia is becoming increasingly important as a producer of more and more of the world's goods and services. Asian markets are expanding rapidly in aspects of both size and importance. International trade means the transfer of investment, products, and services across international borders or territories. When trading partners invest heavily in goods, they benefit from each other's competence. Lower prices are one of the advantages of trade.

Asia has a striking economic growth for the past 50 years and also have a fast moving and competitive business. In this paper we have made a detailed study on the shift in International Business among Asian countries for the past 5 years (2016-2021). Though there is a pandemic situation, the International Business has a significant importance in the economy and have shifted the core unit of analysis. Hence, this paper tends to provide the general characteristics and key areas of these and to give a knowledge about the framework of the International business in Asian countries.

### **Key Words:**

International business, Asian country, trade, economic growth, globalization.

## The Impact of Statistics on Data Science

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### **Abstract:--**

Data science is the most reliable innovation for each business, and political association to help the business and political pioneers to settle on choices based on realities and contemporary patterns. It is created with the pool of various technologies. Statistics is the most important discipline which is contributing the central instrument of Data science. Statistics is facilitating the predominant tools and methods to data science to perform significant instrument, functionalities, interaction and strategies to examine and quantify uncertainty. This paper is introducing the significance of statistics in providing the prominent functionalities such as data acquisition and enrichment, data exploration, data analysis, modelling, model selection and validation and visualization for decision making. This research paper gave the huge functionalities of information science with the help of tools and methods of statistics.

### **Key Words:**

Data science, statistics, statistical approach for data acquisition, exploration, analysis, modeling, visualization.

## A Study on the Role of Personality in Halo-Horn Effect

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### **Abstract:--**

In modern times, physical attractiveness plays a very salient role in one's life. The impression about physical attractiveness of an individual varies from individual to individual. Each Individual has his/her own opinions, views and thoughts which results in varied reactions and responses. This type of variance has an influence on our day-to-day life. Everyone has different types of personality traits which has an impact on his/her views, thoughts and opinions. Considering a person based on their physical appearance is something every common, which plays a critical role in arriving to a conclusion about the person. The most prominent way of judging a person is based on their physical attractiveness, which has an impact on perceiving and judging a person. There is a so, called system under which "what is beautiful is also good" exists in our society. People who are examined as attractive tend to be rated higher on other positive traits as well. In psychology, this effect is studied as Halo Effect. Halo Effect which is a type of cognitive bias in which our overall impression of a person influences how we feel and think about their character generally based on one single positive trait. Horn effect comes into play when halo effect is initiated. In short, it is a conflicting effect of halo effect. In psychology, Horn effect is when you judge a person and attribute negative qualities to them based on one single trait you know of another person. Physical appearance is often a major part of the halo and horn effect. However, this effect doesn't just affect our perceptions of people based on their attractiveness but it can also encompass other traits as well. Several different studies have proved these objectives stated before. The halo and horn effect determine each Individual's perception and sequentially it also affects the Individual's decision in different real-life situations. The personality trait of an individual is evaluated using Big Five Personality so as to find its relationship with Halo or Horn effect in the current study. This study is carried out with a sample population of 400(200 male and 200 females respectively), with in the age group of 18 to 25. Data was collected with the respective questionnaires and statistical analyses was carried out. The study revealed that there is no significant relation among Big five personality traits and five personality attributes of Halo or Horn effect. As such the research concludes that there is no role of personality on Halo-Horn effect. The study contributes to the literature knowledge on the relationship of personality and Halo-Horn effect.

### **Key Words:**

Halo Effect, Horn effect, Personality Trait, Big Five Personality Traits, Physical Attraction

## A Survey on Various Techniques for Big Data Recommendation System

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### **Abstract:--**

Big data is an emerging technology that refers to datasets whose volume is beyond the capacity of traditional tools to handle within acceptable computational time. Even though, the big data provide users with a lot of benefits in their day-to-day life, it has some problems such as most of the user waste unnecessary time to find the useful information. This problem is called as information overload. In order to address the information overload problem, recommendation system is used which finds useful information in the context of big data. The recommendation system provides users with personalized suggestions based on their likes and historical preferences. It also provides direct connection between desired products and customers while reducing customers' browsing time. Over the past few years, various big data recommendation systems have been proposed by many researchers. This paper attempts to detailed survey on recommendation system in the context of big data. It also discusses the merits and demerits of the surveyed big data recommendation system and provides a suggestion for further improvement in big data recommendation system effectively.

### **Keywords:**

Big data, recommendation system, information overload, browsing time.



## A Study on Customer Perception towards Credit Cards Usage

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### **Abstract:--**

Credit card could be a tiny plastic card issued to users as a system of payment. It permits its holder to shop for product and services supported the holder's promise to purchase these product and services. The issuer of the card creates a revolving account and grants a line of credit to the buyer (or the user) from that the user will borrow money for payment to a merchandiser or as an advance to the user. The main objective of the study is to find out that the customers are satisfied with the credit card or not. This study is carried out by primary data analysis. For the purpose of the primary data analysis, we have collected 300 samples from Coimbatore. On the basis of the sample, level of satisfaction of the customer towards credit card is find out. The study concludes that customers use credit cards for shopping and other purposes and are happy and satisfied.

### **Key Words:**

Credit card, services supported, primary data.

## Mutual Informative Brown Clustering based Multiattribute Cockroach Swarm Optimization for Reliable Data Dissemination in VANET

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### **Abstract:--**

Vehicular ad hoc networks (VANETs) intend to obtain intelligent communication for vehicular networks and improve road safety as well as the efficiency with the use of wireless communications technology. The data dissemination is an important process in communication, it plays a significant role in VANETs system. In order to improve the reliable data dissemination in VANET, a novel Mutual informative brown clustering-based multiattribute cockroach swarm optimization (MIBC-MCSO) technique is introduced. The proposed MIBC-MCSO technique comprises the two major processes namely clustering and optimization for reliable data dissemination. Initially, the clustering process is carried out to partition the total network into different groups of the vehicle nodes based on the different characteristics of the node using the Mutual informed brown agglomerative clustering technique. For each group, the cluster head is selected among the members for efficient data dissemination with minimum delay. Secondly, the multiattribute cockroach swarm optimization technique is applied for finding the optimal cluster head through the multiattribute functions namely residual energy, bandwidth availability, and distance. Then the source node performs data dissemination to a destination via optimal cluster head. Simulation of the proposed MIBC-MCSO technique and existing technique is carried out with different performance metrics like reliability, end to end delay and throughput. The discussed results illustrate that the proposed MIBC-MCSO technique achieves the higher reliability of data dissemination and minimizes the delay than the state-of-the-art methods.

### **Key Words:**

VANET, data dissemination, Mutual informed brown agglomerative clustering, multiattribute cockroach swarm optimization.

