NCRD's Business Review 2018 (ISSN 2455-0264)

Cover Page
Editorial And Review Board
Our Inspiration
Current Issue
Guideline For Authors
Contact Information
Online Paper Submission

NCRD's Sterling Institute of Management Studies

NCRD's Business Review

Annual Online Peer Reviewed Journal

ISSN 2455-0264

Volume 3, Issue 1 (January- December 2018)

1	Analysis of Perception of Customers Towards Digitization of Banking Sector Dr. Mrinal V. Phalle and Dr. Prachi A. Murkute
2	A study of Financial Inclusion in Bangalore District Dr. Vaisalakshi
3	Customer Satisfaction and Rural Consumer: A Study With Fast Moving Consumer Goods (FMCG) Dr. Sudhir Atwadkar
4	Impact of Provisioning on the Size of Bank Mohd. Anwar
5	Role Of Businesses In Environment Management and Sustainable Development: New Directions, Green HRM Dr. Rekha Shenoy
6	Global transformation of Strategic Leadership and Its Impact on Organizational Effectiveness in Corporate Sector- A case study of MSEDCL Dr. Prashant R. Gulhane
7	Employee Engagement of Management Faculty in The Disruptive Era: A Comparative Analysis of X & Y Generation Dr. N. Mahesh, Dr. Archna Trehan, and C. L. Patil
8	Study of the impact of Supply Chain Process on Performance of Small and Medium Scale Companies Vishwanath K. Shetty and Dr. R. Gopal
9	Key Mantra for Profit- Emotionally Intelligent Staff, Teams, Management and Systems Dr. Kasturi Rohit Naik
10	Gauging the Conduciveness for IPO Issues in Indian Capital Market Akinchan Buddhodev Sinha, Dr. B.M.Singh, Dr. Manisha Singh
11	Correlation between Employee Engagement and Personality traits of Five-Factor Model Aditi Ramachandran and Ankita Abhay Pandit

12	Decision Making of Individual Investors Dealing in Stock Exchange: An Analysis Baig Asif Akhtar
13	Foreign Direct Investment in Multi-Brand Retailing Prakash M. Wadekar
14	Translator: As Career Opportunities and Its Importance Umeshwari P. Patil
15	Data Analytics- Analysing Maggi's Product Line Extension Strategy and Consumer Preferences using JASP Booma Vijay Halpeth, Sandhya Kapil Thakkar
16	Assessment of Training Effectiveness at Paramatrix Dr. Arjita Jain and Dr. Sandeep J. Ponde
17	The Evolution of Supply Chain Management and SCOR Model Dr. Sandeep J. Ponde and Dr. Arjita Jain
18	Impact of Advertising on Consumer Behavior with Specific Iftiqar Mistry and Vikas Jadhav
19	To Explore Different Learning Behavior Patterns in Post Graduate Students while learning Communication Skills using Andragogy Techniques Jenefa Rao
20	Shareholder Value Creation Through Buyback Of Equity-An Earnings Per Share Measurement Analysis Abhijeet Chakravarty

Arjita

IQAC Coordinator

Director
NCRD'S STERLING INSTITUTE OF MANAGEMENT STUDIES
Plot No.93, Sector-19, Nerul(E),
Near Seawoods Darave Rly. Stn.,
Navi Mumbai - 400706,
Tel : 27702282 / 27722290

ASSESSMENT OF TRAINING EFFECTIVENESS AT PARAMATRIX TECHNOLOGIES PVT. LTD, MUMBAI

Dr. Arjita Jain,
Professor,
NCRD's Sterling Institute of Management Studies, Navi Mumbai

Dr. Sandeep J. Ponde,
Associate Professor,
NCRD's Sterling Institute of Management Studies, Navi Mumbai

Abstract: *Training is defined as act of increasing the knowledge and skill of an employee for doing a particular job. Training without learning has no meaning. Maintaining training effectiveness is a continuous process and it is also essential for cost benefit analysis. Paramatrix Technologies Pvt. Ltd., is an ISO 27001:2013 certified, IT software development and services company headquartered in Mumbai. This study measured the effectiveness of training programs conducted at Paramatrix Technologies Pvt. Ltd. Descriptive research was carried out. A survey was conducted to know the employee's perception and the company's dedication towards training programs. The survey aimed at knowing the employees' satisfaction and company's perseverance towards the training programs and to what extent they are leading to the growth of the company. The study revealed that majority of the employees were satisfied with the training programs carried out currently in the company and they expect more training programs in other related fields.*

Keywords: *Training Effectiveness, Training Modes, Training Benefits, Performance Appraisal and Organizational Goals*

INTRODUCTION

Training Evaluation provides the data needed to demonstrate that training does provide benefits to the company. Training effectiveness is measured by the benefits that the company and the trainees receive from training. Collection of information, including whom, what, when, and how, is required to determine the effectiveness of any training program. Companies make large investments in training and education; it is essential to constantly measure and monitors the effectiveness of training programs. Formative evaluation takes place during program design and development. This is conducted to improve the training process.It helps to ensure that the training program is well organized and runs smoothly, whereas summative evaluation determines the extent to which trainees have changed as a

NCRD's Business Review : e-Journal, Volume 3, Issue 1 (Jan-Dec 2018) ISSN: 2455-0264

THE STUDY OF SUPPLY CHAIN OPERATIONAL REFERENCE (SCOR) MODEL

Dr. Sandeep J. Ponde,
Associate Professor,
NCRD's Sterling Institute of Management Studies, Navi Mumbai

Dr. Arjita Jain,
Professor,
NCRD's Sterling Institute of Management Studies, Navi Mumbai

Abstract: *In today's business world the Supply Chain Management (SCM) plays the key role in all the parts of business for satisfy the demand and supply of customer. The aim of every supply chain should be to maximize the overall value generated. In this increasing competition and fast changes in markets has put supply chains in pressure. Thus in order to help organizations to overcome this pressure, supply chain council has suggested Supply Chain Operations Reference (SCOR) model. This is a step by step procedure which provides a unique framework consisting of five processes (plan, source, make, deliver and return) with process type, processes categories and decompose processes as three levels which help in implementing it in an organization, leading to path of improvement.*

This paper describes the evolution of various definitions of supply chain and SCOR Model. Supply Chain Management basically looks into the interrelationship and inter- linkages between various functions, processes and chain members and analyses the impact of their interaction on value additions and profit maximization as well as Supply Chain Operations Reference (SCOR) model through the literature review and the paper ends with a conclusion.

Keywords: *Supply Chain Management, Evolution of Supply Chain Management SCOR Model, Supply Chain.*

INTRODUCTION

A supply chain consists of all parties involved, directly or indirectly, in fulfilling a customer request. The Big umbrella supply chain includes the manufacturer and suppliers, along with transporters, warehouses, retailers, and even customers.

ज्ञान-विज्ञान विमुक्तये

ISSN 2277-5730

AN INTERNATIONAL MULTIDISCIPLINARY
QUARTERLY RESEARCH JOURNAL

AJANTA

Peer Reviewed Referred and
UGC Listed Journal
(Journal No. 40776)

Volume - VII, Issue - I
Part - I
January - March - 2018

IMPACT FACTOR / INDEXING
2017 - 5.2 www.sjifactor.com

AJANTA PRAKASHAN

IQAC Coordinator

Near Seawoods Darave Rly. Stn.,
Navi Mumbai - 400706,

VOLUME - VII, ISSUE - I - JANUARY - MARCH - 2018
AJANTA - ISSN 2277 - 5730 - IMPACT FACTOR - 5.2 (www.sjifactor.com)

CONTENTS OF PART - I

Sr. No.	Name & Author Name	Page No.
1	HR Policies in Corporate/Education Sector Whole is Greater than the Sum of its Parts, How HR can Help Align Parts in Creating the Whole **Prof. Neelam Totlani**	1-4
2	Employment Generation & Alleviation of Poverty through MGNREGA **Nitin Dwivedi**	5-11
3	Study on Socio-Economic Conditions of Fisherman in Wada Taluka, District Palghar, Maharashtra **Dr.(Smt.) Snehal S. Donde** **Mr. Akshay Laxman Patil**	12-17
4	Financial Inclusion through Pradhan Mantri Jan-Dhan Yojana **Sachin Pimple**	18-24
5	Study Role of Micro, Small and Medium Enterprises in Development of Indian Economy **Krishna Kumar Shukla**	25-31
6	An Analytical Study of Talent Management and Employee Engagement Practices Adopted of Private Sectors Organization in Maharashtra **Dr. Sandeep J. Ponde** **Dr. Kiranchandra R. Nerkar** **Dr.Arjita Jain**	32-39
7	Business Analysis: Understand Where You Stand **Vishnu Jayaraj Menon**	40-51
8	Role of Access of Muslim to Bank Credit for Inclusive Growth **Prof. Aswad Shaikh** **Dr. (Smt.) Snehal S. Donde**	52-56
9	Application of Bradford's Law of Scattering to Library & Information Science Theses **Vyas Jagdish R.** **Dr. Vikram Dahifale**	57-63
10	Digital Library Resources and Services in Management and Engineerng Colleges in Nanded City **Dr. Mitesh A. Hanwate**	64-69

Arjita

IQAC Coordinator

Director
NCRD'S STERLING INSTITUTE OF MANAGEMENT STUDIES
Plot No.93, Sector-19, Nerul(E),
Near Seawoods Darave Rly. Stn.,
Navi Mumbai - 400706,
Tel : 27702282 / 27722290

6. An Analytical Study of Talent Management and Employee Engagement Practices Adopted of Private Sectors Organization in Maharashtra

Dr. Sandeep J. Ponde
Associate Professor, Ncrd's Sterling Insitutte of Management Studies, Navi Mumbai.
Dr. Kiranchandra R. Nerkar
Associate Professor, Women's College of Arts & Commerce, Nagpur.
Dr.Arjita Jain
Professor, Ncrd's Sterling Insitutte Of Management Studies, Navi Mumbai

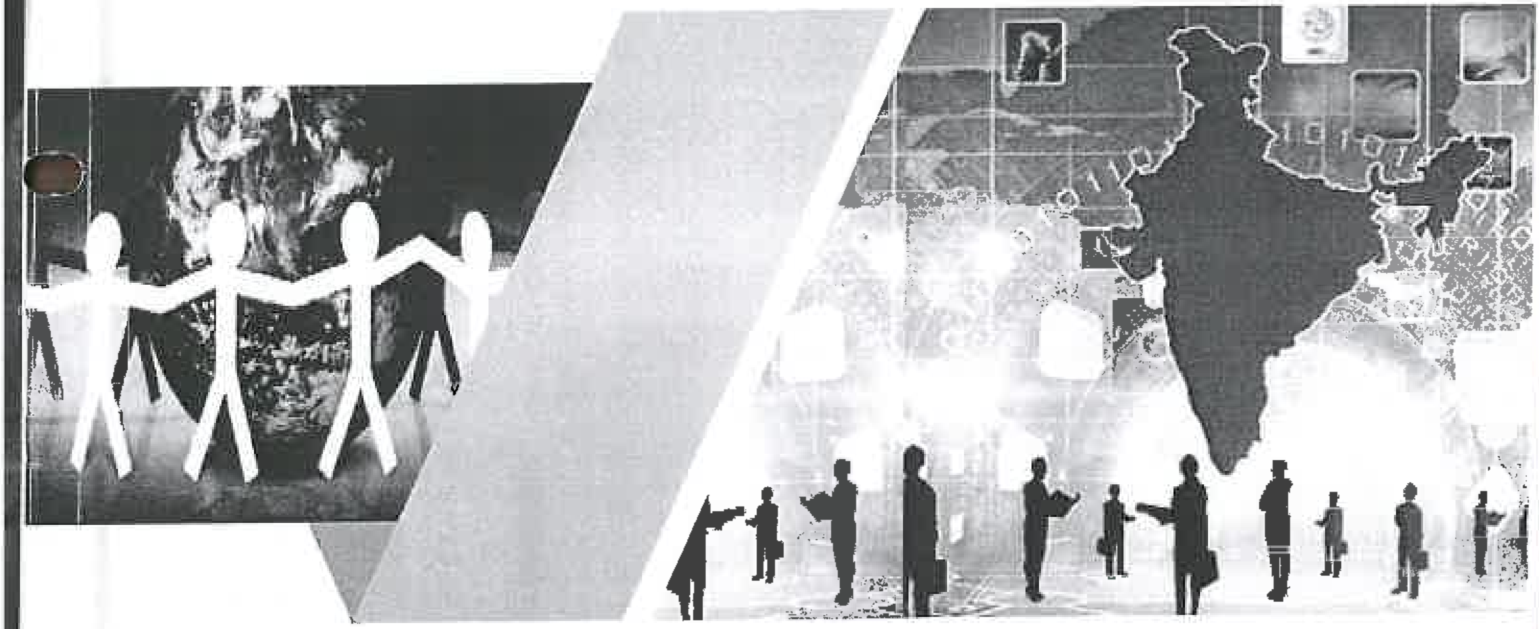
Abstract:

The present study is important to understand the nature of obstacles and know the measures for removing the obstacles in finding out the hidden talent of the employees and employee engagement it is also important to study the utilization of hidden talent and its relationship with satisfaction of employees. The utility of the study could be appreciated with reference to the point such as; the study could be useful addition to the literature on the topic, which is particularly scarce in the Indian context. The information and analysis presented on related topic too are likely to be useful, especially private organization of Maharashtra State. The information as regards the Maharashtra State and attitude of employers regarding management of talent of their employees and employee engagement is also likely to be useful for value added knowledge to the mass community. The present study covers the employees working in private organization in Maharashtra. This study also covers/the study of hidden talent of these employees, employee engagement and study the views of employers regarding hidden talent management, and the scope of the present study is limited to understand the nature of obstacles in finding out the hidden talent of the employee.

Introduction:

The new psychological contract has a bearing on the talent Management. Talent management system must be aimed at by organization for developing long lasting relationship between the employer and employees. When employee's talents are not fully utilized they have hidden talents which are not known by the employer, if that hidden talent is utilized for the Organization it will be beneficial for the organization. Organizations are facing shortage of talent

GLOBAL TRANSFORMATION CHALLENGES AND OPPORTUNITIES



CHIEF EDITOR
Dr. Prashant Gundawar

EDITORS
Dr. Arjita Jain
Dr. Murlidhar Dhanawade

Director
NCRD'S STERLING INSTITUTE OF MANAGEMENT STUDIES
Plot No.93, Sector-19, Nerul(E),
Near Seawoods Darave Rly. Stn.,
Navi Mumbai - 400706,
Tel : 27702282 / 27722290

IQAC Coordinator

NATIONAL CENTRE FOR RURAL DEVELOPMENT
NCRD

NCRD's
Sterling
INSTITUTE OF MANAGEMENT STUDIES
Approved by A.I.C.T.E., New Delhi, Recognized by University of Mumbai & Government of Maharashtra

CONTENTS

❖*Prologue*
❖*Acknowledgements*

Sr. No.	Particulars	Page No.
	SECTION I: HUMAN RESOURCES	
1	**Globalization and Global Transformation: Relation between Culture and Global Transformation** Rupali Bhagat, Dr. Arjita Jain	1 - 3
2	**Mobile Computing to Control the Mind** Kajal D. Jaisnghani	4 - 5
3	**Patanjali Ayurved : A Study in Behavioral Geography** Rahul Gawas	6 - 9
4	**Review Study of Work Environment and Remuneration on Retention of Teachers in Higher Educational Institute in Navi Mumbai** Sonu L. Khetre (Parihar)	10 - 13
5	**Developing Strategies for Employee Retention in 21st Century** Ankita Chauhan, Laxmi Hiremath	14 - 17
	SECTION II: MARKETING	
6	**Green Marketing :New Dimension of Marketing** Dr.Vilas B. Zodage	18 - 22
7	**A Review of Mobile Banking Adoption and Payment Revolution in the Developing World** Archana Yendarkar, Pankaj Deshmukh	23 - 26
8	**Role of Digital Consumers in Digital Marketing** Swapnaja Savalaram Chandekar	27 - 30
9	**Problems of Fake Brands in Rural India and Countering Strategies** Rupali Aniket Upganlawar, Veena Vivek Sawant	31 - 32
10	**Digital Marketing: Problems and Prospects in India** Dayanand V. Thakur	33 - 37
11	**Digital Marketing and Its Impact** Rachna Desai	38 - 40
12	**Digital Marketing** Omkar Chatrapati Mhanere, Chaitali Ganesh More, Karishma Vijay Shitap	41 - 43
	SECTION III: FINANCE	
13	**Mergers and Acquisitions in Mexico** Dr. José G. Vargas	44 - 51
14	**Impact of Digital Money on Monetary Policy** Alka Sharma	52 - 55

Ajita
IQAC Coordinator

Director
NCRD'S STERLING INSTITUTE OF MANAGEMENT STUDIES
Plot No.93, Sector-19, Nerul(E),
Near Seawoods Darave Rly. Stn.,
Navi Mumbai - 400706.

GLOBALIZATION AND GLOBAL TRANSFORMATION : RELATION BETWEEN CULTURE AND GLOBAL TRANSFORMATION

Rupali Behl Bhagat,
Business Instructor, Australian College of Kuwait
Dr. Arjita Jain,
Ph.D. Guide &Professor, NCRD's Sterling Institute of Management Studies

Global Transformation: It's a new term comparatively but it has its basis in Globalization. Globalization itself has taken new shapes and styles. This means the existing globalization concepts has been modified to be adjusted to the fast moving world environment. If we look at the term "Globalization" we are referring to a world which grows with everybody supports. A globalized world means where people can come together with their ideas, knowledge and share them to form a common platform of growth. For many people around the world "Americanization" has been mentioned when the concept of globalization is discussed. This is due to the brands, products and services available in the world markets from America. Many phrases like Coca-colonization, Mc-donaldization have been mentioned at times which indicate that even culture follows through globalization (Daghrir, Globalization as Americanization? Beyond the Conspiracy Theory, 2013). On the other hand, "transformation" means an alteration. So global transformation refers to a study, a process, a condition where world is getting prepared to live like one entity. In this paper, we will focus on how the global transformation which has its basis on globalization gets effected by various factor especially cultural. This report will also include information on globalization with its definition from many eminent economists.

Keywords: *Globalization, Global Transformation, Culture and Global Economy*

INTRODUCTION

The studies related to globalization have been proliferated as the world is trying and is coming closer. It will not be wrong to say that globalization is readjusting itself as the world is changing due to better opportunities of networking, improved technology, and changing immigration laws, and social - political changes. In one of the best-selling books The Lexus and the Olive Tree: Understanding Globalization, Thomas Friedman has written that "Globalization is not a phenomenon. It is just some passing trend. Today it is the overarching international system shaping the domestic politics and foreign relations of virtually every country, and we need to understand it as such"(Wells, 2001). If we read this definition, we will realize that Friedman felt while writing that globalization as a phenomenon is affecting the internal politics or domestic politics of almost every nation. He even mentioned in the same book that globalization has six dimensions (Wells, 2001).

Thomas Friedman Six Dimension of Globalization are:

Politics, Culture, Technology, Finance, National Security and Ecology

Friedman mentioned that globalization can have the above mentioned six major dimensions and with globalization these dimensions disappear. It's worth mentioning that Globalization is also referred as a phenomenon by Anne Kruger in "Trading Phobias: Governments, NGO's and the Multilateral System". He wrote globalization as a phenomenon by which the economic agents in any given part of the world are affected by events happening elsewhere in the world. Though, its not a complete explanation for globalization but it Krueger has put a point which is worth a thought(Al-Rodhan, 2006)

But then, we have to keep in mind specially with today's changing economies that we cannot define the concept of globalization in one definition, we have to keep in mind what has been set over a long period of time. If we study Keynes view given in early 1990 about Globalization where he mentioned Globalization as an extraordinary episode of economics progress (Wells, 2001)"We are moving toward a global economy. One way of approaching that is to pull the covers over your head. Another is to say: It may be more complicated - but that's the world I am going to live in, I might as well be good at it." –Phil Condit, Former Chairman and CEO of BoeingIt is interesting to research that how the future world will look like with assuming more globalized opportunities for each economy. Nations dependency on each other have increased and this has led to a globalized world rather a transformed world.

Theories of Globalization

There have been many theories written about globalization. As the world was passing through different phases many theories came up on globalization to explain the transformations happening in the world. As Arrighi mentioned that world system analysis as a distinctive sociological paradigm emerged at least 15 years before the use of globalization as a signifier blazed across the headlines and exploded as a subject of academic research and publication (I.Robinson, 2008). So, Arrighi has pointed that globalization has always been there, even before the theories on globalization were written. So apparently, it is a very old phenomenon but something which exist since we know that capitalist exist. According to William Robinson in his paper Theories of Globalization has mentioned that World System Theory is a theory of globalization even if its principal adherents reject the term globalization. (I.Robinson, 2008).

Apart from this William gave very interesting study on

Volume 12, Issue 2
Jul - Dec, 2018

Reg. No. PUNENG/2007/24871

ISSN 0974-7621
Price: Rs. 250/-

GYAN MANAGEMENT

AN INTERNATIONAL BI-ANNUAL REFEREED JOURNAL OF MANAGEMENT & TECHNOLOGY

RESEARCH PAPERS

Impact of Customer Orientation on Medical Services, Infrastructure and Communication Dimensions of Service Quality in Hospitals: A Case Study of Chandigarh Tricity
Ajay Kumar Dogra

Marketing in the Move: From Traditional to Greener Making Coherent for the Friendly Environment
Aju Shrivastava, Shivam Rai

Quality Education: Students' Willingness towards Professional Courses
Bharti Singh

Perceived Informativeness of Viral Marketing Messages: A Case Study of Panjab University
Neha Gulati, Pushpa Guru, Indu Goyal

User-friendly Guidelines for Tax & Statutory Management in India
Dr. Arpita Jain, Dr. Sandeep Ponde

Emerging Role of E-Wallets in Increasing Financial Inclusion in India
Dr. Sana Beg, Mohd. Shafeeq

CASE STUDY

Impact of Demographic Variables on Quality of Work Life: A Case Study of Multi Speciality Hospitals of Chandigarh Tricity
Dr. Pooja Dogra

BOOK REVIEW

The Influence of Psychology of Persuasion
Dr. Aneet

Arpita
IQAC Coordinator

Director
NERUL'S STERLING INSTITUTE OF MANAGEMENT STUDIES
Plot No.93, Sector-19, Nerul(E),
Near Seawoods Darave Rly. Stn.,
Navi Mumbai - 400706,
Tel : 27702282 / 27722290

ANJYOTI

GYAN MANAGEMENT, Vol. 12, Issue 2 (Jul-Dec 2018)

User-friendly Guidelines for Tax & Statutory Management in India

Dr. Arjita Jain *
Dr. Sandeep Ponde **

Abstract

According to Economic Survey 2015-16 the proportion of economically active population (15-59 years) has increased from 57.7 % to 63.3 % during the 1991-2013 periods. The employment growth in the organized sector (public and private combined) increased by 2 %.Though huge numbers of people are working in India and they are paying their regular taxes by consulting financial experts but many of them are completely blank about the working and calculation of this part of their income. Considering this we decided to work on this topic and prepare user-friendly guidelines which can be referred by anyone. Examples have been cited for tax calculation related to salary. From the start to end process of the salary with taxation and statutory deduction will definitely help the working professionals to understand their own tax deductions and reduce their dependency on financial consultants.

