

About Conference

2nd International Conference on New Frontiers of Engineering, Management, Social Science and Humanities is a global event organized by Conference World at Maharashtra Chamber of Commerce, Industries and Agriculture Tilak Road, Pune (India). This conference provides an international forum for researchers, developers, engineers and practitioners who are involved in real time projects that provide solutions to exchange their valuable ideas and showcase the ongoing works which may lead to path breaking foundation of the futuristic engineering. It accentuates indispensability of interdisciplinary and cross – linked thinking with respect of innovation and market opportunities. All the accepted paper will be published in International Journal with ISSN Approved by UGC.

EMSSH-2018

Indexing:     

Publish By:
A.R. Research Publication
3/186, Santpura, Govindpuri, Modinagar 201-201

ISBN: 978-93-877793-28-6



978-93-877793-28-6

EMSSH-2018



www.conferenceworld.in

*2nd International Conference on
New Frontiers of Engineering, Management,
Social Science and Humanities*

27th May 2018

**Maharatta Chamber of Commerce,
Industries and Agriculture Tilak Road, Pune (India)**

Editors
Dr. T.C.Manjunath
Dr. Shubhangi S. Salokhe

**2nd International Conference on New Frontiers of
Engineering, Management, Social Science and
Humanities
(EMSSH-2018)**

ISBN: 987-93-87793-28-6

**Venue: Mahratta Chamber of Commerce, Industries
and Agriculture Tilak Road, Pune (India)**

Date: 27th May 2018

INDEX

S. No.	Paper ID	Paper Title	Author	Page No.
1	105	Finger Vein Pattern Identification System for Biometric Application: A Survey	Ms. Shital R. Sagare , Prof. Wrushali M. Mendre	01-05
2	106	THE EFFICIENCY OF RANDOM FOREST ALGORITHM IN BIG DATA ANALYTICS FOR MACHINE LEARNING	Dr. (Mrs) Ananthi Sheshasaayee S.Malathi	06-10
3	107	COMPARISON OF CRIME OF DIFFERENT COUNTRIES—CYBER CRIME	Shruti Bajaj, Dr. Rajesh Kumar Singh	11-21
4	110	Effects of Chlorofluorocarbons (CFC) on ozone and its role in deplication of ozone layer	Sachin changotra, Seema bharti	22-27
5	111	NEW TREND OF ONLINE MARKETING IN THE AGE OF GLOBALIZATION	DR. PRATISHA KUMARI SAIKIA	28-35
6	113	Automatic vehicle number plate detection and recognition using image processing.	Prof.Lokesh Giripunje ,Yogesh Sudrik, Prasad Khajone, Akash Range	36-43
7	119	Design of Pick and Place Machine for Forged Cylindrical Parts	Vinod Chavan, Niraj Bobade, Amit Zanke, Mayur Bhoje, Vijaykumar S. Jatti	44-49

57	188	Claim to fame of Ruskin Bond's Writings	Sartaj Manzoor Parray, Dr Kranti Vats, Dr Aparajita Sharma	466-470
58	169	Implementation of AES for low power and area reduction using FPGA	Sneha Shree N, Dr.P.I.Basarkod	471-478
59	181	Participatory Rural Appraisal and Community Development in Gombe State, Nigeria	Usman Bappi, Dr Deepali Singh, Abdulkadir Ibrahim	479-493
60	183	WORKPLACE VIOLENCE (WPV): THE PATTERN OF ABUSE AMONG NURSES.	Ibrahim Haruna Abdullahi*, Kochuthresiamma Thomas, Saleh N. Garba	494-498
61	187	Calculating Web Impact Factor for University Websites of Jammu and Kashmir: a Study	Muneer Ahmad, Dr. M. Sadik Batcha, Wasim Rashid, Obaid Hafiz	499-509
62	176	Implementation of all digital phase locked loop	Prathibha Kavyashree , Dr. Venkata Siva Reddy	510-522
63	189	Smart Highway System for Accident Detection and Prevention Using IoT	Prof Laxmipraba Balaji, Mr. Ranjit Gujar, Mr. Akshay Ratnaparkhe, Mr. Prathamesh Jadhav	523-528
64	114	US POLICY TOWARDS INDO-PAK RELATION: DURING COLD WAR PERIOD	Mrs. Srujana Sahu	529-537
65	190	Refrigeration and air conditioning – application of Carbon dioxide as natural refrigerant	Dr.G.Venkata Ramana, Rompicherla Anil Babu	538-545
66	191	STUDY HABITS AS THE PREDICTOR OF ACADEMIC ACHIEVEMENT AMONG THE STUDENTS OF BALRAMPUR, UTTAR PRADESH	Jahangeer Majeed, Tufel Akhtar	546-546
67	192	Secured Android Mobile Application Development	Dhina Suresh	547-556

68	193	Recommendations Models Based on Supporting Data Mining Processes	Mrs. M.Geethanjali,	557-564
69	194	Implementation of Data Secure Cloud Computing	Mrs.JAYANTHI P	565-573
70	195	ANFIS-Powered Classification of Alzheimer's Disease Progression: Unveiling Stage-Based Patterns	Mrs. M. Suguna	574-583

Secured Android Mobile Application Development

Dhina Suresh

Assistant Professor, St. Josephs college of Arts and Science for Women, Hosur

Abstract:


