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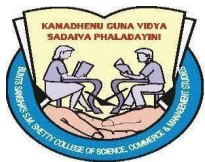
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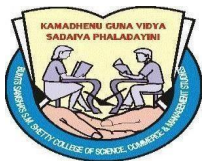
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RESEARCH PAPERS AND CONFERENCE PROCEEDINGS DETAILS FOR THE YEAR 2019 & 2017




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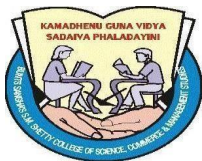


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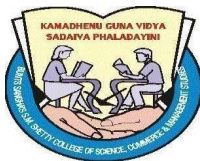
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A STUDY ON WORK-LIFE BALANCE WITH REFERENCE TO EMPLOYEES WORKING IN INFORMATION TECHNOLOGY SECTOR COMPANIES IN MUMBAI AND PUNE

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INTRODUCTION

Every working person's life has got two dimensions, personal life and professional life. The personal life of a working person further comprises of three aspects family, friends and person himself. Professional life on the other hand comprises of job, career and role in the organisation. For any working professional to contribute with full efficiency at workplace and to enjoy her/his personal life, it is important to have a balanced professional and personal life. By the term balanced, it means that both the lives if not complementing should not be at least imposing problems to each other.

It is generally observed that the knowledge workers, the employees having high cognitive involvement like strategic decision making, creative thinking, innovating etc., face more imbalance between their personal and professional life. They, knowingly or unknowingly, carry stress of their workplace at home leading to an uninvolved personal life. The imbalance in the work-life has far reaching impact in an employees' professional life and can have a negative impact of her/his productivity and satisfaction level, which in turn have negative impact of the overall productivity and environment of the organisation.

The professionals working in information technology (IT) industry are one of the examples of knowledge workers. This research has been undertaken to examine the work-life-balance (WLB) scenario of the industry and also its importance for such professionals. This research also helps in examining the impact of personal and professional factors which has an impact on WLB. The research also studies the initiatives taken by some of the successful IT companies for creating harmony between personal and professional life leading to WLB.

KEYWORDS

- Work-Life-Balance (WLB)
- Professional Life
- Personal Life
- Employee Productivity
- Employee Satisfaction

LITERATURE REVIEW

Origin and Meaning of WLB

The term Work-Life-Balance, is relatively a recent term in human resource management. It was first used in 1986 but became a more popular in 1990s when it was used by Juliet Schor, a professor of sociology at Boston, in 1992 in her book *The Overworked American: The Unexpected Decline of Leisure*.

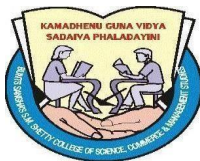
The definitions of concept of WLB has constantly evolved and different authors have enlightened the readers with different aspects of WLB. Therefore, most of the definitions provide a limited view of WLB. Greenhaus and Beutell, tried defining WLB on the basis of multiple-roles executed in non-work environment (family or personal) of which demands may be carried forward to work and may affect the performance and health of an individual adversely. This carry over or spill over affect may be two directional home-to-work or work-to-home. This definition directly guided the managers to take care that the employees have healthy personal life to have better professional attitude and performance.

Kirschmeyer, in 2000, talked about satisfying experiences which are possible if a person possesses personal resources, like energy, commitment and time which should be well-distributed and optimally utilized across all




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Ayurveda

CONSUMER PERCEPTION TOWARDS AYURVEDA IN CENTRAL SUBURBS OF MUMBAI

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ABSTRACT Ayurveda, the science of life, provides preventive healthcare opportunities to people by using holistic approach for health. Ancient Indian products and practices of Ayurveda science are available to form Ayurveda tourism in Andhra Pradesh and Karnataka. The Government of India's understanding is to promote Ayurveda tourism in India. Ministry of AYUSH standing for Ayurveda, Yoga and Naturopathy, Unani, Siddha and Homoeopathy is established in New Delhi. The Department of Ayurveda in the world, Ayurveda tourism, will begin in India. This paper is an attempt to study the perception of people towards Ayurveda in central suburbs of Mumbai. The study explores Ayurveda.

KEYWORDS : Ayurveda, Consumer perception, Traditional medicine

Introduction
Ayurveda which means 'Science of Life' is a traditional Indian science with all natural, no side effect and non-intrusive treatment procedures. In today's scenario people are moving to organic products and alternate healing methods. Just as Yoga as an alternative health care practice has caught the imagination of the world, there is a need to understand the perception of consumers towards Ayurveda so that the strengths and opportunities can be harnessed and challenges and weakness be worked upon to promote this indigenous service.

The Indian healthcare market is estimated to be around Rs 8.6 trillion (US\$ 133.44 billion) by 2022. In 2017 the medical tourism in India was growing at the rate of 23-25 per cent and was expected to reach a market of US\$ 6 billion by 2018. The healthcare spending as a percentage of Gross Domestic Product (GDP) is rising, the Government of India is planning to increase public health spending to 2.5 per cent of the country's GDP by 2025.

The trend of people travelling to seek medical treatments has led to the formation of 'Medical tourism' industry. India is one of the three major destinations in Asia for medical tourists apart from Singapore and Thailand. To promote its traditional medical practices, India has established a separate ministry known as AYUSH standing for Ayurveda, Yoga and Naturopathy, Unani, Siddha and Homoeopathy. Initially the department was christened as the department of Indian system of medicine in March 1995 and in Nov 2003 renamed to AYUSH. The planning for these systems of medicine was a part of five year planning process since 1951. As per the eleventh five year plan the vision is to make the system globally accepted. The AYUSH system is a part of major health system implemented under National Rural Health Mission (NRHM) currently established in 2005.