Keywords: *Tax,Statutory Management, Income Tax Return, Income Tax Forms,TDS (Taxes Deducted at Source)*

Introduction

Income tax has to be paid by every individual person, Hindu Undivided Family (HUF), Association of Persons (AOP), Body of Individuals (BOI), corporate firms, companies, local authorities and all other artificial juridical persons that generate income.Income tax is that percentage of the income that an individual pay to the government for infrastructural development and to pay the salaries of state or central government employees etc. Income tax is only of the direct means of taxation like capital gains tax, securities transaction tax, etc., and there are many other indirect taxes that we pay like sales tax, value added tax, Octroi, service tax, etc.The income tax an individual pay every month or upon every contractual earning is what forms a large part of the revenue for the Government of India. These revenue functions are managed by the Ministry of Finance, which has

---

* *Professor, NCRD's Sterling Institute of Management Studies, Mumbai, arjitajain@yahoo.com*
** *Associate Professor, NCRD's Sterling Institute of Management Studies, Mumbai, emailponde@gmail.com*

ISSN 2277-5730
AN INTERNATIONAL MULTIDISCIPLINARY
QUARTERLY RESEARCH JOURNAL

AJANTA

Peer Reviewed Referred and
UGC Listed Journal
(Journal No. 40776)

Volume - VII, Issue - I
Part - I
January - March - 2018

IMPACT FACTOR / INDEXING
2017 - 5.2 www.sjifactor.com

AJANTA PRAKASHAN

IQAC Coordinator

Near Seawoods Darave Rly. Stn.,
Navi Mumbai - 400706,

CONTENTS OF PART - I

Sr. No.	Name & Author Name	Page No.
1	HR Policies in Corporate/Education Sector Whole is Greater than the Sum of its Parts, How HR can Help Align Parts in Creating the Whole **Prof. Neelam Totlani**	1-4
2	Employment Generation & Alleviation of Poverty through MGNREGA **Nitin Dwivedi**	5-11
3	Study on Socio-Economic Conditions of Fisherman in Wada Taluka, District Palghar, Maharashtra **Dr. (Smt.) Snehal S. Donde** **Mr. Akshay Laxman Patil**	12-17
4	Financial Inclusion through Pradhan Mantri Jan-Dhan Yojana **Sachin Pimple**	18-24
5	Study Role of Micro, Small and Medium Enterprises in Development of Indian Economy **Krishna Kumar Shukla**	25-31
6	An Analytical Study of Talent Management and Employee Engagement Practices Adopted of Private Sectors Organization in Maharashtra **Dr. Sandeep J. Ponde** **Dr. Kiranchandra R. Nerkar** **Dr. Arjita Jain**	32-39
7	Business Analysis: Understand Where You Stand **Vishnu Jayaraj Menon**	40-51
8	Role of Access of Muslim to Bank Credit for Inclusive Growth **Prof. Aswad Shaikh** **Dr. (Smt.) Snehal S. Donde**	52-56
9	Application of Bradford's Law of Scattering to Library & Information Science Theses **Vyas Jagdish R.** **Dr. Vikram Dahifale**	57-63
10	Digital Library Resources and Services in Management and Engineerng Colleges in Nanded City **Dr. Mitesh A. Hanwate**	64-69

IQAC Coordinator

Director
NCRD'S STERLING INSTITUTE OF MANAGEMENT STUDIES
Plot No.93, Sector-19, Nerul(E),
Near Seawoods Darave Rly. Stn.,
Navi Mumbai - 400706,
Tel : 277[illegible]282 / 27722290

6. An Analytical Study of Talent Management and Employee Engagement Practices Adopted of Private Sectors Organization in Maharashtra

Dr. Sandeep J. Ponde
Associate Professor, Ncrd's Sterling Insitutte of Management Studies, Navi Mumbai.
Dr. Kiranchandra R. Nerkar
Associate Professor, Women's College of Arts & Commerce, Nagpur.
Dr.Arjita Jain
Professor, Ncrd's Sterling Insitutte Of Management Studies, Navi Mumbai

Abstract:

The present study is important to understand the nature of obstacles and know the measures for removing the obstacles in finding out the hidden talent of the employees and employee engagement it is also important to study the utilization of hidden talent and its relationship with satisfaction of employees. The utility of the study could be appreciated with reference to the point such as; the study could be useful addition to the literature on the topic, which is particularly scarce in the Indian context. The information and analysis presented on related topic too are likely to be useful, especially private organization of Maharashtra State. The information as regards the Maharashtra State and attitude of employers regarding management of talent of their employees and employee engagement is also likely to be useful for value added knowledge to the mass community. The present study covers the employees working in private organization in Maharashtra. This study also covers/the study of hidden talent of these employees, employee engagement and study the views of employers regarding hidden talent management, and the scope of the present study is limited to understand the nature of obstacles in finding out the hidden talent of the employee.

Introduction:

The new psychological contract has a bearing on the talent Management. Talent management system must be aimed at by organization for developing long lasting relationship between the employer and employees. When employee's talents are not fully utilized they have hidden talents which are not known by the employer, if that hidden talent is utilized for the Organization it will be beneficial for the organization. Organizations are facing shortage of talent

NCRD's Business Review 2018 (ISSN 2455-0264)

Cover Page

Editorial And Review Board

Our Inspiration

Current Issue

Guideline For Authors

Contact Information

Online Paper Submission

NCRD's Sterling Institute of Management Studies

NCRD's Business Review

Annual Online Peer Reviewed Journal

ISSN 2455-0264

Volume 3, Issue 1 (January- December 2018)

1	Analysis of Perception of Customers Towards Digitization of Banking Sector Dr. Mrinal V. Phalle and Dr. Prachi A. Murkute
2	A study of Financial Inclusion in Bangalore District Dr. Vaisalakshi
3	Customer Satisfaction and Rural Consumer: A Study With Fast Moving Consumer Goods (FMCG) Dr. Sudhir Atwadkar
4	Impact of Provisioning on the Size of Bank Mohd. Anwar
5	Role Of Businesses In Environment Management and Sustainable Development: New Directions, Green HRM Dr. Rekha Shenoy
6	Global transformation of Strategic Leadership and Its Impact on Organizational Effectiveness in Corporate Sector- A case study of MSEDCL Dr. Prashant R. Gulhane
7	Employee Engagement of Management Faculty in The Disruptive Era: A Comparative Analysis of X & Y Generation Dr. N. Mahesh, Dr. Archna Trehan, and C. L. Patil
8	Study of the impact of Supply Chain Process on Performance of Small and Medium Scale Companies Vishwanath K. Shetty and Dr. R. Gopal
9	Key Mantra for Profit- Emotionally Intelligent Staff, Teams, Management and Systems Dr. Kasturi Rohit Naik
10	Gauging the Conduciveness for IPO Issues in Indian Capital Market Akinchan Buddhodev Sinha, Dr. B.M.Singh, Dr. Manisha Singh
11	Correlation between Employee Engagement and Personality traits of Five-Factor Model Aditi Ramachandran and Ankita Abhay Pandit

12	Decision Making of Individual Investors Dealing in Stock Exchange: An Analysis Baig Asif Akhtar
13	Foreign Direct Investment in Multi-Brand Retailing Prakash M. Wadekar
14	Translator: As Career Opportunities and Its Importance Umeshwari P. Patil
15	Data Analytics- Analysing Maggi's Product Line Extension Strategy and Consumer Preferences using JASP Booma Vijay Halpeth, Sandhya Kapil Thakkar
16	Assessment of Training Effectiveness at Paramatrix Dr. Arjita Jain and Dr. Sandeep J. Ponde
17	The Evolution of Supply Chain Management and SCOR Model Dr. Sandeep J. Ponde and Dr. Arjita Jain
18	Impact of Advertising on Consumer Behavior with Specific Iftiqar Mistry and Vikas Jadhav
19	To Explore Different Learning Behavior Patterns in Post Graduate Students while learning Communication Skills using Andragogy Techniques Jenefa Rao
20	Shareholder Value Creation Through Buyback Of Equity-An Earnings Per Share Measurement Analysis Abhijeet Chakravarty

IQAC Coordinator

Director
NCRD'S STERLING INSTITUTE OF MANAGEMENT STUDIES
Plot No.93, Sector-19, Nerul(E),
Near Seawoods Darave Rly. Stn.,
Navi Mumbai - 400706,
Tel : 27702282 / 27722290

THE STUDY OF SUPPLY CHAIN OPERATIONAL REFERENCE (SCOR) MODEL

Dr. Sandeep J. Ponde,
Associate Professor,
NCRD's Sterling Institute of Management Studies, Navi Mumbai

Dr. Arjita Jain,
Professor,
NCRD's Sterling Institute of Management Studies, Navi Mumbai

Abstract: *In today's business world the Supply Chain Management (SCM) plays the key role in all the parts of business for satisfy the demand and supply of customer. The aim of every supply chain should be to maximize the overall value generated. In this increasing competition and fast changes in markets has put supply chains in pressure. Thus in order to help organizations to overcome this pressure, supply chain council has suggested Supply Chain Operations Reference (SCOR) model. This is a step by step procedure which provides a unique framework consisting of five processes (plan, source, make, deliver and return) with process type, processes categories and decompose processes as three levels which help in implementing it in an organization, leading to path of improvement.*

This paper describes the evolution of various definitions of supply chain and SCOR Model. Supply Chain Management basically looks into the interrelationship and inter- linkages between various functions, processes and chain members and analyses the impact of their interaction on value additions and profit maximization as well as Supply Chain Operations Reference (SCOR) model through the literature review and the paper ends with a conclusion.

Keywords: *Supply Chain Management, Evolution of Supply Chain Management SCOR Model, Supply Chain.*

INTRODUCTION

A supply chain consists of all parties involved, directly or indirectly, in fulfilling a customer request. The Big umbrella supply chain includes the manufacturer and suppliers, along with transporters, warehouses, retailers, and even customers.

NCRD's Business Review 2018 (ISSN 2455-0264)

Cover Page
Editorial And Review Board
Our Inspiration
Current Issue
Guideline For Authors
Contact Information
Online Paper Submission

NCRD's Sterling Institute of Management Studies

NCRD's Business Review

Annual Online Peer Reviewed Journal

ISSN 2455-0264

Volume 3, Issue 1 (January- December 2018)

1	Analysis of Perception of Customers Towards Digitization of Banking Sector Dr. Mrinal V. Phalle and Dr. Prachi A. Murkute
2	A study of Financial Inclusion in Bangalore District Dr. Vaisalakshi
3	Customer Satisfaction and Rural Consumer: A Study With Fast Moving Consumer Goods (FMCG) Dr. Sudhir Atwadkar
4	Impact of Provisioning on the Size of Bank Mohd. Anwar
5	Role Of Businesses In Environment Management and Sustainable Development: New Directions, Green HRM Dr. Rekha Shenoy
6	Global transformation of Strategic Leadership and Its Impact on Organizational Effectiveness in Corporate Sector- A case study of MSEDCL Dr. Prashant R. Gulhane
7	Employee Engagement of Management Faculty in The Disruptive Era: A Comparative Analysis of X & Y Generation Dr. N. Mahesh, Dr. Archna Trehan, and C. L. Patil
8	Study of the impact of Supply Chain Process on Performance of Small and Medium Scale Companies Vishwanath K. Shetty and Dr. R. Gopal
9	Key Mantra for Profit- Emotionally Intelligent Staff, Teams, Management and Systems Dr. Kasturi Rohit Naik
10	Gauging the Conduciveness for IPO Issues in Indian Capital Market Akinchan Buddhodev Sinha, Dr. B.M.Singh, Dr. Manisha Singh
11	Correlation between Employee Engagement and Personality traits of Five-Factor Model Aditi Ramachandran and Ankita Abhay Pandit

12	Decision Making of Individual Investors Dealing in Stock Exchange: An Analysis Baig Asif Akhtar
13	Foreign Direct Investment in Multi-Brand Retailing Prakash M. Wadekar
14	Translator: As Career Opportunities and Its Importance Umeshwari P. Patil
15	Data Analytics- Analysing Maggi's Product Line Extension Strategy and Consumer Preferences using JASP Booma Vijay Halpeth, Sandhya Kapil Thakkar
16	Assessment of Training Effectiveness at Paramatrix Dr. Arjita Jain and Dr. Sandeep J. Ponde
17	The Evolution of Supply Chain Management and SCOR Model Dr. Sandeep J. Ponde and Dr. Arjita Jain
18	Impact of Advertising on Consumer Behavior with Specific Iftiqar Mistry and Vikas Jadhav
19	To Explore Different Learning Behavior Patterns in Post Graduate Students while learning Communication Skills using Andragogy Techniques Jenefa Rao
20	Shareholder Value Creation Through Buyback Of Equity-An Earnings Per Share Measurement Analysis Abhijeet Chakravarty

Arjita

IQAC Coordinator

Director
NCRD'S STERLING INSTITUTE OF MANAGEMENT STUDIES
Plot No.93, Sector-10, Nerul(E),
Near Seawoods Darave Rly. Stn.,
Navi Mumbai - 400706,
Tel : 27702282 / 27722290

ASSESSMENT OF TRAINING EFFECTIVENESS AT PARAMATRIX TECHNOLOGIES PVT. LTD, MUMBAI

Dr. Arjita Jain,
Professor,
NCRD's Sterling Institute of Management Studies, Navi Mumbai

Dr. Sandeep J. Ponde,
Associate Professor,
NCRD's Sterling Institute of Management Studies, Navi Mumbai

Abstract: *Training is defined as act of increasing the knowledge and skill of an employee for doing a particular job. Training without learning has no meaning. Maintaining training effectiveness is a continuous process and it is also essential for cost benefit analysis. Paramatrix Technologies Pvt. Ltd., is an ISO 27001:2013 certified, IT software development and services company headquartered in Mumbai. This study measured the effectiveness of training programs conducted at Paramatrix Technologies Pvt. Ltd. Descriptive research was carried out. A survey was conducted to know the employee's perception and the company's dedication towards training programs. The survey aimed at knowing the employees' satisfaction and company's perseverance towards the training programs and to what extent they are leading to the growth of the company. The study revealed that majority of the employees were satisfied with the training programs carried out currently in the company and they expect more training programs in other related fields.*

Keywords: *Training Effectiveness, Training Modes, Training Benefits, Performance Appraisal and Organizational Goals*

INTRODUCTION

Training Evaluation provides the data needed to demonstrate that training does provide benefits to the company. Training effectiveness is measured by the benefits that the company and the trainees receive from training. Collection of information, including whom, what, when, and how, is required to determine the effectiveness of any training program. Companies make large investments in training and education; it is essential to constantly measure and monitors the effectiveness of training programs. Formative evaluation takes place during program design and development. This is conducted to improve the training process.It helps to ensure that the training program is well organized and runs smoothly, whereas summative evaluation determines the extent to which trainees have changed as a

Volume 12, Issue 2
Jul - Dec, 2018
Reg. No. PUNENG/2007/24871
ISSN 0974-7621
Price: Rs. 250/-

GYAN MANAGEMENT

AN INTERNATIONAL BI-ANNUAL REFEREED JOURNAL OF MANAGEMENT & TECHNOLOGY

RESEARCH PAPERS

Impact of Customer Orientation on Medical Services, Infrastructure and Communication Dimensions of Service Quality in Hospitals: A Case Study of Chandigarh Tricity
Ajay Kumar Dogra

Marketing on the Move: From Traditional to Greener Making Coherent for the Friendly Environment
Ajit Shrivastava, Shivani Bal

Quality Education: Students' Willingness towards Professional Courses
[illegible] Singh

Perceived Informativeness of Viral Marketing Messages: A Case Study of Panjab University
Neha Gulati, Pushpa Garg, Ishu Goyal

User-Friendly Guidelines for Tax & Statutory Management in India
Dr. Arpita Sen, Dr. Sandeep Pande

Emerging Role of E-Wallets in Increasing Financial Inclusion in India
Dr. Sunil Roy, Neha, Sandeep

CASE STUDY

Impact of Demographic Variables on Quality of Work Life: A Case Study of Multi Specialty Hospitals of Chandigarh Tricity
Dr. Pooja Dogra

BOOK REVIEW

The Influence of Psychology of Persuasion
Dr. Anuj

GIANJYOTI
Institute of Management and Technology
Aspire. Achieve. Ascend

IQAC Coordinator

Director
NCRD'S STERLING INSTITUTE OF MANAGEMENT STUDIES
Plot No.93, Sector-19, Nerul(E),
Near Seawoods Darave Rly. Stn.,
Navi Mumbai - 400706,
Tel : 27702282 / 27722290

GYAN MANAGEMENT, Vol. 12, Issue 2 (Jul-Dec 2018)

User-friendly Guidelines for Tax & Statutory Management in India

Dr. Arjita Jain *
Dr. Sandeep Ponde **

Abstract

According to Economic Survey 2015-16 the proportion of economically active population (15-59 years) has increased from 57.7 % to 63.3 % during the 1991-2013 periods. The employment growth in the organized sector (public and private combined) increased by 2 %.Though huge numbers of people are working in India and they are paying their regular taxes by consulting financial experts but many of them are completely blank about the working and calculation of this part of their income. Considering this we decided to work on this topic and prepare user-friendly guidelines which can be referred by anyone. Examples have been cited for tax calculation related to salary. From the start to end process of the salary with taxation and statutory deduction will definitely help the working professionals to understand their own tax deductions and reduce their dependency on financial consultants.

Keywords: *Tax,Statutory Management, Income Tax Return, Income Tax Forms,TDS (Taxes Deducted at Source)*

Introduction

Income tax has to be paid by every individual person, Hindu Undivided Family (HUF), Association of Persons (AOP), Body of Individuals (BOI), corporate firms, companies, local authorities and all other artificial juridical persons that generate income.Income tax is that percentage of the income that an individual pay to the government for infrastructural development and to pay the salaries of state or central government employees, etc. Income tax is only of the direct means of taxation like capital gains tax, securities transaction tax, etc., and there are many other indirect taxes that we pay like sales tax, value added tax, Octroi, service tax, etc.The income tax an individual pay every month or upon every contractual earning is what forms a large part of the revenue for the Government of India. These revenue functions are managed by the Ministry of Finance, which has

---

* *Professor, NCRD's Sterling Institute of Management Studies, Mumbai, arjitajain@yahoo.com*
** *Associate Professor, NCRD's Sterling Institute of Management Studies, Mumbai, emailponde@gmail.com*

10	Gauging the Conduciveness for IPO Issues in Indian Capital Market (http://ncrdsims.edu.in/site/views/pdfs/Business-Review2018/001%20GAUGING-THE-CONDUCIVENESS-FOR-IPO-ISSUES-IN-INDIAN-CAPITAL-MARKET-Anikchan.pdf) Akinchan Buddhodev Sinha, Dr. B.M.Singh, Dr. Manisha Singh
11	Correlation between Employee Engagement and Personality traits of Five-Factor Model (http://ncrdsims.edu.in/site/views/pdfs/Business-Review2018/027-Correlation-Aditi-Ankita.pdf) Aditi Ramachandran and Ankita Abhay Pandit
12	Decision Making of Individual Investors Dealing in Stock Exchange: An Analysis (http://ncrdsims.edu.in/site/views/pdfs/Business-Review2018/031-Asif-Baig.pdf) Baig Asif Akhtar
13	Foreign Direct Investment in Multi-Brand Retailing (http://ncrdsims.edu.in/site/views/pdfs/Business-Review2018/018-FOREIGN-DIRECT-INVESTMENT-IN-MULTI-BRAND-RETAILING-Prakash-Wadekar.pdf) Prakash M. Wadekar
14	Translator: As Career Opportunities and Its Importance (http://ncrdsims.edu.in/site/views/pdfs/Business-Review2018/023-TRANSLATOR-Umeshwari-Patil.pdf) Umeshwari P. Patil
15	Data Analytics- Analysing Maggi's Product Line Extension Strategy and Consumer Preferences using JASP (http://ncrdsims.edu.in/site/views/pdfs/Business-Review2018/057-Data-Analytics-%20using-JASP-Booma-Sandhya.pdf) Booma Vijay Halpeth, Sandhya Kapil Thakkar
16	Assessment of Training Effectiveness at Paramatrix (http://ncrdsims.edu.in/site/views/pdfs/Business-Review2018/060-Assessment-of-Training-Effectiveness-at-Paramatrix-Dr-Arjita-Jain.pdf) Dr. Arjita Jain and Dr. Sandeep J. Ponde
17	The Evolution of Supply Chain Management and SCOR Model (http://ncrdsims.edu.in/site/views/pdfs/Business-Review2018/055-The-Study-of-SCM-Dr-Sandeep.pdf) Dr. Sandeep J. Ponde and Dr. Arjita Jain
18	Impact of Advertising on Consumer Behavior with Specific (http://ncrdsims.edu.in/site/views/pdfs/Business-Review2018/074-Sterling-Conference-Vikas-Mistry.pdf) Iftiqar Mistry and Vikas Jadhav
19	To Explore Different Learning Behavior Patterns in Post Graduate Students while learning Communication Skills using Andragogy Techniques (http://ncrdsims.edu.in/site/views/pdfs/Business-Review2018/061-Communication-Final-Jenefa.pdf) Jenefa Rao

IQAC Coordinator

Director
NCRD'S STERLING INSTITUTE OF MANAGEMENT STUDIES
Plot No 93, Sector 19, Nerul(E)
Near Seawoods Darave Rly. Stn..
Navi Mumbai - 400706,
Tel : 27702282 / 27722290

IMPACT OF ADVERTISING ON CONSUMER BEHAVIOR WITH SPECIFIC REFERENCE TO CONSUMER DURABLES

Iftiqar Mistry
Assistant Professor,
NCRD's Sterling Institute of Management Studies, Navi Mumbai.