In the advancing world of technology, Mobile applications are a rapidly growing segment of the global mobile market. Mobile applications are evolving at a meteor pace to give users a rich and fast user experience. In this paper, Android mobile platform for the mobile application development, layered approach and the details of security information for Android is discussed. Google released Android which is an open-source mobile phone operating system with Linux-based platform. It consists of the operating system, middleware, and user interface and application software. Certainly, Android is about to become the most widely used OS on mobile phones, but with Android comes a security vulnerability that few users take into account. On Android Market, where you can download thousands of applications for Android, anyone can upload their programs without having to submit them to careful security checks. This makes Android a prime target for computer criminals. In this paper, we discuss a layered approach for android application development where we can develop application which downloads data from the server. Also an Android Application Sandbox (AASandbox) which is able to perform both static and dynamic analysis on Android programs to automatically detect suspicious applications is also discussed.

Keywords— Android, Application Framework, Android Runtime, Layered Approach, Aasandbox.

I. INTRODUCTION

Android is a new, next-gen mobile operating system that runs on the Linux Kernel. Android Mobile Application Development is based on Java language codes, as it allows developers to write codes in the Java language. These codes can control mobile devices via Google-enabled Java libraries. It is an important platform to develop mobile applications using the software stack provided in the Google Android SDK. Android mobile OS provides a flexible environment for Android Mobile Application Development as the developers can not only make use of Android Java Libraries but it is also possible to use normal Java IDEs. The software developers at Mobile Development India have expertise in developing applications based on Android Java Libraries and other important tools. Android Mobile Application Development can be used to create innovative and dynamic third party applications. Mobile Development India has worked extensively on projects ranging from gaming software, organizers, media players, picture editors to go-cart devices and more.




PRINCIPAL
ST. JOSEPH'S COLLEGE OF ARTS
& SCIENCE FOR WOMEN
Mookandapalli, Sipcot,
HOSUR - 635 126, Krishnagiri-Dist.

Recommendations Models Based on Supporting Data Mining Processes

Mrs. M.Geethanjali,

Assistant Professor,

St. Joseph's College of Arts and Science for Women, Hosur.

geethanjali26@gmail.com

Abstract:

RapidMiner is a software tool that allows users to define data mining processes based on a visual model and implements a variety of so-called "operators" for data extraction, manipulation, model learning and analysis. The large number of available operators can however make it challenging for the process designer to find the appropriate operators for the problem at hand. At the same time, some operators are only meaningful when combined with certain others. In this work, we evaluate different strategies of recommending additional operators to the user during the design of the process. The recommendation models are learned using a pool of several thousand existing data mining processes and evaluated in an offline experiment. The results indicate that good predictive accuracy can already be achieved with comparably simple co-occurrence-based algorithms.

Keywords

Recommender Systems; Evaluation; Process Modeling

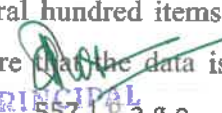
1. INTRODUCTION

Practical data mining processes typically consist of several sequential steps including, for example, data-preprocessing, feature selection, model learning or performance evaluation. RapidMiner [9] is an open-source software tool that supports the visual design as well as the execution of data mining and analytics processes¹. A data mining process in RapidMiner consists of a number of process steps (called "operators") and connections between them. The operators implement some pre-defined functionality and the connections represent data flows. Figure 1 shows a fragment of a process designed in RapidMiner.

While the graphical editor makes it easy for the designer to construct and test the process on a visual level, the design of a data mining process can still be challenging. First, process developers can be easily overwhelmed by the huge number of pre-implemented operators. Depending on the number of installed add-ons and custom extensions, the pool of available operators can comprise several hundred items.

Second, some operators are only meaningful when combined with others or require that the data is




PRINCIPAL
ST. JOSEPH'S COLLEGE OF ARTS
& SCIENCE FOR WOMEN
Mookandapalli, Sipcot,
HOSUR - 635 126, Krishnagiri - Dist.

Implementation of Data Secure Cloud Computing

Mrs. JAYANTHI P

Assistant Professor, Department of Computer Science

St. Joseph's college of arts and science for women Tamilnadu, India

Email: jayanthi79p@gmail.com


Abstract —

Cloud computing provides people the way to share distributed resources and services that belong to different organizations or sites. Since cloud computing share distributed resources via the network in the open environment, thus it makes security problems important for us to develop the cloud computing application. On one hand, an individual has full control on data and processes in his/her computer. On the other hand, we have the cloud computing wherein, the service and data maintenance is provided by some vendor which leaves the client/customer unaware of where the processes are running or where the data is stored. So the client has no control over it. The cloud computing uses the internet as the communication media. The vendor has to provide some assurance for security of data in the cloud computing. Organizations use cloud computing as a service infrastructure, critically like to examine the security and confidentiality issues for their business critical insensitive applications. Yet, guaranteeing the security of corporate data in the "cloud" is difficult, if not impossible, as they provide different services like Software as a service (SaaS), Platform as a service (PaaS), and Infrastructure as a service (IaaS). Each service has their own security issues. Data Protection Application Security Privacy is important security issues that have to be included in cloud computing. We propose a model system in which cloud computing system is combined with Cluster Load balancing, ssl over aes and secure session In this model, some important security services, including authentication, confidentiality and integrity, are provided in cloud computing system.

