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Evaluation

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3.

Challenges faced by Management Institutions in Mumbai

Dr. Arjita Jain, Dr. Seema Laddha & Prof. Sandeep Ponde

Abstract

For the creation of knowledge economies and learning societies higher education plays a critical role. Due to expanded globalization, technological advancements, overall focus on the quality education has increased over the time but still quality output is a serious concern for many of engineering and MBA institutes in India. There is a demand supply gap. Many engineers/MBAs are today jobless. Probably this may be the story of B grade institutes. What are the major challenges being faced by these institutes? Institute ranking, branding, quality of teaching, quality of placements, financial support from the government or management, most critical is the student admission. Many institutes are just managing to survive in this scenario. This paper aims to examine the various challenges being faced by many of the business schools in Mumbai.

Introduction

In Mumbai today many management institutions are facing various challenges as they are steering into the twenty first century. Institution which have gone for fundamental rethinking and redesigning of their curriculum and pedagogy as per the global standards and customer needs, are able to establish newer benchmarks and not facing any kind of crisis in term of student admissions or placements; but the institutions where the fundamental nature of the governing variables (management

education and training) is neither altered or not changed; are actually struggling for their survival. Every year they keep on altering their strategies to attract students for admission but fails to deliver what kind of training and exposure is required by their students and which affects their next year admission. So ultimately they are being trapped in a vicious circle. This article examines various challenges faced by these management institutions. Qualitative research has been carried out Data has been collected through qualitative interactions like personal interview, observations and focus group. Around 50 faculty members and few directors from 10 management institutions of Mumbai have been interviewed for the purpose of the study.

Overall Scenario of Management Education in India

According to India Today (July 2016), 93 per cent MBA graduates are unemployable. A study conducted by ASSOCHAM reveals that today thousands of management graduates churned out by the 5,500 B-schools in the country, only 7 per cent turn out to be employable. Except the IIMs, only a few of these management institutes are able to boast of quality management education. MBA graduates are spending lakhs of rupees on their management education, but after graduating, most of them are earning between 8000 to 10,000 rupees per month, which is as similar to earnings of a graduate. Due to economic slowdown campus recruitments have gone down by 50%. As a result, 220 B-schools have already shut down in top cities like Delhi, Bangalore, Mumbai etc. Around 120 more B-schools are scheduled to meet the same fate in the coming time. It is a high time for governing bodies like AICTE, DTE , Universities which are giving affiliation to these institutes.

Students with good percentile scores take admission in top management institutions, where seats are limited; remaining students with average scores are left with two options either take admission in any B grade institute or take a drop; prepare for CAT. As these B grade institute do not get very bright students, the task of their holistic development and placement become more challenging.

Adoption and Efficacy of Mobile Banking among Tech-Savvy Consumers

Prof. Dr. Seema Laddha,SIES College of Management Study , Navi Mumbai, India
Prof. Dr. Arjita Jain , NCRD's Sterling Institute of Management Studies, Navi Mumbai, India

ABSTRACT

The shift towards mobile banking with more and more emphasis on the usage of mobile and computersfor financial transactions is clearly evident in urban and semi-urban parts of India. With the government's vision to transform India into a digitally empowered society and knowledge economy, today mobile banking has become a significant means of transactions. Peopleare using m-payment for onlineshopping,to book movie/rail/flighttickets;and to paytheir bills by making m-payment through their debit/credit cards.The main objective of this study is to analyze the present status of mobile banking as well as to identify the demand drivers of mobile banking in India.   To achieve the objective of the study a Descriptive Research was carried out.The study is based on primary data collected through structured questionnaire administered to 200 consumers through convenient sampling. Time-effective, safety, convenience, operational simplicity and ease of navigation were the key factors of the study. On SPSS Levene's test for equality of variances was performed,Welch's ANOVA was performed, the research findings revealed that there is a significant relationship between the frequency of using mobile banking and factors influencing m-banking adoption. Research findings revealed that the usage of mobile banking for specific purposes like bill payment, transportation, and purchase appeal on the specific websites has increased, yet there are many roadblocks .This paper also discusses the various steps that mobile banking providers should take in order to promote mobile banking in India.

INTRODUCTION

. Mobile payment is a mode of payment using mobile phones. India is the world's second biggest Smartphone market after overtaking the US. Expanded urbanization, technological revolution, increased education level; increased disposable income has resulted intoincreased trend of mobile banking. The frequency to visits banks in person has gone down due to increased phenomenon of using mobile /computersfor financial transactions. At the same time, it is difficult for the financial institutions to bring all the consumers under banking system as setting up bank branches is not only expensive but also time consuming. According to the Economic Times it may take more than two decades for bank branches to reach the entire 1.2 billion populations. Opening a branch in every part of rural India is a costlier.

In this scenario mobile banking is a powerful tool for banks to reach masses. With the government's vision to transform India into a digitally empowered society and knowledge economy, today mobile banking has become a significant means of transactions. Peopleare using m-payment for onlineshopping,to book movie/rail/flightticketsand to paytheir bills by making m-payment through their debit/credit cards. But there is certain limit on transaction amount. The increase in Smartphone and tablet users, low mobile tariffs, affordable handsets, and penetration of the internet are the reasons of growth of m-payments in India. During FY 2016, the total transactionvolume of the m-payment in India was 2.9 Billion and it is expected to grow at a CAGR of 132% during FY2016-FY 2022, and reach around 460 Billion by the endof 2022.