Vikas Jadhav
Assistant Professor,
NCRD's Sterling Institute of Management Studies, Navi Mumbai

Abstract: *Advertisement although a powerful means of creating strong ,favorable & unique brand association & eliciting positive judgments & feelings ,advertising is controversial because its specific effects are often difficult to quantify & predict this study aims to analyze the impact of advertisements on consumers towards buying behavior of consumer durables to evaluate the effectiveness of advertising in creating buying behavior which starts from searching the information about the product to evaluating & disposing the product. The present study is focused on a study of important factors and sources of information in purchase of consumer durables*

Keywords: *Advertisement, Consumer Buying Behavior, Consumer Durables*

INTRODUCTION

Advertising can be defined as any paid form of non-personal promotion transmitted through a mass medium. The sponsor should be clearly identified and the advertisement may relate to an organization, a product or a service. The key difference, therefore between advertising and other forms of proportion is that it is impersonal and communicates with large numbers of people through paid media channels. Buying Behavior is the decision processes and acts of people involved in buying and using products .study of consumer buying pattern helps us to know the behavior that consumer display in searching for, purchasing using, evaluating and disposing of products and services that they expect will satisfy their needs. Consumer behavior focuses on how individuals make decisions to spend their available resources (time, money, effort) on consumption-related items that includes what they buy, why they buy, when they buy it, where they buy it, how often they buy it, how often they use it, how they

IMPACT OF ADVERTISING ON CONSUMER BEHAVIOR WITH SPECIFIC REFERENCE TO CONSUMER DURABLES

Iftiqar Mistry
Assistant Professor,
NCRD's Sterling Institute of Management Studies, Navi Mumbai.

Vikas Jadhav
Assistant Professor,
NCRD's Sterling Institute of Management Studies, Navi Mumbai

Abstract: *Advertisement although a powerful means of creating strong ,favorable & unique brand association & eliciting positive judgments & feelings ,advertising is controversial because its specific effects are often difficult to quantify & predict this study aims to analyze the impact of advertisements on consumers towards buying behavior of consumer durables to evaluate the effectiveness of advertising in creating buying behavior which starts from searching the information about the product to evaluating & disposing the product. The present study is focused on a study of important factors and sources of information in purchase of consumer durables*

Keywords: *Advertisement, Consumer Buying Behavior, Consumer Durables*

INTRODUCTION

Advertising can be defined as any paid form of non-personal promotion transmitted through a mass medium. The sponsor should be clearly identified and the advertisement may relate to an organization, a product or a service. The key difference, therefore between advertising and other forms of proportion is that it is impersonal and communicates with large numbers of people through paid media channels. Buying Behavior is the decision processes and acts of people involved in buying and using products .study of consumer buying pattern helps us to know the behavior that consumer display in searching for, purchasing using, evaluating and disposing of products and services that they expect will satisfy their needs. Consumer behavior focuses on how individuals make decisions to spend their available resources (time, money, effort) on consumption-related items that includes what they buy, why they buy, when they buy it, where they buy it, how often they buy it, how often they use it, how they

CONTENTS

- ❖*Prologue*
- ❖*Acknowledgements*

Sr. No.	Particulars	Page No.

SECTION I: HUMAN RESOURCES

1	**Globalization and Global Transformation: Relation between Culture and Global Transformation** Rupali Bhagat, Dr. Arjita Jain	1 - 3
2	**Mobile Computing to Control the Mind** Kajal D. Jaisnghani	4 - 5
3	**Patanjali Ayurved : A Study in Behavioral Geography** Rahul Gawas	6 - 9
4	**Review Study of Work Environment and Remuneration on Retention of Teachers in Higher Educational Institute in Navi Mumbai** Sonu L. Khetre (Parihar)	10 - 13
5	**Developing Strategies for Employee Retention in 21st Century** Ankita Chauhan, Laxmi Hiremath	14 - 17

SECTION II: MARKETING

6	**Green Marketing :New Dimension of Marketing** Dr.Vilas B. Zodage	18 - 22
7	**A Review of Mobile Banking Adoption and Payment Revolution in the Developing World** ArchanaYendarkar, Pankaj Deshmukh	23 - 26
8	**Role of Digital Consumers in Digital Marketing** Swapnaja Savalaram Chandekar	27 - 30
9	**Problems of Fake Brands in Rural India and Countering Strategies** Rupali Aniket Upganlawar, Veena Vivek Sawant	31 - 32
10	**Digital Marketing: Problems and Prospects in India** Dayanand V. Thakur	33 - 37
11	**Digital Marketing and Its Impact** Rachna Desai	38 - 40
12	**Digital Marketing** Omkar Chatrapati Mhanere, Chaitali Ganesh More, Karishma Vijay Shitap	41 - 43

SECTION III: FINANCE

13	**Mergers and Acquisitions in Mexico** Dr. José G. Vargas	44 - 51
14	**Impact of Digital Money on Monetary Policy** Alka Sharma	52 - 55

IQAC Coordinator

Director
NCRD'S STERLING INSTITUTE OF MANAGEMENT STUDIES
Plot No.93, Sector-19, Nerul(E),
Near Seawoods Darave Rly. Stn.,
Navi Mumbai - 400706,
Tel : 27702282 / 27722290

REVIEW STUDY OF WORK ENVIRONMENT AND REMUNERATION ON RETENTION OF TEACHERS IN HIGHER EDUCATIONAL INSTITUTE IN NAVI MUMBAI

Sonu L. Khetre (Parihar).
Assistant Professor, NCRD's Sterling Institute of Management Studies, Nerul, Navi Mumbai.

Employees are the heart and soul of the organization. Employee Retention represents the methods employed by the management to help the workers stay with the company for so many years. Worker retention techniques go a long way in encouraging the workers so that they adhere to the company for the long stay and play their employee role successfully. Honest initiatives must be taken to make sure learning and enjoy their work for the employees in their current projects. Employee turnover is costly for an organization. Finding suitable replacements for key employees is difficult. Low employee turnover leads to outstanding performance of an organization. Hiring is not an easy process. When an individual resigns from his present organization, it is more likely that he would join the competitors. it has been observed that individuals sticking to an organization for a longer span are more loyal towards the management and the organization.

Keywords:
Employee's turnover, retention, replacement, hiring, outstanding performance, organization

INTRODUCTION

Employee retention, especially of crucial employees is a key challenge in every organization on either business or education system. Every resignation saved is every rupee earned. It is the faculty who adds values & shapes to the future of the nation by developing students. As mentors, they are the role models for students. Employee retention simply means encouraging employees so that they remain in the organization and perform their duties successfully to gives best results to employer as well as employee. In an Indian higher education system, retaining intellectual and talented employees is a major challenge. "Talent" is a word that has become jaded now days; however, in relation with academics it is very crucial because it is not only related with organization or society but with whole human civilization. Through this research paper we are trying to highlight the need of faculty retention in higher education system and have suggested some major solutions with which we can do it. Good faculty members are valuable assets to any good educational organization. In today's world, talented candidates have plenty of opportunities available and are ready to switch jobs if they are not satisfied with work culture and work environment. All the leading higher educational institutes including IIT and IIM are maintaining their standard and quality for the reason that they have well qualified and highly intelligent faculty members, whom they have managed to retain for years. Good quality teachers impart quality education and stability to the education system which will help to the overall development of the students.

OBJECTIVES OF THE STUDY

- To study the retention of teachers in post graduate colleges in the city of Navi Mumbai
- To study the impact of job environment on teachers retention in post graduate colleges in the city of Navi Mumbai.
- To study the impact of remuneration on teachers retention in post graduate colleges in the city of Navi Mumbai.

REVIEW OF RELATED LITERATURE

1) Zembylas, Papanastasiou (2004) in their research paper titled, "*Job satisfaction among school teachers in Cyprus*" cites various national and International studies that are carried out in a number of countries have drawn attention to the degree of job satisfaction among teachers. In general, it has been found that context seems to be the most powerful predictor of overall satisfaction. However, given that most of the international studies on teacher's satisfaction have been conducted in developed countries, one realizes the need in the available literature for similar research in developing countries as well. Their paper examines job satisfaction and motivation among teachers in Cyprus – a small developing country in the Eastern Mediterranean. An adapted version of the questionnaire developed by the "Teachers 2000 Project" was translated into Greek and used for the purposes of

this study that had a sample of 461 K-12 teachers and

administrators. The findings showed that, unlike other countries in which this questionnaire was used, Cypriot teachers chose this career because of the salary, the hours, and the holidays associatec with this profession. Their study analyzes how these motive: influence the level of satisfaction hold by the Cypriot teachers.

2) Bogler, Nir, (2012) In their research paper titled, "*Th importance of teachers' perceived organizational support to jo satisfaction*" focus on teacher empowerment mediated th relations between perceived organizational support an satisfaction, adding more than 30 per cent to the explaine variance of each of the satisfaction types. Teachers empowerme shows different relationships when intrinsic versus extrinsic typ of satisfaction is considered. The most influential dimension empowerment predicting teacher intrinsic satisfaction is sel efficacy, a psychologically oriented variable, while the mc powerful dimension of empowerment predicting extrinsic j satisfaction is earned status and respect, a sociologically orient variable.

3) Sass, Seal, Martin (2011) in their paper titled, "*Predicti teacher retention using stress and support variables*" ci Teachers attrition is a significant international concern faci administrators. Although a considerable amount of literat exists related to the causes of job dissatisfaction and teach

SANKALPA

JOURNAL OF MULTIDISCIPLINARY RESEARCH

Vol. 1 | Issue No. 1 | March 2018

Tilak Education Society's

S. K. COLLEGE OF SCIENCE & COMMERCE

Seawoods, Nerul (E), Navi Mumbai - 400706.

One Day National Multidisciplinary Conference on

5G

Director
NCRD'S STERLING INSTITUTE OF MANAGEMENT STUDIES
Plot No.93, Sector-19, Nerul(E),
Near Seawoods Darave Rly. Stn.,
Navi Mumbai - 400706.
Tel : 27702282 / 27722290

Anita
IQAC Coordinator

Green, Growth, Globalization, Governance, G&W

Saturday, 10th March 2018
Organised by
S.K. College of Science & Commerce

IQAC Coordinator

Sr. No.	TOPIC	No.
38.	Impact of IT on Global Business Strategies **- Dr. Shraddha B. Sable**	168-170
39.	A Study on Barriers in Effective Teaching in Higher Education **- Mrs. Neha Singh**	171-176
40.	The Role of Fiscal Policy in Growth of Indian Economy: An Empirical observation **- Archana Singh**	177-180
41.	Green Computing: challenges and its impact **- Rachna Desai**	181-184
42.	Wearable Technology- The closest we can get **- Nimish Paradkar**	185-187
43.	Shadow Economy & its Impact on India's GDP **- Dr Sabita Nath**	188-191
44.	How can food retailing benefit from neuromarketing research: with reference to visual and touch sense **- Preeti Phansekar**	192-194
45.	An Embark to Energy Renewal and E-Waste Minimization **- Prof. Sonali Sambare, Prof. Sreenidhi Dhanesh**	195-198
46.	A Framework for Recommendation System Using Collaborative Filtering **- Taushif Anwar Pushpendra Kumar, R. S. Thakur**	199-202
47.	Corporate Governance and CSR **- Shefali Sharma**	203-206
48.	Growth of FDI in Indian Tourism and Hospitality **- Ms. Reshma Menon**	207-210
49.	Cross Cultural Impact on Organisational Behaviour **- Mrs. Deepa Sreejith Nair**	211-215
50.	Virtual and Augmented Reality **- Muthuselvi. J.**	216-218
51.	Equipping Youth for Sustainability: Educate, Empower and Enlighten **- Samani Heena**	219-220
52.	Green Marketing- A Step Towards Safe Environment **- Mrs. Bhavana Mulani**	221-224
53.	Digital Payment Platform **- Geeta Choudhury**	225-231
54.	Green Human Resource Management: A Conceptual Study **- Mrs. Sonu L. Parihar (Khetre)**	232-240
55.	Paytm Wallet In "Cashless India"- A Study **- Chaitali Praraj Parker**	241-243
56.	Application of Cloud Computing In Smart Grid: A Review **- Ruchi Mishra**	244-248

IQAC Coordinator

Director
NCRD'S STERLING INSTITUTE OF MANAGEMENT STUDIES
Plot No.93, Sector-19, Nerul(E),
Navi Mumbai - 400 706
Tel.: 27702282 / 27722330

IQAC Coordinator

GREEN HUMAN RESOURCE MANAGEMENT: A CONCEPTUAL STUDY

Mrs. Sonu I. Parihar(khetre)
Assistant professor (hr), Sterling Institute of Management Studies, Nerul
Email id: sonukhetre4@gmail.com

ABSTRACT

Recently, there has been observed an escalating awareness within Business communities on the connotation of going green and adopting various Environment management systems. As the corporate world is going global, the Business is experiencing a shift from a conventional financial makeup to a modern Capacity-based economy which is ready to walk around green economic facets of business. Green Human Resource Management (GHRM) has become a key business approach for the significant organizations where Human Resource Departments take part in a dynamic part in going green at the office. Now a day, the go green policies are adopting in a range of environment management techniques. In India, the company world is going worldwide; it's become essential to explore green practices in the Business as well as in a surroundings. The paper mainly focus upon the diverse Green Human Resource live out pursued by the organizations all over the world and, explains the simplified meaning of GHRM.

GHRM is a proposal which helps to create green workforce, which can understand and appreciate green culture in an organization. The study also adds to the present literature by discussing future direction of some GHRM functions and the relationship between corporate social responsibility and the green human resource management and

Keywords: *Environment management, Green Human Resource Management, Green Practice, organization, corporate social responsibility.*

Objectives

- Provide with a basic understanding of green HRM to the readers,
- underline different noteworthy works on green HRM by other workers, and
- detailed on various green practices that can be integrated for building a Green workplace.
- Attempts to propose some green initiatives for HR.

METHODOLOGY

The study is primarily based upon the secondary data. For this extant literature related to the topic from different databases, websites and other available sources were collected. A systematic review of collected literature was done in detail.

INTRODUCTION

All over the world, the twenty first century viewing interest in environment concerns. Today, the go green policies are implementing in each sectors to reduce environmental issues. In HRM, the green policies are developed to preserve their resource for future amplification of the company along with society too. Companies now become conscious that they build up a prevailing social conscience and green sense of dependability where corporate social accountability is not just a brand building tool to have, but it has become a factor crucial tool to business. The HR stratagem must duplicate and inspire the ambitions of HR team and other employees, aligning with the company strategies, standards and culture, dispense sustainable proceeds to investors, address customer needs, identify and respond to emerging social trends, respond to governmental and rigid hope and manipulate the public policy agenda. Green HR is the use of HR policies to give confidence the sustainable use of resources within business organizations and more generally promotes the source of environmental sustainability.

To put into operation any corporate environmental program several units of an organization HR, Marketing, IT, Finance, and so on, work together to put forward a positive joint effort and among those, the most important contributor are the HRM unit. No doubt, the corporate world is a major stakeholder in the discussion about environmental issues and therefore conforms to be an important part of the solution to the environmental hazard. There is clear evidence that in the business world, a large part of the workforce feels strongly about the environment as employees today are more committed and satisfied with the organizations that take a practical part in endorsing green. In the past two decades, a worldwide consensus has emerged around the need for proactive environmental management (González-Benito & González-Benito, 2006). Building upon this green concept numerous

INTERNATIONAL JOURNAL OF TREND IN RESEARCH AND DEVELOPMENT
International Peer Reviewed, Open Access Journal ISSN: 2394-9333

Volume-5 | Issue-5

Title of Paper and Author

Design and Development of Experiment Devices Micro computer Based for Motion Subject Matter
[illegible]
[illegible] "Design and Development of Experiment Devices Micro computer Based for Motion Subject Matter" Published in International Journal of Trend in Research and Development (IJTRD), ISSN: 2394-9333, [illegible] October 2018, URL: [illegible]

FULL TEXT

People- Oriented - Age-Friendly Home Design
Feifei Song , Jijuan Zhang , Zhongfeng Zhang
[illegible] Feifei Song, Jijuan Zhang, Zhongfeng Zhang "People- Oriented - Age-Friendly Home Design" Published in International Journal of Trend in Research and Development (IJTRD), ISSN: 2394-9333, Volume-5 | Issue-5 , October 2018, URL: [illegible]

FULL TEXT

People- Oriented - Age-Friendly Home Design
Feifei Song , Jijuan Zhang , Zhongfeng Zhang
Cite this article : Feifei Song, Jijuan Zhang, Zhongfeng Zhang "People- Oriented - Age-Friendly Home Design" Published in International Journal of Trend in Research and Development (IJTRD), ISSN: 2394-9333, Volume-5 | Issue-5 , October 2018, URL: [illegible]

FULL TEXT

Design of a Comprehensive Test System based on Vehicle Mass Center
Qiqi Fu
Cite this article : Qiqi Fu "Design of a Comprehensive Test System based on Vehicle Mass Center" Published in International Journal of Trend in Research and Development (IJTRD), ISSN: 2394-9333, Volume-5 | Issue-5 , October 2018, URL: [illegible]

FULL TEXT

[illegible] Management Education with Green Economy for Sustainable Development: An Emerging Trend
[illegible]
Cite this article : [illegible] "[illegible] Management Education with Green Economy for Sustainable Development: An Emerging Trend" Published in International Journal of Trend in Research and Development (IJTRD), ISSN: 2394-9333, Volume-5 | Issue-5 , October 2018, URL: [illegible]

FULL TEXT

Anita
IQAC Coordinator

Director
NCRD'S STERLING INSTITUTE OF MANAGEMENT STUDIES
Plot No.93, Sector-19, Nerul(E),
Near Seawoods Darave Rly. Stn.,
Navi Mumbai - 400706,
Tel : 27702282 / 27722290

International Journal of Trend in Research and Development, Volume 5(5), ISSN: 2394-9333
www.ijtrd.com

Renovating Management Education with Green Economy for Sustainable Development- An Emerging Trend

[1]Dr. Mohan S. Rode and [2]Meera B. Hirapurkar,
[1]Associate Professor, Research supervisor, Department of Commerce & Management, Research centre, people's College, Nanded, Maharashtra, India
[2]Research Student, School of Commerce & Management Sciences, SRTMU, Nanded, Maharashtra, India

Abstract: It is widely acknowledged that education is characterized as a future facing activity. Higher education institutes are responding to the emerging need of education for green economy and sustainable development. For this purpose, this research paper is regarded as the process of equipping students with the knowledge and understanding, attributes and skills those are needed to work and live in a way that safeguards our environmental, economic and social well-being for present as well as future generations.

The challenges that are put forth by global environmental changes and their associated socio-economic problems are persistent issues of unsustainability. The process of learning new issues related to sustainability and the green economy has been the object of great number of recent investigations. Moreover it is added that, the expansion and adoption of green knowledge systems should be treated with urgency in institutions of higher education and used a survey technique to ascertain the use of green knowledge.

Sustainability for now has become a crucial aspect of social and economic development and environmental development as well. And so that related ideas and theories of Green economy and sustainable development deserve a large and detailed dissemination, especially (for under and post graduate students) in terms of education.

Keywords: Sustainability, Green Knowledge, Sustainable Development, Detailed Dissemination, Global Environmental Challenges, Socio-Economic Problems

I. INTRODUCTION

A Green economy is understood as an economic system that is compatible with the natural environment, which means that it is environment friendly economy and it does not harness or over-utilize the natural resources. Today the concept of green economy has evolved to consider social issues as well. In the context of Green economy, the term –Growth–, does not simply mean economic output growth, in fact it indicates – sustainable economic progress.

Currently, the curriculum that has been drafted and modified from time to time as per standards required is good and fair enough. But still it is not all inclusive and students are hardly aware about this green economy and sustainable development. If we have gone through the syllabus of different management programs, in environmental aspects, subject is covered as Environment for Business and environmental management- which comprises basics of business environment, Indian Business environment, environmental education, environment protection act, managing natural resources, need of renewable resources, Global warming- problems and implications. All things are there, still remedial action plan is not provided. All the management courses, which is a long list- like Agriculture management course, Biotech management course, Business management course, Co-operative management course, dairy technology and management course, E-business courses, Energy trading courses, Event management courses, Financial management courses, Foreign trade courses, Hospital and healthcare management courses, Hotel management courses, Industrial management courses, Information technology management courses, Infrastructure management courses, Oil and Gas management courses, Logistics and supply chain management courses, Operations management courses, Pharmaceutical management courses, Textile management courses, this list is unending and in this long list, except - Environmental Management Course- rest others hardly contains the Green economy part- knowledge and application of which is the need of an hour.

Sustainable development is the highest priority of the global international and national agenda, and the Green economy can be considered as a multi-faceted pathway to sustainable development. Each country will have its own specific pathway and will design its own policies, institutional structures and implementation measures, depending on national resource endowments, challenges, needs and priorities.

This study has raised the clear question of whether; there is a need of green economy as a part in curriculum of management education. And it is assumed that, if so done, it will be widely spread and application of it will be quite easy.

II. BACKGROUND TO THE STUDY OF GREEN ECONOMY

On Earth Day, when I was browsing some websites for getting information regarding my mutual fund investments, I came across a video that too very randomly, which forced me to stop my investment investigation and think for a moment- what the video was about. I played it once, twice, thrice and 4th time also. At this point of time, I don't remember the person in the video exactly, but yes she was an old energetic lady talking very calmly, but passionately-Out in rainforest, you learn how everything is interconnected and each little species, even though it may seem insignificant, has a role to play in this tapestry of life.