## The Imparting or Exchanging Of Information by Speaking, Writing or Using Some Other Medium

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### **Abstract:--**

The main objective of this paper is to acquire an efficient understanding of the process of communication..When individual are conducting research on the process of communication,they need to understand that it leads to transmitting of information and the individuals,who are communicating with each other,i.e.the sender and the receivers need to understand each other well.The senders are the ones,who indicates the communication process.It is essential for both the senders and the receivers of information to augment their knowledge in terms of stages of communication process..When communication process is carried out,both the sender and the receivers need to ensure that they exchange ideas and viewpoints in an efficient manner.When the receivers expires their responses and the senders provide feedback,then the communication process are regarded as complete.When the communication process is put into operation in a effective manner,it provides to be advantageous to both the senders and the receivers.Therefore,the senders and the receivers need to pay attention towards the communication process in various types of environments and settings.The main areas that are taken into accounts in this paper include meaning and significance of communication process,stages of communication process,factors of communication process and the model of communication process.

### **Key Words:**

Communication,Process,Feedback,Information,Messages,Model,Sender,Receiver

## Investment Attitude of Women towards Different Sources of Securities – An Empirical Study in and around Coimbatore

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### **Abstract:--**

Savings and investments are necessary for capital formation which is considered as a crucial element in promoting economic development of a developing country like India. In India, modern household saving accounts are about 84 per cent of the total saving in the country. Household saving is the result of the attempts made by men and women that are earning family income. In India women constitute 48 per cent of the total population; still their contribution to productive employment remained very low in the past. Recently on account of increase in the number of educated women who prefer to manage both work and home at the same time, take advantage of the employment facilities available to them especially in the field of education, insurance, manufacturing industries, medical, IT service industries, finance, etc.

As per the global brand index, which is compiled by brandinex.com, China and India put together did not have at least one global brand where as small nations like Finland and Denmark are having number of brands. India, at least able to realize this fact that it has a global brand product and invested heavily on information technology education and infrastructure which helped it become one of the leading nations in the world on the front of information technology and the sector is generating huge amount of revenues to the nation both in domestic as well as foreign currency.

### **Key words :**

Investments, Women employees, Household savings.

## A Study on Customer Preference Towards Junk Food with Special Preference to Coimbatore City

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### **Abstract:--**

Junk food is an informal term applied to some foods that are perceived to have little or no nutritional value (i.e. containing "empty calories"); to products with nutritional value, but also have ingredients considered unhealthy when regularly eaten; or to those considered unhealthy to consume at all. Right now from the definition of what junk food are, they may sound like something that's really bad, but always there are exceptions to it. Bad things can sometimes be good and good things can sometimes be bad, it depend on how they are used. What people didn't know is that the diets many people believe to be healthy most of the time contain junk food. Junk food is more popular because of experience of great taste, better shelf life and easy transportation.

### **Key words :**

Junk Food, Consumer Satisfaction, Marketing, Customer Preference.

## Impact of Artificial Intelligence (AI) In Marketing

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### **Abstract:--**

AI marketing uses artificial intelligence technologies to make automated decisions based on data collection, data analysis, and additional observations of audience or economic trends that may impact marketing efforts. AI is often used in marketing efforts where speed is essential. AI tools use data and customer profiles to learn how to best communicate with customers, then serve them tailored messages at the right time without intervention from marketing team members, ensuring maximum efficiency. For many of today's marketers, AI is used to augment marketing teams or to perform more tactical tasks that require less human nuance. Artificial intelligence is the creation of intelligent machines that are capable of think and react like humans. Artificial Intelligence has been treated as the next industrial revolution, people believe that artificial intelligence can provide a solution to most of the problems, and challenges exist right now in the world. Also, AI can solve the problems which might occur in the future. Artificial intelligence has the potential of creating new industries, technologies, and environments altogether.

### **Key words :**

Artificial Intelligence (AI), Technology, Marketing, Humans, Customers, Machines.

## Mathematics in Detecting the Mass and Distance of an Unknown Celestial Body

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### **Abstract:--**

Determining distances in space is a technical phenomenon; astronomers are trying to come up with a correct way to do it. It is not easy for most of us to imagine the truly immense scale of the universe. Euclidean means that all the geometry and lines (that are taught in mathematics and physics) properties applies. Measuring distance from earth to celestial bodies like star, sun and moon help astronauts to determine the size of the universe; also it helps to estimate the age of universe. Therefore it is important to use correct methods in estimating space distance. Recent technology comprises of various instruments and devices to determine the mass of celestial bodies but conventionally by using Arithmetical maths and Geometry we can measure the distance and mass of unknown astronomical objects.

### **Key words :**

Celestial bodies, Euclidean, Geometry, Arithmetical maths and Distance

## Cloud Computing

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### **Abstract:--**

Nowadays, cloud computing technology is used by more number of organizations, enterprises and educational institutes. Cloud Computing is a term refers to the application and services provided through virtualized resources. It comprises three different types of services namely Infrastructure as a Service (IaaS), Software as a Service (SaaS) and Platform as a Service (PaaS). These services are delivered to the clients through the internet. There are many Cloud Service Providers (CSP). The clients/subscribers who access the cloud computing services by paying fee as monthly or annual to the providers. Clients who access these services don't want to invest huge amount in hardware and software to establish a room to create a server. The subscribers can access these services according to their business needs. In earlier days, the manufacturing industries invested huge amount in purchasing computers, software and essential resources needed to create IT infrastructure. The cloud computing services is a boon to these industries. The cost is greatly reduced to those industries who subscribed to the cloud services and get benefitted to access to more flexible enterprise level computing services. In this paper, we give a survey about the services and applications provided through Cloud Computing.



## Mannequins Supporting Social Distancing

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### ***Abstract:--***

The main aim of this research is to study how mannequin actually affects the psychology of fashion retail customers of the Tamilnadu region and how it alters the buying behavior of customers of a chosen value fashion brand store across Coimbatore, Tamilnadu. Which can help to find a way to aid safe shopping during the Covid 19 pandemic. Various methods like surveys through questionnaires and observatory surveys are done to find a perfect conclusion. Different numbers of samples were used for different surveys. A link of research works aided to find the best result. More than 50% of this value fashion brand customers do get attracted to mannequins and window display, but it brings very little change in the purchase behavior of the customer, it doesn't make them do impulse buying. Instead, of buying new mannequins, the available mannequins can be used in different ways. As this research was initiated to find if there was any need in increasing the number of mannequins in this value fashion brand to grab more visual attention, consumers' intention and perception towards store mannequins and their placement was analysed. Which in turn had very less impact on buying behavior of customers. Meanwhile, as the season is hit by Covid 19 virus, the stores must develop a new floor layout, that can't be too congested. Here to keep up the social distancing, mannequins at high point visual areas, can be brought down and arranged with podium and other props.

