

## An Empirical study of Online Recruitment tools and their effectiveness from job seekers point of view

✶ Vashisht J.,  
Assistant Professor,  
Management Education and Research Institute, Delhi

✶ Aluja S.,  
Assistant Professor,  
Management Education and Research Institute, Delhi

**Abstract:** In this day and age, when people rely increasingly on the internet for everything, job searching is one of those tasks that cannot be accomplished without it. As a result, the study attempted to establish a knowledge of e-recruitment by outlining the different platforms for online job search available to job seekers, their benefits and drawbacks, and how effective they are in job search. The findings indicate that people rely on LinkedIn, a well-known platform for job search, more than social media and other job portals, because LinkedIn offers numerous services, is simple to use, and aids in the development of an individual's professional network.

**Keywords:** E-recruitment, social media, linkedin, job portals, websites, job seekers.  
E-recruitment initially began in the form of autonomous job sites known as bulletin board systems. Initially Jeff Taylor launched monster.com with 20 clients and 200 job openings, ushering in a new global trend. The advancement of technology is one of the most significant influences on e-recruitment. With an increasing number of people accessing the internet via their phones and tablets, recruitment is no longer a task that must be completed at a desk in front of a PC or while waiting by the phone. Potential applicants have access to a large number of resources to help them with their job search. An applicant can research businesses using the wealth of information available to them. Whether in preparation for an interview or to determine whether a vacancy is one for which they wish to apply. In addition to researching the company, the applicant now has the ability to quickly and easily refine their search for a vacancy. This allows an applicant to select which businesses to contact about a job opening.

The length of time it takes to complete an application has also been significantly reduced. Jobs are no longer only advertised in weekly newspapers. CVs are no longer printed and posted, and updates about the application process are no longer sent via postal mail. Application status updates can be viewed immediately by logging into job board sites or specific company recruitment portals, CVs can be emailed, and applicants can be contacted at any time on their mobile phones or via email.



## INDEX

1. A Study of HRD Practices in Sudha Dairy, Barauni: An Appraisal  
Pankaj Kumar Singh, Ravi Bhushan Kumar & Dr. Rajesh Kumar Raju..... 1
2. विद्यार्थीओनी भावि कारकिर्दी परसंदर्भीनो अभ्यास  
Khyati Chandreshbhai Vyas.....
3. प्रतिभाशाली बाळकोनी ओणभ अने अध्यापन माटेनी शैक्षणिक पद्धति  
पवलकुमार नरेन्द्रभाई डवे.....
4. माइक्रो टीचिंग की वर्तमान समय में उपयोगिता  
Gautam G. Kathad.....14
5. 'आदमी की औरत' कहानी में व्यक्त मध्यवर्गीय पुरुष की वर्चस्ववादी मानसिकता एवं नारी की  
वेदना  
डॉ. सरोज ऐल. गोहेल.....16
6. युवासरंपंथोनी कार्यशैली अने ग्रामविकास माटेना क्रियात्मक पगलाओ  
सुभाष कुंठडीया अने डॉ. मनोज परमार.....18
7. माध्यमिक शाळाना विद्यार्थीओ माटे हॉम लर्निंग कार्यक्रम अंतर्गत शैक्षणिक कार्यक्रमांना प्रसारण अंगे  
वालीओना अभिप्राय  
महेशभाई पी. वाषेला.....27
8. 1700 थी 1947 सुधीनुं व्यक्तिओनुं मानसिक स्वास्थ्य  
डॉ. मनोजकुमार परमार.....30
9. एक विदूषी पतिता की आत्मकथा और मानदा  
डॉ. मेहा एस. पारेख.....33
10. वृद्धोमां शिंता अने सामाजिक आधारनो अेक मनोवैज्ञानिक अभ्यास  
डिनेशकुमार किशोरभाई पंडया.....36
11. महर्षि दयानन्द की दृष्टि में 'यज्ञ' की संकल्पना  
चन्दुलाल बी. परमार.....41
12. कोरोना वायरस के सामने सामाजिक समस्या  
प्रो. डॉ. मेरगसिंह ए. यादव.....44
13. स्वाधीनता संग्राम के संदर्भ में महिलाओं का योगदान  
प्रो. डॉ. निरुबेन हरनुखाभाई बोरिसानिया और प्रो. डॉ. मेरगसिंह ए. यादव.....46
14. भाणभजूटी अंगे वालीना अभिप्राय : अेक अभ्यास  
Dr. N. R. Shah.....49

5 / 115



15.	भेषवाण समाजनां वन्नगी रीत-रसमो अने वन्नगीती मौ. रतिवाण वंजुभाळ शळवा.....	53
16.	शैक्षिक हरणे अने जतिना संदर्भमां विद्यार्थीओमां ईन्टरनेट व्यसननी अभ्यास Vandna J. Detroja.....	64
17.	BOOK REVIEW- DALITS IN INDIA: SEARCH FOR A COMMON DESTINY Bawa Karwal.....	69
18.	समझावीन प्रेरणा स्रोत : सरदार वल्लभभाळ पटेव निकुलकुमार भी. अंतर.....	74
19.	भारविनुं छवन अने अध्यात्मदर्शन डॉ. डी. अेष. गोस्वामी.....	77
20.	परलेखु छिसानो भोग बनेली स्त्रीओनी समस्याओ अभ्यास (२०२१मां राजकीट शडेरनी नारी अद्यावतमां आवेला डेसना संदर्भमां) दर्शना आर. आवडा अने डॉ. रवि भी. धानाणी.....	81
21.	A study of the Chain of responsibility and the character of Veronica Ford in Barnes' The Sense of an Ending Ruchi Joshi & Dr. Bhavesh Parmar.....	85
22.	New Education Policy-2020 : Evaluation (नवी शिक्षणनीति-२०२०:मूल्यांकन) Dr. Rajeshbhai Nathubhai Rathod.....	91
23.	रेणु के कथा साहित्य के यादगार स्त्री पात्र डॉ. हर्षदमाई जगामाई चौहाण.....	96
24.	भूमंडलीकरण के परिप्रेक्ष्य में भारतीय संस्कृति डॉ. फाल्गुनीवहन गुरजीमाई गामीत.....	98
25.	An Empirical study of Online Recruitment tools and their effectiveness from job seekers point of view Vashisht J. & Ahuja S.....	101



# Ayudh

International Peer-Reviewed Refereed Journal

87<sup>th</sup> Issue

Volume-1

August-2022

Editor in Chief

**Mr. Rohit Parmar**

## Advisory Committee

❖ Prof. (Dr.) Chetan Trivedi Vice Chancellor Bhakta Kavi Narsinh Mehta University, Junagadh, Gujarat, India	❖ Mr. Praful A. Jalu Chairman State Examination Board, Gandhinagar, Gujarat, India
❖ Prof. H. N. Vaghela (Former Acting V. C.) Professor & Head, Department of Hindi, M. K. Bhavnagar University, Bhavnagar, Gujarat, India	❖ Dr. Chandrakanta K. Mathur Assistant Professor Department of Political Science, Shyama Prasad Mukharjee College, Delhi University, Delhi, India
❖ Mr. Anilkumar J. Raval (Administrator, Educator, Editor, Writer, Columnist) Editor - Sanskar Dipika, Vidya Bharati, Gujarat Prant, Ahmedabad, Gujarat, India	❖ Prof. Jaydipsinh K. Dodiya Professor & Head, Department of English & CLS, Saurashtra University, Rajkot, Gujarat

## Editorial Board

❖ Mr. Rohit Parmar Chief Editor Ayudh Publication, Bhavnagar, Gujarat, India	❖ Dr. Jiten J. Parmar (GES-II) Associate Editor Assi. Professor, Bahauddin Govt. Arts College, Junagadh, Gujarat, India
❖ Dr. Dilip B. Kataliya (GES-II) Section Editor Assi. Professor, Government Science College, Mandvi, Katchh, Gujarat, India	❖ Ms. Surabhi A. Parmar (GES-II) Section Editor Assi. Professor, DKV Government Arts & Science College, Jamnagar, Gujarat, India



**Social Media and its repercussions:  
Analyzing social media content and its  
effects on Delhi youth.**

**Sorabh Kumar Aggarwal\***

\*Assistant Professor, MERI Institute,  
Janakpuri, Delhi

#### Abstract

The social media (SM) in the country has expanded amazingly in the recent years which include Facebook (FB), Twitter (TW), Instagram (IN), LinkedIn (LI), and YouTube (YT). Facebook (FB) & WhatsApp (WA) has crossed million (M) subscribers in very less time. In our country only many million subscribers getting online every minute, which results: FB has 210+ M subscribers, LI 40+ M subscribers, and TW 20+ million subscribers, and most of the subscribers use these administrations through their cellular phones. All these social media impacted India's overall advanced proficiency led to the expansion of individuals associations, spread of neighborhood dialects and data shared in emergency is considerable which is equivalent to only a drop in the ocean. The profound infiltration of web-based media benefits additionally led to diverse impact

cheaters, clients are forgetting responsibilities, now the sky is the limit from there and the impact is clearly seen in the youngsters. This study tries to mark the same in case of youth from the capital of our country.

#### Keywords

Social Media, Social Networking, Youth, Websites, Internet.

#### Introduction & Review of Literature

Online media guarantees pursuing shaping among clients from great foundations, following in a tireless social construction. A recognized result of this construction is the period of huge measures of records, introducing client's incredible transporter value recommendation. In any case, a downside of such information over-burden is from time to time clear in clients' insufficiency to find dependable realities useful to many. Online sites have become a part of our daily life that we depend for each event on those sites. From step-by-step information & updates to pleasure, spending time with dear ones and completing assessments and projects on items/administrations and spots, fun, managerial focus control to everything.

At the point when we glued to online applications, sites which incorporate FB,



# Propound Algorithms for Association Rules Mining with Reference to Some Applications

Rashmi Jha

NIELIT Center, Under Ministry of IT New Delhi, India  
Email: jharashmi21@gmail.com

**Abstract** – With the rapid exponential growth in size and number of available Databases in commercial, industrial, administrative and other applications, it is mandatory and important to examine how to extract knowledge from voluminous data. Mining Association rules in transactional or relational databases has recently attracted a lot of attention in database communities. The task is to derive a set of strong association rules in the form of “ $A_1^{i_1} \dots A_m^{i_m} \Rightarrow B_1^{j_1} \dots B_m^{j_m}$ ” where  $A_i$  (for  $i \in \{1, 2, \dots, m\}$ ) and  $B_j$  (for  $j \in \{1, 2, \dots, n\}$ ) are set of attribute-values, from the relevant data sets in a databases. We have been collected heterogeneous type of data, from simple numerical measurements and text documents, to more information such as spatial data, multimedia channels, and hypertext documents.

**Keywords** – Data Mining, Association, Knowledge Discovery, Algorithm, Implicit, Integration, Pattern Discovery, Repository.

## I. INTRODUCTION

With the enormous amount of data stored in files, database, and other repositories, it is increasingly important, if not necessary, to develop powerful means for analysis and perhaps interpretation of such data and for the extraction of interesting knowledge that could help in decision-making. Data Mining, also popularly known as Knowledge Discovery in Databases (KDD), refers to the nontrivial extraction of implicit, previously unknown and potentially useful information from data in databases.

The Knowledge Discovery in Database process comprises of the following steps leading from raw data collections to same form of new Knowledge. The iterative process consists of the following steps:

- 1) **Data Preprocessing:** also known as data cleaning, it is a phase in which noise data and irrelevant data are removed from the collection.
- 2) **Data Integration:** at this stage, multiple data sources, often heterogeneous, may be combined in a common source.
- 3) **Data Selection:** The data relevant to the analysis is decided on and retrieved from the data collection.
- 4) **Data Transformation:** Also known as data consolidation, it is a phase in which the selected data is transformed into forms appropriate for the mining procedure.
- 5) **Data Mining:** it is the crucial step in which clever techniques are applied to extract patterns potentially useful.
- 6) **Pattern Evaluation:** in this step, strictly interesting patterns representing knowledge are identified based on given measures.

7) **Knowledge Representation:** is the final phase in which the discovered knowledge is visually represented to the user. This essential step uses visualization techniques to help users understand and interpret the Data Mining results

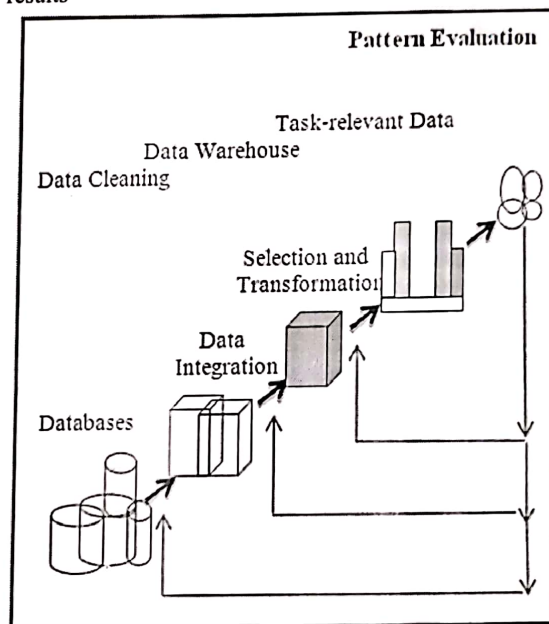


Fig.1. Data Mining is the core of Knowledge Discovery Process

## II. REQUIREMENTS AND CHALLENGES OF DATA MINING

In order of conduct effective Data Mining, one needs to first examine what kind of features an applied knowledge discovery system is expected to have and what kind of challenges one may face at the development of Data Mining technique.

### 1) Handling Of Different Types Of Data

Because there are many kinds of data and databases used in different applications, one may expect that knowledge discovery system should be able to perform effective data mining on different kinds of data.

Specific data mining system should be constructed for knowledge mining on specific kind of data, such as systems dedicated to knowledge mining in relational databases, transaction databases, spatial databases, multimedia databases, etc.

### 2) Efficiency And Reliability Of Data Mining Algorithms

## Recommendation System of Business Intelligence Integration using Artificial Intelligence

Dr. Rashmi Jha, Associate Professor

Management Education & Research Institute (MERI), Janakpuri, New Delhi

**Abstract:** -During the last decade of the twentieth century and among the first one and half decades of the third millennium-up to the best knowledge of the author of this thesis, the issue of Business Intelligence and its involvement in business environment and in Electronic Commerce environment in particular for better achievement, has 'often' been dealt with as several individual unidirectional problems, or quite seldom as bidirectional problem. This thesis presents however a research project that has differently handled the said issue as a 'single' multidirectional problem. The general trend to utilize the concept of Business Intelligence was through considering it as a tool or a means that is actively reliable in decision making concerning business organizations with respect to their partial activates besides their strategic and executive planning.

**Keywords:** -Recommendation System, Machine Learning, Deep Learning

### I. INTRODUCTION

In the decades resulted the emergence of the World-Wide Web, using the Internet has passed away from its originally envisaged scope and altered from a distributed system to interchange knowledge towards a new application environment [1, 2]. This lead to a dramatic and fast growth of web, more recently activated by firms providing web based services and products and thus starts the real era of Electronic Commerce applications. Commerce denotes merchandise buying and selling. The processes of dealing with selling and buying, transferring, or exchanging products, services, and or information via computers including the Internet is referred to as Electronic Commerce (EC). EC presents an assortment of substantial benefits comprising: sales increase, costs reduction, better services and support from suppliers, achieving higher customer satisfaction, and ability to participate in international markets. The majority of commercial organizations have followed the trend of adopting EC at the begging of the nineties. This was due to the emergence of the Internet and the facilities / benefits offered by its associated cyber services [3, 4].

Those firms were in fact hopping to achieve these benefits, as they have mostly been influenced in their decision to adopt EC by several factors. Amongst these are:

[2816]



# A Review on Phishing Attack in Security Detection

Raj Kumar Singh<sup>1</sup>, Dr. Rashmi Jha<sup>2</sup>

<sup>1</sup>Research Scholar, Magadh University, Bodh Gaya, Bihar

<sup>2</sup>Dr. Shyam Krishna Singh, HOD, Mathematics, A.N. College, Patna (M.U.)  
(Co-Author), Asst. Prof. IITM Janakpuri, New Delhi

**Abstract-** In the last few years a large number of internet users are increasing additionally different companies, banks and service providers are providing services online. So various sensitive and financial data are becomes online now in these days. This aspect of internet users are an evolution for us but the dark side of this advantage is too hard to accept, because of hackers and intruders are working between end clients and service providers. A secure and efficient technique is required to detect and prevent the attacks over the network transaction. In this paper we make a survey about various attacks and their problems and establish a problem statement for finding the optimum solution for the problem arises. In addition of that here we propose a system architecture for future simulation of security in internet based security.

**Keywords-** Internet based security, phishing, detection, system architecture

## I. INTRODUCTION

In today's era everybody is using internet with the speed of Generation like 2G, 3G, 4G, and many more and above. The Internet is a system of connected computer networks that use the standard Internet protocol suite (TCP/IP) to serve billion users worldwide. Internet is in differential part of human life. Because every age group person use it according to their interest or according to their requirement. Some of its applications like social networking sites by which anyone can connect chat or communicate over thousands of millions apart from each other. People use internet for saving their time and physical exertion by making online shopping, online banking, e-tickets and file transfer within friction of seconds by using e-mails etc. As internet shows such an advancements and facilities it also shows its dark side also. Some threats are also related to internet users. As people use internet for their convince but there are some people whose intension is to harm other users for gaining money, to take revenge or some people do so just for fun using their skill in negative directions only. Person with bad intension known as hackers, crackers, intruders or malicious users, uses their technicality into negative directions. Internet security is a branch of computer security. In this branch different types of cyber crime and miss uses of internet are tracked. As users of internet grow, frauds using internet also gain the advancement. In this study we present different types of

frauds related to e-mails. As we all are using e-mails in our day to day life, for different purpose like official mails, personal mails or promotional or advertising mails. We got different mails in our inbox like advertising or promotional mails containing some offers to lure the user. This mails are not legitimate and number of peoples get trapped into such frauds because lack of knowledge about internet security. In this paper we discuss various attacks in internet based applications, their effect and detection and prevention techniques. In next section we discuss previously made efforts in the domain of providing security over internet based applications.

## A. PHISHING ATTACK

A computing scam, where the perpetrators try to get sensitive personal information by sending fake web page. Phishing often starts with a legitimate looking email asking you to re-enter your login credentials, banking information, home address and phone number, credit card numbers, or other information that can used against you.

## B. TYPES OF PHISHING ATTACKS

- 1) Deceptive Phishing: Phishing is a form of online identity theft. An attacker uses social engineering to steal victims' personal identity data and financial account credentials.
- 2) Malware Phishing: It is malicious software and designed to harm or secretly access a computer system without the owner's.
- 3) Data Theft Phishing: Once malicious code is running on the user's computer, it can directly steal confidential information stored in the computer.
- 4) Key loggers: Key loggers are programs that install themselves either into a web browser or as a device driver, which monitor data being input and send relevant data to a phishing server.

## C. DETERMINAN ON OF PHISHING WEBSITE

Suppose attacker has created a phishing website, which looks like similar to the original one. As soon as user will click on suspicious links, fake website will be open, which will ask for secret key. In this step user will enter the unique secret key and wait for the desired Share2 image at a particular position. Determination of phishing websites are shown in "Fig. 5". If this is fake web site, so obviously it will not have the secret







**INTERNATIONAL JOURNAL OF RESEARCH AND ANALYTICAL REVIEWS (IJRAR)** | E-ISSN 2348-1269, P-ISSN 2349-5138  
*An International Open Access Journal*

**IJRAR | E-ISSN 2348-1269, P-ISSN 2349-5138**

**Certificate of Publication**

The Board of  
 International Journal of Research and Analytical Reviews (IJRAR)  
 is hereby awarding this certificate to

**Raj Kumar Singh**

In recognition of the publication of the paper entitled  
**A REVIEW ON PHISHING ATTACK IN DETECTION OF ADHOC NETWORK**

published in IJRAR (www.ijrar.org) UGC Approved (Journal No : 436602) & 5.75 Impact Factor  
 Volume 6 Issue 1 January 2019



*R.B. Joshi*  
 EDITOR IN CHIEF

PAPER ID : IJRAR19J1395  
 Registration ID : 195503

UGC and ISSN Approved - International Peer Reviewed Journal, Refereed Journal, Indexed Journal, Impact Factor: 5.75 Google Scholar  
**INTERNATIONAL JOURNAL OF RESEARCH AND ANALYTICAL REVIEWS | IJRAR**  
*An International Open Access Journal / Approved by ISSN and UGC*  
 Website: [www.ijrar.org](http://www.ijrar.org) | Email id: [editor@ijrar.org](mailto:editor@ijrar.org) | ESTD: 2014

**INTERNATIONAL JOURNAL OF RESEARCH AND ANALYTICAL REVIEWS (IJRAR) | E-ISSN 2348-1269, P-ISSN 2349-5138**

*An International Open Access Journal*



Certificate of Publication

IJRAR | E-ISSN 2348-1269, P-ISSN 2349-5138

The Board of  
International Journal of Research and Analytical Reviews (IJRAR)  
Is hereby awarding this certificate to

**Dr. Rashmi Jha**

In recognition of the publication of the paper entitled  
**A REVIEW ON PHISHING ATTACK IN DETECTION OF ADHOC NETWORK**

Published In IJRAR ( www.ijrar.org ) UGC Approved (Journal No : 45602) & 5.75 Impact Factor

Volume 6 Issue 1 January 2019



*A.B. Joshi*  
EDITOR IN CHIEF



PAPER ID : IJRAR19J1395

Registration ID : 195503

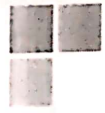
UGC and ISSN Approved - International Peer Reviewed Journal, Refereed Journal, Indexed Journal, Impact Factor: 5.75 Google Scholar



**INTERNATIONAL JOURNAL OF RESEARCH AND ANALYTICAL REVIEWS | IJRAR**

*An International Open Access Journal / Approved by ISSN and UGC*

Website: [www.ijrar.org](http://www.ijrar.org) | Email id: [editor@ijrar.org](mailto:editor@ijrar.org) | ESTD: 2014





# 8<sup>th</sup> International Conference on Communication and Electronics Systems ICCES-2023

1-3, June 2023 | Coimbatore, India

<http://icoecs.org/2023>  
icoecs2022@gmail.com

## Letter of Acceptance

### Details of Accepted Paper

Paper ID	Paper Title	Author(s)
ICCES927	A Systematic Study on Student Performance Prediction from the Perspective of Machine Learning and Data Mining Approaches	Rashmi Jha

Author(s):

On behalf of the Conference committee, I would like to congratulate you on having your article accepted by the ICCES 2023 IEEE Conference, which will be held from 1-3, June 2023 at PPG Institute of Technology, Coimbatore, India. You have been selected to deliver your oral presentation at the International Conference on Communication and Electronics Systems.

ICCES 2023 is an internationally-recognized IEEE conference, which dedicated solely for recommendation for inclusion in IEEE Xplore. Please visit the conference website for further updates [<http://icoecs.org/2023/index.html>].

As a result of the review and results, we are pleased inform that you can now submit the full-length paper for inclusion into the ICCES proceedings. We appreciate if you could send the final version of your research paper at your earliest convenience, in order to ensure the timely publication. When submitting your final paper, please highlight the changes made according to the review comments.

Thank you for your contribution to the ICCES 2023 conference.

Yours sincerely,

Dr. V. Bindhu  
Conference Chair  
ICCES- 2023.



IEEE XPLORÉ COMPLIANT ISBN: 979-8-3503-9663-8  
IEEE DVD ISBN: 979-8-3503-9662-1

Previous Publications  
2022, 2021, 2020, 2019, 2018, 2017, 2016



Scanned with OKEN Scanner

# Artificial Intelligence and a Digital Twin are effecting building energy Management

G. Deena<sup>1</sup> Dr. Kamal Gulati<sup>2</sup> Dr. Rashmi Jha<sup>3</sup> Usha Rani Bajjuri<sup>4</sup> Dr. M. Sahithullah<sup>5</sup> and Manjeet Singh<sup>6</sup>

<sup>1</sup>AP/CSE, SRM institute of Science and Technology, Chennai

<sup>2</sup>Associate Professor, Amity School of Insurance Banking and Actuarial Science, Amity University, Noida, Uttar Pradesh, India

<sup>3</sup>Independent Consultant, Stratford University, Virginia, USA

<sup>4</sup>Associate Professor, Management Education & Research Institute(MERI), GGSIPU

<sup>5</sup>Assistant Professor, Department of CSE, Lakireddy Bali Reddy College of Engineering (Autonomous), Mylavaram, India

<sup>6</sup>ASP, EEE, ER, Perumal Manimekalai College of Engineering

<sup>6</sup>Assistant Professor, Department of Electrical Engineering, Chandigarh University, Punjab, India

E-mail : [deenag@srmist.edu.in](mailto:deenag@srmist.edu.in) [drkamalgulati@gmail.com](mailto:drkamalgulati@gmail.com) [dr.rashmijha22@gmail.com](mailto:dr.rashmijha22@gmail.com) [bajjuri.usharani@gmail.com](mailto:bajjuri.usharani@gmail.com)  
[sahithullahmahaboob@gmail.com](mailto:sahithullahmahaboob@gmail.com) [manjeet.gndec@gmail.com](mailto:manjeet.gndec@gmail.com)

**Abstract-** Using a three-dimensional data model connected to the Internet of Things, artificial intelligence, and machines, the study looks into the possibility of using digital twin-based techniques and methods to create an intelligent optimization and automation system to manage energy in a residential area. The Rinascimento III neighbourhood in Rome is the focus of the case study. It has 16 eight-story buildings with 216 apartments that are powered by renewable energy for 70% of the time. Because the complex has dynamic analytic algorithms built in, many different energy-efficient intervention scenarios can be tested to make sure the real comfort and temperature levels of the complex are kept. At the same time, a reliable IT infrastructure based on advanced computing paradigms that can deliver data is being designed and put into place. To meet NZEB criteria, a method was created to analyse the efficiency and effectiveness of integrated systems for producing renewable energy from solar energy. This is needed to raise the threshold of self-produced energy (near zero energy buildings).

**Key words:** Artificial Intelligence, digital twin, classes, IoT, Machine learning, solar energy.

## I.INTRODUCTION

When it comes to keeping tabs on and scoring the progress of urban development and renovation, the energy management of buildings and urban areas like neighbourhoods is becoming increasingly important.

There are a variety of digital prediction and sensor-based control systems [1]. There are advantages to both large corporations and startups in the use of artificial intelligence. Artificial intelligence (AI) is

now a part of our daily lives, from self-driving cars to voice-activated medical devices., AI has become a part of everyday life. This means that humans will always be faced with problems like collaborating with robots[2].The author employed an innovative strategy that employs sentimental aspects centered on the item's qualities[3]. In this article, author presented the CNN model for plants and flowers detection[4]. Authors outline the most common methods of medical image acquisition and assess their significant state-of-the-art threats and issues in image-guided surgery in this article. Additionally, variables affecting the accuracy, reliability, and effectiveness of medical image reconstruction systems were discussed[5]. On how these factors might be optimally blended to benefit both customers and enterprises, taking into consideration criteria including the degree to what technologies has been included and its client satisfaction rate via relationship building[6]. In this article author presented the algorithm, Emperor Penguin Optimizer (EPO), is inspired by emperor penguins' nesting behavior (*Aptenodytes forsteri*)[7].This research proposes an emperor penguin / salp swarm algorithms (ESA) hybrid metaheuristic optimization technique. This method mimics the emperor penguin optimization and salp swarm algorithm[8]. This article covers the literature with an emphasis on elements of wireless connectivity for energy conservation and data aggregation[9].This article introduces the Tunicate Swarm Technique,(TSA). a bio-inspired metaheuristic optimization method .The suggested method mimics tunicates' jet propulsion and swarming behavior during navigation and foraging[10]. This article introduces the Sooty Tern Optimization Method (STOA) a bio-inspired





## Impact of Violence in Media Reports on Social Behaviour of Youth of West Delhi

DILIP KUMAR<sup>1</sup> & SORABH KUMAR AGGARWAL<sup>2</sup>

### ABSTRACT

We live in a world that depends hugely on the media for its consumption of all types of information, let alone news. Media also proved its worth and became a good friend to us covering every sphere. Media set the tone for youth to follow in their routine lives. But, do we realise our good friend also feeds violence through its presentation which impacts the mindset and behaviour patterns of our kids. Even in the past, we also found that media violence and related content negatively impacted youngsters (Albert Bandura's work in the 1970s). In this study, the researcher focuses on how media violence affects youngsters' behaviour to be aggressive after seeing violent content. The researcher has also referenced several other sources and collected information from various articles on the same issue. A survey questionnaire method was used to gather data from 100 respondents. A survey method was used to gather data from 100 respondents. The selected area for the study was West Delhi.