What better day than earth day to really make a determined effort to live lives in better harmony with nature. Every single individual matters, every single individual makes some impact on the planet, every single day and we have a choice as to what kind of difference we are going to make.”

Somewhere to the deep extent, this video provoked me to choose this topic for my Research Study. For Management education students from different background, different cultures, and different streams like medical professionals, engineers, architects, pharmacist, arts students and other different streams graduates as well, come together at one place for management education. After completing the education, they spread across different sectors of the economy. So if we are educating them about green economy and sustainable development at this platform, then its awareness and

9	Challenges and Technology for Building Smart Cities in India (http://ncrdsims.edu.in/site/views/pdfs/technical-review2018/056-CHALLENGES-AND-SMART-CITIES-IN-INDIA-RW-MD.pdf) Rahul Wantmure and Dr. Murlidhar Dhanawade
10	Solid State Drive (http://ncrdsims.edu.in/site/views/pdfs/technical-review2018/067-SOLID-STATE-DRIVE-Pragati-Sagar.pdf) Prof. S. Visalakshi, Prof. R. Kasilingam
11	Study of Mobile and Vehicle Tracking System Using GSM/GPS (http://ncrdsims.edu.in/site/views/pdfs/technical-review2018/069-Mobile-and-vehicle-Seema-Deepali.pdf) Seema Bhuvan and Deepali Shah

Sterling Institute Of Managem...
Jagatguru Aadi Shankracharya Marg, Nerul East, Sector 19A, Nerul, Navi Mumbai, Maharashtra 400706
4.0
52 reviews
View larger map
Sterling Institute Of Management Studies
Institute of Marine Engineers (India)
True Value
IDBI Bank
Arun Family Restaurant and Bar
Takeout
Shakti Stationery
Google

RMap data ©2021

f 🐦 in

Send us a message

Your Name

Your Contact No

Anjali

IQAC Coordinator

Director
NCRD'S STERLING INSTITUTE OF MANAGEMENT STUDIES
Plot No.93, Sector-19, Nerul(E),
Near Seawoods Darave Rly. Stn.,
Navi Mumbai - 400706,
Tel : 27702392 / 27722290

CHALLENGES AND TECHNOLOGY FOR BUILDING SMART CITIES IN INDIA

Prof. Rahul Wantmure
Assistant Professor,
NCRD's Sterling Institute of Management
Studies, Navi Mumbai
Email : rahul_wan2003@yahoo.co.in

Dr. Murlidhar Dhanawade
Professor & HOD (MCA)
NCRD's Sterling Institute of Management
Studies, Navi Mumbai
Email : dr.murlidhar.dhanawade@gmail.com

ABSTRACT: *The cities of every nation plays important role to increase economy, including India. To achieve specific growth, comprehensive development of physical, institutional, social and economic infrastructure is required. These remain the key factors in improving the quality of life and motivating people to invest in the City, setting in motion a virtuous cycle of growth and development. Development of Smart Cities is a step in the right direction. Cities in India and around the world is a process that evolves gradually. It's not a sudden decision with preplanned infrastructure. The concept of Smart city has made us think in a planned city with such an impact that each activity conducted in the city is identified, monitored and controlled by the technology. The idea to have Smart City is to support cities that provide good transportation and give a good quality of life to all the citizens, a hygienic and sustainable environment and application of 'Smart' Solutions.*

Internet of Things (IoT) is an emerging technology in the world of IT that can be explored to its zenith to achieve the goal of building a Smart City. Just building is not enough, but maintaining and sustaining its identity is a herculean task. Integrity and authenticity is another responsibility to be thought processed and implemented.

There are various challenges in making a city SMART in India as there are various implicit and explicit hurdles that are to be confronted. A model of Smart City is not a solution as every city is unique in its existence. But a prototype development is need of the hour to have a logical layout of the Smart City using IoT.

Keywords: *Economic infrastructure, Smart City, Technology, Cloud Computing, IoT.*

INTRODUCTION

For every nation cities are the engines of growth for the economy, including India. Nearly 31% of India's current population lives in urban areas and contributes 63% of India's GDP (Census 2011). With increasing urbanization, urban areas are projected to house 40% of

International Research Journal of Engineering and Technology (IRJET) e-ISSN: 2395-0056
Volume: 05 Issue: 06 | June 2018 www.irjet.net p-ISSN: 2395-0072

Secure Online Payment System Using Steganography and Visual Cryptography

Sangita Yadav[1], *Priyanka Parui*[2], *Dr.Murlidhar Dhanawade*[3]
[1]*Student in Dept. of MCA,NCRD's Sterling Institute of Management Studies,Navi Mumbai,Maharashtra,India*
[2] *Student in Dept. of MCA,NCRD's Sterling Institute of Management Studies,Navi Mumbai,Maharashtra,India*
[3] *Professor Dept. of MCA,NCRD's Sterling Institute of Management Studies,Navi Mumbai,Maharashtra,India*

***

Abstract - *There rapid growth in E-Commerce market is seen in recent time throughout the world. In increase of shopping on online portals, Credit or Debit card fraud and personal data security are bigger involvement for merchants, banks and customers specifically in the case of card not present. This paper presents various ways for providing limited data only that is necessary for money transfer during online shopping, thereby assuring customer information and preventing identity theft and increasing customer confidence. The technique used in this is the combined application of steganography and visual cryptography.*

***Key Words*:** **Information security[1], Steganography[2], Visual Cryptography[3], Online shopping[4], Image Security[5]**

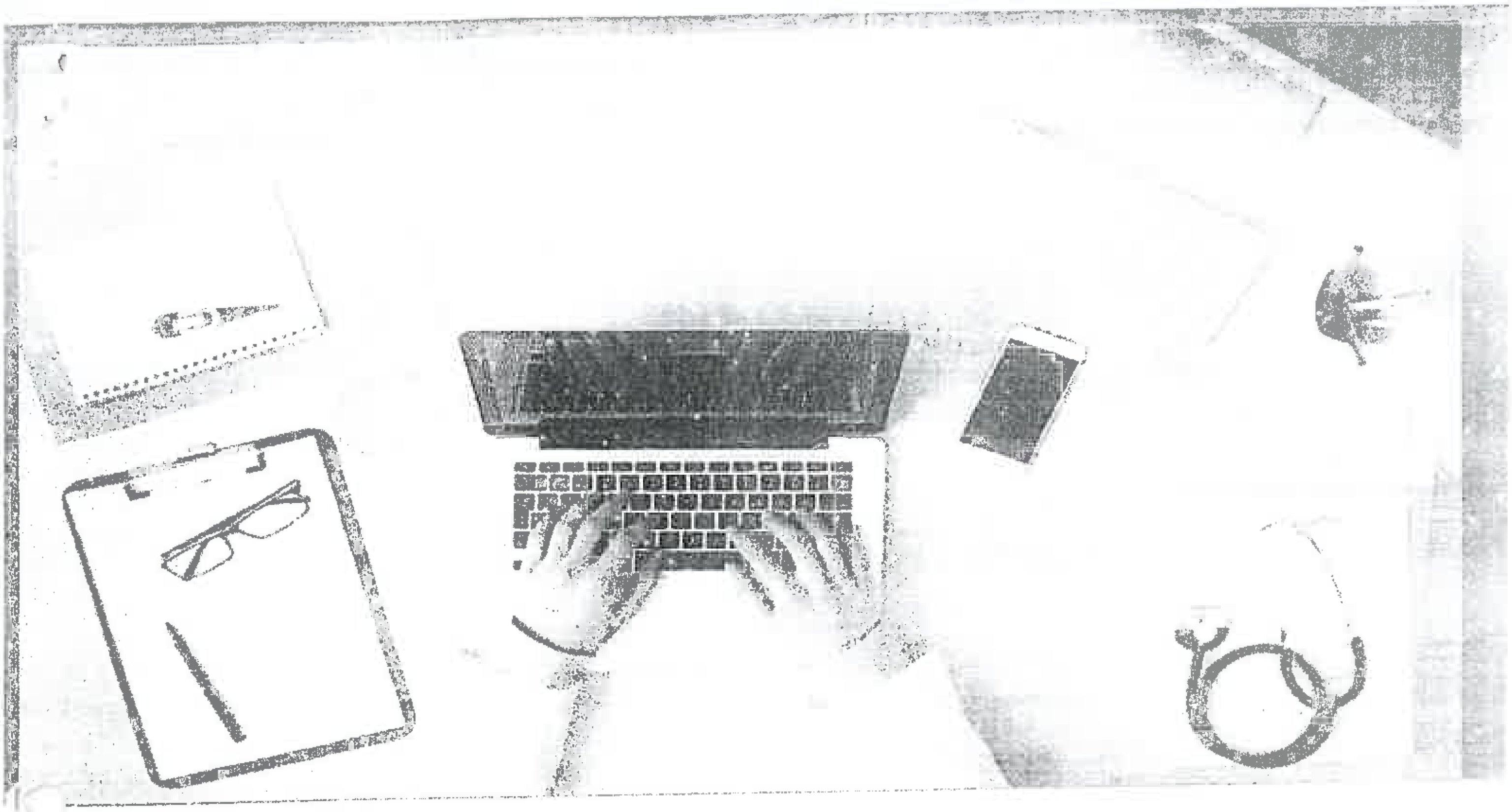
1.INTRODUCTION

Cryptography is a part of creating written or generated codes that allow information to be kept secret. Cryptography changes the data which is hard to read for an unauthorized user, acknowledge it to be transfer without approved entities decoding it back into a format which is easy to read thus the information remain unchanged[1].

Information security uses cryptography on various levels. The information or data cannot be read without a key to decrypt it. The data which is stored it maintains its integrity during transferring and while being stored. Non repudiation in cryptography is basic factor and it also supports them. It means that both sender's and receiver's delivery of message are being verified. Cryptography is also known as cryptology.

The special encryption technique which is Visual Cryptography is used to hide information in images in such a way that it can be decrypted by the human vision if the correct key image is used. Visual Cryptography uses two transparent images. One image contains random pixels and the other image contains the secret information. It is not possible to fetch secret data from either of the images. Two transparent images are essential to maintain the data, the easy way to implement Visual Cryptography is to print both layers onto a transparent sheet.

Steganography is data hidden within data. Steganography is an encryption method that can be work with the cryptography as an extra-secure technique where it protects customer's data. This method can be used to work with videos, an audio file or images. Basically steganography is however written in characters including hash marking and its within images is also common. At any proportion, steganography protects from pirating copyrighted materials as well as support in unauthorized viewing.



Health Management Information System for Rural Development

Dr. Murlidhar S. Dhanawade

Dr. Milind J. Joshi

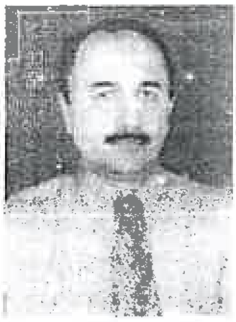
IQAC Coordinator

Director
NCRD'S STERLING INSTITUTE OF MANAGEMENT STUDIES
Plot No.93, Sector-19, Nerul(E),
Near Seawoods Darave Rly. Stn.,
Navi Mumbai - 400706,
Tel : 27702282 / 27722290

ADVANCE
ACADEMIC PUBLISHER

The Health Management Information System (HMIS) serves as a backbone to the health industry by offering faster and easier services in data collection, reporting, comparing, processing and implementation. Restructuring the system has been a continuous process, but a need for a standard HMIS is felt. Many academicians and practitioners are continuously striving for a standard HMIS which could be used across all situations. Taking health indicators into consideration a HMIS model is developed for Best Healthy Village Mission (BHVM) under National Rural Health Mission (NRHM). However for a BHVM, it is mandatory to understand the importance of HMIS role and implementation issues. The researcher shares the vision of HMIS in healthcare promotion as well as designed HMIS model and studied role and implementation issues of HMIS with reference to Sangli District through a questionnaire survey.

Dr. Murlidhar S. Dhanawade is working as a Professor & HOD (MCA) at NCRD's Sterling Institute of Management Studies, Nerul, Navi Mumbai, Maharashtra, India. His area of interest is Information Technology and its social relevance. Accordingly he has acquired the qualifications of MCM, MCA and Ph.D. and has been working in this field for more than 21 years now. He has diversified experience. Concurrently he worked as corporate trainer for 5 years. He also worked on various University and State level committees in the area of academics. Along with teaching he has Contributed/Presented several research papers at national and international Conferences as well as published research papers in International Journals. He has completed his Ph.D. in Computer Application in August 2015 from Shivaji University, Kolhapur, MS, India. His research area is Design, Role and Implementation Issues of Health Management Information System (HMIS) for best healthy village. His research will help to improve effectiveness of existing public health system and health care data to enable Government health program in rural India.



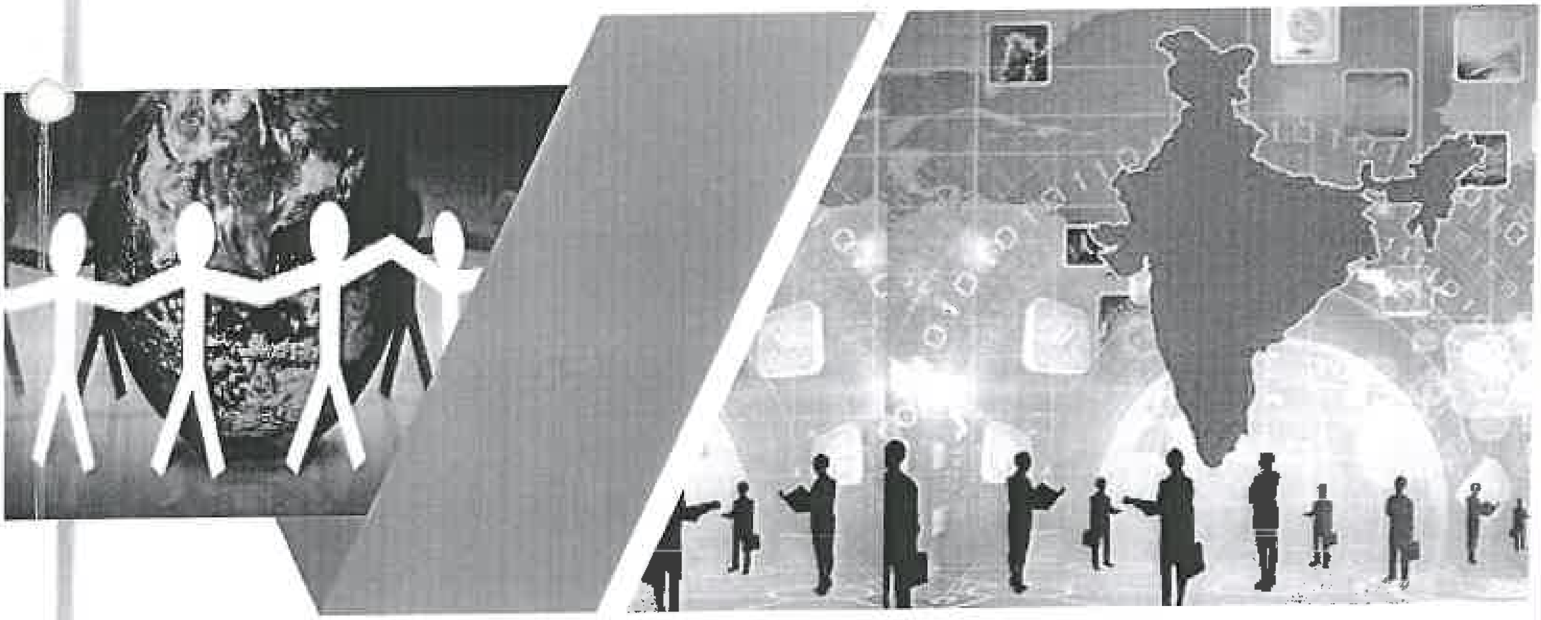
Dr. Milind J. Joshi is an experienced Systems Programmer in a multi-disciplinary university environment working as a Head, Internet Section at Shivaji University Kolhapur, Maharashtra, India, who can confidently work across a variety of disciplines ranging from science, social sciences, humanities, education, engineering and technology, arts, medicine, and pharmacy. He has having more than 30 years of experience in Information Technologyat university level both in teaching, administration and software development. He has completed M.Com. (Specialization- Industrial and Business Administration, and Master of Computer Management (M.C.M.) with specialization Artificial Intelligence at SIBER, Kolhapur, MS, India. He has completed Ph.D. in Computer Management subject in October 2002. He has guided many students for Ph.D. and M.Phil. course. His research area is use of Information Management Systems in educational administration. He has published one book on "Role of MIS in University Administration" and also published many research papers in National and International journals.

IQAC Coordinator

Director
NCRD'S STERLING INSTITUTE OF MANAGEMENT STUDIES
Plot No.93, Sector-19, Nerul(E),
Near Seawoods Darave Rly. Stn.,
Navi Mumbai - 400706,
Tel : 27702282 / 27722290

ISBN 978-93-87396-02-9
9 789387 396029

GLOBAL TRANSFORMATION CHALLENGES AND OPPORTUNITIES



CHIEF EDITOR

Dr. Prashant Gundawar

EDITORS

Dr. Arjita Jain

Dr. Murlidhar Dhanawade

Director
NCRD'S STERLING INSTITUTE OF MANAGEMENT STUDIES
Plot No.93, Sector-19, Nerul(E),
Near Seawoods Darave Rly. Stn.,
Navi Mumbai - 400706,
Tel : 27702282 / 27722290

IQAC Coordinator

NATIONAL CENTRE FOR RURAL DEVELOPMENT

NCRD's
Sterling
INSTITUTE OF MANAGEMENT STUDIES

Sr. No.	Particulars	Page No.
30	**Making Life Simpler with E-Commerce and E-Governance** Aniket Sawardekar, Sameer Patil	113 - 115
31	**Mobile Voice Recognition System and Security** Sadique Patankar, Sandesh Posam, Pragati Goel	116 - 119
32	**Big Data in Health Care with Mobile Application** Deepak Ahirwar, Seema Bhuvan	120 - 123
33	**Wireless Sensor Networks: Measure Flow of Electricity in Each Area and Store Data in Cloud** Sameer Bayani, Sharad Korde, Megha Wankhade	124 - 127
34	**A Comparative Analysis of Decision Tree Algorithms to Predict Customer Churn in Telecom Sector** Ashutosh Mohan Dhurve, Priyanka Manoj Lohot, Dr. Jayalekshmi K R	128 - 132
35	**Energy-efficient Routing Protocols for Mobile Ad Hoc Networks** Pankaj Meheshre, Dr. Shubhangi L. Vaikole	133 - 136

IQAC Coordinator

Director
NCRD'S STERLING INSTITUTE OF MANAGEMENT STUDIES
Plot No.93, Sector-19, Nerul(E),
Near Seawoods Darave Rly. Stn.,
Navi Mumbai - 400706,
Tel : 27702282 / 27722290

A COMPARATIVE ANALYSIS OF DECISION TREE ALGORITHMS TO PREDICT CUSTOMER CHURN IN TELECOM SECTOR

Ashutosh Mohan Dhurve
Student, NCRD's Sterling Institute of Management Studies, Navi Mumbai
Priyanka Manoj Lohot
Student, NCRD's Sterling Institute of Management Studies, Navi Mumbai
Dr. Jayalekshmi K.R.
Associate Professor, NCRD's Sterling Institute of Management Studies, Navi Mumbai

Customer Churn is one of the major issues that the telecom industry is facing today. This industry is mostly affected due to Mobile Number Portability which enables mobile telephone users to retain their mobile telephone numbers when changing from one mobile network carrier to another. Certain factors such as low switching costs and deregulation by the government have contributed to the risk of customers switching to competitors. Classification techniques based on data mining can be used for predicting churn in telecommunication industry. Many different decision trees algorithms have been proposed to analyze and study customer churn prediction. But no one algorithm can be best suited for detecting customers who are likely to cancel a subscription to a service. This paper compares various decision tree algorithm so that an approximate result can be obtained. The decision tree algorithms that this paper uses are -ID3, C4.5, CART, QUEST, CHAID, EXHAUSTIVE CHAID.

***Keywords**-Churn Prediction, Decision Tree, CHAID, Data mining, ID3, C4.5.*

INTRODUCTION

One of the key aspirations of any telecommunication company is to maintain a loyal customer base but since the customers have been provided with facility of switching from one service provider to another, telecommunication companies are facing more problems. According to a study, acquiring a new customer is about 5-6 times costlier as compared to retaining an old one . Data mining methods can be defined as the process of finding unknown patterns in huge data sets. These methods find their applications in the area of CRM such as fraud detection, customer churn prediction etc. Classification techniques based on data mining can be used for predicting churn in telecommunication industry. Various techniques have been used by various researchers but use of data mining techniques for predicting customers churn has turned out to be an efficient approach with high accuracy in results.

Decision Trees: Decision trees are popularly used for prediction and classification. It is a simple and powerful way of knowledge representation. The Decision tree is a flowchart-like tree structure, where each internal node (non-leaf node) denotes a test on an attribute, each branch represents an outcome of the test, and each leaf node (or terminal node) holds a class label.

ID3: The ID3 algorithm applies top to down approach based on divide and conquers strategy. This does tree construction in two phases, i.e. tree building and pruning. An information gain measure is used to choose the splitting attribute amongst all attributes.

C4.5: This algorithm is implemented serially, but it has more advantages over ID3.The decision tree algorithm C4.5 was one of the first algorithms, which can handle missing values. C4.5 does tree pruning, by going back through the tree after its creation.

CART (Classification And Regression Trees): CART technique is more suited for continuous dependent variable and categorical predictor variable. CART splits the feature space recursively into non-overlapping regions. In order to predict the value of dependent categorical variable, a classification tree is generated. CART incorporates both testing with a test data set and cross-validation to assess the goodness of fit more accurately.

CHAID (Chi-Squared Automatic Interaction Detection): This algorithm selects a set of predictors and their interactions and predicts the optimal value of the dependent variable. In the end a classification tree is obtained. At each step, CHAID chooses the independent (predictor) variable that has the strongest interaction with the dependent variable. The CHAID analysis is advantageous when we are looking for patterns in complicated datasets.

QUEST (Quick, Unbiased, Efficient Statistical Tree): QUEST technique provides unbiased feature selection and is also able to handle categorical variables with several categories. The QUEST node provides a binary classification method for building decision trees, designed to reduce the processing time required for large C&RT analyses while also reducing the tendency found in classification tree methods to favor predictors that allow more splits.