## A Study on Marketing Mix of Nestle Product

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**Yuvaraj.P**, Student, Sri Krishna arts and science college

### **Abstract:--**

This study is related to the integration of Nestle product marketing. Nestle Company is a health, nutrition and wellness company that provides, manufactures and manufactures ready to-use dishes and cooking utensils, medicines and eyewear, dairy products and baby food. The company operates in six regions including zone America, zone Oceania, zone Africa and Asia. Nestle was built in 1866 by Henry Nestle and is headquartered in Switzerland. With the hiring of various business strategies and the launch of a new product line, nestle incentives to employ approximately 339,000 employees working in all regions around the world.

The purpose of this study is to identify the factors that lead a customer to choose Nestle products. Buyers of a nestle product refer to a level of happiness or dissatisfaction with product and product. A sample size of 150 student respondents was taken. The main purpose of the study was to study consumer behavior in relation to Nestle product, factors that influence consumer decision, ad performance level and consumer satisfaction in relation to nestle products. Research results are analyzed using percentage analysis and Chi - Square analysis. In this study, a simple random measurement method was used. This paper is the result of a study conducted in Coimbatore city and is based on information provided to respondents with questions. I hope this project will be of great help to those who have understood constructive and healthy suggestions for improving Nestle Product.

### **Keywords:**

consumer behavior, consumer satisfaction, consumer preference, marketing mix

## A Study on Major factors Influencing Investor Attitude towards Equity Investment

**P.B.Deepa**, Research Scholar, Mahendra Arts &Science College (Autonomous), Namakkal.

**Dr. Josephine Daisy**, Associate Professor, Mahendra Arts &Science College (Autonomous), Namakkal.

### **Abstract:--**

The developments within the financial markets round the globe are providing a good sort of markets and investment options to the investor's. This successively makes the investment decision process more complex. Research has been done to spot the factors influencing the investor's attitude towards equity investment during this pandemic situation. Primary data is collected through questionnaire. The typical value of the highest five highly influential factors consistent with the investors' were what the corporate does, valuation of the company's Stock, company's 10-Q annual reports, Price to earnings ratio, is that the company profitable. The five factors which got lowest priority or which had low influence on the attitude of the retail investors investing in equity stocks were Revenue/ profit patterns of the corporate was considered to be rock bottom influencing factors among the five, customer/ client reviews about the corporate, vision and mission of the corporate, risk factors involved within the nature of business, debt-to-equity ratio.

### **Keywords:**

Investment, Investors' attitude, Influencing factors

## Stability Result on Boolean Networks Suffered By Impulses

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**Iswarya Lakshmi.V**, Department of Mathematics, Sri Krishna Arts and Science College, Coimbatore, Tamilnadu, India

**Deepthi Nayana Sujith**, Department of Mathematics, Sri Krishna Arts and Science College, Coimbatore, Tamilnadu, India

**Rachel .L**, Department of Mathematics, Sri Krishna Arts and Science College, Coimbatore, Tamilnadu, India

**Vignesh K**, Department of Mathematics, Sri Krishna Arts and Science College, Coimbatore, Tamilnadu, India

### **Abstract:--**

This manuscript is concerned with the stability result of Boolean networks which is suffered by impulses. First, Boolean network has been converted into a linear discrete – time dynamical system with the help of semi-tensor product of matrices. A transition matrix for the impulsive Boolean network has been derived. Finally, an example is provided to demonstrate the derived theoretical result.

### **Keywords:**

Stability, Boolean Networks, Semi-Tensor Product, Matrix Theory, Impulsive Effects.

## A Study on Indian Post Payment Bank – Benefits & Key challenges

**P.Jesintha**, Assisstant professor, Sri Krishna Arts & science college

**R.umayal Ramu**, II B.com BPS, Sri Krishna Arts & science college

**M. Amirtha Bashini**, II B.com BPS, Sri Krishna Arts & science college

**L.Deni shalom**, II B.com BPS, Sri Krishna Arts & science college

### **Abstract:--**

Indian Post Payments Bank with the vision of building the most affordable, accessible, and trusted bank for the common man and driving the agenda of financial inclusion. The India Post Payments Bank launched on September 1, 2018, payments bank that aims at making banking services available at people's doorstep. This research paper covers the IPPB, its aim, functions, benefits and challenges of India Post Payments Bank.

### **Keywords:**

Bank, Benefits, Functions, Challenges

## Disparity of Single and Multi-Clouds in Cloud Computing Security

**Dr. J. Gowri**, Assistant Professor, Department of Computer Science, Sri Krishna Arts and Science College, Coimbatore.

**Abstract:--**

Cloud Computing usage has been increased very quickly in many Business Organizations. Cloud Computing Service is employed small and medium companies for various reasons. Cloud computing service provides speedy access to the company's application and reduce their infrastructure cost. As a matter of high and urgent priorities, it's important for cloud providers to handle privacy and security issues. Trading with "Single Cloud" providers is becoming, not as much popular with customers because of its potential issues such as Service availability failure and the chance that there are malicious insiders in the Single Cloud. Nowadays there are movement towards, "Inter-cloud" or "Multi-clouds". This paper mainly focuses on the issues interconnected to the Data Security features of Cloud Computing and Surveys current research related to Single and Multi-clouds security and addresses possible solutions. It is found that the use of multi-cloud providers has received only less attention compared to use of Single Cloud. This work aims to develop the use of Multi- clouds due to its ability to reduce the security risks.

**Keywords:**

Security; Storing data in Multi-Clouds; Data Integrity; Data Intrusion; Service Availability.

## Machine learning in bio information

**Bhavasree**, Student, Sri Krishna arts and science college.

**Nalina Priya**, Student, Sri Krishna arts and science college.

**Abstract:--**

Bio Informatics is a modern branch of biological science where the statistical and computational concept have been employed. Machine Learning deals with the automated learning of machines from experience, without being explicitly trained. Machine learning is a subset of Artificial Intelligence. Bio informatics is one of the application of Machine Learning. Machine learning is a process where machines take data, analyze it to generate predictions and use those predictions to make decision. Bio informatics is derived from Human genome project. Machine learning techniques are implemented to identify the infected genes and the normal genes with the use of classification method. The applications of machine learning in biological domains are text mining, system biology, proteomics, evolution, genomics. The paper concentrates on the usage of Machine Learning applications in the field of Bio Informatics.

**Keywords:**

Machine learning, Bio Informatics, genomics.