Keywords: Crime, Media, News, Society, Violence, Youth

### Introduction

'Violence' is a significant problem in India and around the world. Such aggression has a massive impact on school students, eventually escalating into a deadly situation. As a result, this study aims to identify measurements and potential solutions for curbing youngsters' aggressive conduct so that they can shape a peaceful society, act as responsible citizens, and contribute to the community. Seeing is believing, as they say. The media, especially television, significantly impacts the behaviour of people, especially younger ones (Wilding *et al.*, 2018). India's situation may not be like that of other Asian or European countries; nevertheless, the severity and extent of the problem vary depending on the circumstances. Youth is considered the backbone and future of the country. The development of any nation relies on them. In our country, the estimated youth unemployment rate was 28.26% in 2021 (International Labour Organization Report, 2021). They are experiencing a transition period from fewer opportunities in office work to more encouragement in start-ups, and the advanced social and financial powers are impacting them. For the past decade, India's youth unemployment rate has been hovering around the 22% mark (International Labour Organization Report, 2021). This has become a

matter of concern for everyone, and our children are in danger of getting distracted from the real world.

Another truth highlighted by research is that females are assaulted more frequently than males. According to Bartol and Bartol (2012), violence may occur because men are more likely than women to come into contact with strangers who are criminals. Many have admitted that a single behavioural pattern does not adequately describe a mental illness or disease in the conventional sense.

On the other hand, active observation over time might reveal the indications and symptoms. Likewise, there is a dissimilarity in developing business freedoms to give helpful work to the expanding youth workforce. Strategy incited calamities, especially the positive separation in schooling and work to the more vulnerable segment of society, has been seen as expanding weight on adolescents having a place in the upper ranks and networks. The young also confront the weight of neediness, infections, and joblessness. Lately, most nations are going through significant financial, social, and political change. This change has impacted the overall mindset and has developed many different theories among youngsters. It becomes a crucial issue in characterizing subjects and points of view related to various matters of improvement and change regarding culture, political

<sup>1</sup>Associate Professor, Indian Institute of Mass Communication, Northern Regional Centre Jammu (email: profdlpkmr05@gmail.com); <sup>2</sup>Assistant Professor, Journalism and Mass Communication, Management Education Research Institute, Guru Gobind Singh Indraprastha University, New Delhi.



## Analyse various attacks on MANET(Mobile Ad-hoc Network) and its reporting on Media

Mr. Davinder Singh  
Research Scholar,  
University of Technology, Rajasthan

Mr. Sorabh Kumar Aggarwal  
Assistant Professor,  
MERI College, Janak Puri, Delhi

**Abstract:**The Mobile Ad-hoc Network is the self configuring network where nodes can connect or disconnect at their discretion. On account of their automating tendency some kinds of functional and non-functional threat are suspected to threat the networking of mobile. These functional and non-functional threats are major and damaging to cause interruption in the uninterrupted service of networking. They can affect network performance and result in a denial of service. Black hole and flood threats are considered to be major pernicious attacks of all the threats which can be instrumental to the retraction of the internet services. These two threats i.e. Black hole and flooding attack can cause reduction in the network service to the tune of 10 to 20 percent. Apart from these threats, next frequent threat is selective packet drop. Due to selective packet drop overall deferment leads to augmented battery consumption of mobile cell nodes utilization. In the present study we would put forth a new model for detecting infiltration into MANET'S that will separate black hole attack flooding attack and selective in mobile phone's impromptu networking service.

**Keywords:** Mobile Ad-hoc Networks, Denial of Service, Black hole, Flooding and Selective packet

& Mass Media.

### Introduction

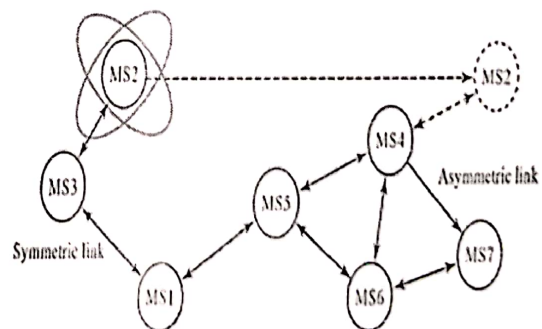
● A MANET is such type of network that is made up of multiple mobile mechanisms that converge to create a network whenever necessary, without the help of any other extant framework or any type of established stations.

● The definition of a MANET can be given as an independent methodology of nodes of MS's (which also aids as modems) linked through WiFi connection, whose combination creates a communication network taking the shape of communication network of a whimsical transmission nomograph.

● It is different from common single bound mobile phone network pattern which assists the necessities of mobile transmission in the middle of two moving nodes depends on the wireline foundation as well as connected sites.

● It does not rely on a pre-existing framework and topological network that could be transformed forcefully in an uncertain way as nodes are bound for independent movement and every node has restricted communication capacity, regulating approach to the node only in the adjacent frequency.

● Fundamentally MANET's are point-to-point polynomial WiFi network wherein parcels of data are communicated in a pile and way of transmitting from an origin to unpredictable terminus through transitional nodes which are depicted as follows:-



● While nodes continue to stir the conjugation is subject to convert on the basis of positions of



### The study of trust factor of WhatsApp news information among the youth of Delhi.

Mr. Sorabh Kumar Aggarwal\*

\*Assistant Professor, Dept. of Journalism and Mass Communication, Management Education Research Institute, New Delhi.

#### Abstract

WhatsApp, an application dependent on joined messaging and VOIP organization moved by Meta Platforms, assists clients with sharing short messages, voice accounts, and video calls. It also permits an individual to send pictures, records, areas, and various substances. This service is free to use and provides a platform for the young generation to discover and create a new world. However, users do not have to sign in to access the website or the mobile app, which risks the circulation of inappropriate and fake content, cyberbullying, hacking or invading privacy, etc. In all these odds, it still plays a crucial role in everyone's life, which can be for entertainment, educational purpose, getting trained, being updated, showcasing the talents, as stress busters, and many more. Teenagers or youth find these things more relatable, attractive, and influential in their day-today lives. This

paper aims to study and analyse the influence of Whatsapp posts and fake posts on the youth of Delhi. The study is based on a survey done with the child between 14-21. Results show that the respondents are highly influenced by the Whatsapp posts and fake identities.

**Keywords** Whatsapp, fake posts, Youth, Delhi, News

#### Introduction

The sharing of news, information, and updates online produced a quick global reaction, and the immediate target is the youth comprising adolescents. The spread of fake news has created an unsafe environment around the globe and has become a big challenge. Various examinations have endeavored to portray it and clarify its meaning for residents. It merits focusing on the commitment & scientific classification of continuous kinds like "counterfeit news," which was characterize as a data problem with various proper attributes and aims: parody/spoof (scorn and incongruity content to reprimand components of society without the aim to hurt), bogus association (features, pictures, or subtitles don't affirm the substance), bogus setting fraud content (when authentic sources are mimicked), controlled substance (veritable substance controlled), created content (new substance 100% bogus to beguile and to hurt), misleading content (newspaper or deceiving title texts), and



## IMPACT OF INSTITUTIONAL ARRANGEMENTS ON CAREER GROWTH OF WOMEN IN IT INDUSTRY: A CASE STUDY OF DELHI, NCR

Dr. Neha Shivani Assistant Professor ( Management) MERI College Indraprastha University  
neha.shivanil@gmail.com, neha.shivani@meri.edu.in

### Abstract

India has been facing gender discrimination issues against women, owing to the presence of the patriarchal system and culture, wherein the status of women in the labor force of the country is highly skewed and they are excluded from major organized and unorganized sector. Thus, the study is basically designed to analyze the existence and prevalence of such a phenomenon in the IT industry of the National Capital Region of Delhi, which in the recent years has become one of the most attractive locations for the spread of IT services and operations. The study is designed to empirically investigate the influence of institutional arrangements that explain the career advancement of women in the professional arena of IT industry, Delhi - NCR. The survey has been conducted in Delhi – NCR where 5 HR Managers and 250 women employees were selected through convenience probability sampling technique. Interview schedule with HR Managers focused on analyzing the strategies adopted in order to address the women's issues, their promotion and appraisal. On the similar grounds structured questionnaire of female employees emphasized on their time use pattern and career growth. The researcher has conducted frequency, percentage and cross-tabulation analysis, while in case of inferential analysis correlation, and multiple regression. The women respondents in IT were not comfortable and ready to share their income, therefore the proxy measures taken to measure the career growth of women includes only promotion and appraisal. The study finds significant relation between career growth and institutional arrangements for women in IT.

**Keywords:** Institutional arrangement, Career growth.

### 1.1 Introduction

Gender disparity being the core area of concern today, especially in a developing one like India, is a downside for any economy, such distinction can easily be seen in any area of work, whether formal or informal, where in work of the female has been often underpaid or wage differentiation is seldom faced, even after the rising awareness of equality in the nation. In the service sector the women's participation rate is relatively higher than the other two sectors. India has become the most preferred destination for Business Process Outsourcing services. The IT industry of India is comprised of the three major elements of IT Services and Software, ITES-BPO and Hardware segments. The revenue in IT sector comes from IT services and software, however, over the years the significance of the ITES - BPO sector of this industry has gained momentum. In 2017, ITES –BPO revenue accounted to US\$160 billion US dollars, out of which 95 percent came from the services within this segment and rest from the hardware segment of IT (NASSCOM, 2017). IT industry of the National Capital Region of Delhi, which in the recent years has become one of the most attractive locations for the spread of IT services and operations. The growing IT sector also opened various avenues of potential employment opportunities for women in this organized sector. The great employment potential offered by this sector for women is evident from the fact that the percentage of female employees, over the years has steadily increased at junior level (Bhattacharyya & Ghosh, 2012). In particular, the IT-BPO sector has remained the most efficient private sector has been gender neutral in the form that it has offered equal employment opportunities to women and men and the participation of female workforce has been recognized as a critical factor enabling the continuous growth of the sector. However, there is another aspect to this trend.



## Index

1. **A Study on The Impact of Global Economic Crisis on Indian IT Industry 2022-23**  
*Ms Shweta Ahuja, Ms Preeti Verma*.....1
2. **A Study of Stress level secondary school students of Gandhinagar**  
*Dr. Hetalben V. Surani*.....6
3. **A Study of the Effectiveness of Remedial Program on Reducing English Grammar errors among 9<sup>th</sup> Standard Students**  
*Pooja Varshneya Pathak, Dr. Vidhi Mehta*.....9
4. **Need, Importance, Issues, and Challenges in Corporate Governance in the Indian context**  
*Dr. Sanjeev Kumar*.....17
5. **कथाकार भीष्म साहनी एक अनुशीलन**  
**महेन्द्रभाई मानसिंगभाई वसावा**.....26
6. **A Study on Financial Literacy among Working Women in Porbandar District**  
*Shanti Lakhabhai Shida*.....29
7. **Effect of Asana on Flexibility among Kho Kho Players**  
*Manju Bhutiya*.....36
8. **विभाजन की त्रासदी और हिन्दी उपन्यास**  
**डॉ. सुषमा चौधरी**.....41
9. **Teaching Vocabulary and Writing skills through short film "Snake Bite"**  
*Dr. Ashok Pandya*.....47
10. **NEP-2020 and Teacher Education-Some Issues**  
*Dr. Nehal Shingala*.....50
11. **वाणकालीन शिक्षा-केंद्र**  
**वंदनावा शिवुभा डाभी**.....57
12. **Impacts of Indian culture on world literature through Panchatantra**  
*Bhagyesh Vaidya, Dr. Naresh Solanki*.....60
13. **A Case study to measure the impact of Capital Adequacy Ratio and Net Performing Asset (NPA) Ratio on Financial Performance**  
*Dr. Goral K. Joshi*.....69



**A Study on The Impact of Global Economic Crisis on Indian IT Industry 2022-23**

**\*Ms Shweta Ahuja, \*\*Ms Preeti Verma**

\*Assistant Professor, Management Education and Research Institute

\*\*Assistant Professor, Management Education and Research Institute

MS received 25 December 2022; revised 10 January 2023; accepted 15 January 2023

**Abstract**

The United States of America is where the world financial crisis started. Banks provided housing loans to borrowers with bad credit during prosperous years when interest rates were low and there was high demand for homes on the presumption that property values would grow. The financial crisis has not only touched United States of America, but also European Union, U.K and Asia. The Indian Economy too has felt the brunt of the crisis to some extent. Although though it is challenging to estimate how the crisis would affect India, it is anticipated that several economic sectors may be impacted by the financial crisis' spillover effects. In this paper we are discussing about impact of global crisis on Indian IT Sector and how to operate effectively within today's unpredictable environment.

**Keywords**

Economy, layoff, IT, Global, Recession, Slowdown, Indian Industry

**Introduction**

According to two-thirds of the economists surveyed by the WEF for its Chief Economists Outlook report, a global recession in 2023—characterized by a decline in the global gross domestic product—is likely. The World Bank issued a warning that the world economy was "perilously close to entering a recession" in January as well. A global recession will begin in 2023, predicts the Centre for Economics and Business Research (CEBR). Some organisations forecast that a global recession will start in 2023. Some economies contract as a result of new borrowing charges

implemented to combat inflation. The global economy reached \$100 trillion for the first time in 2022, but, according to the British consultancy's annual Global Economic League Table, it will come to an end in 2023 as governments continue to battle with rising expenditures.

**Review of literature**

(Viswanathan, 2010) According to this paper the most recent in a string of economic crises that have a negative effect on global economies is the Global Financial Crisis, which began in 2008. Unlike the previous few crises, this one has affected every country and market.



## Opportunities and Challenges faced by Tourism Sector in India

Neha Shivanl

Ph.D. Scholar, Economics,  
Central University of Gujarat, Gandhinagar

### Abstract

Tourism is an important and flourishing industry in India. It accounts for one-third of the foreign exchange earnings of India and gainfully employs the easily the highest number of people compared to other service sectors, with a contribution of 6.23% to the national GDP and providing 8.78% of the total employment. The tourism industry in India generated about US\$100 billion in 2008 and that is expected to increase to US\$275.5 billion by 2018 at a 9.4% annual growth rate. Here, we have focused the growth and performance of the Indian tourism industry. We have also analyzed the causal analysis of the Indian tourism industry for overall development of the Indian economy. Major finding of this study nowadays medical tourism growing vastly, it is estimated that 1.5 lakh foreigners come to India annually for medical reasons. At present, these are mainly NRIs, West Asians and Africans. Recently India has been attracting patients from UK and US also.

### Introduction

India's heritage and historical backdrop includes not just breathtakingly beautiful architecture, rich traditions and diverse cultures but also fascinating and scenic landscapes. From the challenging snow-clad peaks of the Himalayas and the cool hill stations of the north, to the alluring beaches on the western and eastern coasts and the ornate temples of the south, India has the variety to satiate the interests of all those travelling through the country. In fact so popular is the country as a global tourist hot spot that the Conde Nast Traveler, one of the ace travel magazines, profiled India as the most preferred tourist regions in recent times. It is true then, that tourism is an important and flourishing industry in the country. It accounts for one-third of the foreign exchange earnings of India and gainfully employs the easily the highest number of people compared to other sectors.

Tourism has become one of the world's major sectors, but its emergence since the Second World War has caught many unaware and unprepared. Its revenue and development potential were soon recognized and pursued in the expansionary post war economy, first by individual entrepreneurs and the governments agencies.

For the development of the tourist resources, making them more accessible and comfortable to experience requires significant capital investment, in some cases so considerable it is beyond the capability of the individual businessperson and private sector. A major expense and prime area of government support, is in the provision of water supplies, public utilities, sewage system, and highways. These are the details for extensive development and are known as infrastructural. These facilities are usually available in urban areas but must be created specifically for the industry in rural or isolated areas. But such support is a must in a mega city like Delhi where its existing infrastructure frequently requires adjustment to accommodate new tourism facilities.

The World Travel & Tourism Council estimates that the Indian Travel & Tourism (T&T) industry has posted Rs 4,412.7 billion (US \$ 91.7 billion) of economic activity in 2009, growing to Rs. 14,601.7 billion (US \$ 266.1 billion) by 2019 registering a nominal compounded annual growth of 12.7%. It was based on the long term growth rate, IMA CS estimates that the India Travel & Tourism (T&T) industry to post Rs. 21,011 billion of economic activity by 2022.

To develop the tourist resources, making them more accessible and comfortable to experience, requires substantial capital investment, in some cases so considerable it is beyond the potential of the individual businessman and private sector. A major expense and prime area of government support, is in the provision of water supplies, public utilities, sewage system, and highways. These are the pre-requisites for extensive development and are known as —infrastructural. These facilities are usually accessible in urban areas but must be created specifically for the industry in rural or isolated areas. But such assistance is a must in a mega city like Delhi where its existing infrastructure frequently requires adjustment to accommodate new tourism facilities. To make a destination area more attractive and diversified in the competitive tourism market the industry often creates support facilities and artificial



Neha Shrivani  
 Ph.D scholar,  
 Central University of Gujarat,  
 Gandhinagar

**Abstract**  
 As this study mainly talks about tourism in Delhi, its economic aspects and developmental aspects. The main concern of this study is to investigate the effect of tourism on the economic growth and development of Delhi. The results show that the spending of international and domestic tourists positively effects the economic growth of Delhi. We have found that there is increase in the spending of international and domestic tourists and expenditure of government leads to increase in the GDP per capita income.

**Introduction:**  
 Tourism is one of the important sectors in the social and economic development of any region and it true in the case of Delhi. It is significant issue to consider whether the development through Tourism is sustainable or not. Though the concept of sustainability of tourism is not an easily measurable, the occurrence of any negative impacts on the society and ecology is often taken to indicate lack of sustainability. In fact, the heart of any development process is proper planning and management based on assessment of all the factors directly or indirectly involved and interacting with the existing environment and extraneous monitoring of the planning strategies and objectives.

A main barrier to planning and local management, both right now and in decades ahead, is to increasingly external forces on local development so that development achieves the shared with the local population. In a metro city like Delhi, the primary responsibility for this rests with the local government and its different agencies.

As stakeholders of services, builders of economic infrastructure, regulators of Individuals and institutions and managers of natural environment, local authorities in Delhi have many direct instruments to influence overall development. Yet in addition to stakeholder's roles in the development process, perhaps the most important role that local agencies can play is that of facilitator for the diverse interests seeking to influence development. Only with such a facilitator can a community of different interests define a shared vision and act consistent with this objective. The true proof of tourism is the development of the local community. Tourism is a recognised as global industry, like any other industry, tourism business can enforce considerable impact on local environment which are often diverse and unique for the economy. This structural diversity produces unique social changes upon the local community, including changes in local demographics, and changes in local labour markets.

The commercial activity of tourism industry is to promote the —saleable and appealing. Aspects of the community, transport non-residents into the society, and to manage the hospitality for and guide the activities of these visitors, and provide them with all the goods and services to purchase during their stay in the place. If these commercial activities degrade the community's heritage and wealth, then the community suffers more directly than the consumer.

Management of adverse tourism impacts are to be found in the shared interest of stakeholders such as local communities, tourism businesses, and tourism consumers in maintaining the natural wealth and social heritage of this region. Discussion must take place in an open and transparent way. If interaction among parties is to have impact on social and economic development, it must have accountability among the parties with regard to investments, practices and policies.

Tourism has become the biggest socio economic activity in the world over the time, and for a country like ours with abundant tourism resources it is a matter of far more significance. Consciously or otherwise, any talk of tourism today implies attracting the travellers from abroad and his needs and comforts seem to be the concern of those connected with the tourist industry. While we should continue to assist development of tourism for its benefits, we cannot neglect the many millions of domestic tourists who travel long distances every year to visit various tourist and pilgrim centres. It needs to recognise that international tourist facilities in the country cannot have the good foundation unless a more effort is made to stimulate domestic tourism.

International Peer-Reviewed  
 Socio-Economic Profile of  
 This study gives the present  
 an indicator of economic gr  
 by 1.38 % over to 1.67 cro  
 the present population of  
 Density of population in u  
 The National Capital Ter  
 metro city of monuments  
 past and the youthful pre  
 present excitement. Cor  
 connected to the rest of  
 2nd among states in In  
 tourism.

Table 1: Domestic an

Year	Dom tourist
2001	132463
2002	12280
2003	14305
2004	1866
2005	2061
2006	223
2007	231
2008	21
2009	8
2010	1

Source: A. M  
 From last ma  
 behalf of the  
 in India in th  
 to act as an  
 phenomeno  
 areas wher  
 sector was  
 was obser  
 Tourism :  
 sightseer  
 tourism i  
 A/C and  
 railway  
 offices v  
 having  
 witness  
 There :



## Empirical Analysis of Domestic and Foreign Tourist in Delhi

Neha Shivani  
Ph.D Economics,  
Central University of Gujarat,  
Gandhinagar

### Abstract

This study mainly talks about tourism through empirical study on Delhi. The main goal of this study is to investigate the socio-economic profile of tourist who visit Delhi and its effect on the economic growth and development of Delhi. The results show that the spending of international and domestic tourists positively affects the economic growth of Delhi. It was noticed that there is increase in the spending of international and domestic tourists and expenditure of government leads to increase in the GDP per capita income. According to the government agencies Delhi offer a considerable potential, not only for heritage tourism, but also for the environmental and ecotourism, cultural tourism, pilgrims tourism, and discovery tourism. This potential, however, is still yet to be fully harnessed. In addition, this study show that the conventional sources of growth such as investment in physical and human capital and the ability of households to have the wherewithal of spending on health, housing, nutrition, and other household items can enhance their productivity and spur their economic growth.

### Introduction

Domestic tourism was acknowledged by the Indian planners as early as during the mid- 1950s, the domestic tourism sector by and large remained ignored and was accorded a very low priority in the consecutive Five Year Plans of most state governments. Resources constraint and preoccupation with other more urgent development tasks led many a state government to give less priority to the development of domestic tourism. Several states have recently been showing interest in systematic planning for the development of domestic tourism. The fact that domestic tourism not only generated employment especially for unskilled labour than foreign tourism, but also confers a varied range of benefits such as facilitating the development of backward areas, promoting cultural and social diffusion, etc.

### Methodology and Data Collection

The study was conducted using mainly Primary data as well as secondary data. Secondary data has been collected through annual reports of Ministry of Tourism, Human Resource Development, Economic survey, Articles and review of reputed authors published in national and international journals etc. We conducted our socio-economic survey in Delhi and divided most of tourist destination in Delhi in to four divisions. In addition, we have collected and conducted survey on 120 tourists out of all these four division of tourist destination and collected all kind of socio economic information from the both domestic and foreign tourist through structured questionnaire.

### Profile of Domestic Tourists

Table 1.1: Age & Gender wise Distribution of domestic tourists

Age (Years)	Male	Female	%Male	%Female
Below 20	6	0	12	0
20-30	9	6	18	25
30-40	15	12	28	50
40-50	12	3	24	12.5
50-60	6	3	12	12.5
60 Above	3	0	6	0
Total	51	24	100	100

Source: Primary survey

# Ensuring Security in Web Development: Few Useful Considerations in Cyber Security

Sumit Chauhan  
Management Education and Research Institute  
New Delhi, India

## Abstract

*With increase in usage of web applications, gives a rise to put more focus on Security of Web Resources as web applications has become a popular and valuable target for security attacks. The recurring attacks on web applications illustrate the weakness and vulnerability in current web technologies and the need for increased security of these systems. The future of e-commerce and e-governance depends on the trust that the transacting parties place in the security, authenticity and confidentiality of information and the mode of communication. As technology is growing at a faster pace so testers have recognized the need for identifying the comprehensive testing capabilities to adapt themselves to the dynamic and heterogeneous nature of web domain. The paper discusses about various threats, issues and challenges related to the current scenario of security of web based applications. It also articulates different vulnerability scanners and their limitations, limitations of vulnerability scanners, tips to end users, and how much an organization to spend on security.*

**Keywords—** cookie fuzzing, choking, cross site scripting(XSS), Denial of Service (DoS), privacy, plug-n-hack, SOCK, threats, SEL injection , time based blind, X Path injection

## I. INTRODUCTION

Web security can be defined as the technology and procedures applied to networked computer system to obtain: Availability, Integrity and Confidentiality of the data.

- Availability: Availability means that the data must be available at any time. Denial of Services (DoS) should not be allowed.
- Integrity: Integrity is lost due to human error, intrusion, improper shutdown, virus attacks or catastrophic events. Tampering of information should not be allowed.

- Confidentiality: Confidentiality is lost due to eavesdropping, choking and unauthorized access.

## II. TOP 10 VULNERABILITIES ON WEB

1. Invalidated Input: Attackers tamper with the HTTP request to bypass site's security mechanisms.
2. Broken Access Control: Attackers exploit flawed implementation of access control schemes to do things they would normally not be allowed to do.
3. Broken Authentication & Session Management: Attackers exploit insecure authentication mechanisms to assume a legitimate user's identity.
4. Cross Site Scripting flaws: Attackers use web application to send malicious code to a different end user.
5. Buffer Overflows: Attackers use carefully crafted input a web application to corrupt the execution stack and get it to execute arbitrary code.
6. Injection Flaws: Attackers exploit injection flaws to relay malicious code to another system that interface with web application.
7. Improper error handling: Attackers cause web applications to generate errors so that stack traces, data bounded dumps, error codes are displayed.
8. Insecure Storage: Attackers exploit weaknesses in web applications to gain access to sensitive information such as passwords, credit card numbers and account records.
9. Denial of Service: Attackers consume resources of web applications and prevent legitimate users from accessing the application.
10. Insecure configuration Management: Attackers exploit out of the box default configuration or inadequately hardened server.



# CYBER FORENSICS

Sumit Chauhan, Assistant Professor, MERI, Janakpuri, New Delhi

Nithya Chandran, Student(MCA), MERI, Janakpuri, New Delhi

## Abstract

With increase in usage of web applications, development of internet and information technology, the digital crimes are also on the rise. These digital crimes impose new challenge on detection, prevention, investigation and prosecution of corresponding offences. The emergence of highly technical nature of crimes has created a new branch of forensic science known as cyber forensics.

Cyber forensic is an emerging research area that applies computer investigation and analysis techniques to detect these crimes and gather digital evidence suitable to produce in the court. With the growing importance of computer security today and the seriousness of cyber crime, it is important for computer professionals to understand the technology that is used in computer forensics.

This paper seeks to provide basic information regarding the fundamental technologies used in computer forensics. Topics covered include the main steps in computer forensics investigation, its principles, sources of digital evidences, cyber forensic tools, applications associated to cyber forensics and the legal aspects of computer forensics.

*Index Terms*— cyber forensics, digital crimes, digital evidence, authentication

## I. INTRODUCTION

In recent decades, technology has taken the world by storm; the growth of the computer has completely revolutionized the way people live, work and play. Particularly, computers have affected businesses in a number of ways, allowing them to run more efficiently. However, there is a dark side to computers, when programmers use them to lash out malicious assaults.

Cyber forensics is a research area that applies computer investigation and analysis techniques to help the detection of crimes and gathering of digital evidence suitable to produce in the court. Forensics is the process of using scientific knowledge for collecting, analyzing, and presenting evidence to the courts. (The word forensics means "to bring to the court.") Forensics deals primarily with the recovery and analysis of latent evidence. Latent evidence can take many forms, from fingerprints left on a

window to DNA evidence recovered from blood stains to the files on a hard drive.