Keywords— Cryptography, Cloud Computing, Public Key, AES

In cloud computing the data and applications exist on a "cloud" of Web servers. When talking about a cloud computing system, it's helpful to divide it into two sections: the front end and the back end. The front end is the side the computer user, or client, sees. The back end of the system is the various computers, servers and data storage systems that create the "cloud" of computing services. They connect to each other through a network, usually the internet. All cloud computing systems don't have the same user interface. All servers are run with its own independent operating system. In theory; a cloud computing system could include practically any computer program, from data processing to E mail. Usually, each application will have its own server. A central server administers the system, monitoring traffic and client demands to ensure everything runs smoothly. It follows a set of rules called protocols and uses a special kind of software called middleware. Middleware allows networked computers to communicate with each other. With the right middleware, a cloud computing system could execute all the programs a normal computer could run. A cloud computing system must make a copy of all its clients' information and store it on other devices. These copies are enabling to the central server to access backup machines to retrieve data. The applications of cloud computing are practically limitless. Clients would be able to access their applications and data from anywhere at any time. The




ST. JOSEPH'S COLLEGE OF ARTS
& SCIENCE FOR WOMEN
Mookandapalli, Sipcot,
HOSUR- 635 126, Krishnagiri - Dist.

ANFIS-Powered Classification of Alzheimer's Disease Progression: Unveiling Stage-Based Patterns

Mrs. M. Suguna

Assistant Professor, Department of CS

St. Joseph's College of Arts and Science for Women, Hosur, Tamilnadu, (India)

sugunanet369@gmail.com

ABSTRACT:

The most common kind of dementia that affects the elderly population worldwide is Alzheimer's disease (AD). For individuals with Alzheimer's disease (AD), a precise and timely diagnosis is essential. To categorize patients into AD control, mild control, and normal control, two distinct classifiers—a Support Vector Machine (SVM) and an Adaptive Neuro Fuzzy Inference System (ANFIS)—have been used in this work. The system used MRI (Magnetic Resonance Imaging) data from 150 subjects (75 normal controls, 50 mild controls, and 25 AD controls) from the ADNI dataset. To improve the classification accuracy, these MRI images are first subjected to image processing techniques such as segmentation and feature extraction. K-means clustering is used for segmentation, and a GLCM (Gray Level Co-Occurrence Matrix) is utilized to extract the brain's left ventricle's 2D features. The classifiers are then trained with the extracted features, and the outputs from the two classifiers are compared. It is demonstrated that ANFIS has a higher classification accuracy than the SVM classifier.

Keywords: *Alzheimer, MRI (Magnetic Resonance Imaging), ANFIS (Adaptive Neuro Fuzzy Inference System), SVM (Support Vector Machine).*

1. INTRODUCTION:

A neurodegenerative syndrome [1] of the brain tissues, Alzheimer's disease causes a progressive and irreversible loss of mental function. Typically, the illness begins with mild symptoms and progresses to severe brain damage. The pathophysiology of the illness is linked to neuronal damage and death, which starts in the learning and memory-related hippocampus region of the brain and eventually affects the entire brain through atrophy. Epidemiological data indicates that about 26 million people worldwide are affected by Alzheimer's disease. Measuring the degree of atrophy in the cerebral cortex during the early stages of AD is essential for providing patients with the care they need.

Early diagnosis of these conditions can improve outcomes significantly. Nonetheless, the history, neuropsychological testing, and clinical evaluation all play a role in the diagnosis of this illness. Unfortunately, the neuropsychological test does not offer high accuracy for early disease detection, and the clinical assessment is biased. Structural imaging is heavily used to support the diagnosis of AD in addition to neuropsychological analysis. The whole brain theory, which describes brain atrophy, may be able to distinguish patients with AD from those with mild cognitive impairment (MCI).

According to recent studies [2], brain scan image analysis is a more consistent and nuanced method of diagnosing Alzheimer's disease than traditional cognitive testing. In this case, Several machine learning techniques have been proposed to carry out neuroimaging analysis for AD classification. Additionally,



About Conference

International Conference on Research Developments in Arts, Social Science, Education & Sports is a global event organized by Conference World at (IEI, Mumbai) The Institution of Engineers, India, Maharashtra state Centre, Khadye Marg, Mumbai (India). This conference provides an international forum for researchers, developers, engineers and practitioners who are involved in real time projects that provide solutions to exchange their valuable ideas and showcase the ongoing works which may lead to path breaking foundation of the futuristic engineering. It accentuates indispensability of interdisciplinary and cross – linked thinking with respect of innovation and market opportunities. All the accepted paper will be published in International Journal with ISSN Approved by UGC.

ASES - 2018

Indexing:     

Publish By:
A.R. Research Publication
3/186, Santpura, Govindpuri, Modinagar 201-201

ISBN: 978-93-87793-29-3



978-93-87793-29-3

ASES - 2018



www.conferenceworld.in

International Conference on Research Developments in Arts, Social Science, Education & Sports

16-17 June 2018

(IEI, Mumbai) The Institution of Engineers, India,
Maharashtra state Centre, Khadye Marg, Mumbai