Considering the growing importance to healthcare system government has taken up other initiatives like launching of Pradhan Mantri Jan Arogya Yojana (PMJAY), to provide health insurance worth Rs 500,000 (US\$ 7,124.54) to over 100 million families every year. In August 2018, the Government of India sanctioned the Ayushman Bharat-National Health Protection Mission as a centre sponsored scheme, with contributions from the states and union territories. Apart

exploring the healthcare market in both urban and rural India.

Research Problem
Despite being the hub of Ayurveda and the India government creating a separate ministry AYUSH for promotion of Ayurveda and other traditional practices of India, there is less enthusiasm and consumption of Ayurveda treatment amongst the masses. There is a need to study the perception of people towards traditional health care system and devise appropriate strategies to popularize the indigenous healthcare options.

Objectives of the study
To understand the perceptions and beliefs of the respondents towards Ayurveda treatment.

Research Methodology
Research Approach: Exploratory research is used to study the trends in Ayurveda tourism.

Area of Study: Central Suburbs of Mumbai.
Selection of Sample: Convenience sampling was done.

Tools of Data Collection:
Primary Data: Collected from potential customers through online survey questionnaire.

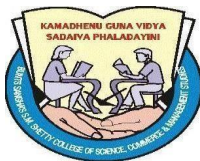
Secondary Data:
Collected from existing research work in the area, government sources, journals, newspapers, magazines, survey reports, websites and other sources of information from Department of tourism, Ministry of Ayush, Indian Tourism Development Corporation, etc.

Relevance of the study:
With an increase in consumerism, people are becoming more aware of their options. There is a growth in trend of people seeking natural, herbal, organic products and services. The study will help to find out the perception of people towards Ayurveda treatment since it is the study of life involving treatment from natural resources. Yoga practices have caught on the fancy of the world, it is the right time to promote Ayurveda with its all natural, non-intrusive, traditional side.

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A STUDY ON STUDENT MOTIVATION AND TEACHER INVOLVEMENT IN E-LEARNING AT UNDERGRADUATE LEVEL

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ABSTRACT

E-learning or electronic learning uses internet and electronic devices like computer or mobile phone to disseminate information. It uses more medium of communication than what is available in a classroom, for example, audio-visual content, animation, simulation, virtual reality etc.

E-learning tools can help tackle many problems related to education like, means of communication, time and availability, receiver's convenience and interest.

With growth of internet reach, e-learning has grown. Most of the students use the internet to search for information instead of going to library. Google has become a generic word which means searching for information. This paper is an attempt to find out why students get attracted to e-learning and what keeps them hooked on and how teachers can use the findings of this study to fine-tune their e-learning resource sharing.

Index Terms: e-learning, education, online learning, web-based education.

INTRODUCTION

E-learning makes use of internet and electronic devices like computer or mobile phone to disseminate information. It uses more medium of communication than what is available in a classroom, for example, audio-visual content, animation, simulation, virtual reality etc.

According to K.H. Fee, e-learning refers to any learning that involves using internet or intranet.

K. Cheng explains e-learning as "anything delivered, enabled, or mediated by electronic technology for explicit purpose of learning"

M. Samir Abou El-Seoud, et al (2014), in their research emphasized the need to analyze the motivation behind student's use of e-learning resources and how it affected their learning.

As per Upender Dhar, teachers can ensure high levels of usage of e-learning resources by promoting its benefits. Nehme, Marina, in her research also reiterated the need for teachers to pay due consideration to the motivation of their students.

Benefits of e-learning resources include sharing of supplementary learning material. It helps advanced learners avail extra study material and helps slow learners use the resources and discussion forums to clear their doubts which they found daunting in the classroom.

E-learning tools help in expediting assessment and comparative evaluation besides leading informed discussion in real time. According to a study by Fletcher (1991), online learning retention is higher by 25% compared to traditional learning methods.

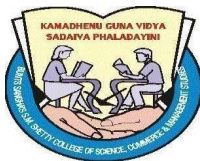
According to 'Person-centered Theory' by Carl Rogers' motivation is intrinsic in nature however, teachers using e-learning content need to use 'carrot or stick' method of motivation in order to enhance students participation in the whole process.

As per Gilly Salmon's 'Teaching and learning online model' two vital factors in creating online content that engage the learner are learning zone and their need

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STUDY OF PREPARATORY PROGRAMMING LANGUAGES IN CURRICULUM AND ITS EFFECTS ON STUDENTS

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ABSTRACT

The reason behind conducting this study was to conclude or advice the respective concerned committees who can modify the course content computer science courses based on needs of students. The survey methodology was used in this research study to identify the competencies, programming languages (PL), and assessments that academic and industry experts felt most important. Along with questions related to introductory PL's, few questions are also dedicated to target the course selection criteria, background of the students understandability and future aspirations of the students. The study also covers the detail aspects of language characteristics such as critical syntax, lines of code, debugging support which is the reason behind the popularity of the PL's among the students.