## II. METHODOLOGY

The three main steps in any computer forensic investigation are:

1. **Acquiring:** Obtaining possession of the computer and the external physical storage devices.
2. **Authentication:** It is to ensure that the copy used to perform the investigation is an exact replica of the contents of the original hard drive by comparing the checksums of the copy and the original.
3. **Analysis:** To analyze the data, is the most important part of the investigation since this is where incriminating evidence may be found.

Acquiring evidence in a computer forensics investigation primarily involves gaining the contents of the suspect's hard drive. But other aspects may be involved in the acquisition of evidence. Photographs of the computer screen and the entire computer system in its installed configuration may yield useful information to the investigator. In addition, some forensic investigators believe in gathering evidence before shutting down the suspect's computer; this is a source of argument within the forensics community - whether to shutdown the computer immediately and preserve the exact state that it was found, or to gather evidence before shutting down in order to gain any volatile data that might be destroyed on shutdown (like the running processes on the computer). Ideally, the forensic analysis is not done directly on the suspect's computer but on a copy instead. This is done to prevent tampering and alteration of the suspect's data on the hard drive. The contents of the hard drive are copied on one or more hard drives that the investigator will use to conduct the investigation. These copies, or images, are obtained by copying bit by bit from the suspect's hard drive to another hard drive or disk. The hard drive containing the image of the suspect's hard drive obtained in this manner is called a bit-stream backup. The reason why hard drives must be copied bit by bit is because doing so ensures that all the contents of the hard drive will be copied to the other. Otherwise, unallocated data (such as deleted files), swap space, bad sectors, and slack space will not be copied. A



# *Comparative Study of Symmetric Key Algorithms-DES, AES*

Sumit Chauhan, Research Scholar, Deptt. Of Computer Science, Kalinga University, Raipur

Dr. Vivek Srivastava, Supervisor, Deptt. Of Computer Science, Kalinga University, Raipur

## **Abstract**

In the present information age, communication assumes a critical part and has contributed intensely to the development of technology. The Electronic security has progressively engaged with making communication more predominant and powerful. Thusly, a mechanism is a requirement for to guarantee the security and privacy of information that is sent over the electronic communication media. Regardless of whether the communication media is wired or wireless, it should be shielded from the unapproved access of information. The technique for changing the first information into an indistinguishable organization is called Encryption and the invert procedure is called Decryption of information. The investigation of encryption and decryption is known as Cryptography.

Cryptography includes the examination and the uses of the standards and techniques by which the information is rendered muddled to everything except the mean to get. Then again, the Cryptanalysis is the science and art of tackling crypto systems to re-cover the incoherent information. The computer security fundamentally comprises of three parts to be specific; data confidentiality, data respectability and data realness. The data confidentiality is the insurance of data from unapproved revelation. The data respectability is the affirmation that the data got are precisely as sent by an approved element. The confirmation is the affirmation that the communication substance is the one that it cases to be. The present day Cryptography includes three unmistakable mechanisms in particular; symmetric key decipherment, asymmetric key decipherment and hashing.

Cryptography is the basic technique to secure our data from different kind of attackers like: Interruption, Modification, fabrication etc. These kinds of attacks are very harmful for data and data transaction. In the cryptography at the sender's end data is in encrypted (Plain Text) form.





## ANALYSIS OF CRYPTOGRAPHY-ALGORITHM AND SECURITY

Sumit Chauhan

Research Scholar, (Deptt. of Computer Science), Kalinga University, Raipur

Supervisor: Dr. Vivek Srivastava

*Declaration of Author: I hereby declare that the content of this research paper has been truly made by me including the title of the research paper/research article, and no serial sequence of any sentence has been copied through internet or any other source except references or some unavoidable essential or technical terms. In case of finding any patent or copy right content of any source or other author in my paper/article, I shall always be responsible for further clarification or any legal issues. For sole right content of different author or different source, which was unintentionally or intentionally used in this research paper shall immediately be removed from this journal and I shall be accountable for any further legal issues, and there will be no responsibility of Journal in any matter. If anyone has some issue related to the content of this research paper's copied or plagiarism content he/she may contact on my above mentioned email ID.*

### ABSTRACT

*A general human communication or human language which we speak is interpreted in the form of plain Text or clear Text. This encrypted message can be understood by knowing its language as long as the message is not confined in any manner. Thus, the information is now coded to protect it from accessing to non-permitted source. The report is covering both the state of cryptographic primitives and their application in higher-level protocols. In general, cryptographic primitives are rather well understood and studied objects. Compared to the frequency of protocol-level vulnerabilities, primitives are broken rather rarely. However, since many of the primitives are implemented in very low-level layers of communication infrastructure (often even in hardware), such a break may have far-reaching consequences. There are two basic types of cryptography: Symmetric Key and Asymmetric Key. Symmetric key algorithms are the quickest and most commonly used type of encryption. Cryptography is the science of using mathematics to encrypt and decrypt data. Cryptography enables you to store sensitive information or transmit it across insecure networks (like the Internet) so that it cannot be read by anyone except the intended recipient. Cryptography is the art of achieving security by encoding messages to make them non-readable. Cryptography is the practice and study of hiding information. In modern times cryptography is considered a branch of both mathematics and computer science and is affiliated closely with information theory, computer security and engineering. Cryptography is used in applications present in technologically advanced societies; examples include the security of ATM cards, computer passwords and electronic commerce, which all depend on cryptography.*

*Keywords: symmetric encryption, algorithm*

### INTRODUCTION

This report is collaborative effort of above 20 researchers & developers of Cybernetica in preparing various chapters or contributing their opinion after proofreading. Although

most of the conclusions drawn are not created by Cybernetica's team but has been concluded from many other teams from various countries. There are many aspects to



# Evolution of E-Learning during the COVID-19 Pandemic

Dr Sumit Chauhan, Associate Professor, Management Education & Research Institute, Janakpuri, New Delhi

## Abstract

Education is one of the most significant components in the development of a good nation. Any country's educational system is regarded as its backbone. Over three billion people around the world have been quarantined at home, in hospitals, or in social isolation as a result of the novel coronavirus disease; government and health authorities have imposed strict rules such as closing schools, colleges, shops, industries, factories, malls, cinema halls, gyms, and other public places. Other measures, such as a travel ban, social isolation, and quarantine, were also enacted to manage the disease's spread and prevention. COVID-19 has caused a lockdown and travel prohibition that has damaged practically every industry, including tourism, hospitality, and education. On 11th March 2020, World Health Organization (WHO) declared COVID-19 a pandemic as the number of cases rose to 118,000 in more than 110 countries around the world<sup>1</sup>. The widespread adoption of virtual learning has been compelled by the COVID-19 pandemic. Adult learners pursuing higher education possibilities have historically considered online education as an alternative path. As a result of the significant emergence of e-learning, education has altered dramatically, with teachers in various countries beginning to use e-learning to teach students remotely and on a digital platform during this period. The goal of this article is to emphasize the importance, utility, obstacles encountered during online learning, forms of e-learning, and e-learning advantages & disadvantages. It also emphasizes how people have learned and absorbed knowledge in various ways and at various speeds.

**Keywords-** E-learning, Pandemic, digital platform, Internet, Literature, Surveys, Success, Research.

## Introduction

E-learning can also be defined as the transfer of skills and knowledge over a network. The prefix 'E' stands for electronic in E-learning. E-learning is a learning system that relies on institutionalized instruction but with the use of e - resources. Internet-enabled learning is referred to as E-learning. Content distribution in numerous formats, learning experience management, and a networked community of learners, content providers, and specialists are all possible components. E-learning allows for more efficient learning at lower costs, more access to learning, and explicit accountability for all learners. Organizations that use e-learning equip their workers with the ability to turn change into an advantage in today's fast-paced society. Accountability, accessibility, and opportunity are all advantages of E-learning. It enables individuals and companies to keep up with global economic changes that now occur on Internet time. In the twenty-first century, E-learning will be the great equalizer. Individuals can now take control of their own lifelong learning by removing limitations such as time, distance, and socioeconomic status.



# A Review on Phishing Attack in Security Detection

Raj Kumar Singh<sup>1</sup>, Dr. Rashmi Jha<sup>2</sup>

<sup>1</sup>Research Scholar, Magadh University, Bodh Gaya, Bihar

<sup>2</sup>Dr. Shyam Krishna Singh, HOD, Mathematics, A.N. College, Patna (M.U.)  
(Co-Author), Asst. Prof. IITM Janakpuri, New Delhi

**Abstract-** In the last few years a large number of internet users are increasing additionally different companies, banks and service providers are providing services online. So various sensitive and financial data are becomes online now in these days. This aspect of internet users are an evolution for us but the dark side of this advantage is too hard to accept, because of hackers and intruders are working between end clients and service providers. A secure and efficient technique is required to detect and prevent the attacks over the network transaction. In this paper we make a survey about various attacks and their problems and establish a problem statement for finding the optimum solution for the problem arises. In addition of that here we propose a system architecture for future simulation of security in internet based security.

**Keywords-** Internet based security, phishing, detection, system architecture

## I. INTRODUCTION

In today's era everybody is using internet with the speed of Generation like 2G, 3G, 4G, and many more and above. The Internet is a system of connected computer networks that use the standard Internet protocol suite (TCP/IP) to serve billion users worldwide. Internet is in differential part of human life. Because every age group person use it according to their interest or according to their requirement. Some of its applications like social networking sites by which anyone can connect chat or communicate over thousands of millions apart from each other. People use internet for saving their time and physical exertion by making online shopping, online banking, e-tickets and file transfer within friction of seconds by using e-mails etc. As internet shows such an advancements and facilities it also shows its dark side also. Some threats are also related to internet users. As people use internet for their convince but there are some people whose intension is to harm other users for gaining money, to take revenge or some people do so just for fun using their skill in negative directions only. Person with bad intension known as hackers, crackers, intruders or malicious users, uses their technicality into negative directions. Internet security is a branch of computer security. In this branch different types of cyber crime and miss uses of internet are tracked. As users of internet grow, frauds using internet also gain the advancement. In this study we present different types of

frauds related to e-mails. As we all are using e-mails in our day to day life, for different purpose like official mails, personal mails or promotional or advertising mails. We got different mails in our inbox like advertising or promotional mails containing some offers to lure the user. This mails are not legitimate and number of peoples get trapped into such frauds because lack of knowledge about internet security. In this paper we discuss various attacks in internet based applications, their effect and detection and prevention techniques. In next section we discuss previously made efforts in the domain of providing security over internet based applications.

## A. PHISHING ATTACK

A computing scam, where the perpetrators try to get sensitive personal information by sending fake web page. Phishing often starts with a legitimate looking email asking you to re-enter your login credentials, banking information, home address and phone number, credit card numbers, or other information that can used against you.

## B. TYPES OF PHISHING ATTACKS

- 1) Deceptive Phishing: Phishing is a form of online identity theft. An attacker uses social engineering to steal victims' personal identity data and financial account credentials.
- 2) Malware Phishing: It is malicious software and designed to harm or secretly access a computer system without the owner's.
- 3) Data Theft Phishing: Once malicious code is running on the user's computer, it can directly steal confidential information stored in the computer.
- 4) Key loggers: Key loggers are programs that install themselves either into a web browser or as a device driver, which monitor data being input and send relevant data to a phishing server.

## C. DETERMINAN ON OF PHISHING WEBSITE

Suppose attacker has created a phishing website, which looks like similar to the original one. As soon as user will click on suspicious links, fake website will be open, which will ask for secret key. In this step user will enter the unique secret key and wait for the desired Share2 image at a particular position. Determination of phishing websites are shown in "Fig. 5". If this is fake web site, so obviously it will not have the secret





## Impact of Violence in Media Reports on Social Behaviour of Youth of West Delhi

DILIP KUMAR<sup>1</sup> & SORABH KUMAR AGGARWAL<sup>2</sup>

### ABSTRACT

We live in a world that depends hugely on the media for its consumption of all types of information, let alone news. Media also proved its worth and became a good friend to us covering every sphere. Media set the tone for youth to follow in their routine lives. But, do we realise our good friend also feeds violence through its presentation which impacts the mindset and behaviour patterns of our kids. Even in the past, we also found that media violence and related content negatively impacted youngsters (Albert Bandura's work in the 1970s). In this study, the researcher focuses on how media violence affects youngsters' behaviour to be aggressive after seeing violent content. The researcher has also referenced several other sources and collected information from various articles on the same issue. A survey questionnaire method was used to gather data from 100 respondents. A survey method was used to gather data from 100 respondents. The selected area for the study was West Delhi.

**Keywords:** Crime, Media, News, Society, Violence, Youth

### Introduction

'Violence' is a significant problem in India and around the world. Such aggression has a massive impact on school students, eventually escalating into a deadly situation. As a result, this study aims to identify measurements and potential solutions for curbing youngsters' aggressive conduct so that they can shape a peaceful society, act as responsible citizens, and contribute to the community. Seeing is believing, as they say. The media, especially television, significantly impacts the behaviour of people, especially younger ones (Wilding *et al.*, 2018). India's situation may not be like that of other Asian or European countries; nevertheless, the severity and extent of the problem vary depending on the circumstances. Youth is considered the backbone and future of the country. The development of any nation relies on them. In our country, the estimated youth unemployment rate was 28.26% in 2021 (International Labour Organization Report, 2021). They are experiencing a transition period from fewer opportunities in office work to more encouragement in start-ups, and the advanced social and financial powers are impacting them. For the past decade, India's youth unemployment rate has been hovering around the 22% mark (International Labour Organization Report, 2021). This has become a

matter of concern for everyone, and our children are in danger of getting distracted from the real world.

Another truth highlighted by research is that females are assaulted more frequently than males. According to Bartol and Bartol (2012), violence may occur because men are more likely than women to come into contact with strangers who are criminals. Many have admitted that a single behavioural pattern does not adequately describe a mental illness or disease in the conventional sense.

On the other hand, active observation over time might reveal the indications and symptoms. Likewise, there is a dissimilarity in developing business freedoms to give helpful work to the expanding youth workforce. Strategy incited calamities, especially the positive separation in schooling and work to the more vulnerable segment of society, has been seen as expanding weight on adolescents having a place in the upper ranks and networks. The young also confront the weight of neediness, infections, and joblessness. Lately, most nations are going through significant financial, social, and political change. This change has impacted the overall mindset and has developed many different theories among youngsters. It becomes a crucial issue in characterizing subjects and points of view related to various matters of improvement and change regarding culture, political

<sup>1</sup>Associate Professor, Indian Institute of Mass Communication, Northern Regional Centre Jammu (email: profdilpkumar@gmail.com); <sup>2</sup>Assistant Professor, Journalism and Mass Communication, Management Education Research Institute, Guru Gobind Singh Indraprastha University, New Delhi.



# Artificial Intelligence and a Digital Twin are effecting building energy Management

G. Deena<sup>1</sup> Dr. Kamal Gulati<sup>2</sup> Dr. Rashmi Jha<sup>3</sup> Usha Rani Bajjuri<sup>4</sup> Dr. M. Sahithullah<sup>5</sup> and Manjeet Singh<sup>6</sup>

<sup>1</sup>AP/CSE, SRM institute of Science and Technology, Chennai

<sup>2</sup>Associate Professor, Amity School of Insurance Banking and Actuarial Science, Amity University, Noida, Uttar Pradesh, India

<sup>3</sup>Independent Consultant, Stratford University, Virginia, USA

<sup>4</sup>Associate Professor, Management Education & Research Institute(MERI), GGSIPU

<sup>5</sup>Assistant Professor, Department of CSE, Lakireddy Bali Reddy College of Engineering (Autonomous), Mylavaram, India

<sup>6</sup>ASP, EEE, ER, Perumal Manimekalai College of Engineering

<sup>6</sup>Assistant Professor, Department of Electrical Engineering, Chandigarh University, Punjab, India

E-mail : deenag@srmist.edu.in drkamalgulati@gmail.com dr.rashmijha22@gmail.com bajjuri.usharani@gmail.com  
sahithullahmahaboob@gmail.com manjeet.gndec@gmail.com

**Abstract-** Using a three-dimensional data model connected to the Internet of Things, artificial intelligence, and machines, the study looks into the possibility of using digital twin-based techniques and methods to create an intelligent optimization and automation system to manage energy in a residential area. The Rinascimento III neighbourhood in Rome is the focus of the case study. It has 16 eight-story buildings with 216 apartments that are powered by renewable energy for 70% of the time. Because the complex has dynamic analytic algorithms built in, many different energy-efficient intervention scenarios can be tested to make sure the real comfort and temperature levels of the complex are kept. At the same time, a reliable IT infrastructure based on advanced computing paradigms that can deliver data is being designed and put into place. To meet NZEB criteria, a method was created to analyse the efficiency and effectiveness of integrated systems for producing renewable energy from solar energy. This is needed to raise the threshold of self-produced energy (near zero energy buildings).

**Key words:** Artificial Intelligence, digital twin, classes, IoT, Machine learning, solar energy.

## I. INTRODUCTION

When it comes to keeping tabs on and scoring the progress of urban development and renovation, the energy management of buildings and urban areas like neighbourhoods is becoming increasingly important.

There are a variety of digital prediction and sensor-based control systems [1]. There are advantages to both large corporations and startups in the use of artificial intelligence. Artificial intelligence (AI) is

now a part of our daily lives, from self-driving cars to voice-activated medical devices., AI has become a part of everyday life. This means that humans will always be faced with problems like collaborating with robots[2].The author employed an innovative strategy that employs sentimental aspects centered on the item's qualities[3]. In this article, author presented the CNN model for plants and flowers detection[4]. Authors outline the most common methods of medical image acquisition and assess their significant state-of-the-art threats and issues in image-guided surgery in this article. Additionally, variables affecting the accuracy, reliability, and effectiveness of medical image reconstruction systems were discussed[5]. On how these factors might be optimally blended to benefit both customers and enterprises, taking into consideration criteria including the degree to what technologies has been included and its client satisfaction rate via relationship building[6]. In this article author presented the algorithm, Emperor Penguin Optimizer (EPO), is inspired by emperor penguins' nesting behavior (Aptenodytes forsteri)[7].This research proposes an emperor penguin / salp swarm algorithms (ESA) hybrid metaheuristic optimization technique. This method mimics the emperor penguin optimization and salp swarm algorithm[8]. This article covers the literature with an emphasis on elements of wireless connectivity for energy conservation and data aggregation[9].This article introduces the Tunicate Swarm Technique,(TSA). a bio-inspired metaheuristic optimization method .The suggested method mimics tunicates' jet propulsion and swarming behavior during navigation and foraging[10]. This article introduces the Sooty Tern Optimization Method (STOA), a bio-inspired



## Index

1. **A Study on The Impact of Global Economic Crisis on Indian IT Industry 2022-23**  
*Ms Shweta Ahuja, Ms Preeti Verma*.....1
2. **A Study of Stress level secondary school students of Gandhinagar**  
*Dr. Hetalben V. Surani*.....6
3. **A Study of the Effectiveness of Remedial Program on Reducing English Grammar errors among 9<sup>th</sup> Standard Students**  
*Pooja Varshneya Pathak, Dr. Vidhi Mehta*.....9
4. **Need, Importance, Issues, and Challenges in Corporate Governance in the Indian context**  
*Dr. Sanjeev Kumar*.....17
5. **कथाकार भीष्म साहनी एक अनुशीलन**  
**महेन्द्रभाई मानसिंगभाई वसावा**.....26
6. **A Study on Financial Literacy among Working Women in Porbandar District**  
*Shanti Lakhabhai Shida*.....29
7. **Effect of Asana on Flexibility among Kho Kho Players**  
*Manju Bhutiya*.....36
8. **विभाजन की त्रासदी और हिन्दी उपन्यास**  
**डॉ. सुषमा चौधरी**.....41
9. **Teaching Vocabulary and Writing skills through short film "Snake Bite"**  
*Dr. Ashok Pandya*.....47
10. **NEP-2020 and Teacher Education-Some Issues**  
*Dr. Nehal Shingala*.....50
11. **वाणकालीन शिक्षा-केंद्र**  
**चंदनाबा शिवुभा डाभी**.....57
12. **Impacts of Indian culture on world literature through Panchatantra**  
*Bhagyesh Vaidya, Dr. Naresh Solanki*.....60
13. **A Case study to measure the Impact of Capital Adequacy Ratio and Net Performing Asset (NPA) Ratio on Financial Performance**  
*Dr. Goral K. Joshi*.....69



## A Study on The Impact of Global Economic Crisis on Indian IT Industry 2022-23

\*Ms Shweta Ahuja, \*\*Ms Preeti Verma

\*Assistant Professor, Management Education and Research Institute  
\*\*Assistant Professor, Management Education and Research Institute

MS received 25 December 2022; revised 10 January 2023; accepted 15 January 2023

### Abstract

The United States of America is where the world financial crisis started. Banks provided housing loans to borrowers with bad credit during prosperous years when interest rates were low and there was high demand for homes on the presumption that property values would grow. The financial crisis has not only touched United States of America, but also European Union, U.K and Asia. The Indian Economy too has felt the brunt of the crisis to some extent. Although though it is challenging to estimate how the crisis would affect India, it is anticipated that several economic sectors may be impacted by the financial crisis' spillover effects. In this paper we are discussing about impact of global crisis on Indian IT Sector and how to operate effectively within today's unpredictable environment.

### Keywords

Economy, layoff, IT, Global, Recession, Slowdown, Indian Industry

### Introduction

According to two-thirds of the economists surveyed by the WEF for its Chief Economists Outlook report, a global recession in 2023—characterized by a decline in the global gross domestic product—is likely. The World Bank issued a warning that the world economy was "perilously close to entering a recession" in January as well. A global recession will begin in 2023, predicts the Centre for Economics and Business Research (CEBR). Some organisations forecast that a global recession will start in 2023. Some economies contract as a result of new borrowing charges

implemented to combat inflation. The global economy reached \$100 trillion for the first time in 2022, but, according to the British consultancy's annual Global Economic League Table, it will come to an end in 2023 as governments continue to battle with rising expenditures.

### Review of literature

(Viswanathan, 2010) According to this paper the most recent in a string of economic crises that have a negative effect on global economies is the Global Financial Crisis, which began in 2008. Unlike the previous few crises, this one has affected every country and market.





8<sup>th</sup> International Conference on  
**Communication and Electronics Systems**  
**ICCES-2023**

1-3, June 2023 | Coimbatore, India

<http://icoecs.org/20>  
icoecs2022@gmail.co

## Letter of Acceptance

### Details of Accepted Paper

Paper ID	Paper Title	Author(s)
ICCES927	A Systematic Study on Student Performance Prediction from the Perspective of Machine Learning and Data Mining Approaches	Rashmi Jha

Author(s):

On behalf of the Conference committee, I would like to congratulate you on having your article accepted by the ICCES 2023 IEEE Conference, which will be held from 1-3, June 2023 at PPG Institute of Technology, Coimbatore, India. You have been selected to deliver your oral presentation at the International Conference on Communication and Electronics Systems.

ICCES 2023 is an internationally-recognized IEEE conference, which dedicated solely for recommendation for inclusion in IEEE Xplore. Please visit the conference website for further updates [<http://icoecs.org/2023/index.html>].

As a result of the review and results, we are pleased to inform that you can now submit the full-length paper for inclusion into the ICCES proceedings. We appreciate if you could send the final version of your research paper at your earliest convenience, in order to ensure the timely publication. When submitting your final paper, please highlight the changes made according to the review comments.

Thank you for your contribution to the ICCES 2023 conference.

Yours sincerely,

Dr. V. Bindhu  
Conference Chair  
ICCES- 2023.



IEEE XPLORE COMPLIANT ISBN: 979-8-3503-9663-8  
IEEE DVD ISBN: 979-8-3503-9662-1

Previous Publications  
2022, 2021, 2020, 2019, 2018, 2017, 2016



ISSN : 2349-4557

# Surabhi

International Peer-Reviewed Refereed Journal

69<sup>th</sup> Issue

Volume-1

December-2022

Editor in Chief  
Mr. Rohit Parmar

Advisory Committee	
❖ Prof. (Dr.) Chetan Trivedi Vice Chancellor Bhakta Kavi Narsinh Mehta University, Junagadh, Gujarat, India	❖ Mr. Praful A. Jalu Chairman State Examination Board, Gandhinagar, Gujarat, India
❖ Prof. H. N. Vaghela (Former Acting V. C.) Professor & Head, Department of Hindi, M. K. Bhavnagar University, Bhavnagar, Gujarat, India	❖ Dr. Chandrakanta K. Mathur Assistant Professor Department of Political Science, Shyama Prasad Mukharjee College, Delhi University, Delhi, India
❖ Mr. Anilkumar J. Raval (Administrator, Educator, Editor, Writer, Columnist) Editor - Sanskar Dipika, Vidya Bharati, Gujarat Prant, Ahmedabad, Gujarat, India	❖ Prof. Jaydipsinh K. Dodiya Professor & Head, Department of English & CLS, Saurashtra University, Rajkot, Gujarat
Editorial Board	
❖ Mr. Rohit Parmar Chief Editor Ayudh Publication, Bhavnagar, Gujarat, India	❖ Dr. Jiten J. Parmar (GES-II) Associate Editor Assi. Professor, Bahauddin Govt. Arts College, Junagadh, Gujarat, India
❖ Dr. Dilip B. Kataliya (GES-II) Section Editor Assi. Professor, Government Science College, Mandvi, Kutch, Gujarat, India	❖ Ms. Surabhi A. Parmar (GES-II) Section Editor Assi. Professor, DKV Arts & Science College, Jamnagar, Gujarat, India



# CERTIFICATE OF PUBLICATION

Article Entitled

**A COMPREHENSIVE EXAMINATION OF HUMAN RESOURCE MANAGEMENT  
PRACTICES ON EMPLOYEE PERFORMANCE**

Authored By

**Dr. Simranjeet Kaur Bagga**

Assistant Professor, Dept. of Management, Management Education and Research  
Institute, New Delhi

Published in

**SOUTH INDIA JOURNAL OF SOCIAL SCIENCES ; ISSN: 0972 – 8945**

**Vol. XX, No. 2, 2023**

**UGC Care Approved, Group I, Bi-Annual Journal.**



# An empirical study on effectively managing Buyer Supplier Relationship: A case of Indian Automobile Industry

Dr Parmjot Singh<sup>1</sup>, Prof. (Dr) Deepshikha Kalra<sup>2</sup>

**Abstract**— The automobile sector is flourishing at a very fast pace but in a very sophisticated way. The firms are looking outwards for improving sales, increasing margins, to have a competitive edge over competitors and global recognition. The above goals can only be achieved if the relationships between buyer and supplier firms could be managed effectively. Thus, the present study investigates the significant dimensions of buyer supplier relationships in Indian automobile sector and to investigate the impact of these dimensions on the robustness of these relationships. Researcher has collected data from 676 employees from buyer and supplier firms to examine the degree of relationship between channel partners. The existing literature suggests that information sharing, commitment, trust and collaborative behavior of partners are the vital elements in nurturing successful relationships between partners thus a conceptualized hypothesized model is formulated which is further confirmed with the help of second order confirmatory factor analysis. The research work proposed that information sharing, collaboration and commitment has the highest contribution in transforming the higher degree of relationships. Buyer supplier relationships deteriorate rapidly in the absence of elements of information sharing, collaboration and commitment dimensions.

**Keywords**—Information Sharing, Commitment, Collaboration, Trust and Indian Automobile Sector.

## 1. INTRODUCTION

Relationships are becoming more dynamic, flexible and innovative now a days. These relationships can be achieved more effectively if organizations start treating external networks like internal networks. In Indian automobile industry, more than thousand parts are manufactured and assembled in a day and finally distributed to the end users. Thus the role of buyer and suppliers has become more pertinent in the entire supply chain network to have a competitive advantages and to sustain sound relationships with each other. Many scholars and researchers have focused on examining the relationship between channel partners and how they are building and developing the durable buyer supplier exchange and the dimensions that influence the degree of relationships. In business relationships, information sharing and commitment has become vital components of buyer supplier dyadic relationships and are considered as essential ingredients in developing, nurturing and sustaining the long term buyer supplier relationships.