Exhaustive CHAID: Exhaustive CHAID is a variant of CHAID, where the algorithm performs a more thorough merging and testing of predictors for similar pairs until only one pair remains. Therefore, it takes much more computing time. Like CHAID, only nominal or ordinal categorical predictors are allowed, continuous predictors are first transformed into ordinal predictors before using the algorithm.

IQAC Coordinator

Director
NCRD'S STERLING INSTITUTE OF MANAGEMENT STUDIES
Plot No.93, Sector-19, Nerul(E),
Near Seawoods Darave Rly. Stn.
Navi Mumbai - 400706.
Tel : 27702262 / 27722290

NCRD's Technical Review 2018 (ISSN: 2455-166X)

Home (http://ncrdsims.edu.in/index.php/) / NCRD's Technical Review 2018 (ISSN: 2455-166X)

NCRD's Technical Review 2018 (ISSN: 2455-166X)

- Cover Page
- Editorial And Review Board
- Dedicated To
- Current Issue
- Guideline For Authors
- Contact Information
- Online Paper Submission

NCRD

NCRD's Sterling Institute of Management Studies

NCRD's Technical Review

Annual Online Peer Reviewed Journal

ISSN 2455-0264

Volume 3, Issue 1 (January- December 2018)

Director
NCRD'S STERLING INSTITUTE OF MANAGEMENT STUDIES
Plot No.93, Sector-19, Nerul(E),
Near Seawoods Darave Rly. Stn.,
Navi Mumbai - 400706,
Tel : 27702282 / 27722290

IQAC Coordinator

1	Information Technology Adoption in Small Family Business in Maharashtra State (http://ncrdsims.edu.in/site/views/pdfs/technical-review2018/044-Seeking-New-Approach-of-Global-Transformation-in-IT-Dr-Vanjari.pdf) Dr. Mahendra L. Vanjari
2	Visualization, Configuration and Automated Testing of a Natural Language Processing Application for Conversational Commerce (http://ncrdsims.edu.in/site/views/pdfs/technical-review2018/002-NLP-Vis-Conf-Ramkumar.pdf) Ramkumar R.
3	Big Data & Business Analytics Digital Global Transformation – Making of Modern World (http://ncrdsims.edu.in/site/views/pdfs/technical-review2018/021-Big-Data-Business-Making-of-Modern-World-Vikram-H.pdf) Vikram Hande
4	Understanding how FOAF (Friend Of A Friend) Importing Vocabularies from External Ontologies Using Semantic Web (http://ncrdsims.edu.in/site/views/pdfs/technical-review2018/063-FOAF-Dr-Surabhi.pdf) Dr. Surabhi Shanker
5	Student Grade Improvement in Higher Studies (http://ncrdsims.edu.in/site/views/pdfs/technical-review2018/052-Student-Grade-Improvement-In-Higher-Studies-Sandhya-P.pdf) Sandhya P. Pandey
6	Internet Technology: Prospects and Problems in Rural India (http://ncrdsims.edu.in/site/views/pdfs/technical-review2018/009-Internet-Technology-Nilaxi-Chari.pdf) Nilaxi Chari
7	Information Technology - 'The Need' for Transforming Rural India for Global Development (http://ncrdsims.edu.in/site/views/pdfs/technical-review2018/019%20IT%20-%20BASIC-NEED-FOR-TRANSFORMINGRURAL-INDIA-FOR-GLOBAL-DEVELOPMENT-%20Shrividya.pdf) Sreevidya T.V. and Dhanya Vinish
8	Green Computing – Need of the Hour (http://ncrdsims.edu.in/site/views/pdfs/technical-review2018/026-GC-%20Need-of-the-Hour-Sameer.pdf) Sameer Patil and Aniket Sawardekar
9	Challenges and Technology for Building Smart Cities in India (http://ncrdsims.edu.in/site/views/pdfs/technical-review2018/056-CHALLENGES-AND-SMART-CITIES-IN-INDIA-RW-MD.pdf) Rahul Wantmure and Dr. Murlidhar Dhanawade
10	Solid State Drive (http://ncrdsims.edu.in/site/views/pdfs/technical-review2018/067-SOLID-STATE-DRIVE-Pragati-Sagar.pdf) Prof. S. Visalakshi, Prof. R. Kasilingam
11	Study of Mobile and Vehicle Tracking System Using GSM/GPS (http://ncrdsims.edu.in/site/views/pdfs/technical-review2018/069-Mobile-and-vehicle-Seema-Deepali.pdf) Seema Bhuvan and Deepali Shah

IQAC Coordinator

Director
NCRD'S STERLING INSTITUTE OF MANAGEMENT STUDIES
Plot No.93, Sector-19, Nerul(E),
Near Seawoods Darave Rly. Stn.,
Navi Mumbai - 400706,
Tel : [illegible]

NCRD's Technical Review : e-Journal, Volume 3, Issue 1 (Jan-Dec 2018) ISSN: 2455-166X

SOLID STATE DRIVE

Prof. Pragati Goel

Associate Professor,
Sterling Institute of Management Studies
goelpragati78@gmail.com

Prof. Sagar Thakare

Assistant Professor,
Sterling Institute of Management Studies
Sagthakare@gmail.com

Abstract: *Solid state drive (SSD) is a nonvolatile storage device similar to a hard disk and does functionally everything a hard drive does. It uses integrated circuit assemblies as memory to store data and have no moving mechanical components. This distinguishes them from ancient mechanical device magnetic disks reminiscent of magnetic disc drives (HDDs) or floppy disks, that contain spinning disks and movable read/write heads. This paper attempts to highlight the advantages and disadvantages of a SSD and its history. SSDs had origins within the fifties with 2 similar technologies: core memory and charged electrical condenser computer storage (CCROS). The increase in the use of SSD over a traditional hard disk makes analysts expect annual sales of SSD drives to exceed quite three hundred million by the year 2025.*

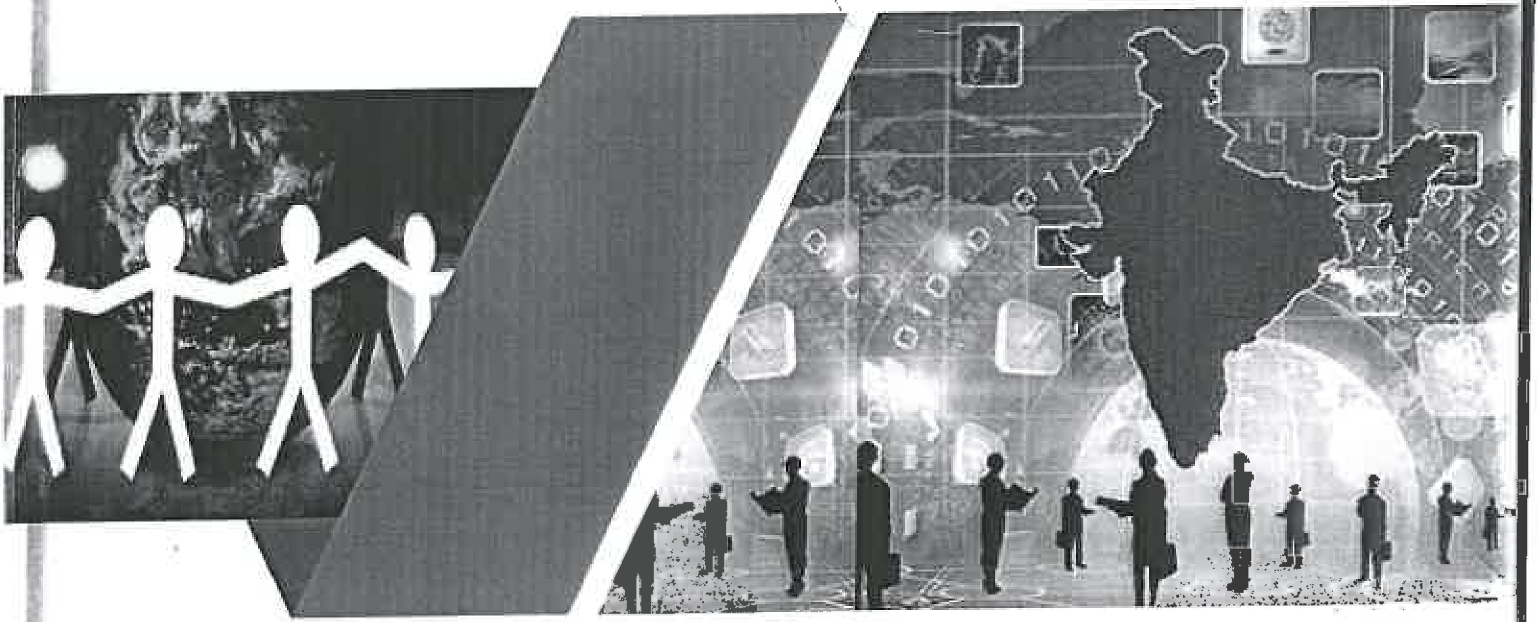
Keywords: *Solid state drive, hard disk drive, non volatile memory, core memory, CCROS*

INTRODUCTION

A solid-state drive (SSD, conjointly referred to as a solid-state disk though it contains neither a associate actual disk nor a drive motor to spin a disk) could be a solid-state device that uses microcircuit assemblies as memory to store knowledge persistently. SSD technology enable easy replacements in common applications as it primarily uses electronic interfaces which are compatible with ancient block input/output (I/O) magnetic disc drives. In addition, new I/O interfaces, like SATA categorical, are designed to handle specific needs of the SSD technology.

SSDs don't have any moving mechanical parts. This distinguishes them from ancient mechanical device magnetic disks reminiscent of magnetic disc drives (HDDs) or floppy disks, that contain spinning disks and movable read/write heads. Compared with mechanical device disks, SSDs area unit usually additional proof against physical shock, run wordlessly, has lower interval, and lower latency. However, whereas the value of SSDs has continued to say no over time, consumer-grade SSDs area unit (as of 2016) still roughly fourfold per unit of storage than consumer-grade HDDs.

GLOBAL TRANSFORMATION CHALLENGES AND OPPORTUNITIES



CHIEF EDITOR
Dr. Prashant Gundawar

EDITORS
Dr. Arjita Jain
Dr. Murlidhar Dhanawade

IQAC Coordinator

Director
NCRD'S STERLING INSTITUTE OF MANAGEMENT STUDIES
Plot No.93, Sector-19, Nerul(E),
Near Seawoods Darave Rly. Stn.,
Navi Mumbai - 400706,
Tel : 27702282 / 27722290

NATIONAL CENTRE FOR RURAL DEVELOPMENT
NCRD

NCRD's
Sterling
INSTITUTE OF MANAGEMENT STUDIES
Approved by A.I.C.T.E., New Delhi, Recognized by University of Mumbai & Government of Maharashtra

Sr. No.	Particulars	Page No.
15	**Impact of Information Technology on Indian Banking Services** Manisha Chandrakant Landge	56 - 62
16	**Risk Management in International Business** K. G. S. Mani	63 - 66
17	**The Changing Trend for Financial Inclusion** Shefali Sharma	67 - 70

SECTION IV: GENERAL MANAGEMENT

Sr. No.	Particulars	Page No.
18	**Information Technology Led to Global Transformation** Umeshwari P. Patil, Dr. Sudhir A. Atwadkar	71 - 76
19	**Global Transformation Challenges & Opportunities** Viral Desai	77 - 80
20	**Green Printing: A Step towards Sustainable Environment** Tejashree Janardan Karbhal	81 - 83
21	**Innovative Approaches for Promoting Entrepreneurship** Suyog Kulkarni	84 - 85
22	**Impact of Social Media** Prajakta Rokade, Shubhada Kalane	86 - 90
23	**Trend of Start-ups in India** Nawaz Hamdulay	91 - 94

SECTION V: TECHNOLOGY & INFORMATION MANAGEMENT

Sr. No.	Particulars	Page No.
24	**Artificial Intelligence:A Massive Transformation in Information Technology** Swapna Nikale	95 - 97
25	**The Role of Information Technology for Rural India - Review** Sameer Patil	98 - 99
26	**Sensor Data Analytics for Insurance of Mobile Phones** Priyanka Kumari	100 - 102
27	**5G Technology: A Bird's Eye View** Sunaina Tribhuvan Mistry	103 - 106
28	**Cloud Migration Research: Concept** Kajal Kambli, Sayali Mhatre, Pragati Goel	107 - 110
29	**IT In Rural Development** Reeta Rana	111 - 112

Director
NCRD'S STERLING INSTITUTE OF MANAGEMENT STUDIES
Plot No.93, Sector-19, Nerul(E),
Near Seawoods Darave Rly. Stn.,
Navi Mumbai - 400706,
Tel : 27702282 / 27722290

IQAC Coordinator

15

CLOUD MIGRATION RESEARCH: A CONCEPT

Kajal Kambli
Student, NCRD's Sterling Institute of Management Studies, Nerul
Sayali Mhatre
Student, NCRD's Sterling Institute of Management Studies, Nerul
Pragati Goel
Associate Professor, NCRD's Sterling Institute of Management Studies, Nerul

Cloud computing is evolving as a key computing platform for sharing resources that include infrastructures, software, applications, and business. An increasing number of companies are expected to migrate their applications to cloud environment. So when planning to move a legacy style application to the cloud various challenges arise.

The potential size and complexity of such a project might especially discourage small or medium companies trying to benefit from the advantages the cloud promises. By analyzing the research achievements and application status, we divide the existing migration methods into three strategies according to the cloud service models integrally. Different processes need to be considered for different migration strategies, and different tasks will be involved accordingly. Moreover, we have also observed that there is hardly any guidance available for migrating existing systems to cloud computing in terms of software engineering aspects. In this paper, we propose an architecture that describes the cloud migration process, starting by understand application architecture, Choice of type of cloud environment and Identification and categorization of the various types of application migration to the Cloud and solutions for migrating architectural components.

Keywords: *Cloud Computing, Cloud Migration Process, methods for architecture*

INTRODUCTION

Cloud computing have made it attractive for consumers to migrate their applications to the cloud environment. However, in the crowded cloud market, application customers and providers face the problem of how to assess and choose appropriate service providers for migrating their applications to the cloud.

Cloud computing has become an active area of practice and research over the last few years. Although the term —Cloud Computing is based on a collection of many old and few new concepts in several research fields like Service-Oriented Architectures (SOA), distributed and grid computing as well as virtualization. Cloud computing has become increasingly popular with the industry due to the clear advantage of reducing capital expenditure and transforming it into opera.

A customer's journey to the cloud typically involves these four phases:

PROJECT: In the project phase, you are running projects to get familiar and experience benefits from the cloud.

FOUNDATION : After experiencing the benefits of cloud, you then build the foundation to scale your cloud adoption.

MIGRATION: In this stage, you migrate existing applications including mission-critical applications or entire data centers to the cloud as you scale your adoption across a growing portion of your IT portfolio.

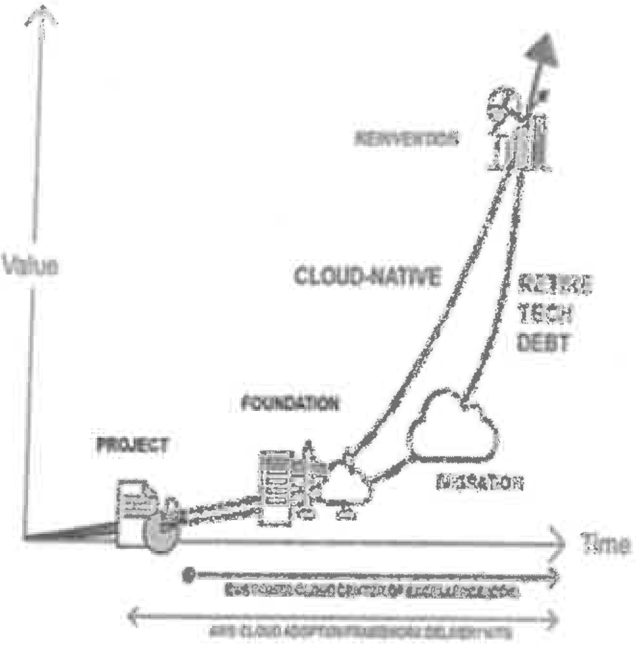

Value
REINVENTION
CLOUD-NATIVE
RETIRE TECH DEBT
FOUNDATION
PROJECT
MIGRATION
Time
CUSTOMER CLOUD CENTER OF EXCELLENCE (CCoE)
AWS CLOUD ADOPTION FRAMEWORK DELIVERY KITS

FIG. 1:

REINVENTION: Now that your operations are in the cloud, you can focus on reinvention by taking advantage of the flexibility and capabilities of AWS to transform your business by speeding time to market and increasing the attention on innovation.

BACKGROUND FOR CLOUD MIGRATION

In this section, we will study migration process, cloud migration decision framework, Five Options for Migrating Applications to the Cloud migration process.

There may be some cases where you contemplate large legacy migrations in isolation, however, we are finding that migrations are usually part of a larger enterprise transformation effort.

A. Migration Process

The patterns we have seen around migrating to the cloud commonly follow a 5-phase approach:

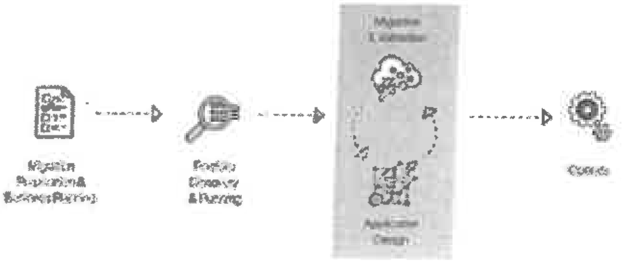
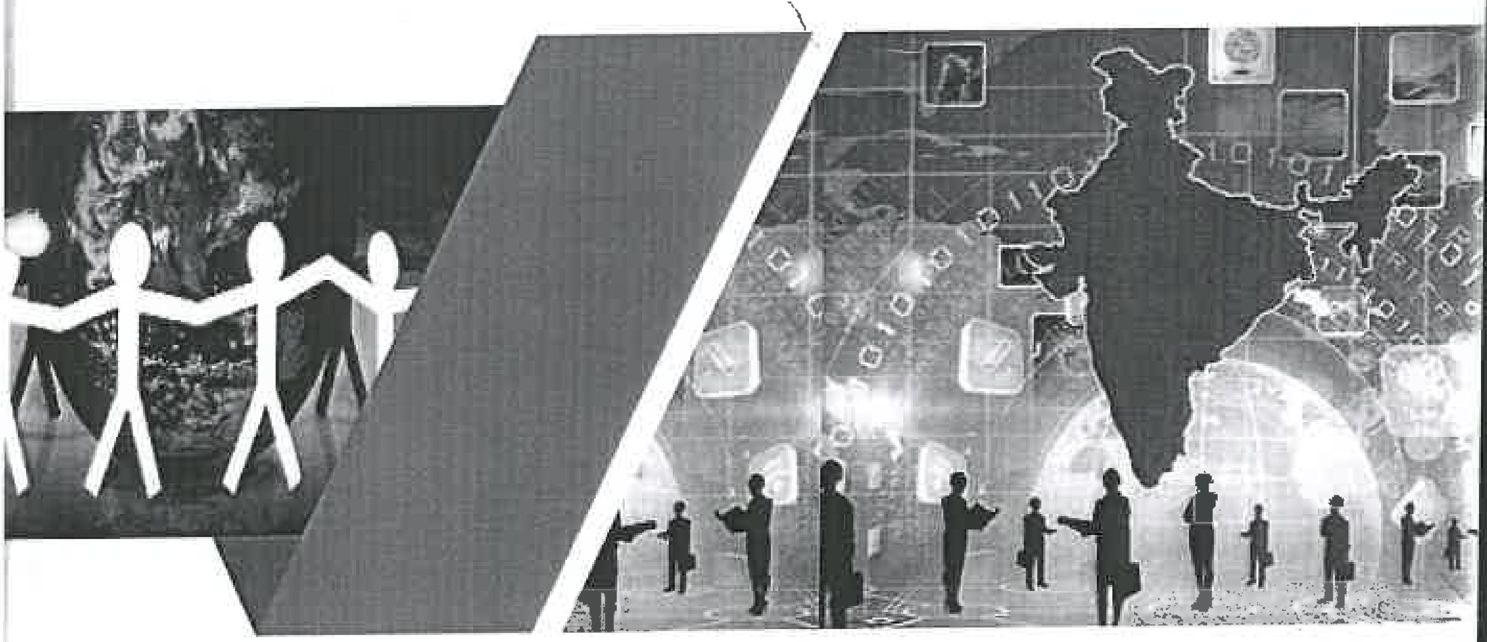

Migration Preparation & Business Planning
Portfolio Discovery & Planning
Application Design
Operate

FIG. 2:

GLOBAL TRANSFORMATION CHALLENGES AND OPPORTUNITIES



CHIEF EDITOR
Dr. Prashant Gundawar

EDITORS
Dr. Arjita Jain
Dr. Murlidhar Dhanawade

IQAC Coordinator

Director
NCRD'S STERLING INSTITUTE OF MANAGEMENT STUDIES
Plot No.93, Sector-19, Nerul(E),
Near Seawoods Darave Rly. Stn.,
Navi Mumbai - 400706,
Tel : 27702282 / 27722290

NATIONAL CENTRE FOR RURAL DEVELOPMENT
NCRD

NCRD's
Sterling
INSTITUTE OF MANAGEMENT STUDIES
Approved by A.I.C.T.E., New Delhi, Recognized by University of Mumbai & Government of Maharashtra

Sr. No.	Particulars	Page No.
30	**Making Life Simpler with E-Commerce and E-Governance** Aniket Sawardekar, Sameer Patil	113 - 115
31	**Mobile Voice Recognition System and Security** Sadique Patankar, Sandesh Posam, Pragati Goel	116 - 119
32	**Big Data in Health Care with Mobile Application** Deepak Ahirwar, Seema Bhuvan	120 - 123
33	**Wireless Sensor Networks: Measure Flow of Electricity in Each Area and Store Data in Cloud** Sameer Bayani, Sharad Korde, Megha Wankhade	124 - 127
34	**A Comparative Analysis of Decision Tree Algorithms to Predict Customer Churn in Telecom Sector** Ashutosh Mohan Dhurve, Priyanka Manoj Lohot, Dr. Jayalekshmi K R	128 - 132
35	**Energy-efficient Routing Protocols for Mobile Ad Hoc Networks** Pankaj Meheshre, Dr. Shubhangi L. Vaikole	133 - 136

IQAC Coordinator

Director
NCRD'S STERLING INSTITUTE OF MANAGEMENT STUDIES
Plot No.93, Sector-19, Nerul(E),
Near Seawoods Darave Rly. Stn.,
Navi Mumbai - 400706,
Tel : 27702282 / 27722290

WIRELESS SENSOR NETWORKS: MEASURE FLOW OF ELECTRICITY IN EACH AREA AND STORE DATA IN CLOUD

Sameer Bayani
Student, NCRD's Sterling Institute of Management Studies, Navi Mumbai.
Sharad Korde
Student, NCRD's Sterling Institute of Management Studies, Navi Mumbai.
Megha Wankhade
Asst. Professor, NCRD's Sterling Institute of Management Studies, Navi Mumbai.