The demonetization move is also leading to huge changes in cashless payment system in India. More and more people have started transacting in cheques, debit and credit cards. All small and large merchants, street dwellers have started accepting mobile wallet payments. This is certainly flourishing the non-cash transaction banking system in India.

Table 1. Usage of Mobile Banking in India

| Data for the Period | Volume in million, Value in Rs. billion | | | | | |
| | Mobile Banking | | Total | | Percentage | |
	volume	value	volume	value	volume	value
16-Nov	72.3	1244.9	671.5	94004.2	10.77	1.32
16-Dec	70.2	1365.9	957.5	104055	7.33	1.31
17-Jan	64.9	1206.7	870.4	97011.4	7.46	1.24

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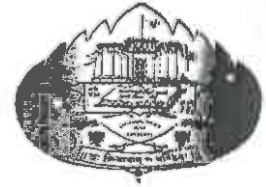
Introduction

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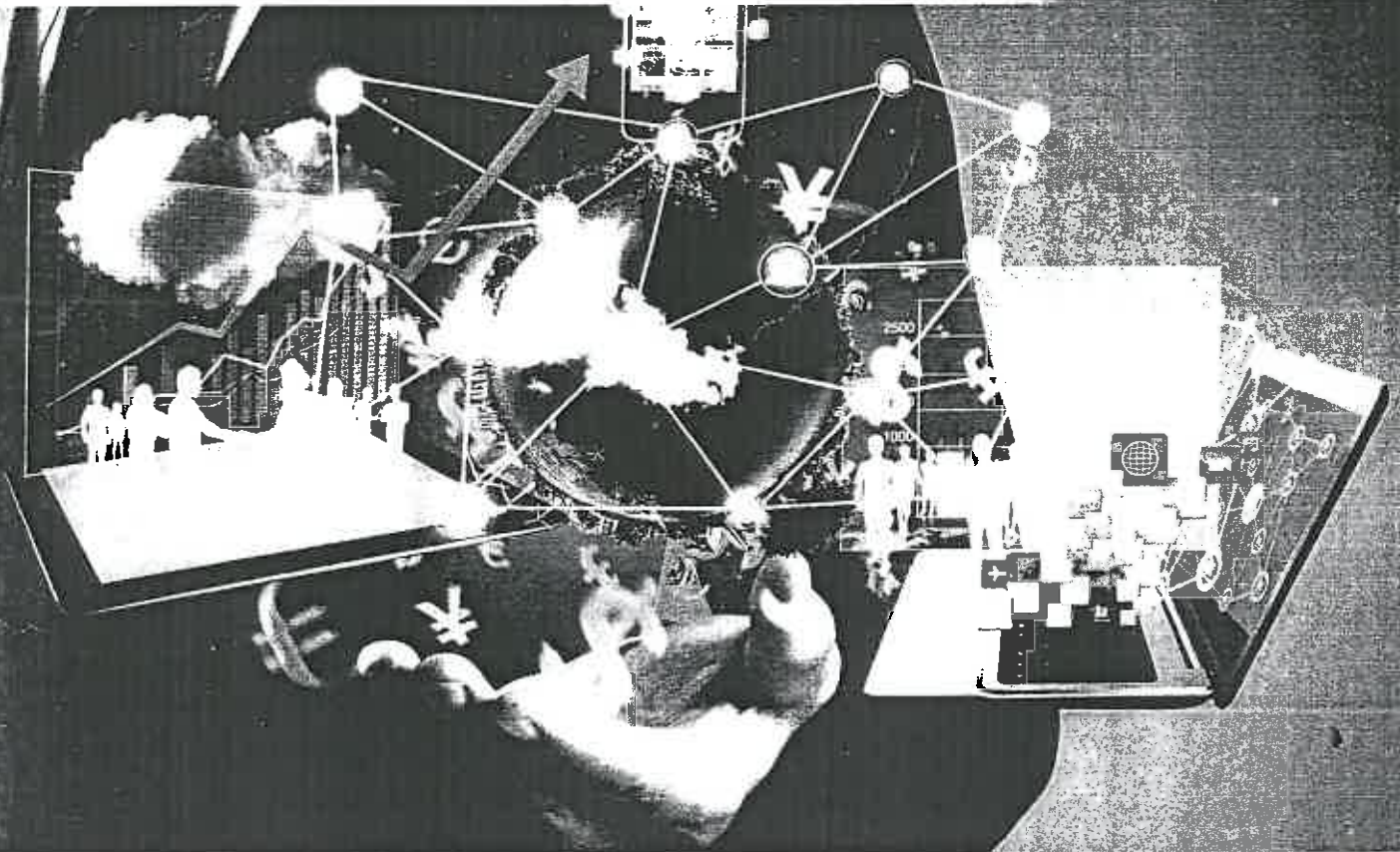
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THE ROLE AND IMPACT OF INFORMATION TECHNOLOGY IN HOSPITALITY INDUSTRY AND HRM: A REVIEW

Prof. Pankaj Deshmukh
Vice Principal, Training Ship Rahaman College, Nhava, Navi Mumbai
Dr. Murlidhar S. Dhanawade
Professor, NCRD's Sterling Institute of Management Studies, Nerul, Navi Mumbai

Abstract:

Information technology (IT) applications have become a vital part of hotel management and operations. Thus, hospitality schools and colleges endeavor to provide their graduates with all necessary skills and tools that are necessary to succeed in a rapidly changing and developing industry environment [1].