Information sharing is becoming more critical in buyer supplier orientations and It has been found that sharing accurate and timely information resulted in lowering the conflict and fosters the elements of collaboration, trust and commitment between partners (Cai et.al. 2010).

<sup>1</sup> Assistant Professor, Department of Management Studies, MERI College, Janakpuri, New Delhi, India Email: parmjotsingh111@gmail.com

<sup>2</sup> Professor, Department of Management Studies, MERI College, Janakpuri, New Delhi, India Email: deepshikha\_kalra@mericollege.in



## INDEX

1.	Telling Their Own Stories: Female Narrative in Difficult Daughters by Manju Kapur Pawan Kumar.....	1
2.	ભાલ નળકાંઠા વિસ્તારની કૃષિ જમીનમાં કારની સમસ્યા આર્થિક અધ્યયન (અમદાવાદ જિલ્લાના ધોળકા અને ધંધુકા તાલુકાના ગામોના સંદર્ભ અભ્યાસ) ડિજિટલ ધર્મ-ન્દ્રસિંહ ચુડાસમા.....	9
3.	गोरक्षनाथ एवं उनका कुण्डलिनी-योग डॉ. विभा प्रफुलभाई जोशी.....	19
4.	'अभिज्ञानशाकुन्तलम्' में शिक्षा के विविध आयाम डॉ. अर्चना ए. त्रिवेदी.....	25
5.	બાળકામદારોના કુટુંબની જ્ઞાતિ, ધર્મ અને વ્યવસાય : અમદાવાદ શહેરના સંદર્ભમાં એક અભ્યાસ Dr. N. R. Shah.....	29
6.	राज्य वगरनी सत्ता : छिस्माईवी छिभाभत अने आधुनिकता नसरीन अक्ष. भीठाशी.....	33
7.	Empirical study on Digital Rupee-A step towards Digital transformation Ms. Shweta Ahuja & Ms. Jyoti Vashisht.....	35
8.	The Analysis of Differences and Similarities of Two English Translations of a Hindi Short Story In light of an Essay -"The Task of Translator: An Introduction to the Translation of Baudelaire's TABLEAUXN PARISIENS" Deepchand.....	43
9.	नागौर क्षेत्र की भौगोलिक पृष्ठभूमि का अध्ययन गुमाना राम.....	48
10.	A Study on Financial Performance of Reliance Industries Limited using Ratio Analysis Dr. Sanjeev Kumar.....	54
11.	AN ANALYSIS OF ASSET-LIABILITY MANAGEMENT IN INDIAN BANKS: A THEORETICAL CONCEPT Shivangi V. Patel & Dr. Rajesh M. Patel.....	64
12.	December 22 - National Mathematics Day Avani K. Virola.....	71
13.	अमूल्य एव अनमोल मानव जीवन का मूल्य डॉ. दीनेशकुमार रायसिंहभाई वसावा.....	73



# A STUDY ON CONSUMERS PERCEPTION AND SATISFACTION REGARDING DOORSTEP DELIVERY OF PUBLIC SERVICES SCHEME WITH SPECIAL REFERENCE TO REVENUE DEPARTMENT SERVICES IN DELHI.

\*Monika Sharma

\*\* Dr. Sushil Kumar

## ABSTRACT

Every citizen is entitled to hassle-free public services in India. Right to Public Services legislation in India comprises statutory laws which guarantee time bound delivery of services for various public services rendered by the Government to citizen. Delhi Assembly had passed the 'Delhi Right of Citizen to Time Bound Delivery of Services Amendment Bill, 2015'. The Bill aims at providing citizens with time bound delivery of government services. The Govt of NCT Delhi, ruled by the Aam Aadmi party, launched its most awaited scheme Doorstep delivery of public services in September 2018 in 3 phases at a cost of 50 rupees to free the city's 18 million residents from having to visit government offices and reduce corruption. Doorstep Delivery Services List was 40 services in Phase 1, 30 services in Phase 2 and 30 services in Phase 3. The major services in this project include provision of certificates from the revenue department, driving licenses and related services from the transport department, and availing access to certain social sector services. This research paper aims to study the consumer perception and satisfaction of the users of this scheme related to revenue department public services department in Delhi.

**Keywords:** Doorstep Delivery of public services, revenue department, consumer perception, consumer satisfaction, mobile governance, m- governance, Delhi.

\*Research Scholar, Department of Management, Jagannath University, Bahadurgarh

\*\* Associate Professor, Department of Management, Jagannath University, Bahadurgarh



(ijor.aspx)

(106 202 65 53)

00 [ij] [ij]

(ijor.aspx)

- [Home \(ijor.aspx\)](#)
- [About us \(ijor.aspx?target=about\\_us\)](#)
- [My Profile \(ijor.aspx?target=users\\_zone\)](#)
- [Registration \(ijor.aspx?target=register\)](#)
- [Products](#)
- [Article Submission \(ijor.aspx?target=manuscript\\_submission\)](#)
- [Usage Statistics \(https://c5live.mpsinsight.com/ijc/login\)](#)
- [Price List 2024 \(../JournalsPriceList.aspx\)](#)
- [Contact Us \(ijor.aspx?target=contact\\_us\)](#)
- [Tutorial](#)
- [Login/Register \(Ijor\\_homemenucontrol/#\)](#)
- [Email id](#)

**Journal of Biofuels**

- <http://https://www.indianjournals.com/ijor.aspx?target=ijor:jbf&type=home>
- Journal Home (7target=ijor:jbf&type=home)
- Advanced articles (7target=ijor:jbf&volume=0&issue=0&type=pre\_print)
- Current Issue (7target=ijor:jbf&type=current\_issue)
- Archive / Issues (7target=ijor:jbf&type=archive)
- Registration (7target=register)
- Subscribe (7target=ijor:jbf&type=subscribe)
- Editorial Board (7target=ijor:jbf&valuma=13&issue=2&type=eboard)
- Aims & Scope (7target=ijor:jbf&type=aimscope)
- Author Guidelines (7target=ijor:jbf&valume=13&issue=2&type=for\_authors)
- Ethics & Malpractice (7target=ijor:jbf&type=pubethics)
- Subscribe TOC Alerts (7target=ijor:jbf&type=toc\_alerts)
- Article Submission (7target=ijor:jbf&type=onlinesubmission) **FREE**
- Sample Issue (7target=ijor:jbf&type=sample\_issue)
- Trial Access (7target=ijor:jbf&type=trialaccess\_issue)

Year : 2022, Volume : 13, Issue : 2  
 First page : ( 51) Last page : ( 58)  
 Print ISSN : 0976-3015, Online ISSN : 0976-4763, Published online : 2022 13.  
 Article DOI : 10.5958/0976-4763.2022.00006.X (<http://dx.doi.org/10.5958/0976-4763.2022.00006.X>)

## A Technical Review – Performance of Homogeneous Charge Compression Ignition (HCCI) Combustion in Diesel Engine with Alternative Fuel

**Jha Pawan Kishore**

Assistant Professor, Department of Management, Management Education & Research Institute, Affiliated to Guru Gobind Singh Indraprastha University, Janak Puri, New Delhi-110058, India

\*Email id: [pawan.jha@meri.edu.in](mailto:pawan.jha@meri.edu.in) (<mailto:pawan.jha@meri.edu.in?cc=gbehal@indianjournals.com>)

Online Published on 13 June, 2023.

Received: 18 , 2022; Accepted: 20 December, 2022.

### Abstract

Alternate fuels have been used to fulfil the demand of fuel for engines used at various fields and also due to the decreasing petroleum fuel resources. Moreover the very low emissions norms have led to the experimentation, analysis and optimization of operating parameters of the engines run with these alternate fuels. Optimization of operating parameters to suit these alternate fuels have led to various new combustion techniques and one of these is HCCI. HCCI technique is a promising combustion mode with high efficiency and low emissions of NOx and PM. This experiment's objective is to analyse the working of a single cylinder diesel engine under HCCI combustion mode using Natural Gas (CNG), renewable fuel widely available from the agricultural wastes. The engine is run at its conventional mode and at HCCI mode with both Diesel HCCI and also CNG HCCI.

### Keywords

HCCI, CNG, NOx, PM, Emissions.

[Buy Now](#) (7target=ijor:jbf&volume=13&issue=2&article=002&type=subscribearticle)

[Full Text](#) (7target=ijor:jbf&volume=13&issue=2&article=002&type=fulltext)

[PDF](#) (7target=ijor:jbf&volume=13&issue=2&article=002&type=pdf)

[Full Text](#) (7target=ijor:jbf&volume=13&issue=2&article=002&type=fulltext)

In case you have already subscribed for the Article/Publication, please login, using the panel provided above.

### QR

For information regarding subscription please [click here](#) (7target=ijor:jbf&type=subscribe).

### QR

For a comprehensive list of other publications available on indianjournals.com please [click here](#) (7target=paid\_journals\_list)

### We recommend

Performance Evaluation and Wear Analysis of a Compression Ignition Engine Operating with Straight Vegetable Oil and Diesel Blend  
 Swarup Paul et al., Journal of Biofuels, 2014

An approach of experimental study on HCCI engine  
 Ramana P. V. et al., International Journal of Advanced Research in Engineering and Applied Sciences, 2015

Comprehensive Review on Performance, Combustion and Emission Characteristics of Compression Ignition Engine Fuelled with Producer Gas in Dual Fuel Mode  
 Harari Praveen A. et al., International Journal of Engineering And Management Research, 2017

The Impact of various Nano Additives Blended with Diesel and Biodiesel on D.I Diesel Engine Performance, Combustion and Emission Parameters-A Mini-Review  
 Sekhar S. Chandra et al., Asian Journal of Research in Social Sciences and Humanities, 2017

Performance, emission and combustion evaluation of diesel engine using Methyl Esters of Mahua oil  
 Haiter Lenin A et al., International Journal of Environmental Sciences, 2012

Combustion of B4C/KNO3 binary pyrotechnic system  
 Jing-ran Xu et al., Defence Technology, 2021

Probing a Dissipative Phase Transition with a Trapped Ion through Reservoir Engineering  
 M.-L. Cai et al., Chinese Physics Letters, 2022

Gliding arc plasma adjusting pre-combustion cracking products  
 Fei-long Song et al., Defence Technology, 2022

Synthetic optimization of the structure dimension for the thermoacoustic regenerator  
 Hui-fang Kang et al., Chinese Physics B, 2022

Reactive materials and structural design of PRB for remediation of a Cr(VI) contaminated site  
 LI Zhihong et al., Earth Science Frontiers, 2021

Powered by TREND

[Site map](#) (7target=site\_map) | [Privacy Policy](#) (7target=privacy\_policy) | [Copyright](#) (7target=copyright\_disclaimer) | [Terms & Conditions](#) (7target=terms)

[Page Rank Tool](#) (<http://www.prchecker.info/>)

682,662,395 visitor(s) since 30<sup>th</sup> May, 2005.

Export Download More...

International Journal of Information Technology (Singapore)

Volume 15, Issue 4, April 2023, Pages 2063-2075

### Technology enabled communication during COVID 19: analysis of tweets from top ten Indian IT companies using NVIVO(Article)(Open Access)

Chawla, S., Sareen, P., Gupta, S., Joshi, M., Bajaj, R.

View additional authors  
Save all to author list

- <sup>a</sup>Amity Business School, Amity University, Uttar Pradesh, Noida, India
- <sup>b</sup>Management Education and Research Institute, New Delhi, India
- <sup>c</sup>Delhi School of Management, Delhi Technological University, New Delhi, India
- <sup>d</sup>Indira Gandhi University, Haryana, Meerpur, India

View additional affiliations

#### Abstract

The corona virus (COVID-19) pandemic has impacted industries across the globe. Lockdown was imposed to curb the spread of the deadly virus. This resulted in closure of the factories and manufacturing units. Few sectors switched to work from home (WFH) for the first time. The present study aims to understand and analyze the way in which Information Technology (IT) sector communicated on Twitter during the pandemic. The top ten IT companies in India were selected on the basis of net sales. Qualitative data analysis was employed to extract tweets, understand and analyze them. Tweets were extracted from the official Twitter handles of these top ten IT companies using N-Capture extension tool of NVivo 12 software from April 1, 2020 to April 30, 2021. To get insights out of collected data, Word Cloud, TreeMap and Sentiment Analysis of tweets were carried out using NVivo 12 software. The research found that IT companies focussed on digital transformation, business development, customer satisfaction and enriching customer experience, new product development for healthcare and insurance and organizational resilience. They also focussed on effective communication through Twitter in times of crisis. Most of the companies tweeted moderately positive. Very small numbers of tweets were found to be very negative. © 2023, The Author(s), under exclusive licence to Bharati Vidyapeeth's Institute of Computer Applications and Management.

#### Author keywords

Content analysis COVID-19 NVIVO Organization resilience Sentiment analysis Tree map Twitter  
Word cloud

#### Funding details

1

I am grateful to Dr. Meha Joshi and Dr. Ritu Bajaj for their substantial contribution to present the research methodology algorithmically.

ISSN: 25112104  
Source Type: Journal  
Original language: English

DOI: 10.1007/s41870-023-01242-6  
Document Type: Article  
Publisher: Springer Science and Business Media B.V.

Chawla, S.; Amity Business School, Amity University, Uttar Pradesh, Noida, India;  
© Copyright 2023 Elsevier B.V., All rights reserved.



**INTERNATIONAL JOURNAL OF RESEARCH AND ANALYTICAL REVIEWS (IJRAR) | E-ISSN 2348-1269, P-ISSN 2349-5138**

*An International Open Access Journal*



Certificate of Publication

The Board of International Journal of Research and Analytical Reviews (IJRAR) is hereby awarding this certificate to

**Dr. Rashmi Jha**

In recognition of the publication of the paper entitled  
**A REVIEW ON PHISHING ATTACK IN DETECTION OF ADHOC NETWORK**

Published In IJAR ( www.ijrar.org ) UGC Approved (Journal No : 43602) & 5.75 Impact Factor

Volume 6 Issue 1 January 2019



**A. B. Joshi**  
EDITOR IN CHIEF



PAPER ID : IJAR19J1395

Registration ID : 195503

UGC and ISSN Approved - International Peer Reviewed Journal, Refereed Journal, Indexed Journal, Impact Factor: 5.75 Google Scholar



**INTERNATIONAL JOURNAL OF RESEARCH AND ANALYTICAL REVIEWS | IJAR**

*An International Open Access Journal | Approved by ISSN and UGC*

Website: [www.ijrar.org](http://www.ijrar.org) | Email id: [editor@ijrar.org](mailto:editor@ijrar.org) | ESTD: 2014

IJAR | E-ISSN 2348-1269, P-ISSN 2349-5138





**INTERNATIONAL JOURNAL OF RESEARCH AND ANALYTICAL REVIEWS (IJRAR) | E-ISSN 2348-1269, P- ISSN 2349-5138**

*An International Open Access Journal*

**IJRAR | E-ISSN 2348-1269, P- ISSN 2349-5138**

**Certificate of Publication**

The Board of International Journal of Research and Analytical Reviews (IJRAR) is hereby awarding this certificate to

**Raj Kumar Singh**

In recognition of the publication of the paper entitled **A REVIEW ON PHISHING ATTACK IN DETECTION OF ADHOC NETWORK**

Published In IJRAR ( www.ijrar.org ) UGC Approved Journal No : 45602) & 5.75 Impact Factor

Volume 6 Issue 1 January 2019

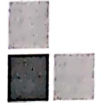


*A.B. Joshi*  
EDITOR IN CHIEF



PAPER ID : IJRAR19J1395  
Registration ID : 195503

UGC and ISSN Approved - International Peer Reviewed Journal, Refereed Journal, Indexed Journal, Impact Factor: 5.75 Google Scholar



**INTERNATIONAL JOURNAL OF RESEARCH AND ANALYTICAL REVIEWS | IJRAR**  
*An International Open Access Journal / Approved by ISSN and UGC*

Website: [www.ijrar.org](http://www.ijrar.org) | Email id: [editor@ijrar.org](mailto:editor@ijrar.org) | ESTD: 2014

# Surabhi

International Peer-Reviewed Refereed Journal  
<http://www.ayudhpublication.com/>

71<sup>st</sup> Issue

Volume-1

February-2023

- Editor in Chief : Mr. Rohit Parmar
- Guest Editor: Dr. Jiten Parmar, Assi. Professor, Bahauddin Govt. Arts College, Junagadh, Gujarat, India

## • Editorial Board

- Dr. Dilip B. Kataliya (GES II), Associate Editor  
Assi. Professor, Government Science College, Mandvi, Kachchh, Gujarat, India
- Ms. Surabhi A. Parmar (GES-II), Section Editor  
Assi. Professor, D. K. V. Arts & Science College, Jamnagar, Gujarat, India
- Prof. (Dr.) Chetan Trivedi  
Vice Chancellor, Bhakta Kavi Narsinh Mehta University, Junagadh, Gujarat, India
- Prof. Adisha Kariyawasam  
Professor, Applied Modelling and Visualization, BPP University, London, UK  
adishakariwasam@bpp.com
- Dr. Jidapa Thavarit  
Country Head ADYP University, Thailand  
jidapa.thavarit@gmail.com
- Dr. Arun Chainit  
Dept. of Public Administration, Phranakhon Rajabhat University, Bangkok  
dr.chainit\_run@live.com
- Dr. Radhe Shyam Pradhan  
Central Department of Management, Tribhuvan University, Kirtipur, Nepal  
rspkamal@gmail.com
- Dr. Nar Bahadur Bista  
Department of Economics, Tribhuvan University, Kirtipur, Nepal
- Dr. Chandrakanta K. Mathur  
Assistant Professor, Department of Political Science, Shyama Prasad Mukharjee College,  
Delhi University, Delhi, India
- Dr. Kiran Kumar Pant  
Assistant Professor & Head, Department of Commerce, Govt. P. G. College, Champawat,  
Uttarakhand



## Empirical study on Digital Rupee-A step towards Digital transformation

✶ Ms Shweta Ahuja  
Assistant Professor  
Management Education and Research Institute

✶ Ms Jyoti Vashisht  
Assistant Professor  
Management Education and Research Institute

### Abstract

A type of "CBDC (Central Banking Digital Currency)" known as a "Digital Rupee" represents the fiat currency's value in digital form. It is a kind of payment that only exists electronically and is handled, tracked, and transferred by computers. Digital currencies, which may be sent directly between parties, provide cheap transaction costs and quick payouts. In this study, the current status of the "Digital Rupee" in India following its benefits, difficulties arise when it is issued to general public and challenges in implementation was examined. The study project has come to an end, with recommendations made for future work based on the findings, which can be used as a reference when the "Digital Rupee" launches to compare public impression before and after implementation.

**Key words:** Digital Currency, Banks, RBI, Economy, CBDC, Central bank

### Introduction

One of the economies in the world with the quickest growth is India. The banking industry saw numerous advances. The country's central bank is in charge of issuing the money used for trade. The state of technology is always evolving. The digital payment system is now being innovated in India. Thus, importance of cash in payment systems is dwindling. The Indian government committed to issuing a digital rupee in her budget speech on February 1, 2022, according to Finance Minister Nirmala Sitharaman. The pertinent passage was only three sentences long and contained only the essential information. The digital economy would greatly benefit from the "Introduction of Central Bank Digital Currency" (CBDC). A more effective and affordable money management system would result from the use of digital currency. Therefore, it was suggested that the Reserve Bank of India introduce the Digital Rupee beginning in 2022-2033, using blockchain and other technologies. The launch of "Central Bank Digital Currency" (CBDC) aims to advance the digital economy and provide virtual currency, which has multiplied in the recent time, with a choice. By integrating the unbanked into the financial system, CBDCs can make it easier to implement fiscal and financial policies that will promote financial inclusion in an economy. They have to protect the privacy of the people because they are a centralised means of payment. Globally, CBDCs are in various phases of development. A CBDC is a digital currency that is controlled by a central bank. It has a similar value to a fiat currency and may be converted into that money 1:1. The fact that it is available in electronic form is



See discussions, stats, and author profiles for this publication at: <https://www.researchgate.net/publication/353192795>


# Understanding the Nuances of the Online Buying Behaviour Process-A Textual Review

Article in *Journal of Business Research* · February 2023

0

READS  
62

2 authors, including



**Management Education & Research Institute**  
12 Publications 0 Citations

## Understanding the Nuances of the Online Buying Behaviour Process- A Textual Review

Dr. Gurpreet Kaur Chhabra

Associate Professor

Department of Management

MERI College, New Delhi, India

**Abstract** – Today the internet has changed the way in which corporate do businesses. At the same time it has also changed the way, customers buy products and services. Now products and services are being produced and consumed more quickly and efficiently through online purchasing. All this is possible due to interactive shopping environments that have enabled manufacturers and retailers to learn, explore and implement how to satisfy consumer's tastes and preferences more effectively. On one hand it provides the customer, customized products at reasonable prices that help them in doing comparative shopping and hence save their hard earned money. On the other hand it acts as a medium of marketing communications. Internet offers a quick and easy way to shop. This paper tries to highlight the differences between offline and online buying Behaviour.

**Keywords:** Buying process, Online buying process, CDP model, Buying Behaviour, Online buyers, online browsers, influencers

### INTRODUCTION

Online buying had seen a sudden boom during and after Covid-19 pandemic. It is so because on internet the transactions are easy, quick and cost saving. Hence the on-line buyer gets a much better deal in buying a product or service on the net than the deal which he/she will get in traditional form of buying. On the other hand it provides the companies a chance to directly interact and serve the customer which in turn provides them the opportunity to better understand the customer needs, wants and behavior and also overcome the problems posed by distribution channel mechanism. All this results in increased revenues not only due to increased sales through e-retailing but also due to decreased costs brought about by the use of web e-procurement methods. All in all it wouldn't be wrong to say that 'unlike traditional retailing, the internet as a marketing channel has reasonably reduced the place and time constraints'.

The speed at which the number of online buyers and shopping portals are coming up on the internet in our country is unprecedented. This has increased the number of choice options

## Vocal For Local: Role of Digital Influencers in Promoting Products in the Consumer Market



Dr Meenakshi Kharb

Assistant Professor, Management Education & Research Institute, New Delhi

**ABSTRACT:** In the age of digitization, consumers are tuned to their mobile's phones, it is imperative to study the role of influencers in promoting local business. The Prime Minister Narendra Modi also added the term ATAMANIRBHAR BHARAT on 17 May 2022, which means self-reliance. We Indians again need to proliferate, 'The Swadeshi Moment' and make our country self-reliant in almost every walk of life. 'Be Indian, Buy Indian' needs to be instilled in the minds of the Indian consumers with spirit of love towards the nation. (Atamanirbharbharat, 2022)

This Government initiative to be 'Vocal for Local', create awareness and encourage to the local retailers. This will help lot of Indian companies which are having strong consumer base and presence in Indian market has started integrating 'vocal for local' themes across all marketing drives. The focus is on the promoting the products with a strong message of 'Made in India'. The concept of Vocal to Local, is promoting Indian products in the Indian markets through persuading marketing so that the Indian consumers imprudent behaviour can be tested. (Srivastava, 2020)

Influencers generate a lot of engagement with their content. Digital marketing influencers are the persons who are considered experts within their niche and endorse various products and carry out promotions for brands and their clients. They have a dedicated social following that has been built with time and trust. The objective of the paper is to explore and review the role of influencers in Indian consumer market.

**KEYWORDS:** Vocal for Local, Digital Influencers, consumers, Perception

### INTRODUCTION

Influencer marketing is a relatively new digital marketing tactic that uses famous people or other influential people to spread the word about a company or product on social media. Influencer marketing is a very effective strategy, whether it involves a product endorsement or simply a brand mention.

Although many people might mistakenly believe that influencer marketing and celebrity endorsement is the same thing, influencer marketing actually penetrates more specialised markets thanks to micro-influencers. Micro-influencers are those who have a small fan base, usually fewer than 50,000. (Middleton, 2023)

It is possible to describe influencer marketing as the practice of locating and engaging people who have influence for the purpose of participating in a brand's campaign to improve reach, sales, or engagement over a particular target audience or medium. Influencer marketing is a development of the basic idea of word-of-mouth advertising that concentrates on a social setting and is carried out in a more expert manner. It is a method of connection development that might be highly beneficial for businesses looking to increase their audience and win them over with trust and sincerity.

(Verma, 2021) The study by Thinking Hat on the meaning of the term "Vocal for Local" and how consumers perceive it was done through a digital platform. The target audience consisted of nearly 1800 consumers in the 18 to 50 age range from five major cities. According to the study's findings, 75% of customers comprehended the terms, yet there was some ambiguity and widespread misinformation. Due to marketing efforts, people were unable to distinguish Indian businesses from foreign ones.

### LITERATURE REVIEW

Opinion leaders are defined by Rogers (1995) as socially active individuals who are linked to one another within the social system. This definition can be applied to the online world as well. Digital opinion leadership is actually seen as primarily a social activity that involves maintaining a carefully designed public persona for the benefit of a fan base, and maintaining popularity by constant fan management (Marwick & boyd, 2011).

## Vocal For Local: Role of Digital Influencers in Promoting Products in the Consumer Market

(Ryan, 2014) According to Ryan, SMIs are the key influencers online. They use the power of the internet to promote the virtues of goods and companies they like as well as to disparage those they find lacking. Blogs, podcasts, forums, and social media platforms can all be used for it. As a result, they have the general public's virtual ear online. SMI, according to (Freberg, 2011), is an impartial third-party supporter that uses social media and other digital channels to influence target audience opinions.

(M Sudha, 2017) The rise of influencer marketing has helped brands understand that there needs a shift of focus. As people trust influencers more than any brand for the promotion of a product, direct marketing is not as effective anymore as it was in the past, which creates the need for the assessment of a branded content strategy. And it gets even more challenging when trying to target the younger generation, as millennials are more demanding for the advertised content they get exposed to. In fact, they don't even get convinced from the traditionally popular celebrities, as 70% of them prefer non-celebrity influencers for product endorsements. This means that in order to reap the rewards of a successful campaign using an influencer, a firm beginning with influencer marketing has to understand its audience.

(Hermawan, 2019) Empirical studies have revealed that the role of influencers helps to build trust between brands and consumers, where the influencer acts as a third party who bridges communication between the two. (Biaudet, 2017). Integrity, an action that aims for goodness and knowledge are means to build trust between influencers and their followers in communicating brands in the fitness industry sector (Baranow, 2019)

However, Pöyry et al. (2019) go further and assert that it is a techno social practise in which social media influencers constantly deal with the pressure to be likeable, credible, and interesting for their fans as well as economically profitable and, at the same time, they must assimilate and adapt to new technologies.

In his Independence Day speech in 2020, Prime Minister Modi stated that "Vocal for local" should be the way of thinking in a free India. If we don't show our appreciation for locally produced goods, they won't have the chance to improve and won't be encouraged. The phrase "local for global" is an extension of this one, suggesting that Indian native products should have a global audience and appeal.

In the research study, comparing the information from the outcomes of international research studies and the quantitative online research there are certain conclusions. The findings of the poll showed that some products might profit more from influencer marketing than others.

According to the Digital News Report Ireland 2020, a study was conducted at Oxford University, concluded that Gen Z in Ireland considering the use of social media as their primary source for news consumption, growing by three percentage points in five years (Niamh et al., 2020). Moreover, there is a higher level of social media use for news among 18-24 year olds, and smartphones are used by 71% of Gen Z as their main device for accessing news, and this has increased by 18% points over five years.

(Hasprova, 2020) The survey's results demonstrated that some products may benefit more than others from influencer marketing than others. When it comes to purchasing apparel, footwear, cosmetics, and, shockingly, services, influencers will have the biggest impact. People still primarily rely on other considerations to make their purchases of food, jewellery, and technology, but it's possible that influencer marketing could have an impact on those decisions as well.

(Institute, 2021) In order to develop influencers, TikTok established a \$1 billion Creator Fund. The TikTok Creator Fund was introduced by the site in 2020 to support creators who want to use TikTok to support their livelihood. This fund, which rewards TikTokers for spreading joy to huge audiences, requires creators to have up to 100,000 video views over the course of a month in order to qualify. Over the next three years, the \$200k initial investment in the fund is anticipated to increase to \$1bn in the United States. Their objective is to create a force of influencers who can support themselves through brand collaborations, sponsorships, and representation agreements.