This paper analyses security challenges in Wireless Sensor arranges and condenses key issues that ought to be comprehended for accomplishing the impromptu security. These sensors helpfully go their information through the system to a primary area, the base station. Current WSNs are bidirectional, empowering clients to control the action of the sensors. The expanding many-sided quality and low-control imperatives of current Wireless Sensor Systems (WSN) require proficient procedures for arranging reproduction and inserted programming execution investigation of hubs. Likewise, security is additionally an essential element that must be tended to in many WSNs, since they may work with delicate information and work in antagonistic unattended conditions[2].

In this paper, a technique of Wireless Sensor Systems is introduced for measuring electricity flow in each area because when we measure proper electricity then we can control it. In this research we used Ad-hoc network used for network connectivity in WSN, magnetic current sensor for measurement of current, programming used for mathematical data monitoring and analysis and spreadsheet API for data reporting purpose. Analog signal to digital signal conversion techniques used in magnetic current sensor for transferring data in digital format.

Keywords: *Wireless Sensor Networks, ad-hoc, magnetic current sensor, Analog signal to digital signal, data monitoring and analysis, spreadsheet API*

INTRODUCTION

Wireless sensor network alludes to a gathering of spatially scattered and devoted sensors for observing and recording the physical states of the environment and sorting out the gathered information at a central location. In this research, we also used the same method. We gather electricity to flow from the magnetic current sensor in each area and send it to a central location via wireless sensor network. When data come in the central location, we can easily store it in the cloud or internet.

In earlier days power theft in India increases more in percent. This research shows how to effectively measure and control electricity in each area. if we are controlling electricity in each area then can easily find out which area has power theft. When power flows increase comparatively normal days that time wireless sensor alert to a central location and central location update this issue to cloud. when cloud update power flow increases in the specific area that time electricity department or company person go to this area and can check it how to increase power flow as compared to normal days.

One more also benefit have this wireless sensor system that is we know how much electricity required in each area. then we can transfer the required amount of electricity in those areas. It means we can control and minted electrical flow of electricity.

SENSOR DATA COLLECTION

Magnetic Current Sensor:

The magnetic current sensor is a high-accuracy current sensor for mechanical applications based on the Hall technology. The magnetic current sensor is a simple two-utilize, completed advanced arrangement that does not require outside alignment or extra parts, for example, A/D converters, 0 amps or reference voltage. It consequently altogether lessens general execution exertion and in addition, PCB space and cost.[2]. With its implemented magnetic interference suppression, it is extremely robust when exposed to external magnetic fields[4]. It is also suitable for fast over current detection with a configurable threshold level[4].

In this research, we are user magnetic current sensor for current flow detection because it has many advantages and easy to available.

Magnetic Current Sensor is suitable for AC as well as DC current measurement applications[4]:

Current monitoring
Chargers
Photovoltaic & general-purpose inverters
Power supplies (SMPS)
Electrical drive

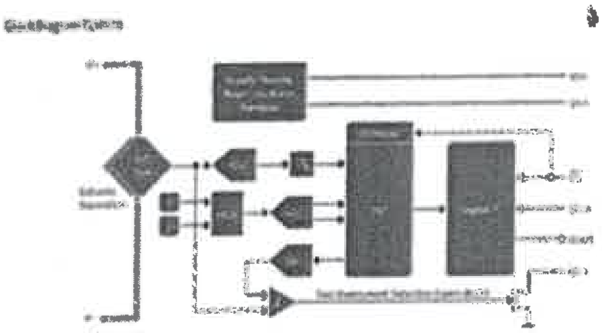


Fig. 1: Magnetic current sensor[4]

1 GND Ground
2 VDD Supply voltage

IQAC Coordinator

Director

NCRD'S STERLING INSTITUTE OF MANAGEMENT STUDIES
Plot No.93, Sector 19, Nerul (E),
Near Seawoods Darave Rly. Stn.,
Navi Mumbai - 400706.

IQAC Coordinator

Director
NCRD'S STERLING INSTITUTE OF MANAGEMENT STUDIES
Plot No.93, Sector-19, Nerul(E),
Near Seawoods Darave Rly. Stn.,
Navi Mumbai - 400706,
Tel : 27702282 / 27722290

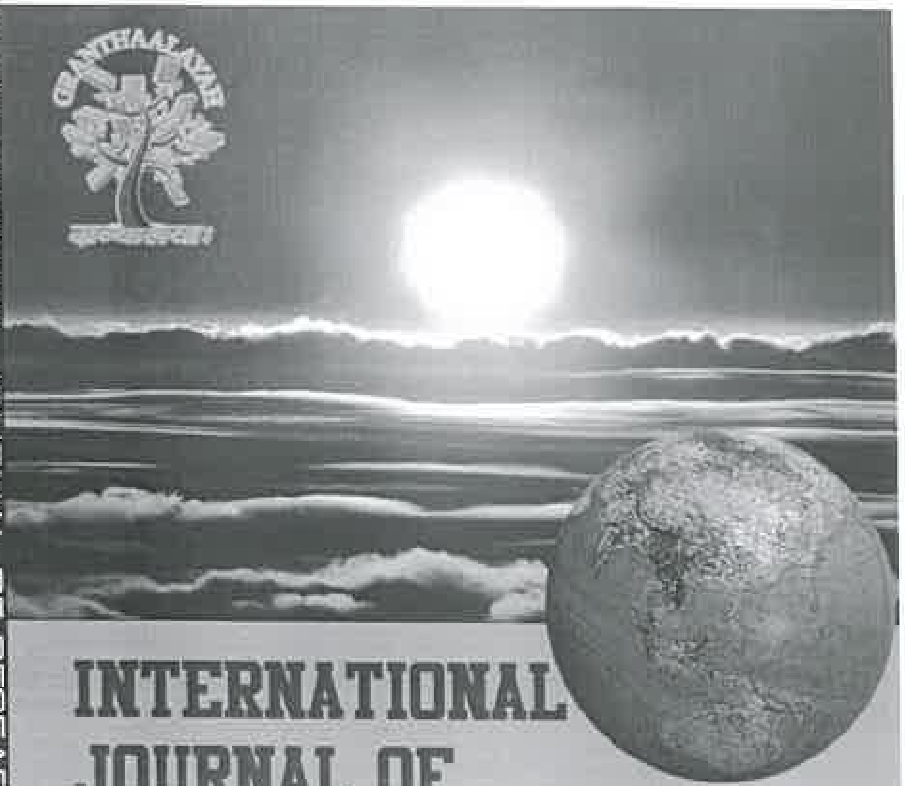
ISSN 2350-0530

JAS-ANZ

Published by:

GRANTHAALAYAH PUBLICATIONS & PRINTERS
109/C, Sukhdev Nagar Ex-2 Airport Road, Indore 452005 | M.P.| INDIA
Reg. No. : 814070796
• Web: www.granthaalayah.com • Email : granthaalayah@gmail.com • articles@granthaalayah.com

INTERNATIONAL JOURNAL OF RESEARCH GRANTHAALAYAH



INTERNATIONAL JOURNAL OF RESEARCH GRANTHAALAYAH

Volume 6 Issue 6

June Edition 2018

P ISSN-2394-3629

O ISSN-2350-0530

A KNOWLEDGE REPOSITORY

International Journal of Research - GRANTHAALAYAH

A Knowledge Repository

ISSN(O)- 2350-0530
ISSN(P)- 2394-3629

Call For Paper

- Call For Papers
- Online Submission

Researches/Editors

- Authors GuideLines
- Publication Ethics
- How to Publish Paper
- Review Process
- Apply For Reviewer
- FAQs

Downloads

- Manuscript Template
- Copyright Form
- Apply For Reviewer Form
- Conference Apply Form
- Sample Certificate
- Cover Page

E-Mail Us On

- granthaalayah@yahoo.com
- articles@granthaalayah.com

QR Code

Volume 6 Issue 6 IJRG...

S.No	Scope	TABLE OF CONTENT (GRANTHAALAYAH, 6(6): June 2018)	Page No.	PDF
1	Management	**FREE DISPOSAL HULL (FDH), ODER-M AND ODER-ALPHA (α) EFFICIENCY ANALYSIS FOR RUBBER SMALLHOLDERS IN MALAYSIA** A. Aliyu *1 DOI: 10.5281/zenodo.1299873 **Downloads: 49**	1-15	
2	Management	**ASSOCIATION BETWEEN DEMOGRAPHIC FACTORS AND ATTITUDE TOWARDS CREDIT CARD USAGE, AMONG THE HOUSEHOLDS IN KARAVEDDY DIVISIONAL SECRETARIAT IN JAFFNA DISTRICT - SRI LANKA** T.Athiyaman 1, V.A.Subramaniam 2 DOI: 10.5281/zenodo.1299904 **Downloads: 45**	16-21	
3	Social	**ADMINISTRATIVE SANCTION IN ENVIRONMENTAL LAW** DR. H. Bachrul Amiq *1 DOI: 10.5281/zenodo.1299906 **Downloads: 41**	22-37	
4	Social	**THE ROLE OF THE AMAIBI IN THE LAI HARAOBA OF MANIPUR** Dr. Salam Shantibala Devi *1 DOI: 10.5281/zenodo.1299925 **Downloads: 44**	38-44	
5	Science	**A CRITICAL ANALYSIS OF THE RELATIONSHIP BETWEEN ANTHROPOMETRIC INDICATORS OF OBESITY AMONG THE POST GRADUATE GIRLS (18-22 YEARS)** Vandana Mishra *1 DOI: 10.5281/zenodo.1299933 **Downloads:**	45-48	

IQAC Coordinator

Director
NCRD'S STERLING INSTITUTE OF MANAGEMENT STUDIES
Plot No.93, Sector-19, Nerul(E),
Near Seawoods Darave Rly. Stn.,
Navi Mumbai - 400706,
Tel : 27702282 / 27722290

		Rupali Kamble*1, Prof. Deepali Shah 2 DOI: 10.5281/zenodo.1302459 **Downloads:** **22**	
20	Science	**PARA-AORTIC LN INVOLVED DYSGERMINOMA MASQUERADING AS MYOMA DURING PREGNANCY: CASE STUDY** Eun hyun Lee 1, Yong-Il Ji 1 DOI: 10.5281/zenodo.1305332 **Downloads:** **36**	189-192
21	Science	**ORGANIC PLASTICS: MATERIAL FOR SICK BUILDING SYNDROME CONTROL AND PREVENTION IN BUILDING CONSTRUCTION** Dr. Obi Ifeanyi Chukwudi *1 DOI: 10.5281/zenodo.1305335 **Downloads:** **33**	193-199
22	Science	**THE GENERATION OF NEW RESEARCHERS IN THE 21st CENTURY** Alida Bella Vallejo López 1, Dr Jorge Daher Nader 2 DOI: 10.5281/zenodo.1305352 **Downloads:** **32**	200-204
23	Science	**OBSERVED SHIFT AND MERGE OF HYDROLOGICAL REGIMES IN THE SOTA CATCHMENT, BENIN; AN EVIDENCE OF CLIMATE CHANGE** Oyerinde G. T. *1, Olowookere B.T. 1 DOI: 10.5281/zenodo.1305354 **Downloads:** **36**	205-211
24	Science	**MECHANICAL PROPERTIES OF DISCONNECTED MULTIWALLED CARBON NANOTUBES AND CARBON NANOTUBE COMPOSITES - A REVIEW PAPER** Elias Randjbaran *1, Rizal Zahari 1, 2, Dayang L. Majid 1, Mohamed T. H. Sultan 1, Norkhairunnisa Mazlan 1 DOI: 10.5281/zenodo.1305358 **Downloads:** **37**	212-225
25	Science	**CROWDING DISTANCE BASED PARTICLE SWARM OPTIMIZATION ALGORITHM FOR SOLVING OPTIMAL REACTIVE POWER DISPATCH PROBLEM** Dr.K. Lenin *1 DOI: 10.5281/zenodo.1305360 **Downloads:** **25**	226-237
26	Science	**A BRIEF SURVEY ON UNDERWATER WIRELESS OPTICAL**	238-

IQAC Coordinator

Director
NCRD'S STERLING INSTITUTE OF MANAGEMENT STUDIES
Plot No.93, Sector-19, Nerul(E),
Near Seawoods Darave Rly. Stn.,
Navi Mumbai - 400706,
Tel : 27702282 / 27722290

[Kamble et. al., Vol.6 (Iss.6): June 2018]
(Received: June 02, 2018 - Accepted: June 29, 2018)

ISSN- 2350-0530(O), ISSN- 2394-3629(P)
DOI: 10.5281/zenodo.1302459

INTERNATIONAL JOURNAL OF RESEARCH –
GRANTHAALAYAH
A knowledge Repository

Science

APPLICATIONS OF ARTIFICIAL INTELLIGENCE IN HUMAN LIFE

Rupali Kamble[*1], **Prof. Deepali Shah**[2]
[*1] PG Student, Dept. of MCA, NCRD's SIMS, Navi Mumbai, India
[2] Assistant Professor, Department of MCA, NCRD's SIMS, Navi Mumbai, India

Abstract

Artificial Intelligence (AI) has revolutionized in information technology.AI is a subfield of computer science that includes the creation of intelligent machines and software that work and react like human beings. AI and its Applications gets used in various fields of life of humans as expert system solve the complex problems in various areas as science, engineering, business, medicine, video games and Advertising. But "Do any traffic lights use Artificial Intelligence??", I thought a lot of this when waiting in a red light.

This paper gives an overview of Artificial Intelligence and its applications used in human life. This will explore the current use of Artificial Intelligence technologies in Network Intrusion for protecting computer and communication networks from intruders, in the medical area-medicine, to improve hospital inpatient care, for medical image classification, in the accounting databases to mitigate the problems of it, in the computer games, and in Advertising. Also, it will show artificial intelligence principle and how they were applying in traffic signal control, how they solve some traffic problem in actual. This paper gives an introduction to a self-learning system based on RBF neural network and how the system can simulate the traffic police's experience. This paper is focusing on how to evaluate the effect of the control with the changing of the traffic and adjust the signal with the different techniques of Artificial Intelligence.

Keywords: Artificial Intelligence; Intrusion Detection Systems; Neural Networks (Computer); Expert System; Self-Learning System; RBF Neural Network.

Cite This Article: Rupali Kamble, and Prof. Deepali Shah. (2018). "APPLICATIONS OF ARTIFICIAL INTELLIGENCE IN HUMAN LIFE." *International Journal of Research - Granthaalayah*, 6(6), 178-188. https://doi.org/10.5281/zenodo.1302459.

1. Introduction

Artificial intelligence was coming into existence1956. It has rapid progress in more than 50 years. AI sense machines will improve human abilities in numerous zones. As It is claimed that artificial intelligence is apply very widely in the research of computer science and operational research areas. Intelligence is commonly considered as the ability to collect knowledge and reason about knowledge to solve complex problems. In the near Future intelligent machines will replace human capabilities in many areas. John McCarthy coined the term in 1956 as branch of computer science

IQAC Coordinator

Director
NCRD'S STERLING INSTITUTE OF MANAGEMENT STUDIES
Plot No.93, Sector-19, Nerul(E),
Near Seawoods Darave Rly. Stn.,
Navi Mumbai - 400706,
Tel.: 27702282 / 27722290

ICI World of Journals (/search/form)
/ **International Research Journal of Engineering and Technology (IRJET)**

Back

International Research Journal of Engineering and Technology (IRJET)

IRJET
www.irjet.net

English title:
International Research Journal of Engineering and Technology (IRJET)
ISSN:
2395-0072 (print), 2395-0056 (online)
GICID:
n/d
DOI:
n/d
Website:
https://www.irjet.net/ (https://www.irjet.net/)
Publisher:
n/d
Country:
IN
Language of publication:
EN

Deposited publications: 0 > Full text: 0% | Abstract: 0% | Keywords: 0% | References: 0%

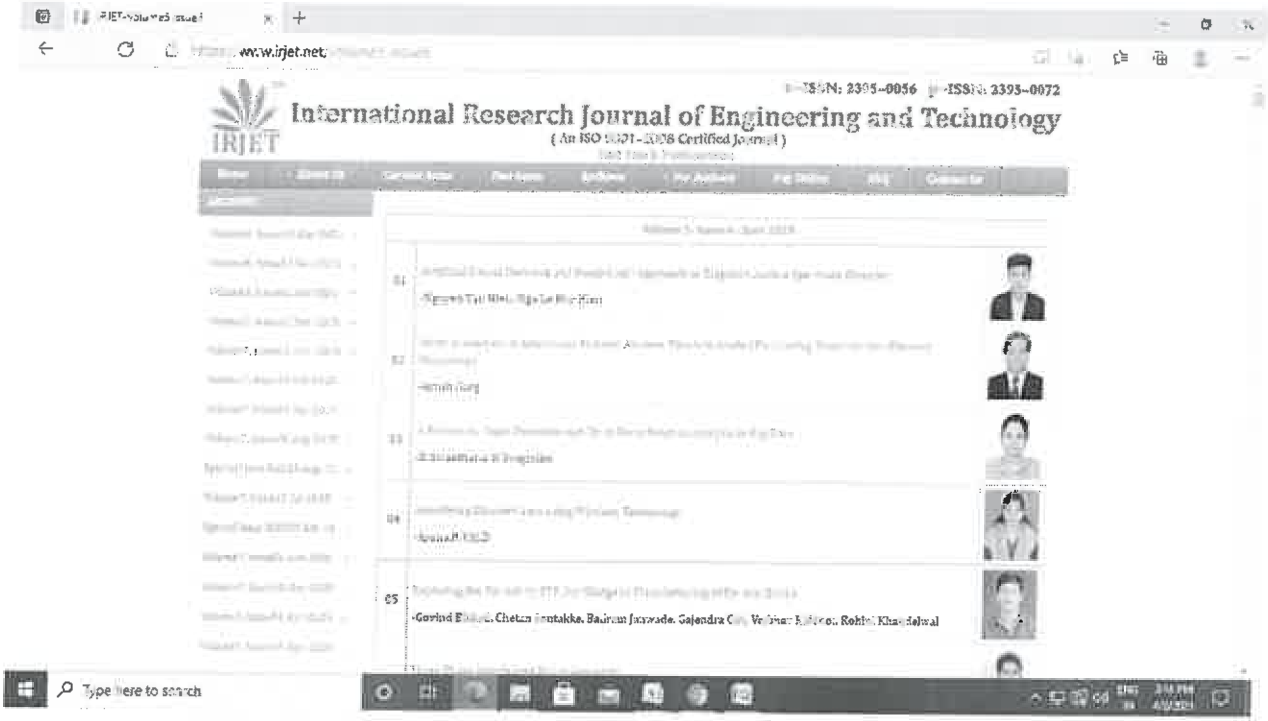
Issues and contents

As part of our website we use cookies to provide you with services at the highest level , including in a manner tailored to individual needs . Using the site without changing the settings for cookies results in saving them in your device. You can change cookies settings any time you want in your web browser. More details in our Cookies Policy

Journal description () Details () Scientific profile () Editorial office ()

IQAC Coordinator

Director
NCRD'S STERLING INSTITUTE OF MANAGEMENT STUDIES
Plot No.93, Sector-19, Nerul(E),
Near Seawoods Darave Rly. Stn.,
Navi Mumbai - 400706.



www.irjet.net

e-ISSN: 2395-0056 p-ISSN: 2395-0072

International Research Journal of Engineering and Technology

(An ISO 9001-2008 Certified Journal)

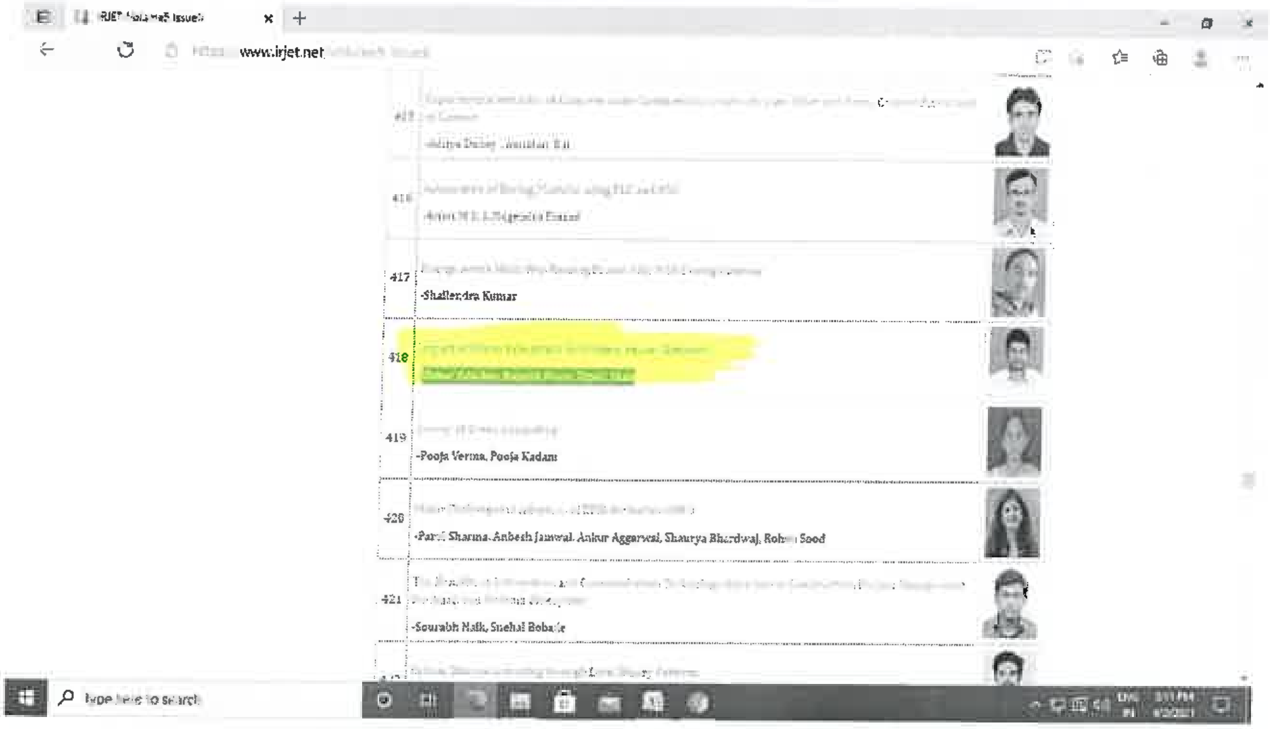
01 -[illegible]

02 -[illegible]

03 -[illegible]

04 -[illegible]

05 -Govind [illegible], Chetan [illegible]ntakke, Bairam Jaravade, Gajendra [illegible], Vaibhav [illegible], Rohit Khandelwal



www.irjet.net

415 -[illegible]

416 -[illegible]

417 -Shailendra Kumar

418 [illegible]

419 -Pooja Verma, Pooja Kadam

420 -Paru[illegible] Sharma, Anbesh Jamwal, Ankur Aggarwal, Shaurya Bhardwaj, Roh[illegible] Sood

421 -Sourabh Naik, Snehal Bobade

IQAC Coordinator

Director
NCRD'S STERLING INSTITUTE OF MANAGEMENT STUDIES
Plot No.93, Sector-19, Nerul(E),
Near Seawoods Darave Rly. Stn.,
Navi Mumbai - 400706.
Tel : 27702282 / 27722290

IMPACT OF WORMHOLE ATTACK IN WIRELESS SENSOR NETWORK

Onkar Adarkar[1], Rupesh Mane[2], Prof. Dipali Shah

[1,2]STUDENT OF DEPT OF MCA NCRD'S SIMS STUDIES, NERUL.MAHARASHTRA, INDIA
[3]ASSOCIATE PROFESSOR, DEPT OF MCA NCRD'S SIMS STUDIES, NERUL.MAHARASHTRA, INDIA.