Higher-education institutions of hotel management are experimenting, designing, and adapting learning methodologies for techno savvy students and are revising teaching programmes for developing digital competence in a broader context that goes beyond the simple development of technical skills. In this globalization era, more attention is given to ethical aspects and social responsibility practices [1].

The tourism and hospitality industries have broadly accepted information technology [IT] to reduce expenses. Most importantly, it is accepted to improve service quality, increase work efficiency and customer experience [6].

Information technology & communication has more involvement in developing hospitality and tourism services. Before few decades, hotel industry would depend on call centers (BPO) to reach out to the consumers, but now introduction of the internet has changed the whole scenario. Organizations have now integrated their system with "Information and Communications Technologies (ICT)" tools such as "Global Distribution System (GDS)", Computer Reservation System (CRS)", "Property Management System (PMS)", "Document Management System (DMS)" etc to make easy in the overall management and marketing of services especially in the hospitality and tourism industry [8].

The development of technology has encouraged organizations to utilize human resource information systems (HRIS). HRIS contribute to the effectiveness of manpower activities (human resources planning) in organizations [4].

Keywords: Information Technology, Tourism Management, Information System, Human Resource Information System, Human Resource Management.

INTRODUCTION

To maintain and develop competitiveness, tourism and hospitality businesses have to work hard in today's business environment as there is intense competition. Certain extent, the success of a business, depends on its ability to acquire and utilize updated information to assist its management and marketing processes. Decision makers to make appropriate investments and decisions, hence, Information Technology (IT) assists organization to manage information dynamically and influences business competitiveness . IT helps to meet the demands for timely and accurate information by customers. Recently, IT contribution in the tourism and hospitality industries has increased

A REVIEW OF CHALLENGES AND BENEFITS OF CASHLESS SOCIETY AND DIGITAL PAYMENT METHODS IN INDIA

Mrs. Archana Yendarkar[1] and Dr. Murlidhar Dhanawade[2]
[1]Lecturer, T..S. Rahaman college, Nhava, Dist. Raigadh.
[2]Professor, NCRD's Sterling Institute of Management Studies, Nerul, Navi Mumbai.

ABSTRACT

We are not much modern yet to call our seif a cashless society. E-payment and plastic cards are the most convenient ways at payment as contrast to the good old days when transactions were done manually. Posting transactions from one ledger to the another involved human involvement and hence errors. The aim of this paper is to gauge the limits to which electronic payments affect cashless economy. The study indicates that the electronic system of payment has a lot to contribute to cashless economy. The cashless movement would require the combined effort and support of government, financial institutions and non-bank providers. E-payment system would come effective with enhancement in infrastructural development [1].

Information technology advancement has augmented various innovations including electronic payments which helps trade goods and services without the use of physical cash. This is brought about through mediums like electronic transfer payments and cheques. Adopting cashless payment has its advantages as it rules out robbery and other cash related crimes. Its the need of time to move away from cash-based towards a cashless (electronic) payment system. The cashless system can help reduce currency management cost, track transactions, monitor tax and fraud etc.

Cashless payments would render people to hold less physical cash. As for vendors, the ease of transaction will enhance as transacting through one source and hence lowering cost to a certain extent [9].

This paper has identified some of the important issues which have been, or will be encountered in cashless society brought on in part by electronic cash.

KEYWORDS :*Cashless Society, E-payments, Internet Banking, Transactions, Electronic Money.*

INTRODUCTION

Development of National economy can be channelized through a payment system that is secure, convenient, and affordable. Developed countries across the world, to a large extent, are moving away from paper money to electronic systems, especially card payments [11].

Cash in itself an expensive proposition for the Government. Electronic payment system will help control currency management cost, track transactions, monitor tax avoidance and highlight fraud. Also as the card usage is adapted across remote boundaries, the cash spending behavior of the people can be speculated to a greater extent. This pattern can help government have a quick estimate of private consumption [8].

Modern banking system has set a trend against the old banking operation which was manual. The result

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compromising of private information further weakens the confidence of consumers to make payment electronically [9].

4. Digital Payment Methods in India
a. Banking Cards (Debit / Credit / Others):

Debit together with credit cards represent the most rapidly growing method of payments in several countries. When a payment is made through a debit card, the funds are immediately withdrawn from the buyer's bank account. The advantage is that the buyer has the funds to make the purchase and transactions happen right away [10].

Credit card is a plastic card that assures a seller that the buyer has a satisfactory credit rating and that the issuer will see to it that the seller receives payment for the transaction [10].