The goal of this scholarly contribution is to systematise knowledge regarding the role of influencers as opinion leaders in the social media ecosystem in order to pinpoint their contribution towards the consumer decision making process.

The objective of this scientific contribution is the systematisation of knowledge about the position and responsibilities of influencers as opinion leaders in the social media environment in order to identify their typology, influence factors, and the intensity of their impact on the consumer decision-making process.

Many researchers say that the SMIs exert an interference power over people, mainly shaping and transforming people's opinions, as well as influencing their purchase decision-making process or just influencing people to buy, exposing them to brands' logos and advertisements (Glucksman, 2017; Kalu, 2019). Some influencers have millions of followers and when they act on their massive number of followers, they have the ability to influence a large part of public opinion, transforming behaviors, changing attitudes, interfering in people's personality and identity and mostly giving rise to consumer products and creating brand awareness



# Initiative of Hansu Towards Sustainable Development: Case Study of Amul Cooperatives

Dr Meenakshi Kharb

Assistant Professor, Management Education and Research Institute

DOI: <https://doi.org/10.52403/gijash.20230210>

## ABSTRACT

The environmental problems like global warming, acid rain, air pollution, urban sprawl, waste disposal, ozone layer depletion, water pollution, and climate change. Now, it is imperative for organization to take initiative to reduce their impact. The pressure from a variety of stakeholders, most notably the customers, has led to an upsurge in this tendency in recent years. Companies must be aware of how social and ethical issues impact their operations.

(Alves, 2023) In financial year 2020, the state of Maharashtra in India produced nearly 23 thousand metric tons of municipal solid waste per day. It was the maximum amount generated by any state in the country and represented roughly 15 percent of the total waste generated by the country that year. Other significant contributors were Uttar Pradesh, Tamil Nadu, and West Bengal. In India, one person generates around 2 kg wastes every day so in a year we generate 760 kg waste in a year. This was the cause of concern for Hansu Pardiwala from Maharashtra and started finding solutions.

While Hansu was a social activist and she once came upon a pile of milk packets that cows were eating from heap of garbage. This was the most pressing issue for her and which motivated her to consider a solution for the problem. Amul's cooperative business model, creative marketing approaches, and product diversity are all factors that contributed to the company's success. By adhering to its core values and consistently innovating, the brand has been able to overcome obstacles and keep its market-leading position.

Amul's initiatives for sustainable packaging show the company's dedication to minimising its environmental impact and supporting sustainability overall. Amul is playing a significant part in lowering the amount of

garbage produced and fostering a more sustainable future by developing recycling activities and adopting more environmentally friendly packaging solutions.

The "Har Ghar Hara Ghar" campaign from Amul is an admirable effort that shows the company's dedication to advancing sustainability and environmental preservation. The programme significantly contributes to building a more sustainable and environmentally friendly future by encouraging people to plant trees and care for their environment.

**Keywords:** Hansu Pardiwala, Sustainable Development, Amul Cooperatives

## INTRODUCTION

In today's organization, environmental concerns and social implications of business are perennially important issues. The pressure from a variety of stakeholders, most notably the customers, has led to an upsurge in this tendency in recent years. Companies must be aware of how social and ethical issues impact their operations.

In India, one person generates 2 kg waste every day so in a year we generate 760 kg waste in a year. This was the cause of concern for Hansu Pardiwala from Maharashtra started finding solutions. She was looking for recyclers who can recycle the waste generated from milk packets. She and one of friend were keen to find the alternatives for the disposing off the right way of waste generated from waste milk packets.

While Hansu was a social activist and she once came upon a pile of milk packets that cows were eating from heap of garbage.

This was the most pressing issue for her and which motivated her to consider a solution for the problem.

Since its founding in 1946, Amul has been a well-known dairy brand in India. The dairy business in India has successfully changed thanks to an Indian dairy cooperative. The company is renowned for both its premium dairy products and creative marketing techniques.

The cooperative business model used by Amul is one of the main reasons for its success. A collective of Gujarati farmers who wanted to market their milk created the brand. This system gave farmers more control and paid them fairly for their milk. Now, Amul's cooperative includes more than 3.6 million milk farmers. (Amul brand turnover surpasses Rs. 52,000 crores, 2020) Amul's marketing approach is a significant contributing reason to its success. The company has long been recognised for its memorable commercials and catchphrases like "Amul Doodh Peeta hai India" (India drinks Amul milk). These commercials have promoted brand recognition and developed a devoted following of clients.

Amul has had success throughout the years in broadening its product line. The company now sells a variety of dairy goods, such as milk, butter, cheese, ice cream, and more.

Additionally, it has expanded into different culinary categories like chocolates and snacks.

Amul has put into practise a number of eco-friendly initiatives to manage trash and lessen its environmental impact. Some of these initiatives consist of:

**Biogas plants:** Many of Amul's dairy processing facilities have biogas plants built. These facilities create biogas, which is used to power the facility, using cow dung and other organic waste. As a result, the corporation uses less fossil fuel, which also lowers greenhouse gas emissions.

**Water conservation:** Amul has put in place a number of strategies at its dairy processing facilities. They include the collection of rainwater, using recycled water for cooling

and washing, and installing machinery that uses less water.

**Reduction of trash:** At its dairy processing facilities, Amul has put in place a waste reduction programme that entails separating garbage at the source and recycling as much waste as is feasible. This covers the recycling of cardboard, paper, and plastic waste.

Amul has devised a number of creative packaging methods to cut down on waste. For its ice cream goods, for instance, the company has adopted biodegradable packaging that is comprised of plant-based materials and breaks down swiftly.

**Efficiency in energy use:** Amul has put in place a number of energy-saving measures at its dairy processing facilities, including the use of energy-efficient lighting, the installation of solar panels, and the deployment of heat recovery devices to snag waste heat.

The company's commitment to sustainability and minimising its environmental impact is generally shown in Amul's sustainable waste management operations. By putting these strategies into practise, Amul not only lessens its environmental impact but also demonstrates its dedication to ethical corporate conduct and social responsibility.

Amul has made a number of advancements in environmentally friendly packaging. Some of these initiatives consist of:

Amul has started using biodegradable packaging for some of its goods, including ice cream cups and spoons. Due to the packaging's use of swiftly biodegradable plant-based materials, less plastic trash is dumped in landfills.

**Tetra Pak:** Amul has begun putting certain of its goods, including milk, buttermilk, and lassi, in Tetra Pak cartons. Tetra Pak cartons are a more environmentally friendly packaging choice because they are manufactured from recyclable and renewable materials.

## INTERNET EXPERIENCE & TRUST HELPS IN POSITIVE ATTITUDE TOWARDS INTERNET BANKING

Dr. Meenakshi Kharb\*

---

### **Abstract**

Internet banking being customer effective facilitates anytime, anywhere banking helps in expansion of customer base and geographical reach. It adds to choice of customers to use multiple channels of banking depending on need and urgency. Customer adoption is a recognized dilemma for the strategic plans of financial institutions. Several studies have investigated why individuals choose a specific bank. The consumer preferences for internet banking would be dependent on the easy to understand, secure and safe transactions with website. This paper objective is to analyze the expectations of consumer's with respect to various aspects of Internet banking services. The study evaluates that easy to understand, security, trust and online experience play an important role in selecting the any use of technology.

**Key words:** Ease to understand, security, trust, experience, internet banking

---

\* Designation: Assistant Professor, Organization B.S. Anangpuria Institute of Technology & Management

## Introduction

Internet banking being customer effective facilitates anytime anywhere banking helps in expansion of customer base and geographical reach. It adds to choice of customers to use multiple channels of banking depending on need and urgency. **Customer adoption is a recognized dilemma for the strategic plans of financial institutions.** According to Delvin (1995), customers have less time to spend on activities such as visiting a bank and therefore want a higher degree of convenience and accessibility.

The growth of electronic banking or e-banking in the booming economy and the consequential rapid growing number of banking institutions offering net banking services, in the public sector banks and private sector banks, foreign banks, only those who become attached to their customers, figuratively and literally and who move most aggressively to create new market will survive.

## Literature Review

**Doney and Cannon (1997)** label trust as an order qualifier for purchased decisions is belief or expectation that the word or promise by the merchant can be relied upon and seller will not take advantage of the consumer's vulnerability (Geyskens et al 1996). The issue of security and privacy over the internet is the most overwhelming barrier facing the adoption of electronic commerce that caused them not to make any purchase on the internet.

**Agarwal et al., 2000; Venkatesh, 2000; Venkatesh and Davis, 1996; Igarria and Livari, 1995** Previous studies have shown that there is empirical evidence on the effect of computer self-efficacy on perceived usefulness and perceived ease of use that has been documented. The proposed relationship between computer self-efficacy and perceived ease of use is based on the theoretical argument by Davis (1989), Wang et al. (2003) and Guriting and Nelson (2006). There also exists empirical evidence of a causal link between computer self-efficacy and perceived ease of use (i.e. Venkatesh and Davis, 1996; Igarria and Livari, 1995; Venkatesh, 2000; Aggarwal et al., 2000).

ISSN: 2583-1453

SANCHAR SAROKAR

January-March, 2022

www.sancharsarokar.in

संचार सरोकार

Vol.1, Issue 4

Page Nos. 48-53

Quarterly Peer Reviewed Bilingual Multidisciplinary Research e-Journal

### The study of trust factor of WhatsApp news information among the youth of Delhi.

Mr. Sorabh Kumar Aggarwal\*

\*Assistant Professor, Dept. of Journalism and Mass Communication, Management Education Research Institute, New Delhi.

#### Abstract

WhatsApp, an application dependent on joined messaging and VOIP organization moved by Meta Platforms, assists clients with sharing short messages, voice accounts, and video calls. It also permits an individual to send pictures, records, areas, and various substances. This service is free to use and provides a platform for the young generation to discover and create a new world. However, users do not have to sign in to access the website or the mobile app, which risks the circulation of inappropriate and fake content, cyberbullying, hacking or invading privacy, etc. In all these odds, it still plays a crucial role in everyone's life, which can be for entertainment, educational purpose, getting trained, being updated, showcasing the talents, as stress busters, and many more. Teenagers or youth find these things more relatable, attractive, and influential in their day-today lives. This

paper aims to study and analyse the influence of Whatsapp posts and fake posts on the youth of Delhi. The study is based on a survey done with the child between 14-21. Results show that the respondents are highly influenced by the Whatsapp posts and fake identities.

**Keywords** Whatsapp, fake posts, Youth, Delhi, News

#### Introduction

The sharing of news, information, and updates online produced a quick global reaction, and the immediate target is the youth comprising adolescents. The spread of fake news has created an unsafe environment around the globe and has become a big challenge. Various examinations have endeavored to portray it and clarify its meaning for residents. It merits focusing on the commitment & scientific classification of continuous kinds like "counterfeit news," which was characterize as a data problem with various proper attributes and aims: parody/spoof (scorn and incongruity content to reprimand components of society without the aim to hurt), bogus association (features, pictures, or subtitles don't affirm the substance), bogus setting fraud content (when authentic sources are mimicked), controlled substance (veritable substance controlled), created content (new substance 100% bogus to beguile and to hurt), misleading content (newspaper or deceiving title texts), and

publicity (valid or bogus data spread to convince a group of people with monetary, political, strict).

The RIDNR 2019 uncovers that the maximum participants in more than 30 nations (52%) are concerned for the capacity to perceive the genuine and counterfeit over net (Levy et al., 2019). Those tests has uncovered specific openness of youngsters to these substance and their unique weakness as buyers, as lost as grown-ups with regards to surveying the believability of data (Figueira and Oliveira, 2017).

To balance this pattern, most specialists advocate school-based media education, zeroed in on advancing decisive reasoning and creating abilities identified with tracking down data and differentiating sources (McDougall et al., 2018). In spite of the fact that Middaugh (2019) thinks about that we can't be enticed to give assets, for example, arrangements of dependable locales or things to check, all things considered, we should put youngsters before the data, for them to figure out how to expose it to a course of fundamental thinking, of reflection.

A few encounters have as of now shown that extensive preparing against deception—"bogus, off base or deceiving data planned, introduced and elevated to cause public mischief deliberately or revenue-driven"—effects affects the beneficiary. Mindfulness raising and some proficiency missions might be yielding outcomes; as indicated by the most recent Reuters Report. Participants over a period of time believe on "more solid" news items. On account of teens, they professed to focus on the beginnings of the data on informal organizations. They figured out how to scrutinize those companions who shared off base news. Additionally, the conveyance of preparing studios for kids in the United Kingdom affirms that preparation gives more trust in recognizing dependable

and questionable data (National Literacy Trust, 2018b).

Different creators over a period of time and in recent years started to think about that, despite the fact that media education seems important in planning the teenagers for later learning. This is also a primary period because of the intricacy of the data they access and their cognitive flexibility. Because of the referenced examination, in which the abilities of youngsters and youths to survey the believability of the data were assessed and the aftereffects of the exploration, the creator questions their legitimacy and importance, since the greater part of them have set the minors before data that is strange to their inclinations or scarcely identified with the issues that influence them.

Taking under consideration this thought, and the way that, youths have not made the imposter news issue, however can include to settling it, this work implies to look at the conduct of adolescents when gone up against with information that interests them, underlining their commitment and unequivocal thinking. As such, in their capacity to fight this quirk by inquiring them, through a survey, almost their penchants when sharing particular substances on WhatsApp and the motivations driving their conduct.

They consider serious to respond to an intrigued from the European Investigate Chamber, as, within the expressions of its pioneer who approaches set up analysts to win within the battle against fake news and to get ready another age of fundamental personalities: Our youth depend intensely on online media for their news, so we got to bargain with this issue by advance creating news competence, and our instructors and society at expansive ought to instruct kids how to utilize address definitely and to get it it.

# COVID-19: Job insecurity as a moderator of e-learning acceptance in Indian organisations



## Authors:

Syed R. Naqvi<sup>1</sup>  
Puja Sareen<sup>2</sup>  
Tanuja Sharma<sup>3</sup>  
Swati Chawla<sup>4</sup>  
Sheela N. Wadhwa<sup>5</sup>  
Ritika Malik<sup>6</sup>

## Affiliations:

<sup>1</sup>Amity Business School,  
Amity University, Noida, India

<sup>2</sup>Management and  
Development Institute,  
Gurgaon, India

<sup>3</sup>Management Education and  
Research Institute, New  
Delhi, India

<sup>4</sup>Bharati Vidyapeeth (Deemed  
to be University), Pune  
Institute of Management and  
Research, New Delhi, India

**Corresponding author:**  
Syed R. Naqvi,  
rizzy171@yahoo.com

## Dates:

Received: 30 Sept. 2022  
Accepted: 18 May 2023  
Published: 02 Aug. 2023

## How to cite this article:

Naqvi, S.R., Sareen, P.,  
Sharma, T., Chawla, S.,  
Wadhwa, S.N., & Malik, R.  
(2023). COVID-19: Job  
insecurity as a moderator of  
e-learning acceptance in  
Indian organisations. *SA  
Journal of Human Resource  
Management/SA Tydskrif  
vir Menslikehulpbronbestuur*,  
21(0), a2130.  
[https://doi.org/10.4102/  
sajhrm.v21i0.2130](https://doi.org/10.4102/sajhrm.v21i0.2130)

## Copyright:

© 2023. The Authors.  
Licensee: AOSIS. This work  
is licensed under the  
Creative Commons  
Attribution License.

## Read online:



Scan this QR  
code with your  
smart phone or  
mobile device  
to read online.

**Orientation:** Coronavirus disease 2019 (COVID-19) pandemic caused the loss of jobs of more than 340 million individuals worldwide in the middle of 2020. At the same time, COVID-19 pandemic sparked increased usage of digital products, Internet resources, online media technology and e-learning practices.

**Research purpose:** The research strives to explore the moderating role of job insecurity caused by the coronavirus towards the usage of e-learning.

**Motivation for study:** This study aimed to assess the behavioural effects of employees working in the most damaged sectors related to rental and business services of Indian businesses.

**Research approach/design and method:** The investigation used a structured questionnaire for the survey data obtained from 307 employees from the most affected sectors in major cities of India. The research utilised the conservation of resources (COR) theories and the General Extended Technology Acceptance Model for e-learning (GETAMEL) framework for the investigation. To probe the evidence, the researchers used Structural Equation Modelling techniques.

**Main findings:** The findings revealed a substantial impact of 'job uncertainty' as a moderator in employees' acceptability towards e-learning.

**Practical/managerial implications:** The study provides a deep insight to experts, educators, top management, policymakers, team managers and human resource (HR) practitioners about the moderation effect of job insecurity created by pandemics on technology acceptance.

**Contribution/value add:** This study is unique as no researcher investigated the moderating influence of job instability on e-learning acceptability.

**Keywords:** GETAMEL; job insecurity; behavioural intention; e-learning; COVID-19.

## Introduction

The coronavirus pandemic (COVID-19), as per the International Labour Organization-Asian Development Bank (ILO-ADB, 2020), has caused severe chaos in businesses and job markets worldwide, with terrible effects on employment in youth. As per recent projections from the International Labor Organization (ILO, 2020), the pandemic might cause job loss for more than 340 million individuals worldwide in the middle of 2020. At the same time, the COVID-19 pandemic has sparked increased usage of digital products, Internet resources, online media technology and e-learning practices (Basilaia & Kvavadze, 2020). This research strives to figure out how they interact in the perspective of surging job insecurity and mandatory technology adoption.

## Relevance of context

In Asia and the Pacific, the worst COVID-19-affected sectors are: (1) rental and business services, (2) retail and wholesale trade, (3) accommodation and food services and (4) manufacturing and repair services, employing nearly 50% of the younger generation (exceeding 100 million) at the advent of COVID-19 (ILO-ADB, 2020). Therefore, the authors identified the necessity for a study to assess the behavioural effects on employees working in the most damaged sectors related to rental and business services of Indian businesses.

## Rationale

In the COVID-19 scenario, the primary sufferers were workers whose livelihood was severely affected by COVID-19 along with historic numbers of furloughs and layoffs worldwide (Hamouche,

2020) and higher rates of unemployment (Congressional Research Service [CRS], 2021), for example, Europe (6.0%), the Americas (2.7%) and Arab States (1.7%). The study was undertaken at a time of worst job scenario conditions and the worst psychological behaviour of employees in India, which makes the study unique compared to the other studies. During the current pandemic, e-learning is more like compelled learning than planned learning (Bao, 2020). It is therefore required to understand how mandated e-learning might combat employment insecurity caused by COVID-19. Despite numerous studies on work insecurity and e-learning adoption, no researcher investigated the moderating influence of job instability on e-learning acceptability. Moreover, the authors found no research on e-learning acceptability in the pandemic scenario in India. This paper fills the identified research gap in the body of knowledge.

The key objectives of the investigation are as follows.

- To re-validate the General Extended Technology Acceptance Model for e-learning (GETAMEL) in the present COVID-19 scenario.
- To look into the effect of job insecurity caused by COVID-19 as a moderator.

## Theoretical base

### Preliminary literature

The GETAMEL framework and the conservation of resources (COR) theory serve as the research framework's foundation. Conservation of resource theory is based on three crucial tenets. As per COR theory's fundamental tenet, resource loss is disproportionately more significant than resource gain. The second tenet of COR theory is that in order to guard against resource loss, make up for losses and acquire resources people must spend resources. The third tenet of COR theory is paradoxical. It argues that resource advantage becomes more significant when resource depletion is prevalent. After thoroughly assessing 107 existing research publications regarding e-learning, Abdullah and Ward (2016) formulated the GETAMEL framework for e-learning acceptability. Among the 152 distinct external variables evaluated in the 107 researches, Technology Acceptance Model (TAMs) confirmed and most often used external factors were: (1) experience, (2) enjoyment, (3) subjective norm, (4) computer anxiety and (5) self-efficacy (Davis, 1989). They realised these five widely exploited and proven external variables in their suggested GETAMEL approach. Moreover, the model is specific to e-learning adoption. Consequently, in the existing COVID-19 scenario, the study used and enhanced the same model based on literature recommendations.

In the COVID-19 scenario, the authors utilised the COR mechanism and the GETAMEL model to establish the affinity of job insecurity to behavioural response to e-learning. The current study uses the first investigation applying COR theory to assess the COVID-19 impact using the GETAMEL model. Many factors favour COR postulations as a defence

strategy over other theories. The COR theory is widespread stress and motivational theory, so the authors found it suitable for the impact of COVID-19-related job insecurity on behavioural response (Hobfoll, 2001). Moreover, the conceptual model used in this study mentions the acquisition and forfeiture of resources. To the researcher's knowledge, the extant literature is mute regarding COVID-19's involvement in changing employee perception of e-learning, except for a few studies (Bhatt & Shiva, 2020; Elahi et al., 2021). Conservation of resource postulations, the authors believe, better match their suggested framework than the other theories.

## Research hypotheses

### Behavioural intent to use

Behavioural intent is the estimated chances of an individual participating in a specific conduct (Fishbein & Ajzen, 1975, p. 288). The current study identified perceived usefulness, perceived ease of use, computer anxiety, perceived enjoyment, computer self-efficacy, subjective norms and job insecurity as critical determinants of behavioural intent for e-learning adoption. The determinants of behavioural intent are essential to understand because of the atmosphere of mandatory e-learning acceptability.

### Perceived usefulness and perceived ease of use

The TAM used in the research studies comprised two key predictors – perceived ease of use (PEOU) and perceived usefulness (PU). Past studies (Adenuga et al., 2019; Davis, 1989; Salloum et al., 2019; Venkatesh & Bala, 2008) explained the prominence of these variables.

Perceived ease of use characterises the amount a person conceives about employing a specific entity without any stress on the brain. On the other hand, PU relates to how a person envisions improved work performance after using a given entity (Davis, 1989, p. 320). Past studies (Bhatt & Shiva, 2020; Kamal et al., 2020; Rizun & Strzelecki, 2020; Tarhini et al., 2017; Venkatesh & Bala, 2008) have established that PU and PEOU positively influenced behavioural intention (BI) to utilise e-learning. Khan et al. (2020) advocated a longitudinal study because users' perceptions of the utility and convenience of online learning may change over time (Ching-Ter et al., 2017). There is a need to re-validate the relationship between PEOU and BI. When employees feel that e-learning mechanisms are simple to use and that their use would improve their learning performance, their intention to utilise them will increase. As a result, the authors undertook the following hypothesis:

H1: The measures of control PU influence BI positively.

H2: The measures of control PEOU influence BI positively.

### Perceived enjoyment

Perceived enjoyment characterises 'the amount with which the action of utilising a certain system is deemed delightful in and of itself, regardless of any performance implications resulting



# COVID-19: Job insecurity as a moderator of e-learning acceptance in Indian organisations



## Authors:

Syed R. Naqvi<sup>1</sup>   
Puja Sareen<sup>1</sup>   
Tanuja Sharma<sup>2</sup>   
Swati Chawla<sup>3</sup>   
Sheela N. Wadhwa<sup>4</sup>   
Ritika Malik<sup>5</sup>

## Affiliations:

<sup>1</sup>Amity Business School,  
Amity University, Noida, India

<sup>2</sup>Management and  
Development Institute,  
Gurgaon, India

<sup>3</sup>Management Education and  
Research Institute, New  
Delhi, India

<sup>4</sup>Bharati Vidyapeeth (Deemed  
to be University), Pune  
Institute of Management and  
Research, New Delhi, India

## Corresponding author:

Syed R. Naqvi,  
snaqvi71@yahoo.com

## Dates:

Received: 30 Sept. 2022  
Accepted: 18 May 2023  
Published: 02 Aug. 2023

## How to cite this article:

Naqvi, S.R., Sareen, P.,  
Sharma, T., Chawla, S.,  
Wadhwa, S.N., & Malik, R.  
(2023). COVID-19: Job  
insecurity as a moderator of  
e-learning acceptance in  
Indian organisations. *SA  
Journal of Human Resource  
Management/SA Tydskrif  
vir Menslikehulpbronbestuur*,  
21(0), a2130.  
[https://doi.org/10.4102/  
sajhrm.v21i0.2130](https://doi.org/10.4102/sajhrm.v21i0.2130)

## Copyright:

© 2023. The Authors.  
Licensee: AOSIS. This work  
is licensed under the  
Creative Commons  
Attribution License.

## Read online:



Scan this QR  
code with your  
smart phone or  
mobile device  
to read online.

**Orientation:** Coronavirus disease 2019 (COVID-19) pandemic caused the loss of jobs of more than 340 million individuals worldwide in the middle of 2020. At the same time, COVID-19 pandemic sparked increased usage of digital products, Internet resources, online media technology and e-learning practices.

**Research purpose:** The research strives to explore the moderating role of job insecurity caused by the coronavirus towards the usage of e-learning.

**Motivation for study:** This study aimed to assess the behavioural effects of employees working in the most damaged sectors related to rental and business services of Indian businesses.

**Research approach/design and method:** The investigation used a structured questionnaire for the survey data obtained from 307 employees from the most affected sectors in major cities of India. The research utilised the conservation of resources (COR) theories and the General Extended Technology Acceptance Model for e-learning (GETAMEL) framework for the investigation. To probe the evidence, the researchers used Structural Equation Modelling techniques.

**Main findings:** The findings revealed a substantial impact of 'job uncertainty' as a moderator in employees' acceptability towards e-learning.

**Practical/managerial implications:** The study provides a deep insight to experts, educators, top management, policymakers, team managers and human resource (HR) practitioners about the moderation effect of job insecurity created by pandemics on technology acceptance.

**Contribution/value add:** This study is unique as no researcher investigated the moderating influence of job instability on e-learning acceptability.

**Keywords:** GETAMEL; job insecurity; behavioural intention; e-learning; COVID-19.

## Introduction

The coronavirus pandemic (COVID-19), as per the International Labour Organization-Asian Development Bank (ILO-ADB, 2020), has caused severe chaos in businesses and job markets worldwide, with terrible effects on employment in youth. As per recent projections from the International Labor Organization (ILO, 2020), the pandemic might cause job loss for more than 340 million individuals worldwide in the middle of 2020. At the same time, the COVID-19 pandemic has sparked increased usage of digital products, Internet resources, online media technology and e-learning practices (Basilaia & Kvavadze, 2020). This research strives to figure out how they interact in the perspective of surging job insecurity and mandatory technology adoption.

## Relevance of context

In Asia and the Pacific, the worst COVID-19-affected sectors are: (1) rental and business services, (2) retail and wholesale trade, (3) accommodation and food services and (4) manufacturing and repair services, employing nearly 50% of the younger generation (exceeding 100 million) at the advent of COVID-19 (ILO-ADB, 2020). Therefore, the authors identified the necessity for a study to assess the behavioural effects on employees working in the most damaged sectors related to rental and business services of Indian businesses.

## Rationale

In the COVID-19 scenario, the primary sufferers were workers whose livelihood was severely affected by COVID-19 along with historic numbers of furloughs and layoffs worldwide (Hamouche,

2020) and higher rates of unemployment (Congressional Research Service [CRS], 2021), for example, Europe (6.0%), the Americas (2.7%) and Arab States (1.7%). The study was undertaken at a time of worst job scenario conditions and the worst psychological behaviour of employees in India, which makes the study unique compared to the other studies. During the current pandemic, e-learning is more like compelled learning than planned learning (Bao, 2020). It is therefore required to understand how mandated e-learning might combat employment insecurity caused by COVID-19. Despite numerous studies on work insecurity and e-learning adoption, no researcher investigated the moderating influence of job instability on e-learning acceptability. Moreover, the authors found no research on e-learning acceptability in the pandemic scenario in India. This paper fills the identified research gap in the body of knowledge.

The key objectives of the investigation are as follows.

- To re-validate the General Extended Technology Acceptance Model for e-learning (GETAMEL) in the present COVID-19 scenario.
- To look into the effect of job insecurity caused by COVID-19 as a moderator.