Keywords: Preparatory Programming Language, assessment, popularity, students

INTRODUCTION AND BACKGROUND


The interest for computing experts in the working environment has prompted expanded regard for SW engineering instruction, and early on SW engineering courses have been presented at various degrees of education. For many years and more and more in any respect levels of obligatory and submit-compulsory education – the choice of PL to introduce the technology of computer programming through key programming concepts, constructs, syntax and semantics has been frequently revisited. Even inside the context of what are appeared to be the most difficult introductory topics in science tiers, numerous key subject matters across programming regularly appear. It appears that many years of studies at the teaching of introductory programming has had restrained effect on lecture room practice; although relevant research exists across several disciplines together with education and cognitive technological know-how, disciplinary variations have often made this fabric inaccessible to many computing educators. The main idea blanketed on this examine is getting the exceptional feasible records from the primary concerned birthday party in training field "students". This observe is to achieve the insights associated with adopting PL's and direction from the scholar's point of view.

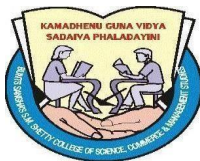
As teaching aims to prepare a personnel for destiny jobs, it is of little surprise that the number of students in introductory computer science have persevered to grow in faculties and universities. Those guides can cowl statistics systems, hardware and architecture, working structures, software program engineering, programming, databases, among other subjects. Additionally, instructors can pick out from several languages to offer college students a joy that is instructional, motivating, and meets present day industry practices. The purpose of this research turned into to provide recommendations for the skills, PL's, and tests for CS course.

LITERATURE REVIEW

There may be a big body of well-known literature on the roles and strategies teachers and students encounter in higher training. Introductory PL has been the subject of many research papers, that specialize in a wide range of technical and academic components. A researcher highlights that the problems encompass "which PL should be used, which method have to study, which subjects have to be covered". Debates over based as opposed to object oriented driven curriculum methodologies have to divide computing educators. A studies confirmed that




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NEW INNOVATIVE PORTABLE TECHNOLOGIES: EFFECT ON DEVELOPERS AND USERS LIFE

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ABSTRACT

The current world amazed with new innovative technologies averagely within every three months. There is always demand for improvement in existing techs as well as speedy demand of new. The technology within hands of humanities is now having a shape of gadgets. This portable innovation needs a special type of development tactics which is merely can stand with their existence not more than few years. Also as these new technical innovations provide ease of use which keeps them in regular demand also come with many problems associated with them which may become the root cause of many potential problems which will have impact on various aspects of developer and user life. The user of these technologies on the other hand attracted greatly towards these technologies but their life is also affected in various ways. The current research depicts the few facts associated with all above mentioned scenario with suggesting probable solutions for it.

Keywords: Potable, Gadgets, Technology, innovation, development, issues

INTRODUCTION

The future of technology seen as making the computer personal. The human and computer interaction increased drastically. It's not hidden fact that nowadays people desire direct interaction with technology. Screens are not adequate as they don't improve our relationship with computing. The devices don't possess personality. Its always wait for instruction. The machine sits on idle waiting for your orders. The interaction is now becoming essential need of humanity where people really want magical objects in the form of portable gadgets.

On the positive side for the new developer, many of these new technologies flash in the marketplace and fade away quickly. This because this new innovations lose their marketability in favour of the next generation's technology and patently better ways of doing the same functions. The setback for a coder is natural: a regularly growing learning curve. Production needs to adopt dynamic actions as techniques are frequently evolving as there is no option. Numerous innovations that were on edge only a couple of years prior are totally antiquated today.

WHAT ARE UPCOMING INNOVATIONS?

Last few years, an enormous number of experienced developers have been changing their focus from developing for computers to developing apps for mobile devices like the iPhone, Android and BlackBerry. New devices and operating systems, like Android, Bada, BlackBerry, iOS, Windows Mobile etc. making the cell phones advertise a focused goldmine for whoever has the fitting aptitudes.


Two new advances that are ready to have more noteworthy interest later on and could possibly reshape programming in progressive ways are Internet-associated TV and the Kinect gadget.

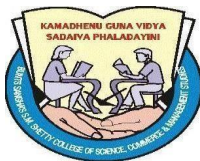
Internet TV speaks to the converging of Internet abilities and customary TV. Similarly as cell phones made application scaling down typical, the characteristics of the bigger TV screen and good ways from the gadget will in general make new use designs and innovative strengths.

Kinect transforms your body and voice into the info gadget for interfacing with Xbox 360. A basic flood of a hand can control and control the substance that is shown on your screen. One day soon, Kinect-like highlights will be repurposed for use on PCs or different gadgets as an enhancement to your console and mouse. Simply envision the product advancement potential outcomes; it's essentially stunning.

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A UNIQUE DIGITAL ID FOR ALL YOUR SECURE ONLINE SESSIONS & TRANSACTIONS

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ABSTRACT

Authenticity with trust is the nucleus of today's e-commerce market place. Security being the key aspect of online business trend including confidentiality, integrity & availability of information to the end user. In the world of e-commerce, every business has their customer portal or app providing useful information & services to their end customer. Also, all of these portals are secured using unique credentials which imbibe authenticity & credibility to user's login. Albeit, each of these online systems required a strong credential to access user information & services, but its quite cumbersome to remember several login credentials all at one place. Moreover, there's a common practice of writing this sensitive personal information either in a file or notepad in an unsecured premise posing privacy threats & risk of unauthorised use if being exposed. This paper in particular envisages to have a common single mechanism for all secure accesses over the Internet thereby shifting security paradigm from multi-channel to a single channel authorisation. Not only this, the research work would also sketch a preliminary skeleton approach for embedding single channel mechanism on online sessions. Further development in this context could be devised on in later stages. This research work will briefly include knowledge of information security domain along with terminologies involving data privacy at par.