## A Survey on Big Data Analytics: Challenges, Open Research Issues and Tools

**Dr. SUNITHA. C**, Head of Department, Sri Krishna arts and science college

**CHRISTINA J**, Student, Sri Krishna arts and science college

### ***Abstract:--***

Terabytes of data is being generated from today's technology devices and smart technology such as the Internet of Things (IoT) devices and cloud computing every day as a huge storage. Analysis of such vast data involves a great deal of effort to extract information in decision making at different levels. Big data analysis is also an existing field of research and development. The main aim of this article is to discuss the possible implications of large-scale data problems, open research concerns and various relevant resources. As a result, this article provides a platform to explore big data at numerous stages. In addition, it gives researchers a promising future for the creation of the solution based on problems and research challenges.

### ***Keywords:***

Big data, Internet of Things, cloud computing, Big data analysis



## A Study on Artificial Intelligence: Challenges, Approaches and Applications

**Dr. SUNITHA. C**, Head of Department, Sri Krishna arts and science college

**Mr. VIGNESWAR J**, Student, Sri Krishna arts and science college

### ***Abstract:--***

The digital world we move in today consists of various devices and a huge amount of data. It is impossible to sort the data using human intelligence. To make this possible and efficient we use artificial intelligence. Artificial Intelligence is known as the biggest breakthrough in the technology industry with enormous potential. But just because it holds enormous potential does not mean it does not also have its challenges. And artificial intelligence challenges and possibilities are not small, which is why recognizing and working towards resolutions to problems can help further propel artificial intelligence's rapid growth.

### ***Keywords:***

Artificial intelligence, Security, Neural network, Algorithm`s

## A Study on Graphic Design Principles and Techniques

**Dr. C Sunitha**, Professor, Head of Department, Dept of Computer Science, Sri Krishna arts and science college

**Aishwarrya.S**, IV MSC SS Student, Sri Krishna Arts And Science College, Coimbatore

**Samyuktha.S**, IV MSC SS Student, Sri Krishna Arts And Science College, Coimbatore

### **Abstract:--**

From building a brand to showcasing your skills, Graphic design plays a critical role. in brand-building and at an equivalent time, in showcasing your skill-sets. Although branding and design are an inseparable experience, it's important to know the basics of graphic design before embarking on any new assignment. Have you noticed once you browse a book, journal, study report, or product label how your eye is drawn to figures quite to words and tables? Furthermore, the graphic design itself adds to the clarity of the messages within the data. When an opportunity to create an impression comes, applying the experience and knowledge of design elements to the work, for e.g. in social media graphics, web and app UI, videos, banners, advertisements, gets appreciation from the clients as well. Designing can be fun as we can go beyond the lines to draw! Actually by using colors to present an idea differently instead of repetitive design structure, but, the beginners must first know what those prescribed lines are. The goal of this paper is to supply a mechanism for choosing the acceptable graph to thoughtfully construct quality deliverables using good graphic design principles. So, let's understand the basic design principles which will assist you create stunning graphics.

### **Keywords**

Graphic design, Visual Hierarchy, Design Structure, Color Combinations, Photoshop, Illustrator

## A Study on the Online Ride Hailing Services With Reference To Coimbatore City

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**Dekshith kumar J**, I M.Com MIB, Department of Commerce Business Applications, Sri Krishna Arts and science college, Coimbatore

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**Dinesh R**, I M.Com MIB, Department of Commerce Business Applications, Sri Krishna Arts and science college, Coimbatore

### **Abstract:--**

India's taxi industry has changed drastically from street-hail, unorganised taxi format to app-based rides getting used all told walks of life. Today, the taxi industry is extremely modern, with a range of benefits in convenience, period, and detail on the actual time, economy and protection to its consumers. Cab e-hailing is now a key component of metropolitan cities, offering a better client value than most traditional taxi services. This study focuses on the expansion of Application based hiring among the taxi users in Coimbatore city, their satisfaction and the various factors which influence them while choosing a cab. For this paper, Data has been collected from 118 respondents with the assistance of structured questionnaire. The aim of this paper is to look at various factors that affect the behaviour of drivers while hiring app-based cabs and the customer experience and also their satisfaction towards Application based cabs encompasses a positive interrelated relationship.

### **Keywords**

Online, rides, service, relationship.

## A Novel Method for Indian Vehicle Licence Plate Detection using Image Segmentation and Neural Network

**N.A.Sheela Selvakumari**, Department of Computer Science, Sri Krishna College of Arts and Science, Coimbatore, Tamil Nadu, India

**Manjutha M**, Department of Information and Computer Technology, Sri Krishna College of Arts and Science, Coimbatore, Tamil Nadu, India

### **Abstract:--**

Now a day's due to decreasing costs of high quality video surveillance systems, human activity detection and tracking has become gradually increased in real-time system. The video surveillance system is used for ensuring the security as well as monitoring system. The automated systems have been designed for numerous detection tasks, but the task of detecting illegally parked vehicles has been left largely to the human operators of surveillance systems. Hence the proposed work focuses on detection of Indian vehicles by their number plates based on different features like different shape and size and also have different colour of number plates of vehicles has been segmented through image processing techniques. The proposed method will recognize and detects the vehicle number plate which assists to discriminate number plates of authorized and unauthorized vehicles. This approach is simplified to segmented all the letters and numbers used in the number plate by using bounding box method followed by Neural Networks for recognition of numbers and characters. The proposed novel segmentation method recognizes the each character and achieves 98.8% accuracy.

### **Keywords**

Image processing –Vehicle detection – Pre-processing –Edge Detection – Image segmentation – Neural Networks.

## Fog Computing Architecture for Autonomous Transportation of Cloud of Things

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**Manjutha M**, Department of Information and Computer Technology, Sri Krishna College of Arts and Science, Coimbatore, Tamil Nadu, India

### **Abstract:--**

In Cloud Computing, all the process of the info collected by the node is finished within the central server. This involves lots of your time as data needs to be transferred from the node to central server before the process of knowledge is tired the server. Conjointly it's not sensible to stream terabytes of knowledge from the node to the cloud and back. To beat these disadvantages, associate degree extension of cloud computing, referred to as fog computing, is introduced. In this, the process of knowledge is finished fully within the node if the info doesn't need higher computing power and is done partly if the data needs high computing power, once that the info is transferred to the central server for the remaining computations. This greatly reduces the time concerned within the method and is additional economical because the central server isn't over laden. Fog is kind of helpful in geographically distributed areas wherever property is irregular. the best use case needs intelligence close to the sting wherever ultra-low latency is vital, and is secure by fog computing. The ideas of cloud computing and fog computing are going to be explored and their options will be contrasted to know that is additional economical and higher fitted to period application.

### **Keywords**

Fog Computing, Fogging, Edge Computing, Smart Grids.