Banking cards offer consumers more security, convenience, and control than any other payment method. The wide variety of cards available like credit, debit and prepaid offer enormous flexibility. These cards provide 2 modes of authentication, for secure payments e.g. secure PIN and OTP. RuPay, Visa, MasterCard are some of the example of card payment systems [12].

b. Unstructured Supplementary Service Data (USSD):

The innovative payment service, "*99#" works on Unstructured Supplementary Service Data (USSD) channel, which is useful for every common man across the country. This service allows mobile banking transactions using basic mobile phone of all Telecom Service Providers (TSPs) , there is no need to have mobile internet data facility for using USSD based mobile banking. They transact through an easy and interactive menu displayed on the mobile screen. It is projected to provide financial strengthening and involvement of under-banked society in the mainstream banking services [12].

Key services offered under *99# service include, inter-bank account to account fund transfer, balance enquiry, mini statement besides host of other services. *99# service is currently offered by 51 leading banks & GSM service providers and can be accessed in 12 different languages including Hindi & English [12].

c. Aadhaar Enabled Payment System (AEPS):

AEPS is a bank led model which allows online financial transaction at PoS (Point of Sale / Micro ATM) through the Business Correspondent (BC)/Bank Mitra of any bank, using the Aadhaar Number authentication which is linked with bank a/c. Requirements for this type of transactions are MicroATM, remember Aadhaar number, Give Bank name, Present self (Aadhaar holder) with Bio-metrics (Finger and/or IRIS). There is nil transaction cost for customer and merchant. Business Correspondent may get charged or paid based on bank's discretion. Balance Enquiry, Cash Withdrawal, Cash Deposit, Aadhaar to Aadhaar funds transfer, Payment Transactions (C2B, C2G Transactions) etc. are the services offered under AEPS system [12].

d. Unified Payments Interface (UPI):

Unified Payments Interface (UPI) is a system that powers multiple bank accounts into a single mobile application (of any participating bank), merging several banking features, seamless fund transfers and merchant payments, all under one application. Each bank provides its own UPI App for Android, Windows and iOS mobile platform(s) [12].

e. Mobile Wallets:

A mobile wallet is a way to carry cash in digital format. You can link your credit card or debit card information to mobile wallet application. Instead of using your physical plastic card to make purchases, you can pay with your smart phone, tablet, or smart watch. An individual's account is required to be linked to the digital wallet to load money in it. Most banks have their e-wallets along with some private companies. e.g. Paytm, Freecharge, Mobikwik, Oxigen, mRuppee, Airtel Money, Jio Money, SBI Buddy, itz Cash, Citrus Pay, Vodafone M-Pesa, Axis Bank Lime, ICICI Pockets, SpeedPay etc. [12].

f. Electronic Funds Transfer at Point of Sale (EFT/PoS):

A point of sale (PoS) is the place where sales are made. On a macro level, a PoS may be a mall, a market or a city. On a micro level, retailers consider a PoS to be the area where a customer completes a transaction, such as a checkout counter. It is also known as a point of purchase [12]. EFT/POS is an online system that involves the use of plastic cards in terminal on merchants' premises and enables customers to transfer funds instantaneously from

5. Problems and Prospects

The main issue of having a cashless society is whether the benefits would overlap the disadvantages. It is important that, aiming cash free economy, the benefits must outweigh the negative aspects. There are major social and economic benefits to a cashless society such as reduction in cash related crimes and monetary benefits. The major negative implications are privacy issues and losing the liberty of cash. A cashless society could only be implemented by the government, since the government is the organization that prints and controls the supply of cash in society. The government would be able to monitor purchases, spending habits and businesses patronized. The real danger is too heavy a hand watching over your life. It's nobody's business where you spend your money so long as you earn it legally. One of the main issues regarding the implementation of a smart card/chip that would record and control all financial transactions electronically is the infringement on privacy. Another major disadvantage with a cashless society is the risk of computer hackers, they could create an electronic underground society, as well as contribute to the issue of identity theft. Security is clearly of crucial importance in considering any online alternative to physical cash. At the root of this lies the problem of authentication, i.e. the process of verifying the identity of a person. This is typically performed by examining some identifying information such as a password [1].

6. Challenges in Making India a Cashless Economy

Though bank accounts have been opened through Jan Dhan Yojana, most of them are lying un-operational. Unless people start operating bank accounts, cashless economy is not possible. There is also vested interest in not moving towards cashless economy. India is dominated by small retailers. They don't have enough resources to invest in electronic payment infrastructure. The perception of consumers also sometimes acts a hindrance. It is universally believed and followed that, having cash helps you negotiate better. Most card and cash users fear that they will be charged more if they use cards. Further, non-users of credit cards are not aware of the benefits of credit cards. Indian banks are making it difficult for digital wallets issued by private sector companies to be used on the respective bank websites. It could be restrictions on using bank accounts to refill digital wallets or a lack of access to payment gateways [05].