Editors
Dr. T.C. Manjunath
Mrs. Manasi V. Ghamande

**International Conference on Research Developments in
Arts, Social Science, Education & Sports
(ASES-2018)**

ISBN: 978-93-87793-29-3

Venue: (IEI, Mumbai) The Institution of Engineers, India,

Date: 16th-17th June 2018

INDEX

S. No.	Paper ID	Paper Title	Author	Page No.
1	211	Astudy of gender differences among the school students in strengths and Difficulties among bullies.	Priya Choudhary	01-01
2	212	Crossword Puzzle: An Active Learning Strategy	Mrs. Piyusha S. Shetgar, Dr. Ms. Asha V. Thalange	02-10
3	216	PERSPECTIVE TOWARDS SOCIAL & COMMUNITY DEVELOPMENT THROUGH ARTS, SOCIAL SCIENCE, EDUCATION AND SPORTS	Mrs. Pradnya P Meshram	11-16
4	218	“The Kashmiri Epic poetry a Treasure trove with Historical Background”	Reyaz Ahmad Naik	17-25
5	222	A Study of Partially Light Weight Transparent Concrete	Devesh Singh, Sabya Gupta, Anil Pratap Singh	26-32
6	225	MARRIAGE AND MONEY: BRIDE PRICE AND STATUS OF LEPCHA WOMEN OF SIKKIM AND NORTH BENGAL, INDIA.	Mahalat Saom Fudong	33-35
7	226	IMPORTANCE OF PHYSICAL EDUCATION & YOGA	Mr. Mushtaq Ahmad Sheikh	36-38

28	251	Design of Generator in Vapour Absorption refrigeration System	A.G. Patil, Dr. V.H. Patil, Prof.T.A.Koli	203-214
29	260	OPTIMISM AS THE PREDICTOR OF MENTAL HEALTH AMONG ADOLESCENTS	*Jahangeer Majeed, *Tufel Akhtar, *Mohsen Kord	215-215
30	215	BLACK FEMINISM IN ALICE WALKER'S NOVEL "THE COLOR PURPLE"	*Khan Muzzafar Ahmad, Dr Nasreen Malik	216-217
31	253	The Academic Integrity Violations Detection System for Data Science Course on the MOOC-platform	P.Armila Devi, B.Manju Bhargavi, M.Raghu Kedarnath Kumar	218-232
32	262	The Political History of Northern India : Post Gupta Period (500-700 A.D.)	Arun Kumar	233-239
33	261	Kiran Desai's The Inheritance of Loss: Components of American Dream and Globalization	Sabrata Manzoor,Sartaj Manzoor,Humaira Ali	240-243
34	263	Absurdity in Eugene Ionesco's Chairs	Ms. L. Jenniffer	244-246
35	264	A Tapestry of Time and Destiny: Exploring Myth, Memory, and Modernity in "One Hundred Years of Solitude" by Gabriel García Márquez	Monisha. U	247-251
36	265	A Critical Analysis of Cultural Disintegration in Chinua Achebe's "Things Fall Apart"	Pansy Evangeline Victor & Pricilla. S	252-254
37	266	Cultural Encounter in Amitav Ghosh's The Hungry Tide	Vinodhini.E	255-259

Absurdity in Eugene Ionesco's Chairs

Ms. L. Jenniffer

Asst.Prof, Department of English

St. Joseph's College of Arts & Science for Women, Hosur-635126

Affiliated to Periyar University, Salem-11


Chairs is a play written by the Romanian-French playwright Eugene Ionesco. It was first performed in 1952. The play is often categorized as part of the Theater of the Absurd, a genre that emerged in the mid-20th century and is characterized by its exploration of the absurdity of human existence.

Absurdity is a central theme in the works of Eugène Ionesco, a prominent figure in the Theatre of the Absurd movement. His plays often explore the irrationality and meaninglessness of human existence, portraying characters trapped in nonsensical situations and environments.

In Ionesco's plays, such as *The Bald Soprano* and *Rhinoceros*, absurdity manifests through disjointed dialogue, illogical actions, and surreal settings. For instance, in *The Bald Soprano*, the characters engage in banal conversations that devolve into absurdity as they repeat nonsensical phrases and fail to communicate effectively. Similarly, *Rhinoceros* depicts the gradual transformation of townspeople into rhinoceroses, a surreal and absurd scenario that serves as a metaphor for conformity and the loss of individuality.

The absurdity in Ionesco's works often serves to critique societal norms, conventions, and the human condition itself. By exaggerating the absurdity of everyday life, Ionesco prompts audiences to question the meaning and purpose of their existence, as well as the systems and structures that govern society. Through his exploration of absurdity, Ionesco challenges conventional notions of reality and invites audiences to embrace ambiguity and uncertainty. In *Chairs*, an elderly couple, known simply as Old Man and Old Woman, gather chairs in a room, preparing for a series of invisible guests who will attend a meeting where the Old Man will deliver an important message. As the play progresses, the room fills with more and more chairs, symbolizing the anticipation and anxiety of the couple as they prepare for the arrival of these guests.




PRINCIPAL
ST. JOSEPH'S COLLEGE OF ARTS
& SCIENCE FOR WOMEN
Mookandapalli, Sipcot,
HOSUR - 635 126, Krishnagiri Dist.