## Drug Administration and Application of Calculus in Biology

**Shivani B**, 2<sup>nd</sup> Bsc Mathematics, Sri Krishna Arts and Science College

**Gavya S**, 2<sup>nd</sup> Bsc Mathematics, Sri Krishna Arts and Science College

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**Gavya S**, 2<sup>nd</sup> Bsc Mathematics, Sri Krishna Arts and Science College

### **Abstract:--**

A derivative is used to find the rate of muscle contraction and growth of bacteria. When a drug is administered to the body it is dissolved into the bloodstream. The rate at which this occurs is called dissolution. This can be modelled using Noyes - Whitney equation. The rate at which the drug absorbs can be found. In accordance, with the rate of dissolution can be used to find a drug path in the body when administered. Integration is used to find the change in temperature. When the cancer cells form a tumor they grow in many different faces.

### **Keywords**

Derivative, Dissolution, Noyes- Whitney equation, Integration, Cancer cells.

## A Study on Cancer Disease Prediction using Data Mining Techniques

**S. Suresh**, Assistant Professor , Department Computer Science, Sri Krishna Arts and Science College

**S. Dhanalakshmi**, Assistant Professor , Department Computer Science, Sri Krishna Arts and Science College

**S. Indhumathi**, Assistant Professor , Department Computer Science, Sri Krishna Arts and Science College

### ***Abstract:--***

Cancer is one of the life-threatening diseases for a human being all over the world. Data mining is a technique for analyzing very large amounts of data for retrieving useful information. Often used data mining techniques are the association rules, classification, clustering, prediction, and sequential patterns. Data mining approaches are used for a variety of real-time applications. Especially in health care engineering, data mining plays an important role in predicting diseases. Usually, the patients have to undergo a number of tests for detecting the disease. However, the patient might have symptoms of the particular disease. By using data mining techniques, the cancer disease to be predicted as early as possible and the number of tests must be reduced. In the present world, there are many prediction systems are implemented. This paper is to analyze how the various data mining techniques are used for predicting Cancer diseases. This study is mainly focus on predicting Cancers in Children, Lung Cancer and breast Cancer.

## Machine Learning in Bioinformatics

**Ranjitha.c**, Student, Sri Krishna Arts and Science College

**Jaishree. D**, Student, Sri Krishna Arts and Science College

### ***Abstract:--***

Bio Informatics is a modern branch of biological science where the statistical and computational concept have been employed. Machine Learning deals with the automated learning of machines from experience, without being explicitly trained. Machine learning is a subset of Artificial Intelligence. Bio informatics is one of the application of Machine Learning. Machine learning is a process where machines take data, analyse it to generate predictions and use those predictions to make decision. Bio informatics is derived from Human genome project. Machine learning techniques are implemented to identify the infected genes and the normal genes with the use of classification method. The applications of machine learning in biological domains are text mining, system biology, proteomics, evolution, genomics. The paper concentrates on the usage of Machine Learning applications in the field of Bio Informatics.

### ***Keywords***

Machine learning, Bio Informatics, genomics.



## A Study of Individual Tax Payers Perception towards Various Tax Planning Methods

**S. Ruth Smiely**, Assistant Professor, Sri Krishna Arts and Science College

**S.Chitra**, Student, Sri Krishna Arts and Science College

**K.Jisha**, Student, Sri Krishna Arts and Science College

**K.Manoj**, Student, Sri Krishna Arts and Science College

**M.Bhuvanewari**, Student, Sri Krishna Arts and Science College

### **Abstract:--**

Tax planning is that the legal process of arranging your affairs to attenuate a tax liability. There are quite 200 such provisions specifically written into law. Tax evasion is different; it's illegally minimizing your tax, like falsifying figures or not disclosing income. This carries serious penalties which may include a criminal prosecution. A problem arises when the law is unclear, so it's not obvious whether a scheme is within the law or not. For this reason, there are two significant developments. We've seen a replacement approach to artificial tax avoidance which stands between avoidance and evasion. If any of the subsequent are found during a scheme, it's likely to be challenged as artificial tax avoidance: it sounds too good to be true. Artificial or contrived arrangements are involved. It seems very complex for what you would like you would like to try to. Tax benefits are disproportionate to the business activity. A country or banking secrecy country is involved with none sound commercial reason. Tax exempt entities, like pension funds, are involved inappropriately. It contains many arrangements designed to sidestep tax consequences. It involves money stepping into a circle back to where it started. Low risk loans to be paid off by future earnings are involved in tax planning. The scheme promoter lends the funding needed. The study is about intent on apply various tools for evaluate perception of tax payers towards various Tax Planning Methods.

### **Keywords**

Tax awareness, Perception, Tax Evasion

## Impact of Machine Learning & Artificial Intelligence on Cyber Security and Safeguarding Cyberworld

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**S.Aishvarya**, Department of MSc(SS), Sri Krishna Arts and Science College, Coimbatore

### **Abstract:--**

The Artificial intelligence is giving knowledge to the machine and Machine learning is the computer algorithms that enhance automatically by some kind of experience and by the utilization of data. Artificial Intelligence (AI) and Machine Learning (ML) are dynamic the natural order of things right from how we work and the way the economy runs, to the character of today's warfare, communications, privacy protection norms, etc. while their long-run impact remains unsure, these technologies are an enormous facilitate to cyber security specialists as they will want to quickly establish and analyse potential attacks. In order to expose the strange actions on a network, there are modern security technologies that are using Artificial Intelligence programs.

Cyber security is the methods of ensuring computers, systems, programs and information from unauthorized get to or assaults that are pointed for misuse. We implemented three techniques to safeguard the cyber world. They are Forensic Analysis, Spam Filtering & Phishing and Threat Modelling and Prevention. The main goal of this paper is to provide different ways of protecting the cyber world by using the various techniques..

### **Keywords**

Machine Learning, Artificial Intelligence, Cyber Security

## Machine Learning in Bioinformatics

**M.Nalina Priya**, Assistant Professor, Sri Krishna Arts and Science College

**A.Bhavasree**, Student, Sri Krishna Arts and Science College

### ***Abstract:--***

Bio Informatics is a modern branch of biological science where the statistical and computational concept have been employed. Machine Learning deals with the automated learning of machines from experience, without being explicitly trained. Machine learning is a subset of Artificial Intelligence. Bio informatics is one of the application of Machine Learning. Machine learning is a process where machines take data, analyze it to generate predictions and use those predictions to make decision. Bio informatics is derived from Human genome project. Machine learning techniques are implemented to identify the infected genes and the normal genes with the use of classification method. The applications of machine learning in biological domains are text mining, system biology, proteomics, evolution, genomics. The paper concentrates on the usage of Machine Learning applications in the field of Bio Informatics.

### ***Keywords***

Machine learning, Bio Informatics, genomics.

## Non-Contact Sanitizer and Monitoring System Using Arduino

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**S. Lavanya**, Student, Department of Computer Science and Engineering, Sri Ramakrishna Engineering College Coimbatore, Tamil Nadu, India.