The security issue is one of the major challenges in the development of-cashless policy. Low level of internet penetration and poorly developed telecommunication curtail smooth development and improvement in e-payments and e-commerce. High rates of illiteracy: low literacy rate is a serious impediment for adoption of e-payments, as it hinders the accessibility of banking services. For citizens to fully enjoy the benefits of e-payments, they should not only know how to read and write but, also possess basic ICT literacy. Frequent power interruption: Lack of reliable power supply, is a key challenge for smoothly running e-payments and e-banking [11].

7. Benefits of Cashless Economy

• For Consumers: Increased convenience, more service options, reduced risk of cash-related crimes, cheaper access to (out-of-branch) banking services and access to credit.

• For Corporations: Faster access to capital; reduced revenue leakage; and reduced cash handling costs.

• For Government: Increased tax collections; greater financial inclusion; increased economic development. A secure cashless system can guarantee anonymity of legitimate users but, also provides traceability about illegally issued cash or laundered money.

• Cashless policy can help deepen bank deposits, thereby increasing funds available for commercial flow.

• Cashless policy can help displace shadow economies, bring hidden transactions into the banking system, increase transparency, confidence and participation in the financial system.

• Promote Financial inclusion by making it easier and more affordable for the un-banked and under-banked to access financial services.

• Reduce the over reliance on cash for transactions.

• Reduce risks in Payments and Settlements [11].

• It will curb generation of black money.

• Will reduce real estate prices because of curbs on black money as most of black money is invested in Real estate prices which inflates the prices of Real estate markets.

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Survey on OAuth as Bulwark for Authentication and Sanction

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ABSTRACT: Gregarious media is ignited source of information for today's generation, Authentication and sanction becomes incredible consequential. OAuth works on TLS (Transport Layer Security) for building some aspect of sanction and server authentication. OAuth provides mechanism to resource owner that the clients can securely delegated access to server resources. Logging into another application from your current authenticated application, that can engender a vulnerably susceptible port for hackers. Here OAuth comes in, OAuth keeps your passwords safe on third-party applications. OAuth does not ask for password to access the application, instead it engenders the access token and gives access to the stuff which is sanctioned to the clients. This paper presents the mechanism of OAuth, Benefits of authentication from OAuth, comparative analysis of OAuth 1.0 and OAuth 2.0.

KEYWORDS: OAuth, Access token, Authentication, Sanction

I. INTRODUCTION

What is Authentication?
Authentication is process of verifying that the utilizer who is endeavoring to authenticate into system is valid or not. Authentication is done substratum of credentials provided to each utilizer customarily it is username and password.
It checks for the information stored into database and check for it, if the credentials match the utilizer is considered as Authentic Utilizer[1].

What is Sanction?
Sanction is a mechanism of security which defines the privileges and access list for a system files, resources, application and features.
During sanction, a system defines a rules and access sanction for a authenticated utilizer.
For Example: There is system which provides an accommodation of printing and dashboard. There are two group of users one is employees who has access to printing accommodations but not dashboard and another is group of admin who has both access. This bifurcation of access is maintained utilizing access levels kenned as sanction[2].

What is OAuth?
OAuth is an open standard mechanism which is utilized for authenticates users, delegate the access of resource on behalf of resource owner. This mechanism is utilized to apportion the data of owner with the third-party applications.
For Example: Some third party applications are linked to a primary application. If utilizer signed in any linked application to third party application and a utilizer cerebrates the application utilizes the credentials from currently logged account[7].
But this is major misconception of utilizer. No application should apportion a password to other third party application, but authentication and sanction is done utilizing OAuth which engenders an access token and sanction utilizer to utilize application[7].

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Advance Alert for Ambulance Pass by using IOT for Smart City

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Reliance Jio, Maharashtra, India[4]

Abstract:
The ideology of this research is to develop advance alert mechanism for ambulance pass by (A^2FAP) for Indian scenarios. This research basically uses the existing technologies along with the concept called internet of things (IoT). The work is motivated by the fact that India is facing the problems of ambulance delays because of traffic, which leads to the deaths of more than 20% of patients, who require emergency treatment but cannot get to hospital in time. The proposed idea aims at providing a solution to the aforementioned problem by advance alert before the ambulance reaches the traffic signal ahead. It is believed that such a smart system will not only drop the patient on time but also give increased time to the doctor to diagnose and treat the emergency case thereby bringing a significant change in the Healthcare and Hospitality Sector of India.

Keywords: Internet of Things, Mobile Technology, Google Map Server API, Raspberry Pi Location Tracker, JSON, Application Domains.

1. INTRODUCTION:

IoT refers to advancement in automation and analytical systems which exploits networking, sensing, tracking and artificial intelligence to deliver efficient system for product or services. IoT systems provide greater transparency, control and performance and the applications from these are more unique, flexible and suitable in any environment. In simple terms, the concept can be explained as connecting any device over theinternet. These devices can be phone, washing machines, music systems or any electronic gadgets etc. Gartner elaborated that by 2020, from the overall population 26 Billion devices will be connected over IoT concept making it agiant network of connected "things".[4] The Key Features of IoT consist of the following:[8]

AI —IoTvirtually makes anything "smart", meaning it advances every phase of life with the power of data collection, algorithms, and networks. For example a refrigerator can act as a smart refrigerator by keeping track of the cabinets inside and even ordering the products to the grocery shop that runs low.