***

Abstract – *Lots of different attacks like Wormhole attack in the wireless sensor network is one of the growing research areas in a few years. Tiny devices are known as Wireless Sensor Network [WSN] which have limited energy, computational power, transmission range, and memory. Wireless sensor networks are available in the open and unsecured environment. We propose the wormhole attack, a severe attack in ad hoc networks that is particularly challenging to defend against. The wormhole attack is possible even if the attacker has not compromised any hosts, and even if all communication provides authenticity and confidentiality. In wormhole attacks, which undermines the performance gain of network coding. A wireless sensor network (WSN) consists of a large number of sensor nodes with limited batteries, the sensor devices are deployed randomly on a zone to collect data. This paper is focused on impact of wormhole detection and prevention with different types of recovery method.*

Key Words: **Wireless sensor network, Security, Attacks, Challenges, Wormhole, packet Leash, Ad hoc Network.**

1.INTRODUCTION

The promise [1] of mobile ad hoc networks to solve challenging real-world problems continues to attract attention from industrial and academic research projects. Applications that may require secure communications include emergency response operations, military or police networks, and safety-critical business operations such as oil drilling platforms or mining operations. For example in an emergency, response operations such as after a natural disaster like a flood, tornado, and hurricane, or earthquake, ad hoc networks could be used for real-time safety feedback; regular communication Networks may be damaged, so emergency rescue teams might rely upon ad hoc networks for communication.

In this paper, we research on different types of attacks and its challenges to get protection from wormhole attack, and we present a new, general mechanism for detecting and thus defending against wormhole attacks. In this attack, an attacker store records into a packet, or individual bits from a packet, at one location in the network, tunnels the packet (possibly selectively) to another location and replays it there. We discuss the procedure of packet leashes to detect wormhole attacks, and we present two types of leashes: geographic leashes and temporal leashes. We design an efficient authentication protocol, called TIK, for use with temporal leashes.

II. PROBLEM STATEMENT

In a wormhole attack, an attacker receives packets in bits at one location in the whole network, "tunnels" them to another location in the network and then repeats them into the network from that location. For tunnel spacing longer than the normal wireless transmission range of a single hop network. It is possible for an attacker to move each bit of packets directly to the wormhole, without waiting for the entire packet to be received before beginning the tunnel. This attack hence prevents any programs other than throughout the wormhole from being found, and if the attacker is near the initiator of the Route Discovery, this assault can even prevent programs more than two hops long from being seen. Permissible modes for the attacker to then misuse the wormhole include dropping rather than transmitting all data packets, thereby creating a strong Denial-of-Service attack (not another route to the destination can be identified as long as the attacker maintains the wormhole for ROUTE REQUEST Packets), or selectively discarding or modifying certain data packets. The neighbor discovery mechanisms of periodic (proactive) routing network protocols such as DSDV [7], OLSR [9] rely heavily on the reception of broadcast packets as a means for neighbor detection and are also extremely fenceless to this attack. In such systems, an attacker could relay the authentication exchanges to gain unauthorized access.

WSN Threats And Recovery Methods

We can examine wormhole attack as a two-phase method started by one or several malicious nodes. The various threats prompt by the wormhole attack are selective dropping or modification of data packets, switching off the wormhole link periodically in order to Good node Malicious generates unnecessary routing activities, they also try to disrupt the data flow. It is also possible for the attacker to simply record the traffic for later analysis.

Director
NCRD'S STERLING INSTITUTE OF MANAGEMENT STUDIES
Plot No.93, Sector-19, Nerul(E),
Near Seawoods Darave Rly. Stn.,
Navi Mumbai - 400706,
Tel.: 27702282 / 27722290
IQAC Coordinator

NCRD's Technical Review 2018 (ISSN: 2455-166X)

Home (http://www.ncrdsims.edu.in/index.php/) /
NCRD's Technical Review 2018 (ISSN: 2455-166X)

NCRD's Technical Review 2018 (ISSN: 2455-166X)

- Cover Page
- Editorial And Review Board
- Dedicated To
- Current Issue

NCRD's Sterling Institute of Management Studies

NCRD's Technical Review

Annual Online Peer Reviewed Journal

ISSN 2455-0264

IQAC Coordinator

Director
NCRD'S STERLING INSTITUTE OF MANAGEMENT STUDIES
Plot No.93, Sector-19, Nerul(E),
Near Seawoods Darave Rly. Stn.,
Navi Mumbai - 400706,
Tel : 27702282 / 27722290

9	Challenges and Technology for Building Smart Cities in India (http://ncrdsims.edu.in/site/views/pdfs/technical-review2018/056-CHALLENGES-AND-SMART-CITIES-IN-INDIA-RW-MD.pdf) Rahul Wantmure and Dr. Murlidhar Dhanawade
10	Solid State Drive (http://ncrdsims.edu.in/site/views/pdfs/technical-review2018/067-SOLID-STATE-DRIVE-Pragati-Sagar.pdf) Prof. S. Visalakshi, Prof. R. Kasilingam
11	Study of Mobile and Vehicle Tracking System Using GSM/GPS (http://ncrdsims.edu.in/site/views/pdfs/technical-review2018/069-Mobile-and-vehicle-Seema-Deepali.pdf) Seema Bhuvan and Deepali Shah

a Navi
00706
Delivery
McDonald's
Takeout · Delivery
NCRD's Sterling Institutes, Nerul, Navi...
Institute of Engineers (

f ✓ in

Send us a message

Your Name

Your Contact No

IQAC Coordinator

Director
NCRD'S STERLING INSTITUTE OF MANAGEMENT STUDIES
Plot No.93, Sector-19, Nerul(E),
Near Seawoods Darave Rly. Stn.,
Navi Mumbai - 400706,
Tel : 27702282 / 27722290

STUDY OF MOBILE AND VEHICLE TRACKING SYSTEM USING GSM/GPS)

Prof. Seema Bhuvan
Assistant. Professor,
NCRD's Sterling Institute of
Management Studies, Navi Mumbai
E-mail: seemas76@gmail.com

Prof. Deepali Shah
Assistant. Professor,
NCRD's Sterling Institute of
Management Studies, Navi Mumbai
E-mail: dipali.83@gmail.com

Abstract: *There is a need to implement a realistic approach to track mobile and vehicle assets due to the heterogeneity involved in smart interconnected devices, cellular applications, and surrounding (GPS-aware) environments. Current tracking systems are expensive and not very efficient over wireless data transmission systems where cost is based on the rate of data being sent. It is an efficient and improved geographical asset tracking solution and conserve valuable mobile and vehicle resources by dynamically adapting the tracking scheme by means of context-aware personalized route learning techniques. This study hoe the system intend to perform this tracking by proactively monitoring the context information in a distributed, efficient, and scalable fashion. Context profiles which indicates the characteristics of a route based on environmental conditions are utilize.*

KEYWORDS *:GPS, GSM, TRACKING SYSTE, MOBILE*

INTRODUCTION

In this urban life transportation is very common. A lot of accidents happens on the road every day .Therefore the need of security and monitoring is developed. To resolve such problems, a system is developed using GPS and GSM technologies and an application is introduced in this research work.

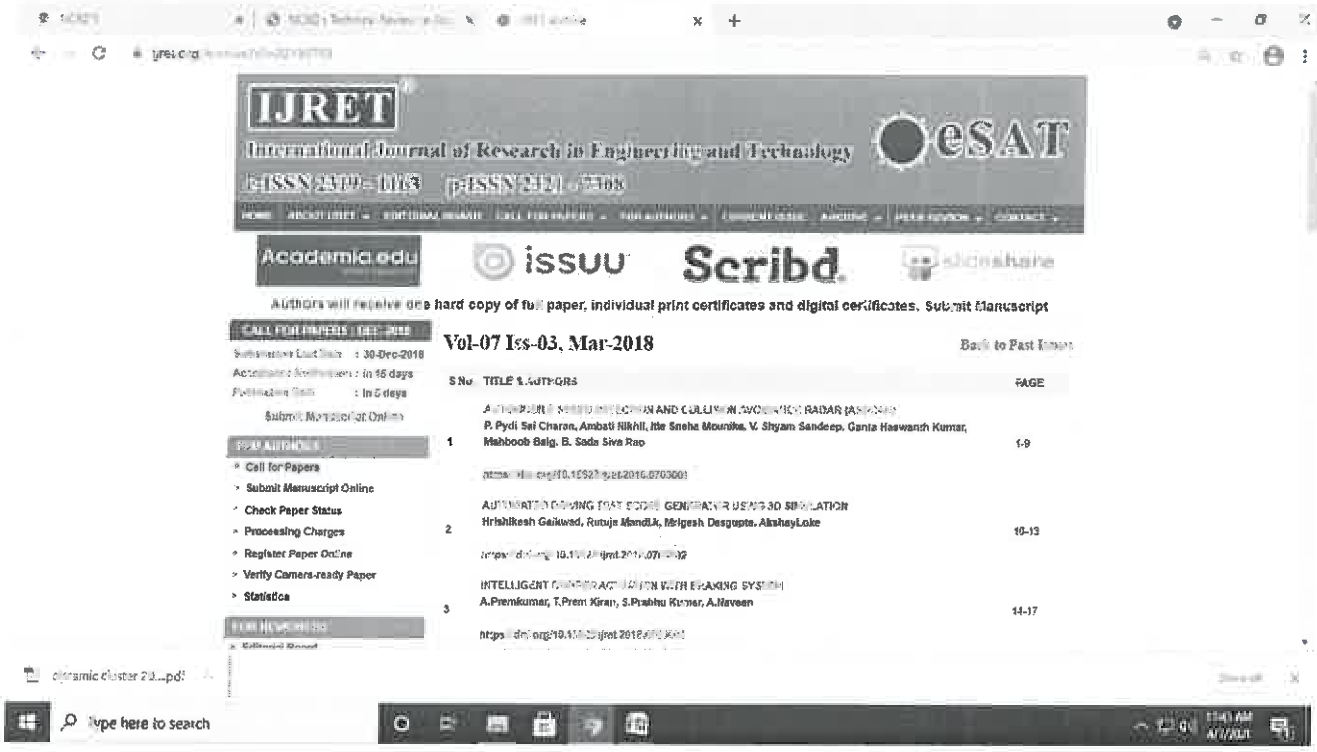
Various problems:

1. In critical condition (when mobile or vehicle is stolen), one is confused what to do.
2. If one has something expensive and he wants to check it regularly.
3. To find the shortest path available while travelling.

All these problems are overcome by the system.

IQAC Coordinator

Director
NCRD'S STERLING INSTITUTE OF MANAGEMENT STUDIES
Plot No.93, Sector-19, Nerul(E),
Near Seawoods Darave Rly. Stn.,
Navi Mumbai - 400706,
Tel : 27702282 / 27722290


IJRET
International Journal of Research in Engineering and Technology
eISSN 2319-1163 pISSN 2321-7308
eSAT
Academia.edu
issuu
Scribd.
slideshare
Type here to search

Authors will receive one hard copy of full paper, individual print certificates and digital certificates. Submit Manuscript

CALL FOR PAPERS : DEC-2018
Submission Last Date : 30-Dec-2018
Acceptance Notification : in 15 days
Publication Date : In 5 days
Submit Manuscript Online

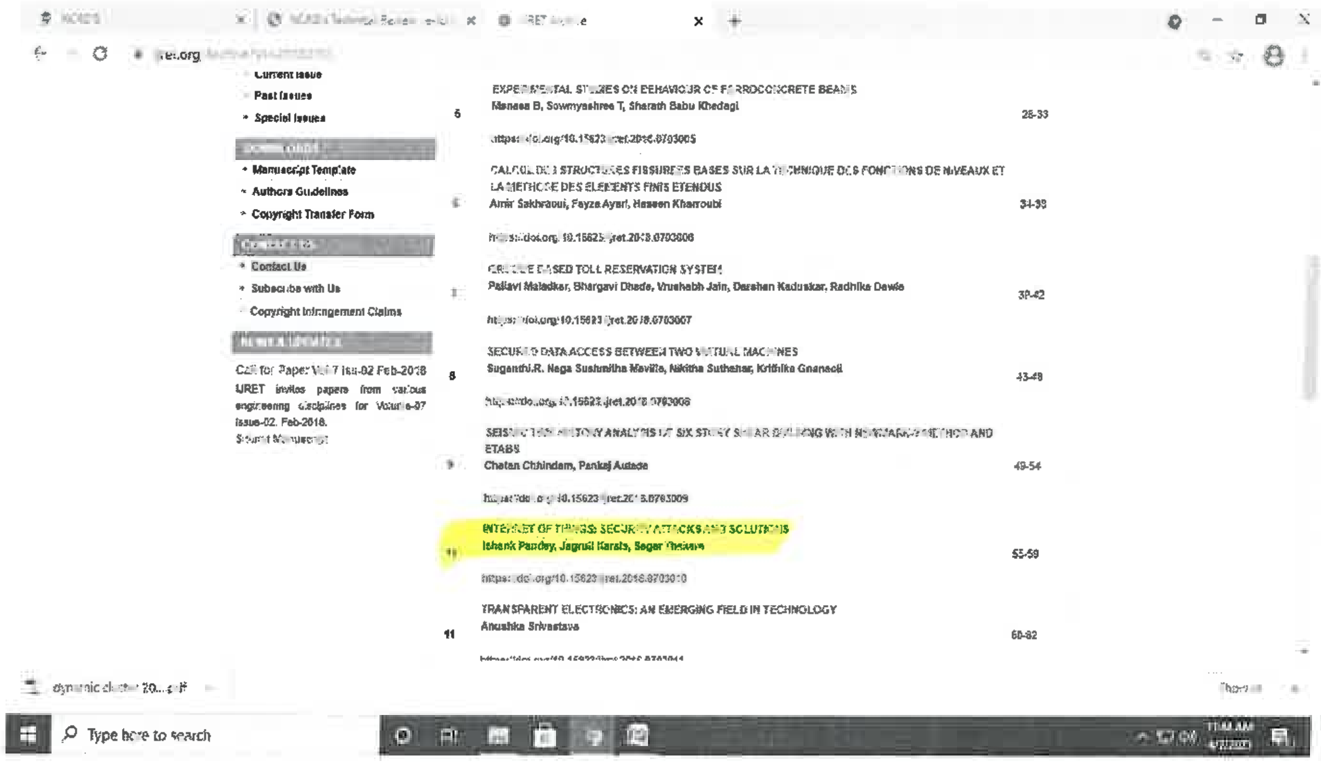
FOR AUTHORS
- Call for Papers
- Submit Manuscript Online
- Check Paper Status
- Processing Charges
- Register Paper Online
- Verify Camera-ready Paper
- Statistics

FOR REVIEWERS
- Editorial Board

Vol-07 Iss-03, Mar-2018

Back to Past Issues

S No	TITLE & AUTHORS	PAGE
1	AUTOMOBILE SPEED DETECTION AND COLLISION AVOIDANCE RADAR (ASDCAR) P. Pydi Sai Charan, Ambati Nikhil, Itte Sneha Mounika, V. Shyam Sandeep, Ganta Haswanth Kumar, Mahboob Baig, B. Sada Siva Rao https://doi.org/10.15623/ijret.2018.0703001	1-9
2	AUTOMATED DRIVING TEST SCORE GENERATOR USING 3D SIMULATION Hrishikesh Gaikwad, Rutuja Mandlik, Mrigesh Dasgupta, AkshayLoke https://doi.org/10.15623/ijret.2018.0703002	10-13
3	INTELLIGENT CRUISE ACTIVATION WITH BRAKING SYSTEM A.Premkumar, T.Prem Kiran, S.Prabhu Kumar, A.Naveen https://doi.org/10.15623/ijret.2018.0703003	14-17



- Current Issue
- Past Issues
- Special Issues

DOWNLOADS
- Manuscript Template
- Authors Guidelines
- Copyright Transfer Form

CONTACT US
- Contact Us
- Subscribe with Us
- Copyright Infringement Claims

NEWS & UPDATES
Call for Paper Vol-7 Iss-02 Feb-2018
IJRET invites papers from various engineering disciplines for Volume-07 Issue-02, Feb-2018.
Submit Manuscript

S No	TITLE & AUTHORS	PAGE
5	EXPERIMENTAL STUDIES ON BEHAVIOUR OF FERROCONCRETE BEAMS Manasa B, Sowmyashree T, Sharath Babu Khedagi https://doi.org/10.15623/ijret.2018.0703005	28-33
6	CALCUL DES STRUCTURES FISSUREES BASES SUR LA TECHNIQUE DES FONCTIONS DE NIVEAUX ET LA METHODE DES ELEMENTS FINIS ETENDUS Amir Sakhraoui, Fayza Ayari, Hassen Kharroubi https://doi.org/10.15623/ijret.2018.0703006	34-38
7	GRID BASED TOLL RESERVATION SYSTEM Pallavi Maladkar, Bhargavi Dhade, Vrushabh Jain, Darshan Kaduskar, Radhika Dewle https://doi.org/10.15623/ijret.2018.0703007	39-42
8	SECURED DATA ACCESS BETWEEN TWO VIRTUAL MACHINES Suganthi.R, Naga Sushmitha Mavilla, Nikitha Suthahar, Krithika Gnanasoli https://doi.org/10.15623/ijret.2018.0703008	43-48
9	SEISMIC TIME HISTORY ANALYSIS OF SIX STOREY SHEAR BUILDING WITH NEWMARK METHOD AND ETABS Chetan Chhindam, Pankaj Autade https://doi.org/10.15623/ijret.2018.0703009	49-54
10	INTERNET OF THINGS: SECURITY ATTACKS AND SOLUTIONS Ishank Pandey, Jagruti Karale, Sagar Thakare https://doi.org/10.15623/ijret.2018.0703010	55-59
11	TRANSPARENT ELECTRONICS: AN EMERGING FIELD IN TECHNOLOGY Anushka Srivastava https://doi.org/10.15623/ijret.2018.0703011	60-62

IQAC Coordinator

Director
NCRD'S STERLING INSTITUTE OF MANAGEMENT STUDIES
Plot No.93, Sector-19, Nerul(E),
Near Seawoods Darave Rly. Stn.,
Navi Mumbai - 400706,
Tel : 27702282 / 27722290

IJRET: International Journal of Research in Engineering and Technology eISSN: 2319-1163 | pISSN: 2321-7308

https://doi.org/10.15623/ijret.2018.0703010 Received: 19-01-2018, Accepted: 02-03-2018, Published: 22-03-2018

INTERNET OF THINGS: SECURITY ATTACKS AND SOLUTIONS

Ishank Pandey[1], Jagruti Karale[2], Sagar Thakare[3]

[1]NCRD's Sterling Institute of Management Studies, University of Mumbai
[2]NCRD's Sterling Institute of Management Studies, University of Mumbai
[3]NCRD's Sterling Institute of Management Studies, University of Mumbai

Abstract

The paper begins with the study of current status of IoT and inherent security concerns that it brings. IoT devices opens the scope for unlike devices to communicate and facilitate machine to machine(M2M) learning. Based on the already available literature, the author explains the vulnerability within the design, manufacturing and protocols of IoT and further attempts to correlate them with the cyber attack of the past.

***

1. INTRODUCTION

The Internet of things (IoT) is a collection of interconnected heterogeneous devices, services that can communicate over a wireless network to achieve a common objective in different areas.

The main objective of IoT is to make devices intelligent so that they could take care of their demands and supplies.

The IoT applications have seen rapid development in recent years due to the technologies of Radio Frequency identification (RFID) and Wireless Sensor Networks (WSN) [1]. The RFID enables the tagging or labeling of every single device, so as to serve as the basic identification mechanism in IoT. Due to WSN, each "thing" i.e. people, devices etc. becomes a wireless identifiable object and can communicate among the physical, cyber, and digital world.