**K. Manisha**, Student, Department of Computer Science and Engineering, Sri Ramakrishna Engineering College Coimbatore, Tamil Nadu, India.

**S. Pooja**, Student, Department of Computer Science and Engineering, Sri Ramakrishna Engineering College Coimbatore, Tamil Nadu, India.

### **Abstract:--**

This study examined how non-contact hand sanitizer along with monitoring system is useful for the people at public places. The main purpose of this project is to develop a non-contact hand sanitizer dispenser and monitoring the person whether he/she sanitizes their hands, in an automatic manner so that all people will get benefit out of this. The Arduino UNO is connected with solenoid valve, which allows the fluid flow and pumps out sanitizer. After sanitizer got over, again have to refill the sanitizer bottle. A plastic tube will be connected to the working sanitizer and other tube will be connected to a water motor. So, water motor pump sanitizer to the sanitizer bottle if there is no sanitizer or less sanitizer. Before the sanitizer is going to over, a message will be displayed in LCD. For monitoring whether a person sanitizes his/her hands, an infrared sensor is used; it detects a person who sanitizes their hands. A wi-fi module is attached with Arduino UNO microcontroller, so that all details about automatic sanitizer dispenser will be generated to the android app. The results for monitoring whether the person sanitizes hands or not are accurately displayed on LCD. Person sanitized or not status and sanitizer liquid status are clearly generated in the android app. Repeatedly touching hand sanitizer containers to get a drop of sanitizer again initiates contact with persons, which may be risky. Hence there is a need for non-contact-based hand sanitizer dispenser.

## Impact on Consumer Awareness and Usage of E-Banking Transaction through Mobile Phones with Special Reference on South India's Manchester City

**Dr.Marysaranya.J**, Assistant Professor, Department of Management Science, Sri Krishna Arts and Science College, Coimbatore.

**P.Punya**, Student, Sri Krishna Arts and Science College, Coimbatore.

**J.Hebsiba**, Student, Sri Krishna Arts and Science College, Coimbatore.

**Anupa Binu**, Student, Sri Krishna Arts and Science College, Coimbatore.

**M.Jayanth**, Student, Sri Krishna Arts and Science College, Coimbatore.

### **Abstract:--**

Technology and applications of mobile phones bestows ample spectrum for businesses, they also presenting a continuous development and new challenges. Although this service is currently viewed with reluctance by customers, banks need to surpass this pitfall and ascertain how this service can be combined with other alternative channels such as social media, to embrace value for customers. Mobile banking is the latest and most innovative service offered by banks all over the world. It is an inherent part of electronic banking which underlies not only the preponderant factor of the banking business but also the special conditions of mobile commerce. Mobile banking bestows customers access at banking services 24\*7 which sans the assistance of a bank employee. To this regard, a study was carried out to examine the factors influencing the usage of e-banking services through mobile phones with reference to ease of use, perceived usefulness and trust. The results indicate that ease of use, perceived usefulness and trust have predominant influence on consumer usage of e-banking services through mobile phones with perceived usefulness being the most significant of the three. The researcher recommends that banking institutions should be susceptible to requisite steps to extensively impart the consumers regarding mobile banking and other electronic banking services in order to assuage the resistance customers normally have towards services they are not cognizance of.

### **Keywords:**

Ease of Use, Mobile Banking, Perceived Usefulness, Trust, Usage.

## Future of Business Analytics

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**Afeefa Parveen.R**, 2<sup>nd</sup> B.com(BA) Sri Krishna arts and science college.

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### **Abstract:--**

Business analytics is the practice of using data to drive business strategy and performance. Data is the heart of business analytics. Therefore, business analytics can help improve profitability of the business, increase market share and revenue and provide better return to a shareholder. The Data Management, Security and Accessibility in business analytics is to Scale Up in the future trends. We will have our own citizens as data scientists shining brighter. Business data quality management is going to become even more important in the history of ever. The Artificial Intelligence and Automation Augmenting the Consumer Experience will work in an effective way as well. The cloud and the embedded analytics continues to render its work as now. From this we can understand that our future is Personalized.

### **Keywords:**

Augmented analytics, The Cloud, Artificial intelligence, Embedded analytics, Data security.

## Women Entrepreneurship Development through Self Help Groups in India

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**Dr. F. W. Niranjane**, Associate professor, Janata Mahavidyalaya, Chandrapur, Maharashtra

### **Abstract:--**

In 21st century, the concept of globalizing village is taking Pioneer place and diverting towards modernization. The entrepreneurship and economic development of an enterprise to a large extent depends on human resources. According to census 2011, women constitute approximately, half of the total world population. All over the world women are playing a vital role in the business community. In India, women have made a comparatively late entry into the business scenario due to the traditional socio- cultural environment.

The 1st prime minister of Independent India Pandit Jawaharlal Nehru has rightly said that –“ The women of India should play a vital role in building strong nation. Women must be empowered by enhancing their awareness, knowledge, skills, technologies and use efficiency , thereby facilitating overall development of the society.

Entrepreneurship development among women particularly among rural women, Will strengthen the Social-Economic condition, rural and national development. The empowerment and entrepreneurship development of women through self-help group (SHGs) would lead to benefits not only to individual women but also for the family and community as a whole through collective action for development.

V.Krishnamoorthy and R.Balasubramani (April 2014) identified the important women entrepreneurial motivation factors and its impact on entrepreneurial Success. The study identified ambition, Skill, and knowledge, family support, market opportunities, independence, government subsidy and satisfaction are the important entrepreneurial motivational factors. The study also concluded the ambition, knowledge and skill, independence dimensions of entrepreneurial motivation has significant impact on entrepreneurial success.

### **Keywords:**

SHGs, Entrepreneurship Development, Empowerment

## Women Customer Satisfaction and Safety toward Pink Taxi with Special Reference in Coimbatore City

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**Abinaya .K**, I.M. Com IB, Sri Krishna Arts and Science College, Coimbatore.

**Kanimozhi. S**, I.M. Com IB, Sri Krishna Arts and Science College, Coimbatore.

**Devapriya . M**, I.M. Com IB, Sri Krishna Arts and Science College, Coimbatore.

**Pravin Ram . B**, I.M. Com IB, Sri Krishna Arts and Science College, Coimbatore.

### **Abstract:--**

A taxicab, also known as a taxi or a cab, is a type of vehicle for hire with a driver, used by a single passenger or small group of passengers, often for a non-shared ride. This differs from other modes of public transport where the pick-up and drop-off locations are decided by the service provider, not by the passenger, although demand responsive transport and share taxis provide a hybrid bus/taxi mode. Taxicabs face stiff competition from auto rickshaws, but in some cities, for example Mumbai, auto-rickshaws are banned in the main city district, thus giving taxicabs a monopoly. Disputes over whether smartphone-based ride hailing services should be regulated as taxicabs has resulted in some jurisdictions creating a new classification called transportation network company (TNC.) This study focuses on women customer satisfaction and safety , sample of 130 respondents has been collected and analyses is done on the future scope to retain effective services of Pinktaxi.