Connectivity - New technologies for networking are specifically IoT networking, means networks can exist on a much cheaper and smaller scale while still implementing practically. IoT creates these internal small networks between the system devices.

Sensors - IoT works significantly on sensors. It is an act of defining instruments which transform from a standard passive network of devices to an active system flexible in real-world that is integrated.

Active Engagement—Rise in the interaction technology is done with passive engagements, by integrating IoT concept a new model or pattern for active products, contents and service engagement can be introduced.

Small Devices—In today's world devices have reduced in size, cheaper and more rigid over time. IoT exploits these small devices as it provides more scalability and are versatile in nature. The application of IoT has been divided into four categories [7] i.e.:
(i)Transportation domain
(ii) Healthcare domain
(iii)Smart environment (home, office, plant) domain
(iv)Personal and social domain.

The current proposal focuses on developing A^2FAP which outlines a framework for mobile based portable advance alert services for smart city scenario in India. This paper is structured as follows:-
Section 2: Overview of relevant literature and advancement in this field
Section 3: Proposed framework
Section 4: Conclusion
Section 5: Future scope

2. RELATED WORK

Google has developed API for user's ease. Google Maps gives information about hospitals and traffic signal junctions nearby, with its rating and distance from user's current location.The major part of tracking and sending notification to the nearest traffic signal officer can be done using the mobile technology on app and chip integrated in the ambulance. The designed chip and the protocol (Raspberry Pi Location Tracker) will give information efficiently about the latitude and longitude of the ambulance by embedding the mechanism to calculate the time to reach the traffic signal ahead. It will use basically the API of Google map from the server and also help in finding the nearby hospital via the maps API. The project has a goal to decrease the number of deaths caused due to traffic signals. Henceforth it will lead to faster movement on the smart city scenario.[2] The hardware required for the tracking purpose on the basic level is as follows: A sim with data connection, memory card to install OS,3G/4G USB dongle supporting plug and play on Ubuntu/Raspberry Pi, Optionally Wi-Fi USB dongle, Raspberry Pi,USB power bank,5V /1A power point from a running vehicle. The Software required for the tracking purpose on the basic level is as follows: Raspbian or any other

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Quantitative Analysis of Manual and Automation Testing using HTTP Watch Automation Tool

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ABSTRACT: Testing is a process which is used to identify the correctness, completeness, and quality of developed computer software. Testing plays a major role in software development process to find the errors in the software application. Through testing, we can examine and modify the source code. Effective Testing produces high-quality software. Testing can be done manually as well as automated. During software development and testing process, various types of metrics are collected. These metrics provide a Quantitative approach to analyze any process flow of Software Engineering. Theses paper presents the concept of manual and automation testing. This paper also presents the problem with manual testing and benefit of automated testing. The main purpose of these paper is to show, effectiveness and importance of automation related to performance and load testing.

KEYWORDS: Testing, Manual Testing, Automation Testing, Performance Testing, Load Testing, Stress Testing, Volume Testing

I INTRODUCTION

"Testing is an infinite process of comparing the invisible to the ambiguous in order to avoid the unthinkable happening to the anonymous." - James Bach.

"Software testing is an investigation conducted to provide stakeholder with information about the quality of the product or service under test." - Bretrand Meyer.

In today's current world, Software testing has become one of the important aspects of software development and is a process of analyzing software products to identify the correctness, security, and quality of developed and purchased software. With a large number of projects and involvement of various teams involved in the development process, the complexity of software development and testing also increases. Therefore, companies are increasingly adopting the various software testing techniques to integrate software testing systems to follow up the development details and trace the bug and errors during the development [2]. A software can be tested either manually or automatically [1]. (Fig 1) explains the basic lifecycle of software testing.

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Study on Mobile Cloud Computing Security Issues, Challenges and Preventive Measures

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ABSTRACT: Cloud Computing is from one of the most widely and popularly technologies that are used Today. Mobile Cloud Computing (MCC) is in favour of a new system in the field of the mobile world. In Recent Years mobile applications and mobile devices are developing rapidly. With the growth of the mobile applications and cloud computing concepts, cloud computing has to become a potential technology for mobile services. Mobile cloud computing is the combination of cloud computing and Wireless Networks to bring benefits for mobile users, network operators, as well as providers of cloud computing. The uses of the computational resources on pay per use models a lot of business is growing. The major issues which hamper the growth of cloud are the only one which is Security becomes a big issue to be answered [1]. The security issues and challenges focusing on the computing types and the service delivery types concerns are shown in this paper and also presents the various ways of preventing the security issues.