## Theoretical base

### Preliminary literature

The GETAMEL framework and the conservation of resources (COR) theory serve as the research framework's foundation. Conservation of resource theory is based on three crucial tenets. As per COR theory's fundamental tenet, resource loss is disproportionately more significant than resource gain. The second tenet of COR theory is that in order to guard against resource loss, make up for losses and acquire resources people must spend resources. The third tenet of COR theory is paradoxical. It argues that resource advantage becomes more significant when resource depletion is prevalent. After thoroughly assessing 107 existing research publications regarding e-learning, Abdullah and Ward (2016) formulated the GETAMEL framework for e-learning acceptability. Among the 152 distinct external variables evaluated in the 107 researches, Technology Acceptance Model (TAMs) confirmed and most often used external factors were: (1) experience, (2) enjoyment, (3) subjective norm, (4) computer anxiety and (5) self-efficacy (Davis, 1989). They realised these five widely exploited and proven external variables in their suggested GETAMEL approach. Moreover, the model is specific to e-learning adoption. Consequently, in the existing COVID-19 scenario, the study used and enhanced the same model based on literature recommendations.

In the COVID-19 scenario, the authors utilised the COR mechanism and the GETAMEL model to establish the affinity of job insecurity to behavioural response to e-learning. The current study uses the first investigation applying COR theory to assess the COVID-19 impact using the GETAMEL model. Many factors favour COR postulations as a defence

strategy over other theories. The COR theory is widespread stress and motivational theory, so the authors found it suitable for the impact of COVID-19-related job insecurity on behavioural response (Hobfoll, 2001). Moreover, the conceptual model used in this study mentions the acquisition and forfeiture of resources. To the researcher's knowledge, the extant literature is mute regarding COVID-19's involvement in changing employee perception of e-learning, except for a few studies (Bhatt & Shiva, 2020; Elahi et al., 2021). Conservation of resource postulations, the authors believe, better match their suggested framework than the other theories.

## Research hypotheses

### Behavioural intent to use

Behavioural intent is the estimated chances of an individual participating in a specific conduct (Fishbein & Ajzen, 1975, p. 288). The current study identified perceived usefulness, perceived ease of use, computer anxiety, perceived enjoyment, computer self-efficacy, subjective norms and job insecurity as critical determinants of behavioural intent for e-learning adoption. The determinants of behavioural intent are essential to understand because of the atmosphere of mandatory e-learning acceptability.

### Perceived usefulness and perceived ease of use

The TAM used in the research studies comprised two key predictors – perceived ease of use (PEOU) and perceived usefulness (PU). Past studies (Adenuga et al., 2019; Davis, 1989; Salloum et al., 2019; Venkatesh & Bala, 2008) explained the prominence of these variables.

Perceived ease of use characterises the amount a person conceives about employing a specific entity without any stress on the brain. On the other hand, PU relates to how a person envisions improved work performance after using a given entity (Davis, 1989, p. 320). Past studies (Bhatt & Shiva, 2020; Kamal et al., 2020; Rizun & Strzelecki, 2020; Tarhini et al., 2017; Venkatesh & Bala, 2008) have established that PU and PEOU positively influenced behavioural intention (BI) to utilise e-learning. Khan et al. (2020) advocated a longitudinal study because users' perceptions of the utility and convenience of online learning may change over time (Ching-Ter et al., 2017). There is a need to re-validate the relationship between PEOU and BI. When employees feel that e-learning mechanisms are simple to use and that their use would improve their learning performance, their intention to utilise them will increase. As a result, the authors undertook the following hypothesis:

H1: The measures of control PU influence BI positively.

H2: The measures of control PEOU influence BI positively.

### Perceived enjoyment

Perceived enjoyment characterises 'the amount with which the action of utilising a certain system is deemed delightful in and of itself, regardless of any performance implications resulting

# Managerial Effectiveness and its Correlates: A Conceptual Framework

Dr. Pooja Singh Negi \*  
Dr. Shikha Gupta \*\*

## ABSTRACT

*Managerial effectiveness has recently gained attention, as it is crucial to stakeholders' well-being and employee performance. The managers engage with a broad spectrum of stakeholders to understand their concerns and priorities. The study attempts to explore some actual correlates which are concerned with the effectiveness of managers. More specifically, this research tries to develop and proposed a conceptual model to measure managerial effectiveness in an organisation. Further, 40 studies were reviewed and assessed to put forward potential correlates. A brief perspective view on managerial effectiveness and close insight towards their key correlates (action orientation, self-disclosure, receptivity to feedback and perceptiveness) have been analyzed. This model will help practitioners, decision-makers, and managers to plan and implement the various HRM programme and policies.*

*Keywords: Managerial Effectiveness, Action-Orientation, Self-Disclosure, Receptivity to feedback, perceptiveness.*

## INTRODUCTION

In today's business environment, companies face intense competitive pressure and rapidly changing market dynamics. The managers increasingly view the global sourcing model as a key to their efforts to operate cost-effectively. Managers must evaluate certain factors, such as action orientation, output maximization, communication, self-disclosure, receptivity to feedback decision-making and perceptiveness analytics, in their business operations for organisation enhancement. The managers need skills to work often in less than satisfactory working conditions, focus on producing results, yet accommodate the needs of colleagues, friends, and subordinates (Das, 1991). Action-oriented managers are confronting secular industry shifts, changing customer requirements and new technologies. All these changes compel managers to innovate by building new and different capabilities with emerging technologies to ensure that their businesses stay competitive. Whereas managers, who fail in self-disclosure, lead to a loss of engagement and motivation of staff in the organisation. So, self-disclosure helps managers to generate trust and motivation among employees. The factors such as trust, shared values, and benevolence strengthens the relationship between the employer and employee which lead to success in the organisation (Ladyshevsy, 2009).

At the same time, Receptivity to feedback improves efficiencies and enhances effectiveness while also driving innovation which impacts employees' performance. The managers required a mix of skills for different levels in the organisation. At the lower level of management technical skill is most important; at the middle management level process skills (directing, coordinating, planning and controlling) are most essential; and at the senior level conceptual skill is most relevant (Nwachuku, 1989). The perceptiveness in managers can successfully leverage the benefits and address the challenges in using a global talent pool. The perceptive manager's steadily expanding business by analyzing emerging markets environment and staying at cutting

\*Assistant Professor Department of Management Management Education & Research Institute Affiliated to (GGSIU), India  
Email: mtpoojasingh@gmail.com | Mobile No. - +919871665187

\*\*Programme Coordinator Department of Management Management Education & Research Institute Affiliated to (GGSIU), India  
Email: shikha.gupta@gsiu.ac.in | Mobile No. - +919717006491

edge by grabbing opportunities. The factors which represent the effectiveness of managers are continues to transform the way companies associate with their customers, engage with employees, and bring innovative products and services to market. The effective managers are more stable in their jobs, professionally qualified and satisfied with their careers (Joshi, 1995).

The global business world demands an understanding team who can lead to success in different paradigms. The team works under the supervision of managers who require appropriate skills for organisation strategic development. So, an employer needs to have the most recommended managers with a robust team who are passionate about their work and strive to take their organisation to greater heights. The study is an attempt to conceptualize a research model on managerial effectiveness with intervening correlates which are observed and drawn out with the help of a review of the literature. The conceptual research model may also be helpful for practitioners, decision-makers and managers, for widespread awareness regarding managerial resources. Specifically, the finding will be used to explore and identify the most important correlates and their relationship with the managers.

### Managerial Effectiveness

Today companies are seeking effective managers to meet a dual mandate of achieving more efficient and effective operations. By including cost reductions, while developing technology-based innovation and business transformation in a comprehensive, integrated manner. Organisations are tending towards a new paradigm of management and the changes occurring in the younger generation of managers (Ravichandran and Nagabrahmam, 2000). Achieving objectives presents major challenges and requires companies to have highly skilled professionals trained in many diverse areas and new technologies combined with industry-specific expertise. Moreover, companies are relying on managers to operate global delivery models and their subordinates help them to meet all the ever-changing objectives. The "more effective" and "less effective" managers differed in terms of the degree to which they displayed communication behaviour, participative behaviour, supportive behaviour, positive behaviour and responsive behaviour (Amsa, and Aithal, 1989). Globalisation demand for highly effective and decision-making managers to provide the effective use of personnel from across the globe. So, an organisation can offer a variety of benefits, including deep industry expertise, innovative in industry-specific solutions, processes and technologies. All companies have large talent pools of highly qualified technical professionals for innovation and growth. However, evolving customer demands have led to the increasing acceptance and use of offshore resources for higher value-added services. These services include application design, development, testing and systems integration, technology and industry-specific consulting and infrastructure management leadership competencies associated with the innovator, director and mentor roles found to contribute most to managerial effectiveness, thus specific directions for managerial action have been derived (Trivellasa, and Reklitisb, 2014).

### Correlates of Managerial Effectiveness

Action-oriented managers not only make and implement good business decisions but also get things done, whether on their own or through others. However, it is very critical to manage employees who are not highly self-motivated. So, managers must have a strong sense of immediacy, focus on the task at hand and seeing it through to fruition for less motivated employees.

For managers, self-disclosure can be a simple approach to communication that involves sharing information, history, present, emotions and thoughts. Self-disclosure helps managers to overcome the depersonalization barriers in employee communication. This simple approach can help managers to improve intimacy, face-to-face communication and group connection.

# Implementation of 5S in Indian Firms

Manoj Kumar\*

**Purpose:** *The purpose of this paper is to explore the relationship between 5S use, contextual factors and performance. The contextual factors comprise structural features of the firm, environment, human resources and technology and quality management. The performance measures refer to improvements in productivity, quality, employee satisfaction, lead time and new product design.*

**Design/methodology/approach:** *A questionnaire survey was conducted in 203 Indian manufacturing plants, with personnel interviewees. The hypotheses proposed were verified using correlation analysis and analysis of variance.*

**Findings:** *The results show the existence of a positive relationship between the use of 5S and some contextual factors such as size, the integration of the plant in a multinational group, the type of product manufactured, the technology used and the quality programmes in the plant. Moreover, 5S is positively related to some operational performance measures, especially those referring to quality and productivity.*

**Originality/value:** *This paper contributes to the scarce empirical literature analyzing the factors related to the use of 5S and its association with manufacturing performance.*

**Keywords:** *5S, Contextual factors, Operating performance, Indian Firms.*

## 1. INTRODUCTION

Osada (2011) refers to 5S as the five keys to a total quality environment. 5S is a system to reduce waste and optimize productivity and quality through maintaining an orderly workplace and using visual cues to achieve more consistent operational results. The practice of 5S

aims to embed the values of organization, neatness, cleaning, standardization and discipline into the workplace basically in its existing configuration, and it is typically the first lean method implemented by firms.

The 5S pillars are Sort (*Seiri*), Set in Order (*Seiton*), Shine (*Seiso*), Standardize (*Seiketsu*), and Sustain (*Shitsuke*). In the daily work of a company, routines that maintain organization and orderliness are essential to a smooth and efficient flow of activities. Sort, the first S, focuses on eliminating unnecessary items from the workplace that are not needed for current production operations. Set in Order focuses on creating efficient and effective storage methods to arrange items, so that they are easy to use, and to label them, so they are easy to find and put away. Shine, the next step, is to thoroughly clean the work area. Daily follow-up cleaning is necessary to sustain this improvement. Once the first three 5S have been implemented, the next pillar is to standardize the best practices in the work area. Sustain, making a habit of properly maintaining correct procedures, is often the most difficult S to implement and achieve. Changing entrenched behaviours can be difficult, and the tendency is often to return to the status quo and the comfort zone of the "old way" of doing things. Sustain focuses on defining a new status quo and standard of workplace organization.

Kobayashi et al. (2008) make a distinction between 5S as a philosophy or way and 5S as a technique or tool by comparing the frameworks provided by Osada (2011) and Hirano (1995) respectively. They conclude that 5S tends to be recognised as a philosophy in Japan, whereas it is likely to be considered as a technique or tool in the India, UK and US. Osada views 5S as a strategy for organisational development, learning and change, whereas Hirano considers 5S to be an

\* Professor<sup>1</sup>, Visiting Professor<sup>2</sup>

<sup>1</sup>Management Education & Research Institute  
Janakpuri Institutional Area, New Delhi, Delhi 110058, India.

<sup>2</sup>Department of Operations Research and Operations Management  
S P Jain School of Global Management, 10 Hyderabad Rd, Hort Park, Singapore 119579.  
manoj.kumar@meri.edu.in

industrial formula that differentiates a company from its competitors.

Therefore, there is no consensus about the scope of 5S. Much of Western literature still acknowledges 5S as "housekeeping" (Ahmed and Hassan, 2003; Becker, 2001; Chin and Pun, 2002; Eckhardt, 2001). However, 5S is more frequently framed in the "lean" philosophy (James-Moore and Gibbons, 2017; Hines *et al.*, 2004; Pavaskar *et al.*, 2003; Kumar *et al.*, 2006), since it encourages workers to improve their working conditions and helps them to learn to reduce waste, unplanned downtime, and in-process inventory (Gapp *et al.*, 2008). Chapman (2005) indicates that 5S is systematic and organic for lean production, a business system for organizing and managing manufacturing operations that requires less human effort, space, capital and time to make products with fewer defects.

Order and cleanliness issues have been considered within the quality management framework, directly (Saraph *et al.*, 2019; Flynn *et al.*, 2014, Shari Mohd and Aspinwall, 2001) or as part of the continuous improvement process. In this line, Imai (1997) and Ho (2019) describe 5S as a natural starting-point for Continuous Improvement (CI) and preparing the organization for a more advanced focus. Other authors like Nakajima (1988), Willmott (1994) and Ahuja and Khamba (2008) link 5S with total productive maintenance (TPM). Finally, Gapp *et al.* (2008) link 5S to aspects of Japanese management approaches (like TQM, JIT or TPM) which are aligned to an integrated management system rather than a simple management tool or technique.

In this context, 5S is one of the best known and most widely used methodologies when facing improvement processes. The main reason is that the results coming from its implementation arise immediately and are well visualised (Ho, 2018). 5S can be easily adopted and contributes to cost-effectiveness by maximising both efficiency and effectiveness (Gapp *et al.*, 2008). Despite this relative popularity, there are relatively few empirical papers analyzing the factors related to its use or its association with manufacturing performance.

It would seem logical to assume that these practices may be contingent on different contextual factors. But is this really correct? Our paper aims to provide empirical evidence linked to this. Thus, the first aim of

the paper is to provide evidence about the relationship between a series of contextual factors and the use of 5S. These factors refer to structural features of the firm, environment, human resources and technology and quality management.

A second interesting question for managers is if there are some relationships between the adoption of this methodology and the operating performance achieved. In this sense, the second objective of this paper is to provide empirical evidence regarding the association between 5S use and manufacturing performance. We look for empirical evidence that confirms or contradicts the hypothesis that the use of this methodology is related to better outcomes using different measures of manufacturing performance.

In summary, our paper contributes to the scarce empirical literature on this topic, analyzing the questions outlined above using a sample of 203 Indian establishments from all manufacturing sectors, each with at least twenty workers who have been personally interviewed.

The paper is structured as follows. In the next section hypotheses regarding the relationship between the degree of use of 5S and several contextual practices and performance are developed. Next, information is provided on the data used as well as on the methodology used in the empirical analyses. Then the results obtained are presented and discussed. The paper ends up with the most relevant conclusions deduced from the research.

## 2. HYPOTHESES

### 2.1 Contextual Factors and 5s Use

In general, the success of implementation of any particular management practice frequently depends upon organizational characteristics, so that not all organizations can or should implement the same set of practices (Souza and Voss, 2008). This has been pointed out by several studies on the implementation of manufacturing practices (Adam, 2014; Powell, 2015; Schroeder and Flynn, 2001; Shah and Ward, 2003; Bayo-Moriones *et al.*, 2008).

With regard to 5S, the role played in its adoption by several variables is analysed in this section. Some of them refer to structural characteristics of the firm such as size or membership of a multinational company. Others are related to the environment, such as type

## The New Environmentally Extended Input–Output Analysis to Measure Global Warming Potential in China

Manoj Kumar<sup>1\*</sup> and Deepshikha Kalra<sup>2</sup>

<sup>1</sup>Department of Operations Research and Operations Management, S. P. Jain School of Global Management  
10 Hyderabad Rd, Hort Park, Singapore.

<sup>2</sup>Management Education & Research Institute, 52-55, Sewa Marg, Janakpuri Institutional Area,  
Janakpuri, New Delhi, India. E-mail: [deepshikha.kalra@meri.edu.in](mailto:deepshikha.kalra@meri.edu.in)

\*Corresponding Author: E-mail: [kumarm1968@rediffmail.com](mailto:kumarm1968@rediffmail.com)

Received: 19 November 2021  
Revised: 28 November 2021  
Accepted: 14 December 2021  
Publication: 1 January 2022

**Abstract:** The production and processing of primary products have been the foundation of the China economy for 150 years. However, the economic benefit gained from the primary industries has come with associated environmental costs. These costs must be tackled by industry and farmers for four key reasons: (i) to prepare for the risk of regulation; (ii) to better manage resources; (iii) to increase competitiveness; and (iv) to respond to shifts in consumer preferences. Providing the necessary data to measure and understand the source and extent of environmental impacts is the first stage in addressing these costs. This assessment needs to be comprehensive and cover not only the direct impacts of an operation but also the indirect impacts downstream in the supply chain.

The producer-centric approach is the prevalent way of viewing environmental pressures from production. However, consumption decisions also have an influence on environmental outcomes. While industry and farmers need to be aware of impacts on the environment from production, more information on how expenditure decisions by consumers have indirect impacts on the environment is needed as well. How this responsibility is best apportioned between producers and consumers is also an area of interest.

This study uses new environmentally extended input–output analysis to report global warming potential in China. The first section of the paper presents the environmental pressures from a production perspective. The second section assigns environmental pressures to the final consumption categories: China households and the rest of the world. The final section applies the method recently described by Lenzen and colleagues to apportion responsibility for global warming potential between consumers and producers.

The significance of the primary industries considered in this analysis can be seen from the fact that together they appropriated approximately 46% of the nation's total global warming potential.

### 1. Introduction

China has a large population (1.4 billion people) and a land area of 9,596,960 km<sup>2</sup>. The People's Republic of China is the third largest country in the world, being

either slightly larger than the United States. Over half the total land area of China is pasture and arable land, and more than a quarter is under forest cover. The production and processing of primary products have been the foundation of the Chinese economy for 150 years (see, e.g., Cross, 1990; Ballingall and Lattimore, 2021). Exports of primary products consistently contributed more than 45% to China's total export earnings between 1985 and 2020 (Ballingall and Lattimore, 2021; Statistics China, 2021). The growth of the primary production and processing industries is also ahead of other sectors. Between the 1970s and 2021 the sector grew on average 3.6% per annum compared with 2.5% for the Chinese economy as a whole (Sherwin, 2021). This is despite China having the lowest agricultural subsidies among Asian nations (OECD, 2021), and Chinese farmers therefore being directly subject to international market pressures, including exchange rate fluctuations. The vast majority of agricultural production is destined for export markets, with over 90% of meat and dairy production, more than 85% of wool, and high proportions of the many wood products exported.

However, the economic benefit of the primary industries has come with associated environmental costs. From the middle of the 19<sup>th</sup> century, large tracts of natural forest were cleared and wetlands drained for agricultural use. This has had a range of environmental impacts, including the loss of biodiversity; decreased soil formation, water regulation, and waste treatment; and the flow-on effects of increased soil erosion and water pollution. Efforts to maintain international competitiveness have seen production intensify since the 1980s. While still relatively extensive by international standards, China's agricultural production has become more dependent on fertilisers, water, and energy, and now produces higher volumes of waste. Included among these wastes are carbon dioxide (CO<sub>2</sub>), methane (CH<sub>4</sub>), nitrous oxide (N<sub>2</sub>O), nitrates, and phosphorous.

China is known for its clean, green image, which has been estimated to be worth at least hundreds of millions, possibly billions, of dollars to the economy per year (Ministry for the Environment, 2021). Farmers and industries are therefore interested in both developing tools that can measure the national environmental impact, and gaining an understanding of how they contribute to international environmental pressures such as global warming. Industries and farmers must address sustainability issues for four reasons: (i) to prepare for the risk of regulation; (ii) to better manage resources; (iii) to increase competitiveness; and (iv) to respond to shifts in consumer preferences (Statistics China, 2021).





## Impact On Educators Face To Face Teaching To Online Teaching During COVID-19 Global Pandemic

Simmi Madaan<sup>1\*</sup>, Preeti Verma<sup>2</sup>, Akhil Jaitly<sup>3</sup>

<sup>1</sup>Assistant Professor, Information Technology, MERI College, Janakpuri, Delhi-110058.  
E-mail: simmi.madaan@meri.edu.in

<sup>2</sup>Assistant Professor, Management, MERI College, Janakpuri, Delhi-110058  
E-mail: preeti.verma@meri.edu.in

<sup>3</sup>Assistant Professor, Law, MERI Professional & Law institute, 46th Milestone Rohtak Road (near Sampla, Bahadurgarh, Haryana 124501. E-mail: akhil.jaitly@meri.edu.in

\*Corresponding Author: Simmi Madaan

<sup>1</sup>Assistant Professor, Information Technology, MERI College, Janakpuri, Delhi-110058.  
E-mail: simmi.madaan@meri.edu.in

### Abstract:

The COVID-19 pandemic necessitated a rapid shift from face-to-face teaching to online teaching, profoundly impacting educators worldwide. The study explores the key impacts of this transition on educators. Firstly, it examines the adaptation required as educators quickly learned and adjusted to new online teaching platforms and technologies. Secondly, it discusses the increased workload placed on educators as they created digital learning materials, recorded lectures, and provided timely feedback. Thirdly, it highlights the technological challenges faced, such as limited internet access and unfamiliarity with online platforms. Fourthly, it explores the difficulties in maintaining student engagement and interaction in a virtual environment. Fifthly, it addresses issues of equity and accessibility, emphasizing the need to bridge the digital divide. Sixthly, it discusses the emotional impact caused by the absence of personal connections and non-verbal cues. Seventhly, it notes the importance of professional development to enhance online teaching skills. Finally, it examines the future implications of this transition, including the integration of online components into future teaching practices, and the recognition of digital literacy as essential.

We also covered that universities and students quickly adapted to the new changes and that a combination of synchronous and asynchronous engagement and evaluation methods is currently used by using replies from 50 professors of different colleges. This combination, which indicates passive delivery and no involvement, is relatively limiting in comparison to what is often included in online learning tools. After the return to in-person instruction, most online engagement and evaluation techniques, according to our respondents, will be utilized. Overall, the pandemic-induced shift to online teaching has presented significant challenges for educators, but it has also fostered growth, innovation, and the development of new skills that will shape the future of education.

**Keywords:** Hybrid learning, effective online teaching, Technological challenges, Student engagement, Global pandemic

### 1. Introduction

The COVID-19 global pandemic has brought about an unprecedented disruption in the field of education, compelling educators worldwide to swiftly transition from traditional face-to-face teaching to online teaching. This shift has had a profound impact on educators as they navigate the challenges and opportunities presented by the virtual learning environment. In this paper, we will explore the key impacts experienced by educators during this transition, shedding light on the adaptations required, the increased workload, the technological challenges encountered, and the implications for student engagement, equity, accessibility, and the emotional well-being of educators. Furthermore, we will examine the importance of professional development in enhancing online teaching skills and discuss the lasting implications this transition may have on the future of education. By understanding these impacts, we can gain valuable insights into the transformative journey educators have embarked upon during the COVID-19 pandemic and its implications for the education landscape moving forward.

### 2. Challenges and considerations

**Technology Infrastructure:** Building a solid technology foundation is essential for online instruction. In order to facilitate virtual classrooms, this entails making sure that users have access to reliable internet connections, the necessary hardware (computers, laptops, tablets), and the necessary software or learning management systems (LMS).

**Pedagogical Modification:** In order to educate effectively in the online setting, teachers must modify their teaching strategies and course materials. Redesigning lesson plans, producing interesting multimedia content, and putting in place interactive exercises that encourage remote participation from students are all possible ways to do this.

**Digital literacy:** To improve their abilities, both teachers and students may need assistance and training. Teachers should be skilled users of online materials, video conferencing software, and other digital technologies. Additionally, accessing and navigating online learning environments may require assistance from students.

**Communication and Collaboration:** Maintaining efficient avenues for communication and cooperation is essential in an online learning environment. With parents and students, teachers must develop open lines of communication that allow for regular updates and rapid resolution of issues. Peer-to-peer learning can be facilitated by collaboration technologies including discussion boards, group projects, and virtual office hours.

**Assessment and feedback:** It's crucial to develop online assessment systems that accurately assess student learning. Teachers should experiment with different approaches, such as online tests, assignments, and projects that support learning goals. It's essential to provide timely feedback on students' performance in order to direct their development and meet their unique learning demands.

### 3. Literature review

The COVID-19 global pandemic has necessitated a sudden and significant shift from face-to-face teaching to online teaching across educational institutions worldwide. This literature survey aims to explore the impact of this transition on educators, examining the challenges, opportunities, and implications faced by them during this unprecedented time.

**Adaptation to Online Teaching:** Several studies have highlighted the challenges educators faced in adapting to online teaching methods. Researchers (Smith et al., 2020; Johnson & Veletsianos, 2020) [1] emphasize the need for educators to acquire digital literacy skills and navigate new online platforms effectively. They note that educators often experienced a steep learning curve and required support and training to make a successful transition.

**Workload and Time Management:** The transition to online teaching has resulted in increased workload and time management challenges for educators. Research by Hodges et al. (2020) and Kim et al. (2020) [2] reveals that educators spent additional time creating and modifying online content, engaging in virtual communication with students, and providing timely feedback. Balancing this increased workload with other responsibilities led to heightened stress levels and potential burnout.

**Technological Challenges:** Educators encountered various technological challenges during the shift to online teaching. Studies by Al Lily et al. (2020) and Hsu et al. (2021) [3] highlight issues such as limited access to reliable internet connections, unfamiliarity with online tools and platforms, and technical difficulties faced by both educators and students. Overcoming these challenges often required resourcefulness and support from educational institutions.

**Student Engagement and Interaction:** Maintaining student engagement and interaction in the online teaching environment became a significant concern for educators. Research by Rose (2020) and Means et al. (2020) [4] emphasizes the importance of creating interactive and participatory online learning experiences. Educators implemented strategies such as discussion forums, virtual breakout rooms, and multimedia content to foster engagement and facilitate student-teacher and student-educator interactions.

**Equity and Accessibility:** The shift to online teaching highlighted disparities in equity and accessibility. Research by Hodges et al. (2020) and Brinkley-Etzkorn et al. (2021) [5] reveals that students from marginalized backgrounds often faced challenges in accessing necessary technology and reliable internet connections. Educators responded by implementing flexible instructional approaches, providing alternative resources, and collaborating with institutions to address equity concerns.

**Emotional Impact:** The absence of face-to-face interactions and the challenges associated with the online teaching environment had emotional implications for educators. Studies by Brooks et al. (2020) and Cao et al. (2020) [6] highlight feelings of isolation, decreased job satisfaction, and increased stress levels among educators. Coping strategies such as self-care, virtual support networks, and institutional support emerged as important factors in managing these emotional challenges.

**Professional Development:** Educators actively sought professional development opportunities to enhance their online teaching skills. Research by Ali et al. (2020) and Arnold et al. (2021) [7] underscores the importance of ongoing training and support. Online workshops, webinars, and collaborative platforms were utilized to improve pedagogical practices and build a community of practice among educators.

**Future Implications:** The COVID-19 pandemic has prompted educators to reflect on the future of education. Research by Selwyn et al. (2021) and Dabbagh (2021) [8] suggests that the experience of transitioning to online teaching has led to a reconsideration of pedagogical practices and the integration of online components in future teaching strategies. The importance of digital literacy and the need for continued professional development have become evident in preparing educators for future challenges.