Keywords: Security, information security, authentication, integrity, confidentiality, secure access, data privacy, e-commerce, identity management, identity & access management.

1. INTRODUCTION


In this increasing world of ubiquitous computing & e-commerce; security is a prime aspect (& concern) for organisations running their business through Internet. Starting from denial of service threats to system hacks, each business has to deal with this threats on a regular basis. Data Privacy is another important concern which is been entrusted by user's personal & sensitive information. It is this privacy that adds trust in the user & business relationship thereby amplifying trade transactions. Nowadays, users have become more vigilant in concern with the way their information is been handled by e-commerce businesses. They not only believe in enjoying better services but also a sense of trust that their data is in good hands. In a move to keep up to this trust relationships, businesses are striving to employ best security measures & practices. Likewise, user authentication using credentials, two factor authentication & multi factor authentication methods to enhance user identification mechanism. Multi factor authentication includes use of OTP, secret code etc. been received on registered email &/or mobile number to trust identification of legitimate user. With the boom of e-commerce sector several businesses has flourished in the past decade; with a steep increase in number of online portals. Subsequently, it has been a quite troublesome for users to remember credentials for all these portals. Mostly prefer a trivial method of storing these passwords either in a diary or on a piece of paper. Exposing a huge threat to user's personal information & eventually breach of user's data privacy paradigm. Hence, it has become of prime important to have an alternative mechanism to user identification apart from only using user's credentials.

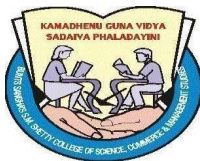
PURPOSE STATEMENT

To find an alternative but effective & enhanced secured mechanism of identity management for a user's profile. This paper proposes one such mechanism of user identification & authentication without using user's created credential to access ecommerce portal & perform online transactions.

OBJECTIVES OF RESEARCH




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PRELIMINARY STUDY ON SECURITY ASPECTS OF GENERIC SOCIAL NETWORKING PLATFORMS

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ABSTRACT

A Social network is a public structure made up of people and associations nodes. They provide a virtual environment for people to share their information with their family, friends or even unknown. Social networking sites are a powerful and fun way to communicate with the world. As sharing have become easy the privacy of our data is major concern. This paper discusses the importance of "Security" in social network, analyzes security risks and adopts the mechanism to protect privacy.

Keyword: Security network, social networking sites, security issues, privacy.

INTRODUCTION

The internet technology brings people together to exchange messages with one another. Internet is the easiest way to stay connected with people and it is the cheapest communication medium for quickest communication. The growth of internet technology found social networks to exchange ideas, thoughts, interests, activities, etc. There are many social networking websites such as Facebook, Twitter, Whatsapp, Instagram, Snapchat, exist but very few are mostly used by the people all over the world. Users of online social networks must need an E-Mail address to create the profile to start the communication process. Once the user profile is activated the users will be provided with the communication interface to start the communication with one another.

As sharing of Information have become easy the security have become a major concern. Information security should be at the forefront of everyone's mind since so much of our personal information is out there on the Internet. Information security is necessary because of the risk generated when technology is used to process information because information may be disclosed in the wrong way or to the wrong person. Information security is broken up into three major areas, which are called the CIA of information security. These areas are confidentiality, integrity, and availability. Confidentiality deals with authorized access. Integrity deals with making sure that the information is not tampered with or corrupted in any way. And finally, availability is just making sure the information can be accessed and where it is supposed to be.

Even though the use of social network sites and applications is increasing day by day but users are not aware of the risks associated with uploading sensitive information. The reason why cyber-attack on these networks is because users upload their personal information that commonly include their interests, social relationships, pictures, confidential information and other media content, and share this information to the whole world. Employees at work place too, unknowingly share information putting their corporate infrastructure and data at a risk. The volume and ease of accessibility of personal information available on these sites have attracted malicious people who seek to exploit this information.


The rise in attacks in the last few years tell us that social networks and their millions of users have to do a lot more to protect themselves cybercrime attacks. It is important to understand the risks and challenges in order to avoid loss of privacy.

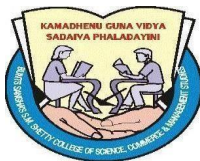
SECURITY ISSUES

Inessential to say, social networking is not without its security risks. The major concern is the data privacy. The desired information is available to the government and various agencies because the social networking sites have its central repository which stores the information of the users using that particular application. Teenagers

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ANALYTICAL STUDY - HOW SOCIAL MEDIA INFLUENCES HUMAN BEHAVIOR?

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ABSTRACT

According to Aristotle, human beings are "social animals" and therefore naturally seek the companionship of others as a part of their wellbeing. In this digital universe, the only medium that makes an individual socially paired is the various social media platforms made available to them. These platforms have eased the communication process with on touch sharing of content and by allowing people to comment/like posts and follow each other. Thus, everyone is creating their own virtual society called "social sphere" every second to connect themselves around the globe. The downside of this virtual society is that it has paved its way towards increasing the communication gap between families, for instance telephonic conversations have now decreased exponentially as online interactions are amplified. Social media has pre-dominantly laid its impact on human behavior; it has now started affecting the way we humans communicate, work and build relationships (formal/informal). This paper primarily focuses to study the dynamic between social media and human behavior and to develop a suitable model using AI which predicts most influenced users with this virtual interactions and try to provide alternatives.