### **Keywords:**

Women, Customer Satisfaction, Safety, Taxicabs.



## A Study on Consumer Attitude towards Online Purchase of Goods and Services in Coimbatore City

**Dr.M. Pushpalatha**, Assistant Professor., Department of Commerce, Sri Krishna Arts and Science College, Coimbatore-08. Tamilnadu

**Dhilipan Gruz.W**, Department of Commerce and Business Application, Sri Krishna Arts and Science College, Coimbatore

**Sudalai Mani.G**, Department of Commerce and Business Application, Sri Krishna Arts and Science College, Coimbatore

**Muthuram.M**, Department of Commerce and Business Application, Sri Krishna Arts and Science College, Coimbatore

**Shabna.B**, Department of Commerce and Business Application, Sri Krishna Arts and Science College, Coimbatore

### **Abstract:--**

The Technology revolution has brought about a exemplar shift in the way things are done. The Technology have radically changed the method shoppers seek and use information. The Internet was earlier hypothesized as an instrument for enhancing information, has become a vital part of business in this digital era. For trades the key to being in the upcoming depends on how well they can participate this medium in their business model for these days. In order to sell anything online, the Producers and Sellers have to take into account the uniqueness of their customers and their spending habits and the Goods and the services they prefer. In this study state that problems of the Modern world huge developments are extensive in the information and technical industry. Competition growths day by day due to increase in the attention of consumers towards online Purchase. The best trader is based on their experiences on website. Online Purchase mainly based on individual thinking process and his perceptions. Consumer behavior is very dissimilar to understand both in online Purchasing and in traditional purchasing. Its include social, cultural, personal and psychological factors but traditional purchase is highly influenced by these factors as associated to online Purchase. Due to that fact online consumers are confining with social and cultural environment and psychological factors. But, most of the online sellers don't know about social and cultural norms about the targeted customers. It's becoming gradually imperative for retailers to provide strong online Purchase experiences. Therefore, it is pertinent to identify the suitable ways to promote sales in this competitive era with the intention of fulfilling high level expectations of consumers. The main objectives of this Paper are to know the factors that are influencing the behavior of the customers who purchase goods and services through the source of online mode. There are no restriction on geographical location of study, the study is conducted for those who have utilized the online mode for attaining goods and service. The tools used for the study are Simple percentage and rank analysis. It is analyzed that education level, occupation, annual income, time spent and internet access of the customers have been influenced over the frequency of the purchase of products and service through online. The online firms must provide variety of products based on the customers purchasing power and educate the customer such that they can identify the goods and services which they afford for their derived needs and to examine the problems faced by the consumers towards online shopping. To conclude the study Recently consumers are expecting variety of products with innovative features. As they are dispersed, it is very difficult to reach them by the traditional mechanisms. Online Purchase is the benefit for the modern consumers. Electronic data interchange, e-mail and ecommerce applications brought essential changes in the entire setup of marketing the products. Technical innovations and the availability of widespread of products are the major advantages of online Purchase. Currently, people are more computer savvy and they are more aware of products which emerged as 'brands'. This paper study though they varied in their perception due to the influence of social and demographic features, lot of factors were identified in order to understand their likes and dislikes. Their attitudes have to be rightly understood by examining the problems faced by them in online Purchase. User friendliness, reliability, promptness, convenience, quality, availability, suggestibility and proximity were the synchronized factors influencing consumers to do online Purchasing.

### **Keywords:**

Stock Market, Nifty Bank, Other Sectoral Indices, National Stock Exchange.

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## Impact of COVID on logistics services in customer Satisfaction

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### **Abstract:--**

In the logistics management, the concept of customer satisfaction is the momentous in providing service quality. To create a value in logistics services to fill the expectation of customer gets more significant than ever to sustain competitiveness in the market. The supply and distribution activities unify the logistics activities in an organisation. To satisfy customers the logistics activities and the organisation has to achieve the time and location and the cost of the service provided as well as the quality, taking into consideration customer's needs and purchase power. Customer satisfaction is important because it provides marketers and business owners with a metric that they can use to manage and improve their businesses. In this paper the influence of logistics services quality in Coimbatore on customer satisfaction during COVID 19 pandemic. In this study the variables of services quality and customer satisfaction are analysed. The population of the study consists of freight forward staff and customer in and around Coimbatore. The purposive sampling technique is used for research. Semi-structured interviews were conducted in order to get thorough insights. For analysis purpose, descriptive statistics and Chi-Square test were applied. The outcomes revealed that influence of logistics services quality towards customer during covid-19.

### **Key words:**

Customer Satisfaction, Services quality, freight forward, COVID 19 pandemic

## ADISAL – Right App with Vision for Right People

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### **Abstract:--**

This paper describes about a app that has been developed to make a solution to the agricultural crises that arises during the time period. Various researches has been done and the solution is raised in form of the app. Let us see about the app in further here.

ADISAL is a native app mainly for farmers and wholesale or retail marketers to sell and buy the agricultural products directly from farm to stores. This app also provides transportation of agricultural goods from farm to markets, so this paves way for the new user's transporters to use this app. Farmers can also get suggestions and proper guidance for crop cultivation and all details about what to cultivate, when to cultivate and how to cultivate from our Field experts through the Query module. And the System also contains all the Welfare Schemes provided by the Government and NGOs for the betterment of the farmers.

The project is planned to be developed in Android studio platform using Java and Xml code for the front end and layout design and Firebase is used for backend. Database connection will be done using JAVA language. The outcome of the project will be with enhanced UI in the Native App for users.

This project will be very helpful for Farmers and increase the Method Direct selling and it also ensures no crop waste from the production. Buyers can also get fresh goods from the farm without any intermediates or any brokers. This also provides job opportunity for the transporters to transport the agricultural outcome to the buyers and markets. Cultivators can get Expert advice for the cultivation and can also know about market prices and the welfare schemes given to them and can also apply for them through this. Right App for the Right User Makes Difference.