Gartner, Inc. forecasts that 20.8 billion connected things will be in use worldwide in 2020 [2].

Table 1: Internet of Things Units Installed Base by Category (Millions of Units) [2].

Category	**2014**	**2015**	**2016**	**2020**
Consumer	2,277	3,023	4,024	13,509
Business: Cross-Industry	632	815	1,092	4,408
Business: Vertical-Specific	898	1,065	1,276	2,880
Grand Total	**3,807**	**4,902**	**6,392**	**20,797**

In terms of hardware spending, consumer applications will amount to $1534 billion in 2020, while the use of connected things in the enterprise will drive $1477 billion in 2020 [2].

Table 2: Internet of Things Endpoint Spending by Category (Billions of Dollars) [2].

Category	**2014**	**2015**	**2016**	**2020**
Consumer	257	416	546	1,534
Business: Cross-Industry	115	155	201	566
Business: Vertical-Specific	567	612	667	911
Grand Total	**939**	**1,183**	**1,414**	**3,010**

1.1 IoT Architecture

As the IoT is capable of connecting billions of heterogeneous objects via the Internet, there is an emerging requirement for a dynamic layered architecture.

Objects Layer: This is the first layer in IoT layered architecture. It is also known as perception layer [3]. This layer acquires data with the help of physical sensors of IoT to detect, collect and process the information.

Object Abstraction Layer: This layer is responsible for transferring data, which is acquired by Object layer, to the service management layer.

Data can be transferred via different technologies like 3G, 4G, GSM, UMTS, Wi-Fi, Bluetooth, ZigBee [3], etc.

Service Management Layer: This layer makes IoT application programmers to capable of working with heterogeneous objects.

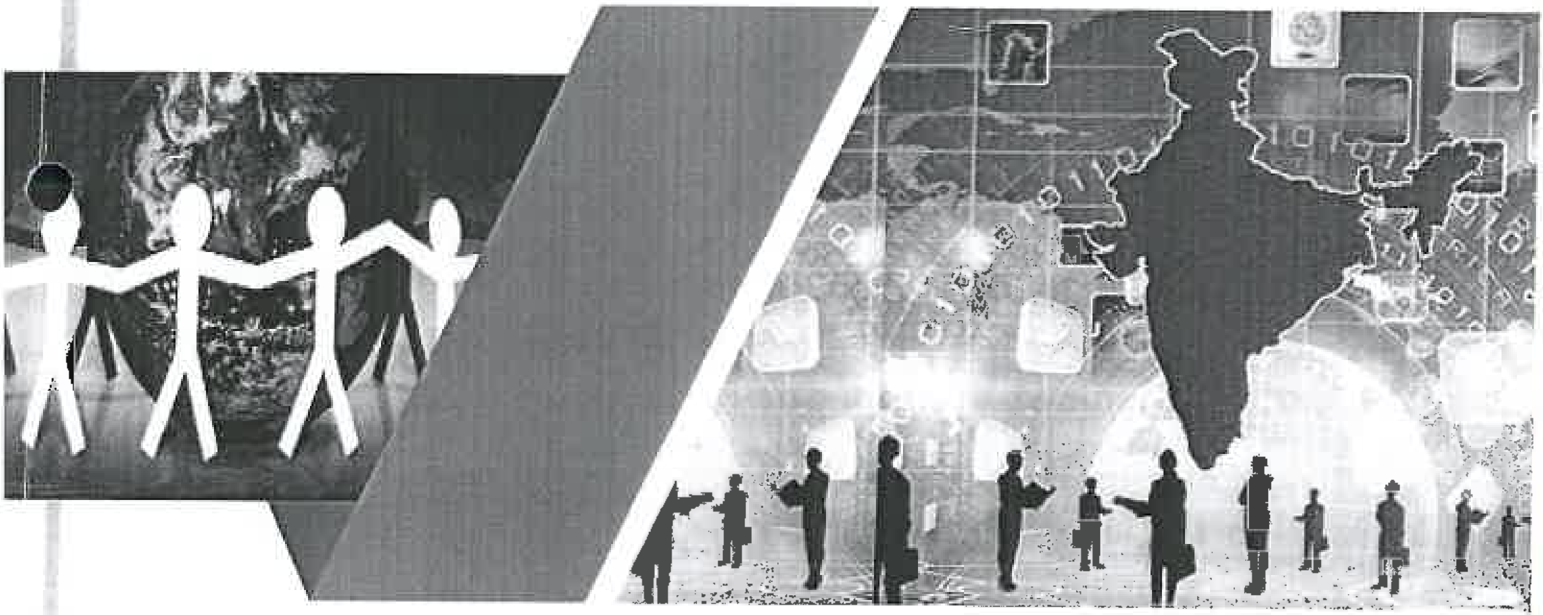
Application Layer: This layer is responsible for high-quality smart services to retrieve what the customers want, according to their requirements. Eg : smart homes, smart production units, transportation, smart health care based biosensor equipment, etc.

Business Layer: This layer acquires data from application layer and according to that data it builds business model, graphs and flowcharts. This layer is responsible for managing the complete IoT system's activities and services.

Director
NCRD'S STERLING INSTITUTE OF MANAGEMENT STUDIES
Plot No.93, Sector-19, Nerul(E),
Near Seawoods Darave Rly. Stn.,
Navi Mumbai - 400706.

IQAC Coordinator

GLOBAL TRANSFORMATION CHALLENGES AND OPPORTUNITIES



CHIEF EDITOR
Dr. Prashant Gundawar

EDITORS
Dr. Arjita Jain
Dr. Murlidhar Dhanawade

IQAC Coordinator

Director
NCRD'S STERLING INSTITUTE OF MANAGEMENT STUDIES
Plot No.93, Sector-19, Nerul(E),
Near Seawoods Darave Rly. Stn.,
Navi Mumbai - 400706,
Tel : 27702282 / 27722290

NCRD's Sterling
INSTITUTE OF MANAGEMENT STUDIES
Approved by A.I.C.T.E., New Delhi, Recognized by University of Mumbai & Government of Maharashtra

Sr. No.	Particulars	Page No.
30	**Making Life Simpler with E-Commerce and E-Governance** Aniket Sawardekar, Sameer Patil	113 - 115
31	**Mobile Voice Recognition System and Security** Sadique Patankar, Sandesh Posam, Pragati Goel	116 - 119
32	**Big Data in Health Care with Mobile Application** Deepak Ahirwar, Seema Bhuvan	120 - 123
33	**Wireless Sensor Networks: Measure Flow of Electricity in Each Area and Store Data in Cloud** Sameer Bayani, Sharad Korde, Megha Wankhade	124 - 127
34	**A Comparative Analysis of Decision Tree Algorithms to Predict Customer Churn in Telecom Sector** Ashutosh Mohan Dhurve, Priyanka Manoj Lohot, Dr. Jayalekshmi K R	128 - 132
35	**Energy-efficient Routing Protocols for Mobile Ad Hoc Networks** Pankaj Meheshre, Dr. Shubhangi L. Vaikole	133 - 136

IQAC Coordinator

Director
NCRD'S STERLING INSTITUTE OF MANAGEMENT STUDIES
Plot No.93, Sector-19, Nerul(E).
Near Seawoods Darave Rly. Stn.,
Navi Mumbai - 400706,
Tel : 27702282 / 27722290

BIG DATA IN HEALTH CARE WITH MOBILE APPLICATION

Deepak Ahirwar
Student, NCRD's Sterling Institute of Management Studies, Navi Mumbai.
Seema Bhuvan
Assistant Professor, NCRD's Sterling Institute of Management Studies, Navi Mumbai.

In the present Indian scenario, healthcare information is independently maintained by hospitals, institutions and not readily accessible in a centralized, informed manner. This greatly limits the health providers' efforts to improve quality and efficiency. Through this paper, we address this issue on bringing various information from many sources into one place in realtime which can be truly life saving. Also, low ratio of doctor to patient and the low per capita income in India hikes the medical expenses thereby increasing the patient's inaccessibility to receive proper health care in their reach especially for people in the rural areas. A means by which the bridge between the patients and doctors can be gapped and how patients can be treated at a lower expense is the prime concern. This paper focuses on the development of a mobile/web application, through which patients sends their symptomatic query to the doctors through a server. The mobile application will be equipped with first aid instructions, according to the nature and severity of the symptoms, either the patients are directed to respective departments or given emergency help for further treatment. Within the time huge amount of data is collected from users and doctors, this big data will be used to train machines to automate the tasks to some extent. The information gained from analyzing massive amounts of aggregated health data can provide useful insight to improve quality and efficiency for providers and insurers alike. This makes the patients reach out for healthcare solutions easily and cheaply and makes healthcare a easy reach for the unprivileged also. Thus, this unified model can serve as a data collection, delivery as well as an analytic tool in the healthcare domain.

KEYWORDS: *Big Data, Healthcare(HC), Mobile Application.*

INTRODUCTION

In India, millions are deprived from accessing overburdened hospitals and inadequate medical facilities. According to India Spend, India is short of nearly 500,000 doctors and the claimed doctor-patient population ratio is about 1:1,674 is in India. This is below par with the World Health Organization (WHO) norm of 1:1,000 population. Also, there is an 83% shortage of specialist medical professionals in community health centres (CHCs)[1]. The situation is more worse in the rural scenario where there would currently be at best 2.7 lakh doctors to serve close to 870 million people, that is one doctor for about 3,200 people. Rural India still needs 6 lakh more doctors to meet the WHO norm[2].

In addition to the fact that there is a significant shortage of doctors, doctors are also challenged by the lack of access and insight into the medical history of their patients which can impact the quality of care they can provide to a patient. Health institutions maintain independent medical databases and thus electronic health records are poorly interconnected. There is need of analytics which will provide instant and accurate insight into patient's medical history — including past clinical conditions, diagnoses, treatments, utilization, and outcomes. But unfortunately there is a scarcity of medical datasets upon which analytics can be carried out, and this has been addressed by the real- time data collection feature of our application. So there is a major need to shift from volume based to value based healthcare system. Taking these facts into consideration, we have proposed to automate healthcare solutions and reduce unnecessary medical costs.

A Digitised HealthCare Model for India is proposed which has the potential to revolutionize how populations interact with national health services and also strengthen health systems. It will play an important role in preventive, promotive and curative health. The major advantage of such a system is to detect and predict diseases accurately, easily and faster with the help of machine learning. This is because of the fact that a set of particular symptoms will not always lead to a particular disease and can be causing another set of diseases. So we may be able to tap the appropriate set of diseases linked to the symptoms easily after analysis.

This model also meets the key challenges posed to us in health sector that are shortage of human resources in the sector, accessibility of healthcare infrastructure, affordability of healthcare services especially for the rural population. Some major benefits from the model includes:

- Cutting down recurring medical costs
- Well- maintained medical history
- Secured medical records accessible any-time anywhere
- Centralised system with patients having personalised dashboard for self monitoring as well as for surveillance by the doctors.
- Socio-demographic factors and locations of patients taped and analysed.

Thus, this research model can be a great tool in data collection as well as produce real-time data analytics insights[3].

SCENARIO

People living in rural areas face major crisis due to shortage of proper healthcare institutions as well as medical profession-als. The public healthcare centres and community health care centres are poorly run with less professional human resources and limited medical facilities. Also, there is a scarcity of specialized centres. Local medical centre may have medications to provide first aid but may not have the expertise. People in rural areas have to travel long distances to access proper health care which can be the difference between life and death in the case of emergency. Moreover there is lack of ambulance in the remote areas, even in urban areas to pinpoint the exact location of the patient is difficult.

NCRD's Technical Review 2018 (ISSN: 2455-166X)

Home (http://www.ncrdsims.edu.in/index.php/) /
NCRD's Technical Review 2018 (ISSN: 2455-166X)

NCRD's Technical Review 2018 (ISSN: 2455-166X)

- Cover Page
- Editorial And Review Board
- Dedicated To
- Current Issue

NCRD's Sterling Institute of Management Studies

NCRD's Technical Review

Annual Online Peer Reviewed Journal

ISSN 2455-0264

IQAC Coordinator

Director
NCRD'S STERLING INSTITUTE OF MANAGEMENT STUDIES
Plot No.93, Sector-19, Nerul(E),
Near Seawoods Darave Rly. Stn.,
Navi Mumbai - 400706,
Tel : 27702282 / 27722290

Guideline For Authors

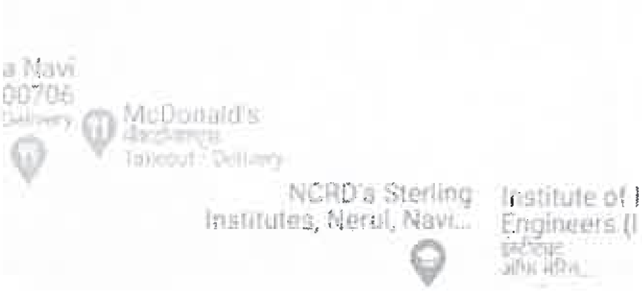
Contact Information

Online Paper Submission

Volume 3, Issue 1 (January- December 2018)

1	Seeking New Approach of Global Transformation in IT: A Case Study of Information Technology Adoption in Small Family Business in Maharashtra State (http://ncrdsims.edu.in/site/views/pdfs/technical-review2018/044-Seeking-New-Approach-of-Global-Transformation-in-IT-Dr-Vanjari.pdf) Dr. Mahendra L. Vanjari
2	Visualization, Configuration and Automated Testing of a Natural Language Processing Application for Conversational Commerce (http://ncrdsims.edu.in/site/views/pdfs/technical-review2018/002-NLP-Vis-Conf-Ramkumar.pdf) Ramkumar R.
3	Big Data & Business Analytics Digital Global Transformation – Making of Modern World (http://ncrdsims.edu.in/site/views/pdfs/technical-review2018/021-Big-Data-Business-Making-of-Modern-World-Vikram-H.pdf) Vikram Hande
4	Understanding how FOAF (Friend Of A Friend) Importing Vocabularies from External Ontologies Using Semantic Web (http://ncrdsims.edu.in/site/views/pdfs/technical-review2018/063-FOAF-Dr-Surabhi.pdf) Dr. Surabhi Shanker
5	Student Grade Improvement in Higher Studies (http://ncrdsims.edu.in/site/views/pdfs/technical-review2018/052-Student-Grade-Improvement-In-Higher-Studies-Sandhya-P.pdf) Sandhya P. Pandey
6	Internet Technology: Prospects and Problems in Rural India (http://ncrdsims.edu.in/site/views/pdfs/technical-review2018/009-Internet-Technology-Nilaxi-Chari.pdf) Nilaxi Chari
7	Information Technology - 'The Need' for Transforming Rural India for Global Development (http://ncrdsims.edu.in/site/views/pdfs/technical-review2018/019%20IT%20-%20BASIC-NEED-FOR-TRANSFORMINGRURAL-INDIA-FOR-GLOBAL-DEVELOPMENT-%20Shrividya.pdf) Sreevidya T.V. and Dhanya Vinish
8	Green Computing – Need of the Hour (http://ncrdsims.edu.in/site/views/pdfs/technical-review2018/026-GC-%20Need-of-the-Hour-Sameer.pdf) Sameer Patil and Aniket Sawardekar

9	Challenges and Technology for Building Smart Cities in India (http://ncrdsims.edu.in/site/views/pdfs/technical-review2018/056-CHALLENGES-AND-SMART-CITIES-IN-INDIA-RW-MD.pdf) Rahul Wantmure and Dr. Murlidhar Dhanawade
10	Solid State Drive (http://ncrdsims.edu.in/site/views/pdfs/technical-review2018/067-SOLID-STATE-DRIVE-Pragati-Sagar.pdf) **Prof. S. Visalakshi, Prof. R. Kasilingam**
11	Study of Mobile and Vehicle Tracking System Using GSM/GPS (http://ncrdsims.edu.in/site/views/pdfs/technical-review2018/069-Mobile-and-vehicle-Seema-Deepali.pdf) Seema Bhuvan and Deepali Shah


a Navi
00706
Delivery
McDonald's
Takeout · Delivery
NCRD's Sterling Institutes, Nerul, Navi...
Institute of I
Engineers (I

f in

Send us a message

Your Name

Your Contact No

IQAC Coordinator

Director
NCRD'S STERLING INSTITUTE OF MANAGEMENT STUDIES
Plot No.93, Sector-19, Nerul(E),
Near Seawoods Darave Rly. Stn.,
Navi Mumbai - 400706,
Tel : 27702282 / 27722290

NCRD's Technical Review : e-Journal, Volume 3, Issue 1 (Jan-Dec 2018) ISSN: 2455-166X

STUDY OF MOBILE AND VEHICLE TRACKING SYSTEM USING GSM/GPS)

Prof. Seema Bhuvan
Assistant. Professor,
NCRD's Sterling Institute of
Management Studies, Navi Mumbai
E-mail: seemas76@gmail.com

Prof. Deepali Shah
Assistant. Professor,
NCRD's Sterling Institute of
Management Studies, Navi Mumbai
E-mail: dipali.83@gmail.com

Abstract: *There is a need to implement a realistic approach to track mobile and vehicle assets due to the heterogeneity involved in smart interconnected devices, cellular applications, and surrounding (GPS-aware) environments. Current tracking systems are expensive and not very efficient over wireless data transmission systems where cost is based on the rate of data being sent. It is an efficient and improved geographical asset tracking solution and conserve valuable mobile and vehicle resources by dynamically adapting the tracking scheme by means of context-aware personalized route learning techniques. This study hoe the system intend to perform this tracking by proactively monitoring the context information in a distributed, efficient, and scalable fashion. Context profiles which indicates the characteristics of a route based on environmental conditions are utilize.*

KEYWORDS *:GPS, GSM, TRACKING SYSTE, MOBILE*

INTRODUCTION

In this urban life transportation is very common. A lot of accidents happens on the road every day .Therefore the need of security and monitoring is developed. To resolve such problems, a system is developed using GPS and GSM technologies and an application is introduced in this research work.

Various problems:

1. In critical condition (when mobile or vehicle is stolen), one is confused what to do.
2. If one has something expensive and he wants to check it regularly.
3. To find the shortest path available while travelling.

All these problems are overcome by the system.

ASM
Education • Research • Consultancy
www.asmgroup.edu.in
ASM GROUP OF INSTITUTES
presents

INTERNATIONAL CONFERENCE ON ONGOING RESEARCH IN MANAGEMENT & IT

12th - 13th JANUARY, 2018

GENERAL MANAGEMENT

CONTEMPORARY ISSUES IN MANAGEMENT

ISBN : 978-93-87665-16-3

International Conference on 'Ongoing Research in Management & IT'
incon-XIII
21st - 22nd January 2018
Pune, India

Director
NCRD'S STERLING INSTITUTE OF MANAGEMENT STUDIES
Plot No.93, Sector-19, Nerul(E),
Near Seawoods Darave Rly. Stn.,
Navi Mumbai - 400706,
Tel : 27702282 / 27722290

IQAC Coordinator

ASM
www.asmgroup.edu.in

IN ASSOCIATION WITH

SAVITRIBAI PHULE PUNE UNIVERSITY
(Pune, India)

CETYS UNIVERSIDAD
Mexico

CityUniversity of Seattle
(Seattle, USA)

(Poland, Europe)

69.	Review and Role of Quality Awards Towards The Path of TQM	Rajiv Prabhakar Wad	635
70.	Globalisation Changing its Course	Dr. Rakesh Arya Ms. Divya Gupta	642
71.	A Study on Issues and Challenges of Women Authorization in India	Prof Amita Kaushal Dr. Meenakshi Duggal	648
72.	Competency Mapping to Support Gender Diversity	Puri Ankush Joginderpal Dr.Manimala Puri Dr. Asha Pachpande	658
73.	Challenges Associated with Competency Mapping	Puri Ankush Joginderpal Dr.Asha Pachpande Dr.Manimala Puri	664
74.	Glass Ceiling Factors Influencing Career Development of Women Faculty at Management Institutes	Dr. Vidya Khachane	670
75.	Just_in_Time_Graduates, and Shifting Academic Model	Assoc Prof. Dr. Ecaterina Daniela Zeca	679
76.	Green Innovators – Inspiring Change with Eco-Friendly Business Ideas	Dr. Pallavi Chandwaskar	686

Director
NCRD'S STERLING INSTITUTE OF MANAGEMENT STUDIES
Plot No.93, Sector-19, Nerul(E),
Near Seawoods Darave Rly. Stn.,
Navi Mumbai - 400706,
Tel : 27702282 / 27722290

IQAC Coordinator

REVIEW AND ROLE OF QUALITY AWARDS TOWARDS THE PATH OF TQM

Rajiv Prabhakar Wad
Research Scholar – Faculty of Management,
Pacific Academy of Higher Education and Research University,
Udaipur; working under the supervision of Dr. K.N. Vijaya Kumar

Abstract

***Objectives:** The aim is to review the National Quality Awards in India, and to examine whether the adopting of Quality Award winning (or receiving certificates for achievement of quality) manufacturing organizations' data, is relevant/significant for TQM study.*

***Research Approach:** Based on references to the quality awards information and research papers.*

***Significance:** Can be useful in empirical context.*

***Findings/Conclusion:** Quality Awards winning organizations' data can be relevant to be used as a template.*

Keywords: Quality Awards, TQM, Manufacturing Organizations, India

INTRODUCTION

The history of National Quality Awards (NQA) can be traced back to 1951, when the Deming Prize was set up by Union of Japanese Scientists and Engineers (JUSE). This was in honour of Dr. Deming who developed the spirit of Quality in the Japanese industry after WWII. This gradually led to the dominance of the Japanese industrial products over those in the USA. This led to the setting up of the Malcolm Baldrige National Quality Award (MBNQA) for the US industry, in 1987. Likewise in Europe, the European National Quality Foundation (EFQM) set up the European Quality Award.

Gradually within a few years many more countries had started their own Quality Awards, either by the governments, or by professional bodies. Today there are more than hundred quality awards, worldwide.

Indian Context: In India, we have four National Quality Awards. The Rajiv Gandhi National Quality Award (RGNQA) as set up by the Bureau of Indian Standards, in