Keywords: Social animals, Social Sphere, amplified, human behavior, virtual interactions, AI

BACKGROUND

Compared to earlier, the connection of human life to the social podium has increased by leaps and bound. This recently created space is user driven; content here is created and discovered at million bits per second and is not owned by the creators of the platform. Being a user driven space, content here has the liberty to breathe and tap to its own feat, and influencing owns a huge impact on people using such platforms. Various platforms have created diverse **ecosystems** that are intricately weaved into human life making it an integral part of our everyday routine. Social media has paved its way so strong that imagining life without it is inevitable. Constantly being in such ecosystems affect the human brain and its functionality in various ways out of which most are still being researched by the scholars as a result of Digital media causes **mood swings** and **emotional fluctuations** which have a long term severe effect on the behavior. Behavior is a combination of actions, perceptions and emotions. Emotional instability like depression and **FOMO** (fear of missing out) are some of the known effects of digital platforms. Being constantly around such ecosystems gives humans a **dopamine rush**, the same chemical in the brain that makes us feel happy, allowing users to stay back longer. Existing perpetually around these ecosystems release dopamine, the same chemical that makes us feel happy, into the brain, ultimately hooking the participants to their screens. Our focus in this research paper is on understanding the **long-term** effects of such platforms and the behavioral changes caused by their **perennial** use.

OBJECTIVES

Our objectives throughout this research paper are to address implications of social media such as:-

1. The Dopamine rush while using social media.
2. The after effect of using social media for a certain period of time.
3. The long term effects on human behavior and behavioral patterns.

PROBLEM STATEMENT

Internet Age has developed a new society for every individual transforming lives in ways different than ever

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A STUDY ON "EFFECT OF VIDEO GAMES ON YOUTH AND THEIR COGNITIVE FUNCTIONS" THROUGH SIMULATION: IMPACT ON HUMAN EMOTIONS

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ABSTRACT


In the recent years, video games have gained tremendous popularity among the youth for leisure and entertainment which demands physical and cognitive involvement while playing. Videos games combine physical and cognitive activities for performing cognitively demanding tasks. These activities can improve the cognitive performance but it also can have cognitive impairments among the youths for interacting with video games for longer period. In this paper, research is been done through Personal Interview and Survey along with the previously published research and evidences that suggests commercial video games can be used for the study and to enhance skills and development among the under-graduate students. The experiment population for this research is between the ages from 18-25 without any cognitive issues. The data has been collected to study the maximum time spent by youth while playing games and its effects to their cognitive functions by simulation. This paper will also focus on the emotional behavior of the youth while playing games along with the heart rate, skin rate, intensity range, and threshold value. The EEG (Electroencephalography) scanning technique used in the previous published research is been used for the study. The paper will conclude with the challenges, advantages and effects on youth when they spent maximum time for playing video games.

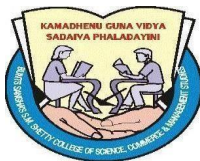
Keywords: *Neuron Simulation, Brain Health, Cognition, Emotional Behavior, EEG (Electroencephalography) Technique*

1. INTRODUCTION

As per EEDAR, 211 million individuals, or 67% of people, play computer games. That implies a great many individuals could be making harm their minds, mental state, or capacity to rest. Playing games can affect memory, their emotions including sadness, happiness, fear and anger. Games can influence participant's minds and violent games can cause more pressure on participant's mental health. Synapses are being used for passing the messages into the nervous system which can be damaged while playing games because of multiple inputs passing through the individual. Games also influence the behavior of an individual and cause nervousness. The research has shown the simulation of human brain is possible where still the simulation of human emotions is still not into the considerations. Simulating human cognitive functions can be possible in the next 30 years but challenge with the human emotions. Because of the too much playing violent games can affect the human nervous systems. In the recent news, a 16 year old boy got a cardiac arrest while playing games where his own friend played against him which he was not able to accept. Youth are more interested to play violent games and




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 **Shanlax**
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Corporate Social Responsibility (A Literature Review)

OPEN ACCESS

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Abstract

Corporate Social Responsibility (CSR) is not a fresh term. Previously only a few companies use to do something for the betterment of society. As they feel all the stakeholders are an integral part of any business organisation. If they were served in a better way. It will help the organisation to sustain. This paper tries to understand the importance of CSR for the economic development of society.