KEYWORDS: Mobile Cloud Computing (MCC); Cloud Computing (CC); Private; Public; Hybrid Cloud; Security

I. INTRODUCTION

Cloud computing is a produced through which we can integrate the technologies we need and create a model which provides on-demand services to the users. Cloud computing user can get the exact amount of computing typically use a "pay as you go" model. Like Amazon Drive, Box, Google Drive, Dropbox etc. It refers to the use of networked infrastructure software and capacity to provide resources to users in an on-demand environment. Cloud Provider provides the next generation of internet based, highly scalable distributed computing systems in which computational resources are offered 'as a service'. The market of Smartphones has been increased day by day according to the IDC a global market intelligence firm a total of 347.4 million and shipments grew 4.3%, which was slightly higher than IDC's previous forecast of 3.6% growth worldwide in the first quarter of 2017 [2].Mobile devices as been increased an essential part of human life as the most effective and convenient communication tools not bounded by time and place. Mobile users acquire an increasing number rich experience of various services from mobile applications, which run on the devices and/or on remote servers via wireless networks. The rapidly increasing progress of mobile cloud computing (MCC) becomes a powerful trend in the development of IT technology industry fields [3]. However, the mobile devices are facing many challenges in their resources (e.g., battery life, storage, and bandwidth) and communications (e.g., mobility and security).

II. BASICS OF CLOUD COMPUTING

Cloud computing means an Easy way of storing and accessing data and programs over the Internet without using up your own device internal data. Cloud is just for enhancing the usability of the Internet. In Simple cloud computing means typically the Internet, it is the use of software and hardware to deliver a service over a network. It is a process of delivering/enabling scalable, expandable and almost perfectly elastic software services to an organization's computers and devices through the Internet technologies.

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A Survey on External Security Threat with Defense Mechanism for Wireless Sensor Network

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ABSTRACT: Developing effective security solution for wireless sensor networks (WSN) is not easy due to limited resources of WSNs and the hazardous nature of wireless medium.WSNs are used in large application from civilian to military so security is very important in WSN. Sensor node use wireless communication that is why it is easy for attacker to inject malicious message into the network. In this paper, we have provided security solution for information which transfer or communicate between sensor node and base station using Asymmetric Key Cryptography Algorithm (RSA).

KEYWORDS: Sensor Node, Base Station, Security, Wireless Sensor Network, Asymmetric Key Cryptography

I.INTRODUCTION

WSNs provide potentially low cost solutions to a variety of real world challenges they are quickly gaining popularity. WSNs are emerging as a rich domain of active research involving hardware and system design, networking, distributed algorithms, programming models, data management and security.
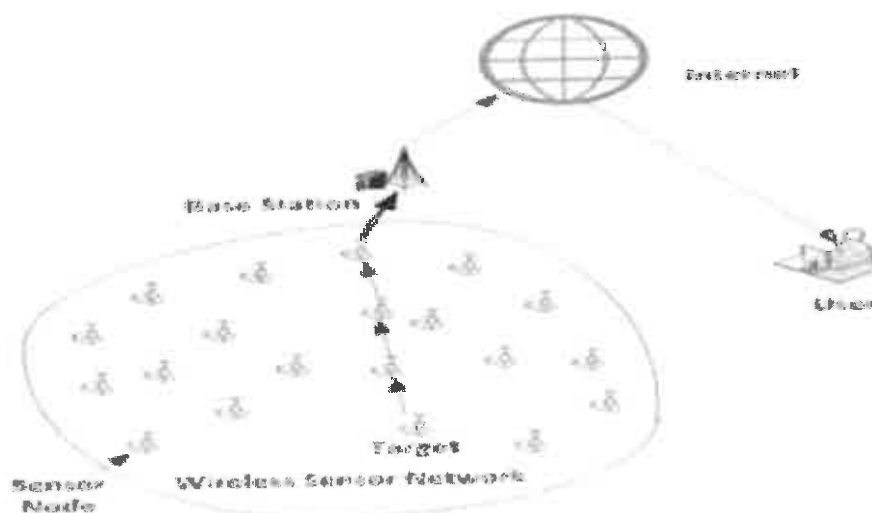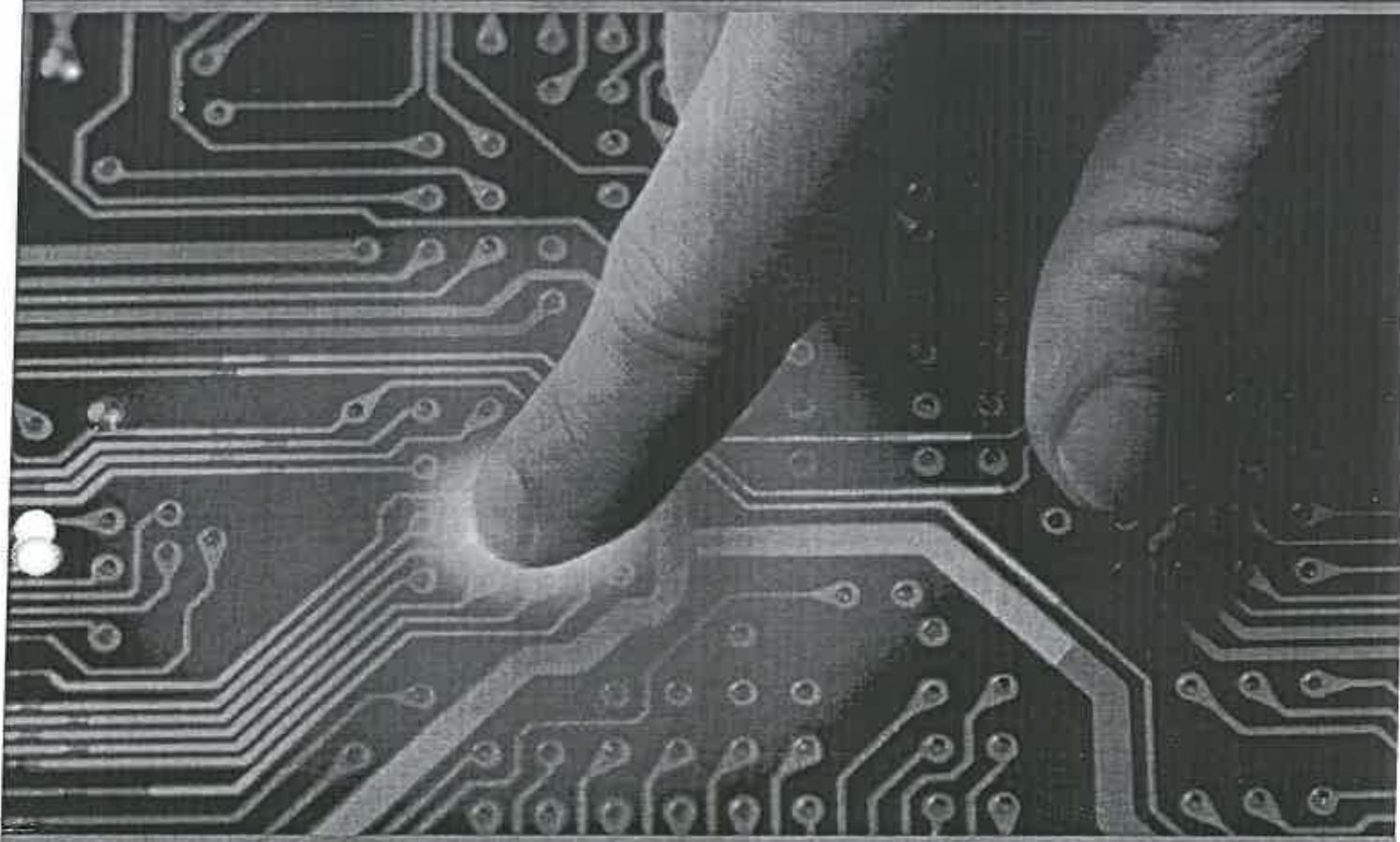