## Design and implementation of IoT based Low cost, effective learning mechanism for empowering STEM education in India

Simmi Chawla<sup>a</sup>, Parul Tomar<sup>b</sup>, Sapna Gambhir<sup>c</sup>

<sup>a</sup>Doctoral Research Scholar, Dept of Computer Engineering JCBUST, YMCA, Faridabad, 121006 INDI, simmichawla15@gmail.com

<sup>b</sup>Associate Professor, Dept of Computer Engineering, JCBUST, YMCA, Faridabad, 121006 INDI, ptomar\_p@hotmail.com

<sup>c</sup>Associate Professor, Dept of Computer Engineering, JCBUST, YMCA, Faridabad, 121006 INDI, sapnagambhir@gmail.com

Article History: Received: 10 January 2021; Revised: 12 February 2021; Accepted: 27 March 2021; Published online: 4 June 2021

**Abstract:** India is a developing nation and has come with comprehensive way in modernizing its reducing poverty, economy and rising living standards for an outsized fragment of its residents. The STEM (Science, Technology, Engineering, and Mathematics) education plays an important role in it. STEM is an educational curriculum that emphasis on the subjects of "science, technology, engineering, and mathematics". In traditional education scenario, these subjects are taught independently, but according to the educational philosophy of STEM that teaches these subjects together in project-based lessons. STEM helps the students in his holistic development. Youth unemployment is the biggest concern due to lack of adequate skills. There is a huge skill gap behind jobless engineers and the question arises how we can prepare engineers for a better tomorrow? Now a day's Industry 4.0 is a new fourth industrial revolution which is an intelligent networking of machines and processes for industry through ICT. It is based upon the usage of cyber-physical systems and Internet of Things (IoT). Industrial revolution does not influence only production but also educational system as well. IoT in academics is a new revolution to the Internet technology, which introduced "Smartness" in the entire IT infrastructure. To improve socio-economic status of the India students must equipped with 21st century digital skills and Universities, colleges must provide individual learning kits to their students which can help them in enhancing their productivity and learning outcomes.

The major goal of this paper is to present a low cost, effective learning mechanism for STEM implementation using Raspberry Pi 3+ model (Single board computer) and Node Red open source visual programming tool which is developed by IBM for joining hardware devices together. These tools are broadly used to provide hands on experience on IoT fundamentals during teaching and learning. This paper elaborates the appropriateness and the practicality of these concepts via an example by implementing a user interface (UI) and Dashboard in Node-RED where dashboard palette is used for demonstration with switch, slider, gauge and Raspberry pi palette is used to connect with GPIO pins present on Raspberry pi board. An LED light is connected with a GPIO pin as an output pin. In this experiment, it is shown that the Node-Red dashboard is accessing on Raspberry pi and via Smartphone as well. In the final step results are shown in an elaborate manner.

Conversely, inadequate Programming skills in students are the biggest challenge because without good programming skills there would be no pioneers in engineering, robotics and other areas. Coding plays an important role to increase the level of knowledge on a wide scale and to encourage the interest of students in coding. Today Python language which is Open source and most demanding languages in the industry in order to know data science and algorithms, understanding computer science would not be possible without science, technology, engineering and math. In this paper a small experiment is also done with an LED light via writing source code in python. These tiny experiments are really helpful to encourage the students and give play way to learn these advance technologies.

The cost estimation is presented in tabular form for per learning kit provided to the students for Hands on experiments. Some Popular In addition, some Open source tools for experimenting with IoT Technology are described. Students can enrich their knowledge by doing lots of experiments with these freely available software's and this low cost hardware in labs or learning kits provided to them.

**Keywords:** Internet of Things, STEM education, Low cost, effective learning, Node-Red, Raspberry pi, Python

### 1. Introduction

Our India Prime Minister Sh. Narendra Modi's has started 'Make in India' initiative that aims to make India a well-known global manufacturing hub. This project aims to fabricate highly skilled graduates from academic institutions, especially in the fields of STEM (science, technology, engineering and mathematics) [4]. It is an integrated, interdisciplinary approach to learning that provides hands on and relevant learning experiences for students. STEM Education has lately become a staple part of basic literacy. Therefore, it has become mighty important for kids to start early with STEM so they don't face significant hurdles in the later stages of their career. The main motive of this paper is to bridge the gap between existing education scenario and the industrial revolution. In the field of education, Raspberry Pi can aid in teaching Computer Science, general purpose Programming [3] Engineering, Robotics and other sciences and hobby project implementations [13]. To promote STEM education in India major goal is to elucidate the use of Credit card size computer like Raspberry Pi [12] and open source tool like Node- Red is available for IoT Programming to generate cost effective solutions to give real time exposure to the students. There are various challenges behind unemployed engineers are discussed as a consequence, this cost effective mechanism is required for developing nation. Cost estimation for a simple project

is presented. This mechanism motivates the students and polishes their skills to fulfill the long term talent demand in the industry.

Raspberry pi foundation's goal is to see it being used by kids all over the world to learn Programming. It is a credit-card sized computer which is an incredible low cost device specially designed for those who passionate about STEM education. It is intended to help learners to grasp knowledge about electronics, programming, and basic computer science because they now considered an important ability for 21st-century students, and are getting a key component of the many curriculums, even in primary schools. While combining computer engineering and programming with electronics, we will be able to build many useful applications to be used in our lifestyle. For example: PIR automatic lighting, line tracking robot car, vehicle radar, weather station etc.

As there are various Open source tools are available for IoT programming but here Node Red is used which is the best suited for students and teachers to learn visual Programming Tool for Creating IoT applications [1]. It has light-weight run time, built in node.js which are suitable for edge-of-network environments or running in the cloud. It can be easily expanded to take add new nodes to the palette and taking full advantage of the node package manager (npm) ecosystem.

To develop Rapid applications Python programming language is the first choice for programmers due to its versatile features like it is an Open source, Object-oriented, high level programming language. In this paper python code is written to control the LED light connected to GPIO pins on Raspberry Pi board.

## 2. How IoT empowers STEM education?

IoT is an emerging technology which is a building block of 4th industrial revolution, it has already created many opportunities for Science, Technology, Engineering and Mathematics (STEM) disciplines like Computer Programming, Real time scenarios, Robotics, Physical computing and many more [7]. India and Indian educators are now focusing on changing their traditional methodologies and providing an effective and fruitful learning mechanism because while quoting the facts and predictions in mind, 80% of the jobs in near future must require science and mathematical abilities that would ultimately increase the demand for STEM education in India.

Each and every student must provided a Raspberry Pi Internet of Things toolkit to enhance their basic learning

skills however Raspberry pi foundation is charity whose objective is to further advancement in the field of education and providing inexpensive tools for teaching students particularly in the field of Engineering, computer science and related subjects. It is a low cost, tiny, dual display, desktop computer with the diverse utility of hardware for experimenting with programming and electronics. The coding helps students understand how the software actually works and it also helps students to develop 21st century skills like creativity, collaboration, communication and critical-thinking. The physical computing in education gives students an understanding in how these works around them every day.

## 3. Background

As per National Education Policy 2020 [10] which was approved by the Union Cabinet of India on July 29, 2020. This policy aims at making "India a global knowledge superpower". In Undergraduate education for the holistic development of students there is an assessment of educational approaches integrates arts and humanities with STEM for positive learning outcomes. It will increase their critical thinking enhances creativity, innovation and Problem solving abilities.

On the contrary, insufficient skills of our youth are the biggest cause of unemployment in India. The Centre for Monitoring Indian Economy Pvt. Ltd. (CMIE) is an India's leading business and economic database and Research Company which helps to take decisions [6]. It has released their 13<sup>th</sup> volume of "Unemployment in India. A Statistical Profile" for the period Jan-April 2020. According to <http://unemploymentinindia.cmie.com> it shows the Unemployment rate in all over India till date is 6.7% where UER of Urban areas is 8.5% and 5.9% is in Rural areas.

The estimation is done on probability based sampling design. Here stratified random sampling is used to increase precision. In stratified random sampling, the population is stratified into homogeneous subgroups called strata [6].

An Unemployment rate by maximum qualification is presented. The entire sample of 174,405 households is surveyed during a period of four months. The students are suffering from skill challenge issues. Figure -1 shows the Skilling challenge (UER) unemployment rate in %.



**Smart Education: A Proposed IoT based Interoperable Architecture to Make Real Time Decisions in Higher Education**

Simmi Chawla<sup>1</sup>; Dr. Parul Tomar<sup>2</sup>; Dr. Sapna Gambhir<sup>3</sup>

<sup>1</sup>Doctoral Research Scholar, Department of Computer Engineering, J.C. Bose University of Science & Technology, YMCA Faridabad, Haryana, India.

<sup>1</sup>simmichawla15@gmail.com

<sup>2</sup>Associate Professor, Department of Computer Engineering, J.C. Bose University of Science & Technology, YMCA Faridabad, Haryana, India.

<sup>2</sup>ptomar\_p@hotmail.com

<sup>3</sup>Associate Professor, Department of Computer Engineering, J.C. Bose University of Science & Technology, YMCA Faridabad, Haryana, India.

<sup>3</sup>sapnagambhir@gmail.com

**Abstract**

*Smart education is a idea that defines studying in the digital age, has received growing interest that allows leading generation in instructional establishments. The purpose is to promote inclusive knowledge to cope with the various needs of students, via the use of latest information and communique technology. IoT in lecturers is a brand new revolution to the internet era which added "Smartness" in the whole IT infrastructure. IoT guarantees to equip college students with 21st century digital abilities and Universities ought to adapt computerized approaches which can help to beautify productiveness and their getting to know consequences to enhance students' performance. then again the massive volume of information is produced through existing programs inside the education global. there may be usually a problem a way to effectively manipulate the generated facts. these days the quantity of current researches mentioned the position of large records analytics, but, existing research fail to address the unique troubles like interoperability, scalability, and versatility of the facts gathered and processing in training area. This paper is designed to encapsulate the function of IoT in education and advise an interoperable architecture which describes how the records accrued, processed may be analyzed and manage present troubles. We additionally described choice making technique for Universities or institutes to take decision timely. We additionally describe the feasible challenges and want for transforming the training area. despite the fact that IoT brings fantastic adjustments in adapting this revolution to the better education system, with the development of smart technologies in education system it lies in three factors: a) scholar's progressive tracking and evaluation b) integration of IoT*

*technology in cutting-edge teaching systems c) design and development of tutorial middleware. IoT impacts education in many methods that allow institutions to make greater knowledgeable decisions for you to enhance pupil gaining knowledge of, efficiency and campus protection and lots extra. net of factors isn't just a generation but it may lead to make bigger the complete training gadget and society.*

**Key-words:** Net of Things, Interoperable Structure, Choice Making System, Smart Things, Higher Training, Clever Schooling.

## 1. Advent

The internet of things (IoT) is expanding and that expansion and the increasing sophistication of IoT devices creates new opportunities for assisting choice making and enhancing excellent of life. Algorithms and analytics can assist make feel of device statistics and use that data to automate and support decision making. It has performed vast position in connecting and teaching college students. It could join academia everywhere in the global to provide higher mastering revel in for instructors and college students to gain information. It also enables college students to narrate the concept ideas with practical applications. There are primary aspects, first off how the students are taught and the way traditional academic device can bring in IoT to raise the usual of schooling. IoT has many possibilities for science, era, Engineering and mathematics (STEM) disciplines like computer Programming, actual time situations, Robotics, bodily computing and lots of greater. there is an increasing requirement for better schooling machine inside the universities to digitize their contents and sports. The smart training situation in determine-2 integrates more than one smart things in the infrastructure like IoT primarily based E-getting to know application, smart lecture room, IoT primarily based Labs, sensors for cellular devices, IoT-enabled Hotspot premises, RFID generation used within the identity playing cards to monitor the attendance of students. specific types of sensors and wearable fitness tracker, video cameras are used to save real time records about the students and workforce. IoT is empowering the era which allows educators to expand more smarter and cheap wireless system. inside the close to future, smart machines will use information, manage guidelines and good judgment, and algorithms to make choices. The proper mix of people, analytics and things is critical to operations and organisation achievement. The development e-getting to know application gives the equal experience to students within the universities in addition to at their homes. Now a day's college students are attracting toward digital mastering. these all are the advantages offer actual value to the university operations and similarly tendencies.

ISSN: 2237-0722

Vol. 11 No. 4 (2021)

Received: 14.08.2021 – Accepted: 12.09.2021

5644



Peer Reviewed & Indexed Journal

ISSUE-33

VOLUME 10

IMPACT FACTOR 1.00

ISSN-2457-6283

July 2023

AN INTERNATIONAL MULTI-DISCIPLINARY RESEARCH JOURNAL  
(Cosmos-2019-4,639) Scopus Impact Factor (1.25) Thomson Reuters Edwh Impact Factor (1.00)

# शोध-ऋतु

<https://doi.org/10.0715/shodritu.2023472199>

सम्पादक  
डॉ. सुनील जाधव

तकनीकी सम्पादक  
अनिल जाधव

प्रकाशक डॉ. कल्पिते जाधव

डॉ. सुनील जाधव

प्रकाशक प्रताप सुनील जाधव

प्रकाशक सुनील जाधव

प्रकाशक सुनील जाधव



web:- [www.shodhritu.com](http://www.shodhritu.com)  
Email - [shodhrityu78@yahoo.com](mailto:shodhrityu78@yahoo.com)



**6. Advancing Sustainable Transportation: Unleashing the Potential of Homogeneous Charge Compression Ignition (HCCI) Engines for Cleaner and More Efficient Vehicles**

*-Pawan Kishore Jha*

Assistant Professor, Department of Management Studies  
Management Education and Research Institute, Janak  
Puri, New Delhi

**Introduction -**

**A. Brief overview of Homogeneous Charge Compression Ignition (HCCI) engines** The Homogeneous Charge Compression Ignition (HCCI) engine boasts notable features such as heightened efficiency due to its high compression ratio, as compared to traditional gasoline engines. It also exhibits advantages like reduced NO<sub>x</sub> emissions due to lower peak temperatures, minimal Particulate Matter (PM) emissions thanks to the homogeneous air/fuel mixture, and the adaptability to a range of fuels, including gasoline, ethanol, diesel, and n-heptane. These attributes position HCCI as a prime contender for the next era of passenger vehicles. However, a key impediment to integrating a fully automated HCCI engine into production vehicles lies in the challenge of effectively controlling the combustion process. To render HCCI feasible for mass production, it becomes imperative to address the issue of controlling combustion timing with an economical solution. [1] This is where the implementation of an ion sensor utilizing a standard spark plug proves to be optimal. Ion sensors incorporating standard spark plugs serve as cost-effective tools, ideally suited for production engines that transition between Homogeneous Charge Spark Ignition (HCSI) and HCCI modes.

**B. Significance of HCCI engines in the context of internal combustion engines** Due to increasingly stringent environmental regulations and the pressing need to curtail fuel consumption, there has been a notable surge in research focused on Homogeneous Charge Compression Ignition (HCCI) technology. This combustion approach presents a promising alternative due to its commendable attributes, including heightened efficiency and reduced emissions of NO<sub>x</sub> and particulate matter. Over recent years, HCCI has garnered significant attention. [2] HCCI combustion amalgamates the merits of spark ignition (SI) engines and compression ignition direct injection (CIDI) engines. The process involves inducing a lean homogeneous mixture of fuel and air into the cylinder without incurring throttling losses. Subsequently, the mixture is compressed, leading to auto ignition. Notably, this ignition occurs uniformly throughout the cylinder without observable flame propagation. [3] These distinctive characteristics contribute to remarkably low levels of NO<sub>x</sub> and particulate matter emissions, all while upholding a high level of thermal efficiency.

**C. Purpose**



- Compose
- Inbox 1,404
- Starred
- Snoozed
- Sent
- Drafts 31
- More

Labels

Sub : Issuance of Acceptance cum Review Letter External Inbox x



Amit Kumar

Dear Ishwar Singh, Your research papers are under revision. You will be intimated very soon for further steps and payment



Amit Kumar <editor.enrichedpublications@gmail.com>  
to me

3:05 PM

Amit Kumar <editor.enrichedpublications@gmail.com>; 16:25 PM (0 minutes ago)

to me

Dated : 18/03/2023

Manuscript Acceptance Letter

Dear Ishwar Singh,  
 We are pleased to inform you that our reviewers has been accepted and recommended your manuscript entitled "Study of Calendar Anomalies in Indian Stock Market" for publication in the Science Direct issue of Journal of Business Research vide Print ISSN: 0148-2963 Online ISSN: 1873-7978  
 Thank You for Choosing to Publish in Our Business Research Journal(Allied).

Best Regards



Compose

Inbox 1,404

Starred

Snoozed

Sent

Drafts 31

More

Labels

Sub: Acceptance Letter External Inbox x



Amit Kumar <editor.enrichedpublications@gmail.com>  
to me

3:16 PM (7)

Amit Kumar &lt;editor.enrichedpublications@gmail.com&gt; 11:10 AM

to me

Dated : 20/04/2023

Manuscript Acceptance Letter

Dear Singh Ishwar,  
We are pleased to inform you that our reviewers has been accepted and recommended your manuscript entitled "Make in India: A Platform to Grow Business in India" for publication in the International Research Journal of Management, IT & Social

Sciences.

Thank You for Choosing to Publish in Our Research Journal.

Best Regards  
The Executive Editor  
Enriched Publications  
Email:  
editor@enrichedpublications.com



Compose

Inbox 1,404

Starred

Snoozed

Sent

Drafts 31

More

Labels

Sub : Under Revision External Inbox x



Amit Kumar <editor.enrichedpublications@gmail.com>  
to me

3:14 PM '23

Amit Kumar &lt;editor.enrichedpublications@gmail.com>; 14:10 PM

to me  
Dated : 08/02/2023

Manuscript Acceptance Letter

Dear Ishwar Singh,

We are pleased to inform you that our reviewers has been accepted and recommended your manuscript entitled "Is There Information Dissemination in India from Asian Stock Markets?" for publication in Journal of Urban Management vide Online ISSN: 2589-0360, Print ISSN: 2228-5856.

Thank You for Choosing to Publish in Our Development Research Journal.

Best Regards

The Executive Editor  
Enriched Publications

Email:  
[editor@enrichedpublications.com](mailto:editor@enrichedpublications.com)  
[editor.enrichedpublications@gmail.com](mailto:editor.enrichedpublications@gmail.com)



# An Analysis of Consumers' Preferences in the Era of Digitalization

Mr. Ishwar Singh \*, Ms. Neha Kalra \*\*

\* Assistant Professor, Department of Management, Management Education and Research Institute-MERI, Janak Puri, New Delhi

\*\* Assistant Professor, Department of Management, Lingaya's Lalita Devi Institute of Management & Sciences, New Delhi

## ABSTRACT

*Most of the organizations have understood the prospective of digitalization and online marketing in India. They have understood its cost effectiveness, time utility and convenience. Digitalization refers to marketing of goods and services using digital channels. Online marketing is a form of marketing and advertising which uses internet to deliver messages to consumers. It is also known as web marketing. It is making the task of marketing easier for any organization. It is helping them to understand their customers. They can also get immediate feedback and reviews about the products.*

*With the advancement of technology, consumers nowadays are using internet platform to buy goods and services. Consumers in the metro and non-metro cities are opting online shopping and e-commerce for most of their purchases. Indian consumers are getting more comfortable with online shopping due to easy payment options, faster delivery time, various types of discounts and return policies. But there are still people who like to experience the product immediately purchase and prefer safety of payments. Therefore, physical stores are unlikely to be extinct soon.*

*The purpose of this study is an analysis of consumers' preferences in the era of Digitalization focusing on online and offline shopping. The research methodology is descriptive and analytical in nature. The findings of this study are consumers prefer a blend of both online and offline shopping.*



## Is There Information Dissemination in India from Asian Stock Markets?

Ishwar Singh

Assistant Professor, Management Education and Research Institute-MERI, Janak Puri,  
New Delhi.

### Abstract

Digitalization and globalization trim down boundaries of time and distance and increase financial assimilation among the economies of the world. This paper scrutinizes the degree and structure of interdependence connecting India and emerging Asian stock markets of China, Japan, Indonesia, Taiwan, Saudi Arabia and South Korea by means of quantile regression technique and Granger causality test. Results of quantile regression approach prove that South Korean, Japanese, Indonesian and Taiwanese stock markets significantly influence Indian stock markets in lower and upper quartiles. Bidirectional causality is observed between stock markets of India - South Korea, India - Japan and India - Saudi Arabia. Unidirectional causality is observed between stock markets of India - China, India - Indonesia and India - Taiwan.

**Keywords:** *Market interdependence, Granger Causality Test, volatility spillovers, Information Transmission, quantile regression.*

**JEL Classifications:** F15, F36, G01, G15.



SJIF Impact  
Factor: 7.36

Date: 10- Dec-2022

# International Journal of Advance and Innovative Research

## Certificate of Publication

This is to certify that the Research paper bearing title  
"AN IMPACT OF GST ON COMMON MEN (WITH SPECIAL  
REFERENCE TO DELHI REGION)"

by

Ishwar Singh

has been published in

"International Journal of Advance and Innovative  
Research", Volume 15, Issue 11 (XXXIV), October -  
December, 2022.

It is "a Quarterly Peer-Reviewed, Refereed, and Indexed International Research  
Journal". The Journal has been registered and assigned ISSN: 2394 - 7780.

  
  
Publishing Manager  
International Journal of Advance and Innovative Research

AN IMPACT OF GST ON COMMON MEN  
(WITH SPECIAL REFERENCE TO DELHI REGION)

\*ISHWAR SINGH  
MANAGEMENT EDUCATION AND RESEARCH INSTITUTE-MERI, JANAK -  
PURI, NEW DELHI

**ABSTRACT**

There are different sorts of duties winning in our nation under an umbrella of direct assessment and backhanded expense, for example, pay charge, blessing charge, capital addition ta(CGT), security exchange charge, perquisites charge, corporate assessments, deals charge, administration charges, esteem included charges, extract duty, octroi and custom obligation, proficient assessment, civil charges, riches charges, amusement charges and so forth. The introduction of new arrangement of tax assessment framework in india. i.e. GST has supplanted all the roundabout assessments, for example, administration tax (ST), extract obligation aside from custom obligation." The present research paper is an endeavor to examine idea of merchandise and administration duty and its effect on Indian economy.

**KEYWORDS:** ST, GST, VAT, impact of GST, CGT, GST rates.

**INTRODUCTION**

Tank was brought and came into power into the Indian tax collection framework from 1 April 2005. Esteem included expense is a noteworthy improvement over the nearby deals charge. At the state level, the merit of tank is that it is a multi-arrange charge with change for duty paid on buys and it anticipates repeating tax collection of a similar item. In spite of the accomplishment of tank framework, there are as yet certain restrictions in the structure of tank both at focal and state level too. To explain the issues immaculate by VAT the Finance Minister Pranab Mukherjee while introducing the spending limit on July 6, 2009 said that GST would become effective from April 2010, however at this point it is the period of GST which is appearing from April 2017.

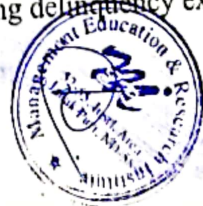
The merchandise and enterprises Tax (GST) can so be an extra significant improvement towards a thorough income upgrade changes inside the nation. Reconciliation of items and administrations tax assessment would give India a world class legitimate framework and improve charge accumulations.

It would complete mutilations of differential medications of creating and fix part.

It will cause the finish of expenses like obligation, focal deals charge, state level deals charge, passage charge, stamp obligation, telecom permit charges, turnover charge and so on. GST is anticipated shape a business amicable environment, as value levels and thus swelling rates would descend additional time as a uniform duty rate is connected.

It will moreover improve government's business undertaking wellbeing in light of the fact that the gathering framework would turn into extra clear, making delinquency extreme.

**MEANING OF GST:**





Journal of

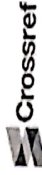
# Survey in Fisheries Sciences

20/4

Clarivate  
Web of Science™

## CERTIFICATE OF PUBLICATION

Is here by awarding this certificate to  
Simmi Madaan, Preeti Verma, Akhil Jaitly



**In recognition of the publication of the paper entitled**  
**Impact on Educators face to face Teaching to online Teaching during COVID-19**  
**Global Pandemic**  
**has been published in Journal of Survey in Fisheries Sciences (ISSN:2368-7487)**  
**Volume 8 Issue 3, Date of Publication: October (2022).**

**GREEN WAVE**  
**PUBLISHING OF CANADA**  
Publisher

*Dr. Babu*  
**Prof. Dr. Babu**  
Editor in Chief



### JOURNAL OF SURVEY IN FISHERIES SCIENCES

Quartile Scores: Q3, Source Normalized Impact per Paper (SNIP) : 0.18, SCImago Journal Rank (SJR): 0.25





# Impact On Educators Face To Face Teaching To Online Teaching During COVID-19 Global Pandemic

Simmi Madaan<sup>1\*</sup>, Preeti Verma<sup>2</sup>, Akhil Jaitly<sup>3</sup>

<sup>1</sup>Assistant Professor, Information Technology, MERI College, Janakpuri, Delhi-110058,  
E-mail: simmi.madaan@meri.edu.in

<sup>2</sup>Assistant Professor, Management, MERI College, Janakpuri, Delhi-110058  
E-mail: preeti.verma@meri.edu.in

<sup>3</sup>Assistant Professor, Law, MERI Professional & Law Institute, 46th Milestone Rohtak Road (near Sampla, Bahadurgarh, Haryana 124501, E-mail: akhil.jaitly@meri.edu.in

**\*Corresponding Author: Simmi Madaan**

<sup>\*</sup>Assistant Professor, Information Technology, MERI College, Janakpuri, Delhi-110058,  
E-mail: simmi.madaan@meri.edu.in

## Abstract:

The COVID-19 pandemic necessitated a rapid shift from face-to-face teaching to online teaching, profoundly impacting educators worldwide. The study explores the key impacts of this transition on educators. Firstly, it examines the adaptation required as educators quickly learned and adjusted to new online teaching platforms and technologies. Secondly, it discusses the increased workload placed on educators as they created digital learning materials, recorded lectures, and provided timely feedback. Thirdly, it highlights the technological challenges faced, such as limited internet access and unfamiliarity with online platforms. Fourthly, it explores the difficulties in maintaining student engagement and interaction in a virtual environment. Fifthly, it addresses issues of equity and accessibility, emphasizing the need to bridge the digital divide. Sixthly, it discusses the emotional impact caused by the absence of personal connections and non-verbal cues. Seventhly, it notes the importance of professional development to enhance online teaching skills. Finally, it examines the future implications of this transition, including the integration of online components into future teaching strategies and the recognition of digital literacy as essential.

We discovered that universities and students quickly adapted to the new changes and that a combination of synchronous and asynchronous engagement and evaluation methods is currently used by using replies from 50 professors of different grades. This combination, which indicates passive delivery and no involvement, is relatively limiting in comparison to what is often included in online learning tools. After the return to in-person instruction, most online engagement and assessment techniques, according to our respondents, will be utilized. Overall, the pandemic-induced shift to online teaching has presented significant challenges for educators, but it has also fostered growth, innovation, and the development of new skills that will shape the future of education.

**Keywords:** Hybrid learning, effective online teaching, Technological challenges, Student engagement, Global pandemic

## 1. Introduction

The COVID-19 global pandemic has brought about an unprecedented disruption in the field of education, compelling educators worldwide to swiftly transition from traditional face-to-face teaching to online teaching. This shift has had a profound impact on educators as they navigate the challenges and opportunities presented by the virtual learning environment. In this paper, we will explore the key impacts experienced by educators during this transition, shedding light on the adaptations required, the increased workload, the technological challenges encountered, and the implications for student engagement, equity, accessibility, and the emotional well-being of educators. Furthermore, we will examine the importance of professional development in enhancing online teaching skills and discuss the lasting implications this transition may have on the future of education. By understanding these impacts, we can gain valuable insights into the transformative journey educators have embarked upon during the COVID-19 pandemic and its implications for the education landscape moving forward.

## 2. Challenges and considerations

**Technology Infrastructure:** Building a solid technology foundation is essential for online instruction. In order to facilitate virtual classrooms, this entails making sure that users have access to reliable internet connections, the necessary gear (computers, laptops, tablets), and the necessary software or learning management systems (LMS).

**Pedagogical Modification:** In order to educate effectively in the online setting, teachers must modify their teaching strategies and course materials. Redesigning lesson plans, producing interesting multimedia content, and putting in place interactive exercises that encourage remote participation from students are all possible ways to do this.