Keywords: CSR, sustain, economic development

Introduction

"A company should have in its DNA, a sense to work for the welfare of the community. CSR is an expansion of a personal sense of social responsibility. Active participation in CSR projects is important for a company"

- Ratan Tata

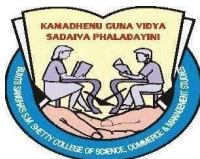
Digitalisation plays an essential role in current scenario be it be a Business Organisation or Non-Business Organisation. B because of the Internet many of the activities of the business has become much more comfortable right from the virtual display, promotion, distribution, production system and so on. It is helping the company in many ways, but we also cannot deny the fact that there is some challenging role also. Corporate Social Responsibility, as the term clearly states about Society betterment with the help of corporations. C corporations are accountable towards upliftment and development of the society, as the business exists in the community. Every organisation must ethically go for CSR so that it can benefit society at large. Internet helps in promoting economically and develop positivity amongst the people. Due to digitisation, CSR is benefitted by digitalisation in several ways. Marketing CSR activity benefits a lot in addition to

- Societal involvement
- Gaining trust by evidence-based decision
- Positive positioning
- Higher competitiveness
- Customer retention and wider support

In this modern and fast going world, it is not the only responsibility of the Government to serve the society, it is also obligatory on the part of Business houses to think for the organisation. They cannot forget that their business exists in society, it is their fundamental duty to serve the community and contribute something for the betterment of the nation through CSR. Companies must try to overcome the challenges and problems faced by our economy and thus come up with some policies that can benefit the society at large.




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A STUDY ON DIGITAL MARKETING (ONLINE SHOPPING)

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ABSTRACT

This research paper was created so as to gain the information required on digital marketing (online shopping). It studies its growth, development, trend and also view of consumer related to online shopping and its payment method. The data is been collected from primary and secondary sources which includes some articles, research papers and responses from consumers with the help of Google forms. This paper also summaries the concept of online shopping trend in India is gaining pace in the world. As there is growth trend in online shopping in India, behavior of the customer is also changing and their thinking related with the payment method is also changing and people are quite confident about their payment information is kept secure.

Keywords: Digital marketing-online shopping-trend-habits of customers-payment method.

INTRODUCTION

When we purchase a service or product through internet with an electronic media, it is called "online shopping". Amazon, Flip kart, Snap deal, Myntra and many such websites have a wide range of variety of products and brand. They deliver the purchased goods to our doorstep. Online ticketing/tourism/services contribute 75% to the total revenue.

The growth rate of online shopping is gaining pace in India. India is 3rd largest country in this race lacking behind only USA and China. The growth rate of online shopping is more than 30% while world's average growth rate is just 6-7%. We must be wondered to hear that only 11% of India population is using internet and only 10 million online shoppers.


Reasons behind the popularity of online shopping in India are following:

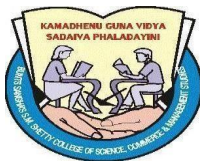
1. Internet users are increasing at a rate of 20%.
2. Some specific product may not be available in local market.
3. In online shopping website, we can find wide of variety and brands. So we can choose.

4. We get discount and other incentives through online shopping, which is generally not available in retail shop.

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PRELIMINARY STUDY ON VERSATILITY AND AUTHENTICITY OF INFORMATION ON SOCIAL PLATFORM – CONTEMPLATING USE OF ARTIFICIAL INTELLIGENCE

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ABSTRACT

Information is one of the most valuable assets since years. Whenever we want to know any domain information about it is the most preliminary thing that we will look upon. Information has also an evolution as in if we look upon certain number of years back the generation, dissemination and view of information was quite on different prospect to what it is today. The major carriers were satellite, radio, newspapers and television. The sources of information have drastically evolved. The paper discusses on the versatility as well authenticity of information with respect to some of major social platforms. The paper also helps to understand the working of sources of information. The paper will focus on any one social platform in brief. There will be suggested proof of concept presented which can be an approach towards social information check and their relevant sources. The paper will discuss the next level approach for the same. With respect to technical aspect the domain of artificial intelligence will be described with a suggested model on how it can play role for the analysis of sources and authenticity of information. The paper on first level may not provide generic model for all social platforms nor for all types of information. The later stage can work on it with some inputs and corrections from the first stage.

Keywords : Social media, social platform, Information, authentic information, fake news, Artificial Intelligence, authentic information sources, television, radio, newspaper

INTRODUCTION

The communication domain has reached a peak where we can have an analogy of information with light. The speed with which the information travels, the globalism of information and its presence irrespective of time are some of the traits to justify the analogy. Social media is a platform where we can find the union of this information. It's a creator, generator and producer of information on a global level. Information from various domains, by various people across the globe unites. Social media has completely changed the perspective of information generation and sharing. The past references of information were narrow with respect to domain, as in there were specialized places like sections of newspaper to view or share information of domains like Politics, Sports, Media, Health and Nutrition etc. Today social platform will serve as a single place to view, share or even create information of varied domains altogether, hence providing versatility. The popularity and usage of social media is increasing day by day. According to a recent social media statistics by Oberlo, there are currently 3.2 billion active social media users. Also 2.5 quintillion bytes of data are created on daily basis.

PURPOSE STATEMENT

To study and find out the outcomes for

- How versatility of information on social platform can be helpful?
- Can users rely on the information available on social platform? Is it authentic?
- What are the possible ways to quantify the reliability of information


OBJECTIVES OF RESEARCH

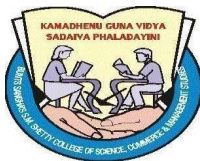
- To understand the mechanism of information creation on social media
- To study how the dissemination of information takes place
- To identify the domains of information available on social platform
- To segregate social platforms on the basis of their information versatility
- To understand the process of authenticity check followed by particular social platform
- To derive proof of concept where in Artificial Intelligence can be merged with the process of authenticity check

SIGNIFICANCE OF STUDY

- The information on social media reveals its creation and source.