**A Tapestry of Time and Destiny: Exploring Myth, Memory, and
Modernity in "One Hundred Years of Solitude" by Gabriel
García Márquez**

Monisha. U

Assistant Professor,

St. Joseph's College of Arts and Science for Women, Hosur
umonisha06@gmail.com

Abstract


Gabriel García Márquez's "One Hundred Years of Solitude" is a literary masterpiece that transcends temporal and geographical boundaries, weaving a rich tapestry of myth, memory, and modernity. This paper offers a comprehensive analysis of García Márquez's magnum opus, exploring its intricate narrative structure, multi-generational saga, and thematic depth. Through an examination of the Buendía family's cyclical history in the fictional town of Macondo, this paper delves into García Márquez's exploration of Latin American identity, colonialism, and the relentless march of progress. Additionally, it scrutinizes García Márquez's use of magical realism as a narrative device, blurring the lines between reality and myth to create a vivid and enchanting world. By contextualizing the novel within its historical, cultural, and literary milieu, this paper seeks to illuminate the enduring significance of "One Hundred Years of Solitude" as a seminal work of 20th-century literature.

Keywords: Gabriel García Márquez, One Hundred Years of Solitude, magical realism, Latin American identity, colonialism, memory, modernity, myth, narrative structure

Introduction

Gabriel García Márquez's "One Hundred Years of Solitude" stands as a towering achievement in world literature, captivating readers with its epic scope, lush prose, and visionary storytelling. Set in the fictional town of Macondo, the novel chronicles the rise and fall of the Buendía family over seven generations, blending elements of history, myth, and imagination to create a richly textured narrative. This paper aims to explore the multifaceted layers of García Márquez's masterpiece, delving into its thematic richness, narrative techniques, and enduring legacy.




PRINCIPAL
ST. JOSEPH'S COLLEGE OF ARTS
& SCIENCE FOR WOMEN
Mookandapalli, Sipcot,
HOSUR-635 126, Krishnagiri-Dist.

A Critical Analysis of Cultural Disintegration in Chinua Achebe's "Things Fall Apart"

Pansy Evangeline Victor & Pricilla. S

**Assistant Professor, St. Joseph's College of Arts and Science for Women, Hosur*

**Assistant Professor, Don Bosco College, Dharmapuri*

Abstract:

Chinua Achebe's "Things Fall Apart" is a seminal work that examines the collision between tradition and colonialism in pre-colonial Nigeria. Through the protagonist Okonkwo, Achebe portrays the complexities of African society, exploring themes of cultural disintegration, colonial imposition, and the loss of indigenous identity. This thesis aims to delve into the novel's narrative structure, character dynamics, and socio-political context to elucidate the ways in which Achebe depicts the erosion of traditional values and the devastating consequences of colonialism on Igbo culture. By analyzing Achebe's portrayal of cultural conflict and resilience, this study seeks to highlight the enduring relevance of "Things Fall Apart" as a powerful commentary on the complexities of cultural encounter and its ramifications for African societies.

Key Words: Tradition, Colonialism, Cultural disintegration, Resistance, Identity


Introduction:

Chinua Achebe's "Things Fall Apart" is a seminal work in African literature that explores the collision between tradition and colonialism in pre-colonial Nigeria. Set in the late nineteenth century, the novel chronicles the life of Okonkwo, a proud Igbo warrior grappling with the profound changes wrought by the arrival of European colonizers. Through Okonkwo's story, Achebe delves into the complexities of African society, offering a nuanced portrayal of cultural disintegration, colonial imposition, and the loss of indigenous identity. This thesis aims to critically analyze the novel's narrative structure, character dynamics, and socio-political context to elucidate the ways in which Achebe depicts the erosion of traditional values and the devastating consequences of colonialism on Igbo culture. By exploring themes of cultural conflict and resilience, this study seeks to underscore the enduring relevance of "Things Fall Apart" as a poignant commentary on the complexities of cultural encounter and its ramifications for African societies.

Historical and Socio-Cultural Context:

To fully appreciate the themes and nuances of "Things Fall Apart," it is essential to understand the historical and socio-cultural context in which the novel is set. Achebe provides readers with a vivid portrayal of pre-colonial Igbo society, characterized by its rich oral traditions, communal ethos, and complex social structures. However, this traditional way of life is irrevocably altered with the arrival of British colonial administrators, who impose their authority and disrupt the existing socio-political order. Achebe's depiction of British colonialism reflects the broader historical forces of imperialism and exploitation that shaped the African continent in the nineteenth and twentieth centuries. Through




PRINCIPAL
ST. JOSEPH'S COLLEGE OF ARTS
& SCIENCE FOR WOMEN
Mookandapalli, Sipcot,
HOSUR - 635 126, Krishnagiri-Dist.

Cultural Encounter in Amitav Ghosh's *The Hungry Tide*

Vinodhini.E

*Assistant Professor, Department of English, St. Joseph's College
of Arts and Science for Women, Hosur*

Abstract

"The Hungry Tide" by Amitav Ghosh is a novel that explores the themes of cultural encounter, conflict and harmony, environmental and cultural conservation, and their intersection in the context of the Sundarbans, a region of immense ecological and cultural significance. Through the characters of Piya, Kanai, and Fokir, Ghosh paints a vivid picture of the complexities of human relationships with nature and with each other, highlighting the delicate balance between conservation and preservation, tradition and modernity, and conflict and cooperation.

The novel's exploration of cultural encounter delves into the nuances of cultural exchange and the impact of globalization on traditional ways of life. Conflict and harmony are central themes, reflecting the dualities of life in the Sundarbans, where the harsh environment and unpredictable tides create a constant struggle for survival, yet moments of beauty and wonder inspire a sense of awe and reverence for the natural world.