## A Study on Work Life Balance among Women Faculty Members Working in Private Colleges Spotlight on South India's Manchester City

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**Dr. S. Ramkumar**, Associate Professor, Hindusthan college of Arts and Science, Coimbatore, Tamil Nadu

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### **Abstract:--**

The success of any educational institution is primarily determined by the pass percentage of students and the placement record of the institution. Thus, in order to mould students in the right way, the role of teachers is very important. Teaching faculty can contribute their full potential and efficiency for the development of their wards, while they derive high level of job satisfaction. Job satisfaction, in turn depends on an efficient way of managing their work and family commitments. So, in this study, an attempt has been made to identify the factors influencing work and life balance and to examine the ways in which teaching faculty manage their work and life balance. The result of the study exhibits that age, the number of elders in their family, the amount of monthly income earned and number of years of experience. Furthermore, the results of the study disclose that women faculty, by working extra time, in case of need; try to complete the work in time.

### **Keywords:**

Educational institution, job satisfaction, work life balance

## Coping With Job Stress and Build Resilience during the Covid-19 among Frontline Employees

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***Abstract:--***

For the frontline employees who work directly with the customers this COVID – 19 pandemic is a challenging force for their performance. Fear and anxiety about the disease can increase their stress level which leads to their low performance. This study focuses on the symptoms of stress the frontline employees experience and to know the common work – related factors that add stress during this pandemic. This study helps to find the suggestive measures to build resilience and manage job stress. Factor analysis was performed in order to find the work – related factors which add stress during this pandemic. Descriptive analysis was done to know the demographic profile of frontline employees.

## A Study on Effects and Impact of Repo Rate Over Bank Lending Rate

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### **Abstract:--**

GDP growth for 2019-20 is revised downwards from 7 per cent in the June policy so RBI cuts the repo rate to boost economic growth. This is the first time in 2019 when all members of the MPC (Dr. Chetan Ghate, Dr. Pami Dua, Dr. Ravindra H. Dholakia, Dr. Michael Debabrata Patra, Dr. Viral V. Acharya and Shri Shaktikanta Das) unanimously decided to reduce the policy repo rate. It has become the common practice of Reserve Bank of India to rotate the repo rate in very frequent intervals to stabilize the supply of money and to curtail the pressures of inflation. The repo rate now stands at 5.15 per cent, the lowest since March 2010. The main purpose of decreasing the repo rate is to increase the number of loans in the banks, and the loans and fund flow increases the GDP also increases, So the Repo rate and GDP are inversely related to each other, it is highly important to study whether the customers of banks get benefited through decrease in repo rate. The present study focuses on the decrease in the Repo rate of RBI and its effects in the Bank's lending rate. This study is about, whether lowering the repo rate helps control liquidity. Keeping repo rates low encourages banks to borrow from the RBI, allowing them to lend more. This adds liquidity in the economy.

### **Keyword:**

REPO RATE, LENDING RATE, GDP.

## A Study on the Various Services and Schemes Provided By India Post

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### **Abstract:--**

The Postal Services are one of the main channels of the Communication , where the official and unofficial , friends and families are greeted by the same eager to open the post cover to see the letters inside it . India post is the largest Organization of its kind in the World , from their desert to Naga , from Kashmir to Kanyakumari India Post is the medium in which Millions of People Communicate . It has contributed enormously in connecting the Humankind and Uniting everyone equally . India Post caters the need of all kinds of consumers with various services and its own saving schemes . The basic functioning of the department of post is to have successful accumulation , collection processing , transfer and delivery of correspondence and it also includes other allied services. To an Organization which has high reputation due to its persistent utility provided over the years , it is really important to learn about the services of IndiaPost. In these evolving time in new technologies and improvements , India Post is still being relevant to the times and has been providing various services to the citizens . This study is about , examining the various services and schemes provided by IndiaPost and to know the awareness of the Consumers .

### **Keyword:**

COMMUNICATION , POSTAL SERVICE SCHEMES.

## A Study on Parallax and Measuring Distance of Stars

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### **Abstract:--**

Astronomers use various techniques to estimate the distance to stars. However, to measure nearby stars or objects, we use the fundamental method called triangulation. If we measure how much a star moves when the Earth does one revolution around the Sun, we can use the phenomenon called parallax angle, to work out this angle. Astronomers measure a star's position at one stage and then months later evaluate the apparent change in the position, which is called stellar parallax. Thus, knowing the distance measurement of such stars, we can understand their size and structure and also study about other properties of stars.

### **Keyword:**

triangulation, parallax angle, stellar parallax



## Application of Probability in Machine Learning

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### **Abstract:--**

Application of probability in machine learning provides a way of summarizing the uncertainty that comes from our laziness and ignorance. In this report, we will be studying the use of probability in Artificial Intelligence, various probability rules. This paper discusses how such human-machine collaboration can be approached through the statistical concepts of conditional probability. Here we have come up with unsolved problems like Eyewitness, DNA test, Bomb Threat, Monty-Hall, Normal Distribution, Cauchy Distributions, Quantiles, Multi-category Naive Bays.

### **Keyword:**

Probability, Artificial Intelligence, Statistical, Conditional.

## Business Intelligence Improved By Data Mining Algorithms: An Overview Of Different Tools Applied In Industrial Research.

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**Dr. Lekha J**, Assistant Professor, Department of Computer Science, Sri Krishna Arts and Science College

### ***Abstract:--***

The paper shows how to improve business intelligence by Data Mining using different tools used in a industry. The main purpose of the paper to predict sales and how to improve business intelligently using Data Mining algorithms. It helps to analyse the trends in a market. For predictive Data Mining and Web Mining the algorithms have been applied Rapid Miner, KNIME tools. For logistic purpose Dijkstra's algorithm and Floyd Warshall's algorithm were used. These algorithms can be used for industrial oriented upgradation of information or data into strategic marketing. Business Intelligence helps to improve E Commerce sales based on neural network predicting. This model try to embed many data mining algorithm into a single prototype information connected to big data and how to utilise on real Business Intelligence. The main idea of the paper is to utilise different data mining tools to develop a single industry information system.

## A Comparative Study on Corporate Social Responsibility among Companies with Special Reference to Coimbatore and Tirupur District

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### **Abstract:--**

Corporate Social Responsibility (CSR) is an idea whereby organizations coordinate social and ecological worries in their business activities and in their collaboration with their partners on an intentional premise. The subject of CSR has ascended to the top on the plan of policymakers, supervisors and social exercises lately. Financial, exchange and trade and social concerns are progressively affecting an association's financial matters, brand and notoriety standing. One inspiration for it is the arising enactment on corporate administration, necessary least number of non-leader chiefs, naming ladies chief and divulgence of more noteworthy detail of the activities and accounts of an endeavour. The three keys to a compelling CSR strategy are responsibility, lucidity and coinciding with corporate qualities. The part of government corresponding to CSR, the drivers of CSR, the selection level and final products of CSR should be concentrated well to moving towards elite business accomplishment. Corporate social duty is addressed by the commitments embraced by organizations to society through its centre business exercises, its social speculation and generosity projects and its commitment in open approach.

### **Keywords:**

Social, policy makers, drivers, embraced, speculations



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