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CRYPTOCURRENCY: THE EVOLUTION OF DIGITAL MONEY

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ABSTRACT

Nowadays everything all over the world is getting digitalized. The most emerging area which is trending now is e-commerce where all the transactions are being done online through debit cards, credit cards, net banking, SMS based and internet-based mobile banking which lead to an increase in risk of our data being hacked. Crypto currency is a currency which works on mathematical algorithm, a digital currency in which encryption techniques are used to regulate the generation of units of currency and verify the transfer of funds, operating independently of a central bank. Decentralized crypto currencies such as bit coin now provide an outlet for personal wealth that is beyond restriction and confiscation. Crypto currency is a very safe medium of exchange of money digitally as it goes under 2^{256} computational algorithm in order to get right answer and the probability of guessing the correct input is $1/115$ quadravogintillion which is next to impossible. This paper will be covering issues with the current banking system, how crypto currency can solve this issue, what is blockchain technology, features of blockchain and blockchain mining.

Keywords: Electronic transaction, digital currency, crypto currency, public ledger, bitcoin, blockchain, blockchain mining.

INTRODUCTION

As the Technology & Communication medium is getting evolved day by day and the number of online users is growing exponentially, it has created opportunities for investments and business ideas, viz. mostly for trading, financial transactions and new types of currency. Cryptocurrency is not a currency which one can hold in hands and put it in a piggy bank. It is a currency which cannot be physically touched or seen. It is a digitalized form of currency existing only electronically. It has been a decade since Satoshi Nakamoto invented a new cryptocurrency Bitcoin in 2009. Bitcoin, a form of Cryptocurrency is not attached to any State or Government. It doesn't have a central issuing authority or a regulatory body. There is no organisation deciding when to make more Bitcoins, figuring out how many to produce or investigating frauds. This electronic mode of payment is based on mathematical proofs. It can be used for worldwide transaction purpose with a very low transaction fee and is highly secured by BlockChain. When it was launched, no one believed in cryptocurrency and thought it could be a scam. But it gained popularity every passing year and has become one of the top priorities for investors to invest and make money out of it. This paper will be focussing on why cryptocurrency is the future money, how safe it is and what are the edges over physically currency?

OBJECTIVE

- To understand the need of the cryptocurrency
- To understand the blockchain

ISSUES IN THE CURRENT BANKING SYSTEM


In order to do any transaction on any banking channel today, it cost high transaction fees. For example, if a user wants to transfer some money from his/her account to someone else account through a banking channel, the bank might charge a fee for \$200 transaction up to \$5. Thus, receiver ends up receiving \$195 which in percentage terms is a very high percentage of a transaction fee, also as of today there is lot of scenario people end up doing double spending. For example, user has \$ 1000 in her account but she ends up spending \$1200, \$600 to each to two users. Double spending is a unique problem where digital money is spent twice. In this case user able to make two purchases amount which is less than the purchase value so in this scenario that lady able to buy a commodity worth more than \$1000 though she had only \$ 1000 in her account. Also banking system is prone to hacking. Hackers attack financial institutions and gain unauthorized access to data. They can do transaction on your behalf which you are not aware of or they can transfer money to some illegible accounts. In 2007, the number of frauds in India through ATM cards and net banking totalled to 1,785 (each amounting to Rs. 1 lakh or more). So we can see that the current banking is prone to hacks which can cost huge amount of money. That's why we need to have a very efficient digital payment structure which is set or all parts of the world.

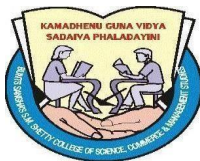
HOW BITCOIN SOLVED THESE PROBLEMS

Bitcoin is a decentralized system which allows one to value transfer transaction at a low transaction fee as low as \$1 compared to \$5 which bank was charging so at the end receiver receives true value of the amount send by

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SOFTWARE EVALUATION: A TESTING ROADMAP OF INCOMPLETENESS TO PERFECTION

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ABSTRACT

Software engineering is the meticulous approach of software development having the wider scope to detect the inaccuracy in the resulting software results. The comprehensive landscape of software testing is ad-hoc, ambiguous and costly in some cases. Testing methodology is context dependent that means varies as per the type of application. Sometimes this large spectrum of software testing creates software evaluation process more non-optimistic. The software process follows variety of testing strategies. The work done in this paper gives a roadmap view of evaluating software to get complete product.

Keyword: Software engineering, meticulous approach, ad-hoc, large spectrum, roadmap

INTRODUCTION

Software evaluation is an important means of accessing quality of software through the software testing. The increase in number of errors supports a broader way to look at the software results. The longevity testing is very difficult to maintain. In the current trending technology, testing the overall system has become a very important aspect of boosting the quality. It is too expensive to achieve it. For the better working environment of the software it can be tested using varieties of software testing types. It covers the category of functional and nonfunctional testing. These techniques are dispersed in the following general scale: acceptance testing, unit testing, performance testing, integration testing, stress testing, correctness testing, reliability testing, acceptance testing - alpha testing, beta testing, security testing, system testing. The grey scale of testing provides the box approach- white box, grey box and black box testing. It is dependent of the processes or internal working of the software. Look and feel testing is more suitable for the GUI based projects where it expects look at the software interface and gives a feel after using it. These feelings may be the errors or successful design of interface. Usability testing produces a user friendly system. The overall software testing is not a single activity, it is the combination of several methods in the entry and exit criteria of STLC (Software Testing Life Cycle) to certify the completeness of the software product.