Environmental and cultural conservation are core themes that underscore the importance of preserving both the natural and cultural heritage of the Sundarbans. The characters' efforts to protect the environment and cultural traditions are met with challenges, highlighting the complexities of balancing conservation goals with the needs of local communities.

The intersection of environmental and cultural conservation is a central theme that underscores the interconnectedness of human cultures and the natural world. "The Hungry Tide" offers a powerful meditation on the complexities of human relationships with nature and with each other, highlighting the need for a holistic approach to conservation that takes into account both environmental and cultural considerations.

Key words: "The Hungry Tide," Amitav Ghosh, cultural encounter, conflict, harmony, environmental conservation, cultural conservation, Sundarbans, human-nature relationship, cultural identity, globalization, traditional knowledge, ecological balance.

Introduction

In *The Hungry Tide* by Amitav Ghosh, the concept of cultural encounter is central to the narrative, as the characters navigate the complex interactions between different cultures in the Sundarbans. Set in the vast and mystical mangrove forests of the Sundarbans, the novel explores the convergence of Indian and Bangladeshi cultures, as well as the clash between traditional beliefs and modern ideologies. The



About Conference

XVII International Conference on Recent "Trends in Engineering, Applied Science and Management" (TEAM-18) is a global event Venue by Conference World at (IETE) Institution of Electronics and Telecommunication Engineers Chandigarh (India). This conference provides an international forum for researchers, developers, engineers and practitioners who are involved in real time projects that provide solutions to exchange their valuable ideas and showcase the ongoing works which may lead to path breaking foundation of the futuristic engineering. It accentuates indispensability of interdisciplinary and cross-linked thinking with respect of innovation and market opportunities. All the accepted paper will be published in International Journal with ISSN Approved by UGC.

TEAM-2018

Indexing:     

Publish By:
A.R. Research Publication
3/186, Santpura, Govindpuri, Modinagar 201-201

ISBN: 978-93-87793-31-6



978-93-87793-31-6

TEAM-2018

AR



Conference World

www.conferenceworld.in

***XVII International Conference on Recent
"Trends in Engineering, Applied
Science and Management"***

Held on: 24th June 2018 at

Venue:

**(IETE) Institution of Electronics and
Telecommunication Engineers, Chandigarh**

Editors
Mr. Amanpreet Singh
Dr. A.K. Sharma

**XVII International Conference on Recent
“Trends in Engineering, Applied Science and Management”
(TEAM-18)**

ISBN:978-93-87793-31-6

**Venue: (IETE) Institution of Electronics and
Telecommunication Engineers, Chandigarh**

Date: 24th June 2018

INDEX

S. No.	Paper ID	Paper Title	Author	Page No.
1	105	Performance Analysis of Flying Ad-Hoc Network with Different Antenna	Akanksha Pandey, Laxmi Shrivastav	01-08
2	106	Employee Reactions to Psychological Contract Breach- The Influence of Managerial Level in Organisation	Mayanka Sharma	09-19
3	111	IMPLEMENTATION AND ANALYSIS OF CHAIN BASED ROUTING IN COGNITIVE RADIO	Anshu Arora, Vinod Kumar Srivastava	20-26
4	114	A SYSTEMATIC MULTIDIMENSION STUDY OF BEHAVIOURAL BIASES	Prof. S. K Sinha*, Rashi Malik	27-49
5	116	HEPATOPROTECTIVE EFFECT OF MECONOPSIS ACULEATA AGAINST CCL4 INDUCED HEPATIC DAMAGE IN RATS	Sumaya Hassan, Rohaya Ali, Nasreena Sajjad, Durdana Shah	50-50
6	121	Information and Communication Technology ICT in LIS (Library and Information Science): an overview	Poonam Gupta, * Meghna Dhar, Suneeta Raina , Nasseb Singh	51-51
7	124	Influence of Government schemes and subsidies in the productivity of small holders dairy production system with reference to the North Malabar region of Kerala State.	Anil Kumar Nair , Falgunan K.K	52-61
8	125	FOREGROUND EXTRACTION BASED ON COLOR IMAGES OF DEPTH MAP BY USING CLAHE	U Pavan Kumar, A Raganna, Vidyasagar K N, Bharathi S H	62-70
9	126	Map Matching Algorithm Based on a Hidden Markov Model for Vehicle Navigation	Mr.R.Manikandan, Dr.R.Latha	71-77
10	128	INFLATABLE, VERSATILE, MULTI-PURPOSE RETRACTOR FOR ABDOMINAL SURGERY	Chanchal Gupta*, Lalit Mohan Saini#, Rashmi Saini&	78-84
11	129	Intelligent Car Security System Using Dynamic Generation of Random Security codes	Smt. Sushmita Deb, Mr. Sanjay Kumar K, Ranganatha K S, Girisha G S , Varun R Shivamurthy E	85-94

44	163	State-of-the-art Survey on Cloud Computing Security Challenges, Approaches and Solutions	Mrs. Jayanthi P	379-388
45	164	Insightful Exploration of Convolutional Neural Network Architectures	Mrs.M. Logeswari,	389-396
46	165	Safeguarding Mobile Ad Hoc Networks: An In-Depth Analysis of Security Challenges	Anto Ramya. S. I	397-409

State-of-the-art Survey on Cloud Computing Security Challenges, Approaches and Solutions

Mrs. Jayanthi P

*Assistant Professor , Department of Computer Science
St. Joseph's College of Arts and Science for Women, Hosur.*

Email: jayanthi79p@gmail.com

Abstract

The evolution of cloud computing has revolutionized how the computing is abstracted and utilized on remote third party infrastructure. It is now feasible to try out novel ideas over the cloud with no or very low initial cost. Cloud computing is attractive to companies and organizations as it eliminates the requirement for them to plan ahead for provisioning, and allows them to start with small resources and increase gradually as the service demand rises. There are challenges in adopting cloud computing; but with obstacles, we have opportunities for research in several aspects of cloud computing. One of the main issue is the data security and privacy of information stored and processed at the cloud service provider's systems. In this work, We surveyed several research work on cloud computing related to security challenges and privacy issues. The primary goal of this paper is to provide a better understanding of the security challenges of cloud computing and identify approaches and solutions which have been proposed and adopted by the cloud service industry.