Figure 1: Wireless Sensor Network

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Study on Mobile Cloud Computing Security Issues, Challenges and Preventive Measures

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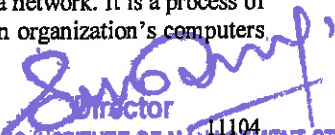
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Image Authentication Using Cryptography and Steganography in Network Security

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ABSTRACT: In this paper, a new approach of information security is discussed .two level data security in Network system .Using Cryptography and Steganography. Blowfish and List significant Bit (LSB) are used for data security in Network System Confidential .information is encrypted by BLOWFISH algorithm, and then encrypted data hide into image and Message by LSB algorithm .For more security we used Finger image of authorized person to hide encrypted data.The keys required for BLOWFISH algorithm is generated from same Finger image.In the result of project contain memory utilization, processing time for encryption data and decryption data etc. In this project gives more secure for embedded systems .

KEYWORDS: network security,Blowfish,Cryptography,Steganography ,embedded system,list significant bit.

I. INTRODUCTION

Cryptography and Steganography both algorithm can use to totally change the information in order to cipher or hide their existence respectively.These techniques have a lot of application in computer science and other related fields[1]. They are used to protect our gmail message etc.Cryptography scrambles a information so it cannot be understood means no none able to read any message ; the Steganography hides the information so it cannot be seen.A Stegnography System thus hidden content in unremarkable cover so as not to arouse an suspicion .For example it is possible to embedded a text inside an image .

One such and new technique, an algorithm called Blowfish, is perfect for use in the embedded systems for hiding data. we have very secure methods for both cryptography and Steganography – AES(Advanced Encrytion Standard) algorithm is a very secure method and technique for cryptography and the Steganography methods is good for use Least significant bit, are highly secured[2].Using Cryptography and Steganography methods are used for data security over the network The aim and objective of this project describe a lot method using crytography and steganography together using images and message processing System able to perform at the same time

Finger is considered to be the most trusted and unique feature of the person. Because finger is unique for each people Hence this project proposes a data encryption technique using Finger biometric. Finger images are taking from Finger biometric database.

II.LITERATURE REVIEW

KamaleshB.Waskar,UttamL.Bombale(Electronics and Teleomm.., Bharati College of Engineering, Kolhapur, India)
Rahul Yadav(Department of Computer Science, SRM University, NCR Campus, Ghaziabad, Uttar Pradesh, India)
:=> After reviewing all papers I come to main point related to my field very small work has been added. in field of making secure communication between two parties third party not able to take data. This review has helped me greatly in identifying our problem for proposed project work, which has been discussed . this paper I am using biometric