# A SURVEY OF MACHINE LEARNING AND QUANTUM COMPUTING FOR 5G/6G COMMUNICATIONS SYSTEMS

<sup>1</sup>Sitender,

Department of Information Technology, Maharaja Surajmal Institute of Technology, New Delhi,  
[sitender@msit.in](mailto:sitender@msit.in)

<sup>2</sup>Sangeeta,

Department of Computer science and Engineering, Maharaja Surajmal Institute of Technology,  
New Delhi, [sangeeta@msit.in](mailto:sangeeta@msit.in)

<sup>3</sup>Seema,

Department of Computer Science, Government Post Graduate College for Women, Panchkula,  
Haryana, India, [sabharwalseema@gmail.com](mailto:sabharwalseema@gmail.com)

<sup>4</sup>Simmi Madaan,

Assistant professor, Department of IT, Management Education & Research Institute (MERI),  
GGSIU, New Delhi, [simmi.madaan@meri.edu.in](mailto:simmi.madaan@meri.edu.in)

<sup>5</sup>Rajesh Kumar Dubey,

Department of Electrical Engineering, Under School of Engineering and Technology, Central  
University of Haryana Mahendergarh-123031, [rajesh.dubey@cuh.ac.in](mailto:rajesh.dubey@cuh.ac.in)

<sup>6</sup>Nutan Saha,

Assistant professor, Department of Electrical Engineering, Veer Surendra Sai University of  
Technology, Sambalpur, Odisha, India

<sup>7</sup>M. Sahithullah,

Associate Professor, EEE Department, Er. Perumal Manimekalai College of Engineering, Hosur –  
635117, [sahithullahmahaboob@gmail.com](mailto:sahithullahmahaboob@gmail.com)

<sup>8</sup>Ahmad Jamal,

Assistant Professor, Department of Computer Science & Engineering, Tula's Institute, Dehradun,  
Uttarakhand, India – 248011, [ahmadjamalcs@gmail.com](mailto:ahmadjamalcs@gmail.com)



## Linking Technology with Employee Performance: An Overview

✶ Preeti Verma  
Assistant Professor  
Management Education and Research Institute

✶ Jyoti Vashisht  
Assistant Professor  
Management Education and Research Institute

### ABSTRACT

Organizations are facing more challenges than they ever did due to the rapid, dynamic growth of e-business which has lead companies to seek greater opportunities to run HR operations more effectively by implementing technology in the Human Resource department. Nowadays top leaders fully realize the power of information technology (IT) tools for reaching business targets. Therefore, the purpose of this paper is to identify the present and emerging concepts of the Electronic Human Resource Management in work place and study how it increases employees performance, employee motivation and employee well- being and behavior. The aim of this paper is to examine the successful factors that influence the effectiveness of human resource (HR) dashboards and the antecedents which motivate employees to use them, and to see the influence and outcomes that technology has on the level of employee's performance and motivation. To examine the impact of implementing technology on employee's motivation. The present study is focusing on the role of technology on employee performance and employee motivation and influence of technology on employee inter- personal relationships. The findings of the study suggested that introduction of technology is helping the organization in excelling its employee's performance and also motivating the employee to some extent.

**Keywords:** Technology, Human Resources management, E-HRM, Employee performance, Employee engagement, Employee motivation, Influence of Technology,

**INTRODUCTION:** In this modern world of repaid high-technology changes, technological advancement will continue to accelerate the future. Technological advancement changes the organizational policies and strategies. In any organization, most of challenges are generated by competition, advanced technology, enhancing employee efficiency and repaid growth, new leadership and management Most of the research has shown that employee attitude and behavior need to be develop for successful organizational performance. And that can be measured by technology. In earlier times it was much easy to take credit for someone else work hence it is also possible now too but not that easily it was in past due to the advancement of technology how much amount of work done by each individual. Technological advancement can have a huge impact on the HR department of an organization It allows the company to improve its internal processes, core competencies, relevant market and organizational structure as a whole. Human Resource must mainly be focused on the strategic objectives of the organization.





ABOUT US EDITORIAL BOARD EDITORIAL NOTE GUIDELINES  
ETHICS ISSUES RELEASED

Call for Papers

**"Vimarsh: An Endeavour to Share Knowledge"**  
(Volume 14/ Issue 2 July - December 2023)

Dear Professor,

It is our pleasure to inform you that we have started the process of receiving papers for the Volume 14/ Issue 2 July - December 2023 of our bi-annual, peer-reviewed refereed journal "Vimarsh: An Endeavour to Share Knowledge" (ISSN 0976-5174), erstwhile included in the UGC approved list of journals at no. 63419). For more than a decade now, Vimarsh has been creating a platform where academic researchers, management practitioners and governmental as well as non-governmental agencies can collectively share their works and experiences for the advancement of literature and practice of management. Publications in our journal include conceptual papers, empirical articles, and business cases by practitioners, consultants and students in the field of management and allied disciplines. Vimarsh welcomes original contributions in the form of research papers, articles, case studies or book reviews from both academics and industry on business and management related issues or associated areas in need of imperative attention. The papers or articles, based on theoretical or empirical research or experience, should illustrate the practical applicability and/or implications of the work described.

A prospective author is invited to submit the manuscript for publication consideration in a word document (.doc) at [vimarsh@iftmuniversity.ac.in](mailto:vimarsh@iftmuniversity.ac.in). The procedure includes sending the paper to the Subject Matter Experts for the review process and henceforth publication of the paper based on the Experts feedback.

You are requested to kindly go through the detailed Guidelines as well as submit the duly filled Copyright Form regarding the submission. We do not charge any publication fees for the same.

**Last Date for Submission: October 31, 2023**  
**Status (Acceptance/Rejection): November 30, 2023**

Thanking you in anticipation of a fruitful and long-term association.

Important Dates

Paper Submission: October

Status (Accept/Reject): N  
2023



11/11/2023 10:00 AM



# Managerial Effectiveness and its Correlates: A Conceptual Framework

Dr. Pooja Singh Negi \*  
Dr. Shikha Gupta \*\*

## ABSTRACT

Managerial effectiveness has recently gained attention, as it is crucial to stakeholders' well-being and employee performance. The managers engage with a broad spectrum of stakeholders to understand their concerns and priorities. The study attempts to explore some actual correlates which are concerned with the effectiveness of managers. More specifically, this research tries to develop and proposed a conceptual model to measure managerial effectiveness in an organisation. Further, 40 studies were reviewed and assessed to put forward potential correlates. A brief perspective view on managerial effectiveness and close insight towards their key correlates (action orientation, self-disclosure, receptivity to feedback and perceptiveness) have been analyzed. This model will help practitioners, decision-makers, and managers to plan and implement the various HRM programme and policies.

Keywords: Managerial Effectiveness, Action-Orientation, Self-Disclosure, Receptivity to feedback, perceptiveness.

## INTRODUCTION

In today's business environment, companies face intense competitive pressure and rapidly changing market dynamics. The managers increasingly view the global sourcing model as a key to their efforts to operate cost-effectively. Managers must evaluate certain factors, such as action orientation, output maximization, communication, self-disclosure, receptivity to feedback decision-making and perceptiveness analytics, in their business operations for organisation enhancement. The managers need skills to work often in less than satisfactory working conditions, focus on producing results, yet accommodate the needs of colleagues, friends, and subordinates (Das, 1991). Action-oriented managers are confronting secular industry shifts, changing customer requirements and new technologies. All these changes compel managers to innovate by building new and different capabilities with emerging technologies to ensure that their businesses stay competitive. Whereas managers, who fail in self-disclosure, lead to a loss of engagement and motivation of staff in the organisation. So, self-disclosure helps managers to generate trust and motivation among employees. The factors such as trust, shared values, and benevolence strengthens the relationship between the employer and employee which lead to success in the organisation (Ladyshevsky, 2009).

At the same time, Receptivity to feedback improves efficiencies and enhances effectiveness while also driving innovation which impacts employees' performance. The managers required a mix of skills for different levels in the organisation. At the lower level of management technical skill is most important; at the middle management level process skills (directing, coordinating, planning and controlling) are most essential; and at the senior level conceptual skill is most relevant (Nwachuku, 1989). The perceptiveness in managers can successfully leverage the benefits and address the challenges in using a global talent pool. The perceptive manager's steadily expanding business by analyzing emerging markets environment and staying at cutting

\*Assistant Professor Department of Management Management Education & Research Institute Affiliated to (GGSIU), India  
Email: mrtpoojasingh@gmail.com | Mobile No. - +919871665187

\*\*Programme Coordinator Department of Management Management Education & Research Institute Affiliated to (GGSIU), India  
Email: shikhaguptardins@gmail.com | Mobile No. - +919717006491



Feedback can be positive, inspiring, constructive, or even disciplinary for employees. Enforcing discipline and persuasiveness emerged as important influence strategies as these were positively related to personal effectiveness and satisfaction with work and support (Shailendra Singh, 2000). Effective feedback helps managers to a rich culture and align positive business outcomes. Receptivity to feedback enhance employees with an immediately actionable skillset to share and take feedback in ways that improve performance, build a sound relationship, and increase commitment.

Managers must have the ability to understand (perceptiveness) their subordinates and the situation around the business. If leaders perceived their business environment effectively, they consider as effective leaders (Saiyadain, 2003). The most valuable characteristic of perceiving things that happen around business and acting upon them to make a better outcome than what would have been.

## REVIEW OF LITERATURE

Bursk (1955) has defined managerial effectiveness as an achievement of a victorious record. Effective managers work and strive for status consciousness (Sinha, 1982). Reddin (1970) determines managerial effectiveness from output conditions regarding their job. At the same time, Drucker (1967) described effectiveness as a set of skills essential to develop the accuracy and completeness of jobs. The consideration of managerial effectiveness defines a manager's competence as the expertise of an intricate set of performs which contain time specification, result-orientation, strengthening, focused on a few significant capacities and making several effective assessments (Drucker, 1970; Kassem & Moursi, 1971). According to Mintzberg (1973), an effective manager identifies the requirement and understands the content of the task and utilises the existing possessions to perform various operations.

The managers working in the middle and higher level of the organisation need values of capacity building, achievement and personal development (Padaki 1988, Sinha & Sinha 1994). Robbins (1997) discusses that effectiveness is choosing the appropriate goals and achieving them. However, managers have to be effective in their job (Drucker, 1967 & Reddin 1970). According to Reddin (1970), perceptiveness makes a manager effective, they handled situations suitably and create results from it. He also specified that effectiveness is about enactment and not about their specific behaviour.

The "more or less effective" managers differed in terms of the degree to which they displayed their behaviour including communication, participation, support and work responsibility (Amsa, and Aithal, 1989). According to Kassem and Moursi, (1971) managers play an essential role in the organisation, his effectiveness is primarily associated with other characters and behaviour. An effective manager works as a role model and other individuals follow what he contributes (Drucker, 1970), therefore managerial effectiveness is very much reliant on other members nearby him/her.

To be fully effective, managers need to be disciplinarian and interactive with employees and use their vision and energy to inspire their followers (Bass, et. al, 1990). On the other hand, Tonidandel, Braddy and Fleenor (2012) found that human skills are more important than practical skills and citizenship behavior. Interestingly, management skills were maximum significant as a whole.

### The Proposed Conceptual Framework

The extensive study of the review of literature discussed in the previous section mention that managerial effectiveness is an important concept for every organisation to get an edge over competitors. The analysis of the study proposes that effective managers have some important correlates namely, action-orientation, self disclosure, receptivity to feedback and perceptiveness which ought to formulate and implement fo



JMARSH - A Bi-Annual Peer-Reviewed Refereed Journal

# A Study of AI based Technique in Image Processing

Lakshmi Kumari

Assistant Professor, Management Education And Research Institute,

## ABSTRACT

Digital image processing is the process of manipulating digital image with the help of various algorithms which will result into the removal of any distortion of images while transfer or while storage. The image processing techniques will includes various methods like image enhancement, image restoration image segmentation ,image compression ,image manipulation ,image generation, image -to-image translation. This paper studies about different image processing task that can be performed on different types of images so as to enhance or restore the images.

**Keywords:** Image Processing, Image enhancement, Image Restoration ,Convolutional Neural Networks

## 1. Introduction

Image processing is defined as the process of doing some operations on images. An image is defined with a mathematical function  $F(x,y)$ , where  $x$  and  $y$  are the coordinated and the intensity  $F$  is defined at any pair of coordinates. Digital image is composition of elements known as pixels, which is known as elementary representation of the image. There are two types of image processing analog and digital .Analogue image processing deals with the hardcopy like printouts and photographs whereas the digital image processing deals with manipulating the images with the help of computers. Image processing will involve three steps, first is image acquisition, and second is analysis and manipulating the images and finally the output which includes altered image. Image processing is necessary to achieve a better quality image, to improve images for better human or computer interpretation. It also allows for easy electronic transfer of images. Also the digital image can be available in any format for interpretation. The different applications of image processing are in intelligent transport system, remote sensing, moving object detection, defense, and biomedical images. A wide research is being done in variety of fields in image processing like cancer imaging, brain imaging, development of automated software, development of instrumentation.

Image processing is divided into five major categories -retrieval of the image, restoration and sharpening, visualization, pattern recognition, and image recognition. The paper gives a literature review in section 2. Various tools and techniques are defined under section 3. Conclusion is given in section 4.

## 2. Literature Review

The use of artificial intelligence in medical fields is making new advancement. The use of deep learning in various fields of medical imaging provides with better results than any other technique. A convolutional neural network method was proposed to improve the image in term of enhancement was proposed in 2019 for unmanned air vehicles. Image quality is degraded in UAV images so use of CNN is suggested [1]. A CNN based model was proposed to improve low light enhancement, contrast adjustment, image de-noising or image super resolution. Convolutional neural network and deep learning methods are more effective because of the presence of neural processing unit. Combining



ISSN No. : 2321-9653

# IJRASET

International Journal for Research in Applied

Science & Engineering Technology

IJRASET is indexed with Crossref for DOI-DOI : 10.222214

Website : [www.ijraset.com](http://www.ijraset.com), E-mail : [ijraset@gmail.com](mailto:ijraset@gmail.com)

## Certificate

It is here by certified that the paper ID: IJRASET48071, entitled

An Insight into Predictive Analytics Techniques

by

Lakshmi Kumari

after review is found suitable and has been published in

Volume 10, Issue XII, December 2022

in

International Journal for Research in Applied Science &

Engineering Technology

Good luck for your future endeavors

*By*

*Lakshmi Kumari*



ISRA Journal In  
Factor: 7.4;



INDEX COPERNICUS  
4\*



THOMSON REUTERS  
Researcher ID: R-96931



TOGETHER WE REACT  
SJIF 7.429





# International Journal For Multidisciplinary Research

An International Open Access Peer Reviewed Journal E-ISSN: 2582-2160

## Certificate of Publication

The editorial board of IJFMR is hereby awarding the certificate of publication to

**Lakshmi Kumari**

in recognition of publication of paper titled

**A Study Of AI Techniques In Image Processing**



*[Signature]*

Published In: Volume 5, Issue 2 (March-April 2023)

Paper Id: 1997

Editor / Publisher

IJFMR

[www.ijfmr.com](http://www.ijfmr.com) • [editor@ijfmr.com](mailto:editor@ijfmr.com)

IMPACT OF ONLINE SERVICES ON THE CUSTOMER PURCHASING BEHAVIOR  
AND SATISFACTION DERIVED FROM ONLINE SHOPPING

*Neha Shivani*  
*Vakil Singh*

**Dr. Neha Shivani**, Assistant Professor, Department of Management Studies, MERI College, GGSIPU, New Delhi, India

**Dr. Vakil Singh**, Assistant Professor, Dept. of Commerce, Mukund Lal National College, Kurukshetra University Kurukshetra, India

**ABSTRACT**

*Purpose – As corporations replace traditional retail storefronts with online interfaces, a fundamental grasp of the elements affecting customer satisfaction in online buying has become increasingly important. By providing superior consumer value, online retailing enables retailers to service clients with more speed and efficiency. In this regard, the need for a fundamental grasp of the elements influencing customer satisfaction in online buying has increased. This research aims to propose a revised SERVQUAL model to the context of online purchasing in characterizing how customers evaluate the quality of shopping online. This empirical study is primarily concerned with examining the most relevant factors influencing online consumer satisfaction.*

*Design/Methodology/Approach – Customers in the city of Delhi NCR region who shop online filled out a survey questionnaire survey with 24 elements, and the results came from 200 people. The respondents were chosen through the use of a simple sampling approach. Statistical approaches such as principal component analysis, descriptive and cross tabulation were used to analyze the data.*

*Findings - To attain the objective, a test of reliability was carried out. According to the results of the reliability analysis, all of the dimensions are dependable. The major elements that impact the customer satisfaction level with online shopping, according to the researchers, are assurance, and security, ease of use, service reliability and reactivity.*

*Practical Implications - The primary purpose of the study is to investigate the factors that have a role in determining the level of satisfaction experienced by online customers.*


*The research not only assists in determining the importance of these aspects concerning the practice of buying online, but it also offers retailers new information regarding the factors that influence the level of happiness experienced by customers. The article begins with a literature review that illuminates recent studies on online service quality buying environments. In addition, significant managerial consequences and recommendations are provided.*

**Keywords:** Quality of Services, Customer Happiness, Online Purchasing.

**1. INTRODUCTION**

E-Retailing, which is synonymous with online retailing, is a web-enabled interface that enables a retailer to offer goods and services to a customer. Online retailing is also known as "online retailing." The environment of online commerce has experienced a transformation as a result of developments in information technology and the rise in the number of people using the internet; as a result, it is now the mode of purchasing that is most commonly chosen. Shopping through the internet or online has become increasingly popular in many different industries, including those dealing with clothing, arts and handicrafts, books, automobile rentals, computers, electrical goods, cosmetics and novelties, and so on.





# JME

JOURNAL OF MANAGEMENT & ENTREPRENEURSHIP

## CERTIFICATE OF PUBLICATION

This is to certified that the article entitled

**IMPACT OF ONLINE SERVICES ON THE CUSTOMER PURCHASING BEHAVIOR AND SATISFACTION DERIVED FROM ONLINE SHOPPING**

Authored By

**Dr. Neha Shivani,**

Assistant Professor, Department of Management Studies, MERI College, GGSIPU, New Delhi, India

University Grants Commission

Published in Vol. 16, No.4 (II), October - December 2022

JOURNAL OF MANAGEMENT & ENTREPRENEURSHIP with ISSN : 2229-5348

UGC-CARE List Group I

Impact Factor: 4.257



*(Signature)*  
Editor-in-chief

## ANALYSIS OF CUSTOMERS' SATISFACTION TOWARDS SELF-SERVICE TECHNOLOGIES IN DELHI NCR

Dr. Neetu Sharma, Assistant Professor, K.L.Mehta Dayanand College for Women, Faridabad  
Dr Neha Shivani, Assistant Professor, MERI College, Affiliated to GGSIPU, New Delhi  
Zahid Ajaz Bhatt, Research Scholar, Department of Business Administration, Annamalai University, Chidambaram, Tamil Naidu

**Abstract:** *The objective of this research is to examine customer satisfaction with diverse self-service technologies (SSTs) that deliver diverse services. This study evaluates client satisfaction across the four categories of SSTs that provide diverse services: mobile channel SST, ATM SST, telephone SST, and online SST. We utilized both primary and secondary data. Using a survey questionnaire, primary data was collected from a maximal sample size of 500 individuals. Using ordered logistic regression, the data were analyzed. According to the research, customer satisfaction with various SSTs for various services is positively associated with total customer satisfaction in the banking industry, with mobile banking (MB) customer satisfaction being more positively associated than other SSTs. This investigation concentrated on a single profit-making organization in Delhi NCR (banks). However, the geographical scope of SST situations restricts the applicability of our findings. Future research on customer satisfaction in the non-profit and educational sectors will be necessary. Recognizing the variables that influence customer satisfaction in many of the services provided by each SST facilitates the administration and coordination of multiple services provided by multiple SSTs and the process of customer enhancement. In the non-profit and academic sectors, additional research on client satisfaction is required. Recognizing the factors that influence customer satisfaction in the various services provided by each SST facilitates the administration and coordination of diverse services provided by various SSTs, as well as the comprehension of how to enhance customer service across all services provided. Prior research has examined user satisfaction when products and/or SSTs were comparable; however, this study examines consumer satisfaction when both services and SSTs are distinct. This study has a significant impact on both the management and research of organizations' operations strategy development.*

**Keywords:** Customer satisfaction, ATM, Telephone banking, Mobile banking, Online service, Self-service technologies

### 1. Introduction

Currently, technology is transforming the delivery of services (Leek et al., 2003). As technology based on self-service devices gains popularity, customers are becoming increasingly interested in intuitive and practical interfaces. Self-service technologies (SST) interfaces enable consumers to generate benefits in the absence of company representatives. Curran and Meuter, 2005; kesson et al., 2014; beatson et al., 2007). Automated teller machines include ATMs, hotel check-in/check-out terminals, store self-scanners, and automated telephone banking, while SSTs include online ticketing (Ostrom et al., 2002). SSTs aid customers in modifying their access to services, such as banking (Bobbitt & Dabholkar, 2001). The adoption process for financial services varies according to the SST (Curran and Meuter, 2005; kessonetal., 2014). This demonstrates the existence of theoretical frameworks in which variations in the customer's technology adoption can result in varying levels of client satisfaction. Therefore, evaluations of customer contentment for SST techniques must account for the variety of services provided. Due to the fact that current scientific research has only examined homogeneous SSTs (Robertson et al., 2016), customer loyalty to the bank's SST is deceptive. In order to distinguish itself from rivals, the financial sector initially adopted self-service technology and has since developed innovative platform products (Devlin, 1995). To facilitate consumers (MB), banks frequently employ cutting-edge (SST) technologies such as automated teller machines (ATMs) phone banking (TB), online banking (IB), and mobile banking. By expanding access to services provided by the banking sector, the banking industry can meet the needs and desires of both



JOURNAL OF THE  
ASIATIC SOCIETY OF MUMBAI

UGC CARE GROUP - I  
JOURNAL  
ISSN : 0972-0766

CERTIFICATE OF PUBLICATION

This is to certify that the article entitled

ANALYSIS OF CUSTOMERS'SATISFACTION TOWARDS SELF-SERVICE TECHNOLOGIES IN DELHI NCR



*Authored By*

**Dr Neha Shivani**

Assistant Professor, MERI College, Affiliated to GGSIPU, New Delhi

UGC

Published in

JOURNAL OF THE ASIATIC SOCIETY OF MUMBAI  
ISSN : 0972-0766

Vol. : XCVI, No:13, 2023

UGC CARE Approved, Peer Reviewed and Referred Journal



University Grants Commission



ISSN(Print):2643-9840  
SJIF 2023:7.022

ISSN (Online):2643-9875  
DOI:-10.47191/ijmra

# Certificate of Appreciation

**International Journal of Multidisciplinary Research and Analysis**  
*An Open Access Journal*

This is to certify that the research article **"Vocal For Local: Role of Digital Influencers in Promoting Products in the Consumer Market"**

By **"Dr. Meenakshi Kharb"** published in

**"International Journal of Multidisciplinary Research and Analysis"**  
In Volume 06 Issue 06 June 2023



  
EDITOR IN CHIEF  
SIGNATURE

[editor@ijmra.in](mailto:editor@ijmra.in)

01 / JUNE / 2023  
DATE

[www.ijmra.in/index.php](http://www.ijmra.in/index.php)

----- Forwarded message -----  
From: **Meenakshi kharb** <[drmeenakshi.k.iitm@gmail.com](mailto:drmeenakshi.k.iitm@gmail.com)>  
Date: Tue, Jun 6, 2023 at 12:22 PM  
Subject: Fwd: Management Decision - Author update  
To: Dr. Meenakshi Kharb <[meenakshi.kharb@meri.edu.in](mailto:meenakshi.kharb@meri.edu.in)>

----- Forwarded message -----  
From: **Management Decision** <[onbehalf@manuscriptcentral.com](mailto:onbehalf@manuscriptcentral.com)>  
Date: Wed, 31 May, 2023, 2:14 am  
Subject: Management Decision - Author update  
To: <[drmeenakshi.k.iitm@gmail.com](mailto:drmeenakshi.k.iitm@gmail.com)>, <[vyoti.vashisht@meri.edu.in](mailto:vyoti.vashisht@meri.edu.in)>, <[pratibhasingh@ndimdelhi.in](mailto:pratibhasingh@ndimdelhi.in)>

30-May-2023

Dear Author(s)

It is a pleasure to inform you that your manuscript titled Consumer's attitudes towards the Sustainable products (MD-05-2023-0725) has passed initial screening and is now awaiting reviewer selection. The manuscript was submitted by Dr: Meenakshi Kharb with you listed as a co-author. As you are listed as a co-author please log in to <https://mc.manuscriptcentral.com/md> and check that your account details are complete and correct, these details will be used should the paper be accepted for publication.

Yours sincerely,  
Clara Tracogna  
Editorial Assistant, Management Decision  
[managementdecisionea@gmail.com](mailto:managementdecisionea@gmail.com)



## Vocal For Local: Role of Digital Influencers in Promoting Products in the Consumer Market



Dr Meenakshi Kharb

Assistant Professor, Management Education & Research Institute, New Delhi

**ABSTRACT:** In the age of digitization, consumers are tuned to their mobile's phones, it is imperative to study the role of influencers in promoting local business. The Prime Minister Narendra Modi also added the term ATAMANIRBHAR BHARAT on 17 May 2020 which means self-reliance. We Indians again need to proliferate, 'The Swadeshi Moment' and make our country self-reliant almost every walk of life. 'Be Indian, Buy Indian' needs to be instilled in the minds of the Indian consumers with spirit towards the nation. (Atamanirbharbharat, 2022)

This Government initiative to be 'Vocal for Local', create awareness and encourage to the local retailers. This vast lot of Indian companies which are having strong consumer base and presence in Indian market has started integrating 'vocal for local' themes across all marketing drives. The focus is on the promoting the products with a strong message of 'Made in India'. The concept of Vocal to Local, is promoting Indian products in the Indian markets through persuading marketing so that the consumers imprudent behaviour can be tested. (Srivastava, 2020)

Influencers generate a lot of engagement with their content. Digital marketing influencers are the persons who are considered experts within their niche and endorse various products and carry out promotions for brands and their clients. They have a dedicated social following that has been built with time and trust. The objective of the paper is to explore and review the role of influencers in Indian consumer market.

**KEYWORDS:** Vocal for Local, Digital Influencers, consumers, Perception

### INTRODUCTION

Influencer marketing is a relatively new digital marketing tactic that uses famous people or other influential people to spread word about a company or product on social media. Influencer marketing is a very effective strategy, whether it involves a product endorsement or simply a brand mention.

Although many people might mistakenly believe that influencer marketing and celebrity endorsement is the same, influencer marketing actually penetrates more specialised markets thanks to micro-influencers. Micro-influencers are those who have a small fan base, usually fewer than 50,000. (Middleton, 2023)

It is possible to describe influencer marketing as the practice of locating and engaging people who have influence for the purpose of participating in a brand's campaign to improve reach, sales, or engagement over a particular target audience through a digital medium. Influencer marketing is a development of the basic idea of word-of-mouth advertising that concentrates on a specific setting and is carried out in a more expert manner. It is a method of connection development that might be highly beneficial for businesses looking to increase their audience and win them over with trust and sincerity. (Verma, 2021) The study by Thinking Hat on the meaning of the term "Vocal for Local" and how consumers perceive it was conducted through a digital platform. The target audience consisted of nearly 1800 consumers in the 18 to 50 age range from five cities. According to the study's findings, 75% of customers comprehended the terms, yet there was some ambiguity and widespread misinformation. Due to marketing efforts, people were unable to distinguish Indian businesses from foreign ones.

### LITERATURE REVIEW

Opinion leaders are defined by Rogers (1995) as socially active individuals who are linked to one another within the social network. This definition can be applied to the online world as well. Digital opinion leadership is actually seen as primarily a social phenomenon that involves maintaining a carefully designed public persona for the benefit of a fan base, and maintaining popularity by careful fan management (Marwick & boyd, 2011).