Keywords: Cloud Computing; Storage Security; Cloud Storage; Data Privacy; Cloud Security

1. Introduction

Cloud computing has evolved as a popular and universal paradigm for service oriented computing where computing infrastructure and solutions are delivered as a service ¹. The cloud has revolutionized the way computing infrastructure is abstracted and used. Some of the features which makes cloud computing desirable includes; elasticity (the ability to scale on-demand), pay-per-use (which means no/low upfront investment and low time to market) and transfer of risk (from the small application developers to the large service providers) . Therefore novel applications/ideas can be tried with minimal risks, an approach that was not feasible in the pre-cloud era. This has resulted in large numbers of applications—of various types, sizes, and requirements—being deployed across the various cloud service providers. Cloud computing not only realizes the dream of computing as a utility but provides



Insightful Exploration of Convolutional Neural Network Architectures

Mrs.M. Logeswari,

Assistant Professor, St. Joseph's College of Arts and Science for Women, Hosur.

logeswariamp@gmail.com

Abstract:

Numerous industries have made substantial use of deep learning. Convolution Neural Networks are determined to provide the best accurate outcomes in deep learning when used to solve real-world situations. We provide a thorough overview of CNN's uses in natural language processing and computer vision in this paper. We outline the primary applications of CNN in computer vision, including document analysis, action identification, face recognition, scene labeling, image classification, and human posture estimation. We also go over how CNN is applied to natural language processing in the areas of speech recognition and text classification. To tackle the identical problem, we compare CNN with various approaches and discuss why CNN performs better than other approaches.

Keywords— Deep Learning, Convolution Neural Networks, Computer Vision, Natural Language

I. Introduction

Convolution Neural Network (CNN) is a deep learning architecture that is inspired by the structure of the visual system. This network is widely considered as a predecessor of CNN and it was based on the hierarchical organization between neurons for the transformation of image. Established the framework of CNNs by developing a multi-layer artificial neural network called LeNet-5. LeNet-5 was used to classify handwritten digits and could be trained with the backpropagation algorithm which made it possible to recognize patterns directly from raw pixels thus eliminating a separate feature extraction mechanism. But even with all these advantages, due to the lack of large training data and computational power at that time, Recurrent Neural Networks (RNN) are generally applied to solve Natural Language Processing (NLP) problems. CNNs have also been applied to the problem of speech recognition which essentially is a major researched task in NLP. Speech which is the spectral representation of spoken words consists of several hundred variables and generally faces problems of overfitting when trained using fully connected feed-forward networks. They also do not have built-in invariance concerning translations. These architectures also entirely ignore the topology or hierarchy of the input. On the other hand, in CNN, shift variance is automatically obtained and it also forces the extraction of local features



Safeguarding Mobile Ad Hoc Networks: An In-Depth Analysis of Security Challenges

Anto Ramya. S. I

*Assistant Professor, Department of Computer Science,
St. Joseph's College of Arts and Science for Women, Hosur - 635126,
Tamil Nadu, India*

Abstract: Mobile Ad Hoc Networks (MANETs), characterized by their infrastructure-less design and dynamic node mobility, are susceptible to a variety of security threats, including wormholes, black holes, and rushing attacks. These vulnerabilities stem from the wireless nature of the network, its constantly changing topology, and decentralized operation. Attackers targeting MANETs can be categorized as either outsiders, who lack legitimate access, or insiders, who are authorized nodes participating in the network's routing mechanisms. Attacks on MANETs can further be classified as either active or passive based on their interaction nature. This paper delves into the critical security concerns surrounding MANETs, focusing particularly on the myriad types of attacks occurring across different layers of the network protocol stack.

Keywords: MANET, Wireless Medium, Dynamic Topology, Rushing Attack, Attacker, Active, Passive.

1. Introduction

Wireless cellular system has been utilized since 1980's. Access points are present in the wireless system. For the user to be connected to the wireless system, access points are required. In MANET, the mobile nodes are dynamically located and the interconnections between the nodes are capable of changing on a continuous basis. MANET is a collection of independent mobile nodes that communicate with each other through radio waves. The mobile nodes within the range communicate directly, whereas other nodes need the aid of intermediate nodes to route their packets. Each node has a wireless interface to interact with one other. MANETs are fully distributed and can work at any place without the help of any fixed infrastructure as access points or base stations.