LITERATURE REVIEW

The scope of the software development is expandable in any dimension. The constriction of software is possible for any kind of system. The mandatory requirement of estimating the software construction accuracy to produce the results is supportable by the various testing methodologies offered by CASE (Computer Aided Software Engineering) tools. These methodologies are task oriented. The black and white nature of testing covers many perspectives of testing. Flow testing is performed by white box testing technique and the multifactor testing orthogonal as well as with different range analysis. The heterogeneity of the software

It is challenging to change the requirements from the design phase, Shift left testing is one of the flexible approach supports a change. It is an effective means of performance testing in parallel with development

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DIGITALIZATION OF BANKING SECTOR WITH RESPECT TO VOICE RECOGNITION SYSTEMS

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ABSTRACT

In the old days, banking used to be a time-consuming business. Digital Banking has completely changed the way we bank in today's times. With Digital Banking, you can transact with higher speed, ease and convenience. Digital banking can be done through either a laptop, tablet or mobile phone.

We plan to undertake the exploratory research to evaluate the present and future scope of voice assistant relationship manager to be adapted by various banks as a part of digitalization. The study will be based on primary data collected through questionnaire and secondary data collected from research papers-journals, websites.

Keywords: Voice-assistant, Digitalization

INTRODUCTION

Way back in time, much longer than recorded history, voice was and is still the primary mode of communication. It is evident that humans started using voice to interact long before they started to communicate in writing. Now with the evolution of voice technologies and smart machines, we see a shift from humans adapting to machines to machines evolving to cater to humans needs¹. As the ecosystem around voice-enabled technology matures, customers are starting to rely more on voice. Now with the rapid progress in AI-enabled speech-to-text and text-to-speech services, seamless voice-driven customer-experience is a reality.

The History of Voice Assistants

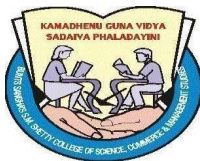
Voice recognition technology was brought in the world long before Apple's Siri debuted in 2011. At the Seattle World's Fair in 1962, IBM highlighted a tool called Shoebox. It was nearly the size of a shoebox, had the ability to perform mathematical functions, and could identify 16 spoken words as well as digits 0-9.

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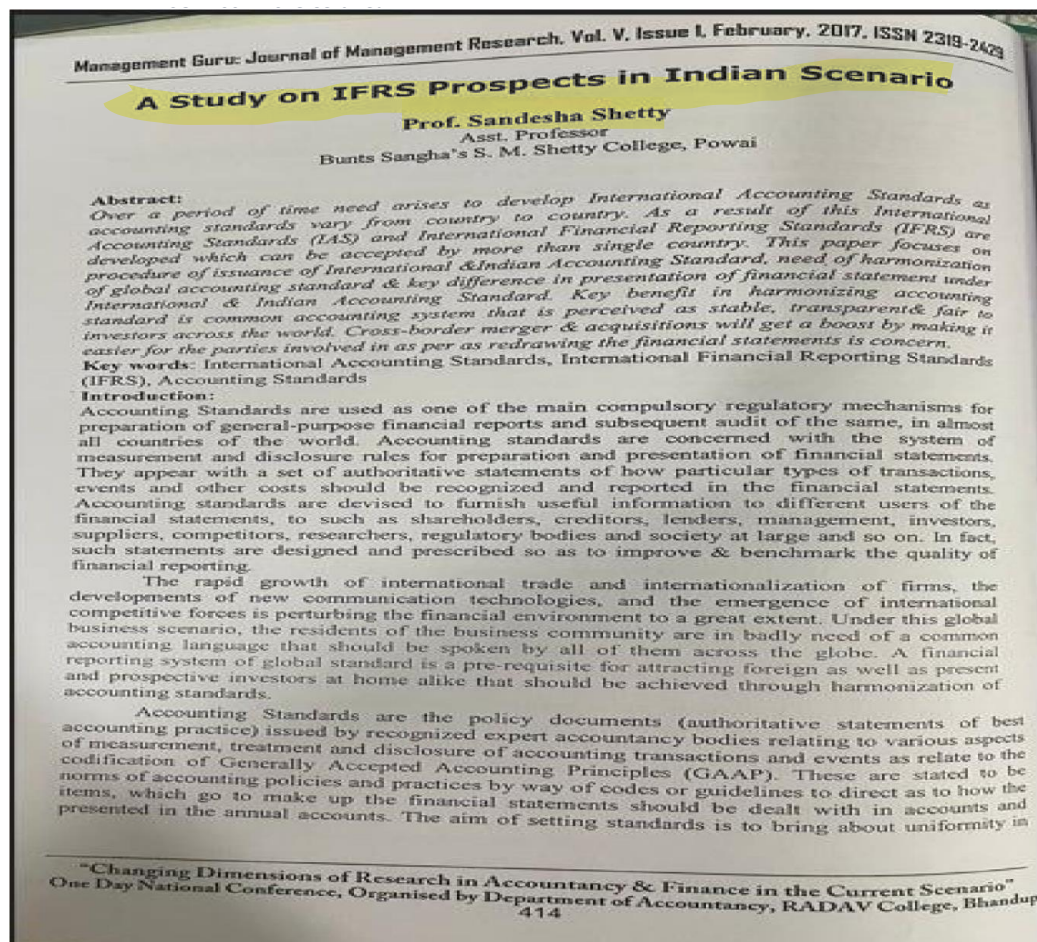

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