About Conference

2nd International Conference on Recent Developments in Science, Humanities & Management (ICRDSHM-18) is a global event Venue by Conference World at Mahratta Chamber of Commerce, Industries and Agriculture Tilak Road, Pune (India). This conference provides an international forum for researchers, developers, engineers and practitioners who are involved in real time projects that provide solutions to exchange their valuable ideas and showcase the ongoing works which may lead to path breaking foundation of the futuristic engineering. It accentuates indispensability of interdisciplinary and cross – linked thinking with respect of innovation and market opportunities. All the accepted paper will be published in International Journal with ISSN Approved by UGC.

ICRDSHM- 2018

Indexing:  **UGC**
Approved Journals

Publish By:
A.R. Research Publication
3/186, Santpura, Govindpuri, Modinagar 201-201

ISBN: 978-93-87793-33-0



www.conferenceworld.in

ICRDSHM- 2018

2nd International Conference on Recent Developments in Science, Humanities & Management

Venue:

Mahratta Chamber of Commerce, Industries and Agriculture,
Tilak Road, Pune (India)

08th July 2018

Editors

Mrs. Manasi V. Ghamande
Dr. A.K Sharma

**2nd International Conference on Recent Developments in Science,
Humanities & Management
(ICRDSHM-18)
ISBN:978-93-87793-33-0**

**Venue: Mahratta Chamber of Commerce, Industries and Agriculture Tilak
Road, Pune (India)**

Date: 08th July 2018

INDEX

S. No.	Paper ID	Paper Title	Author	Page No.
1	1002	SURVEY ON MOBILE DEVICE CYBER CRIME	Dr. M. Mohankumar,K.Banuroopa , K.Sreevidhya	01-06
2	1005	Skills in Mathematics Coordinate Geometry- Comparative Study of PSEB Students	Mr. Jaspreet Singh, Prof. Ravinder Singh Sohi, Prof. Rajwinder Pal Singh Gill	07-13
3	1007	Conductive coating on insulating substrate for application in Wire Electric discharge machining	Mr.Rahul Dadasaheb Chaugule, Dr.Sachin K.Patil	14-18

55	1065	Role of Science and Technology in the Sustainable Development of Society: An overview	Ms. Sabbah Iqbal, Dr. Aabid Hussain Naik	463-474
56	1061	In vitro seed germination and Callus production of Rhododendron anthopogon growing in Kashmir Himalaya.	Iram Ashraf QAZI, Iram Bashir and Zahoor Ahmad Kaloo	475-475
57	1045	Celebrating Individuality in Emily M. Danforth's The Miseducation of Cameron Post	Shazia Qadri, Asma Zahoor	PPT
58	1082	A STUDY ON CHALLENGES IN HUMAN RESOURCE MANAGEMENT	MRS. C. AUMA	476-482
59	1083	A STUDY ON E-COMMERCE FOR SME'S	Mrs. C. Magila	483-488
60	1084	AN OVERVIEW OF INDIAN FMCG SECTOR	DR. D. BHUVANA	489-495
61	1085	The effect of influencer marketing on the buying behavior of young consumers	Dr. P.Maithili	496-503
62	1086	A CONCEPTUAL FRAMEWORK OF ONLINE SHOPPING INTENTION AND e -PURCHASE HABIT	Dr. V. Sengamalam	504-510
63	1087	Supply Chain Management Key Concepts and Best Practices	ANNIE JENIFER	511-519
64	1088	"Exploring the Therapeutic Potential of Turmeric (Curcuma longa) in the Management of Chronic Inflammatory Diseases" – A Review	Mrs.Jancy Magdalene P	520-523
65	1089	Study of Fatty acid in Coconut Oil	Mrs. Margret Kanimozhi A	524-534
66	1090	ANTIBACTERIAL ACTIVITY OF ACALYPHA INDICA LINN LEAVES EXTRACT AGAINST GRAM NEGATIVE BACTERIA	Mrs. Nithya B	535-537
67	1091	Review of microbial consortia incorporated into food production	Rabiya Aleen S	538-540
68	1092	Blockchain-Enabled Security Mechanisms for IoT Environments: A Survey	ASWINI G	541-556

69	1093	Performance of Diabetes Diagnosis Using Data Mining Techniques	Dhina Suresh	557-566
70	1094	New Wireless Innovations Technologies in E-Health	Mrs. M.Geethanjali,	567-578
71	1095	Destination Sequenced – Distance Vector Algorithm	Anto Ramya. S. I	579-592
72	1096	A Comparative Analysis of Model Based Prediction Algorithms	Mrs. M. Suguna	593-605
73	1097	IMPACT OF TRAINING AND DEVELOPMENT ON JOB PERFORMANCE	Mrs. RUHITHA PARWESH. B	606-609
74	1098	ASSESSING THE EFFECTIVENESS OF COMMERCE EDUCATION IN INDIA	Mrs. SHASHIKALA. R.S	610-615
75	1099	A STUDY ON IMPACT OF WORK LIFE BALANCE ON EMPLOYEES' PERFORMANCE	Mrs. UMA MAHESWARE. B	616-620
76	1100	ETHICAL ISSUES IN MARKETING	Mrs. VADIVU. N	621-625

"Exploring the Therapeutic Potential of Turmeric (*Curcuma longa*) in the Management of Chronic Inflammatory Diseases" – A Review

Mrs. Jancy Magdalene P

Assistant Professor Department of Biotechnology

St. Joseph's College of Arts and Science For Women, Hosur.

Abstract :

Turmeric, derived from the rhizome of *Curcuma longa*, has been traditionally used in Ayurvedic and traditional medicine systems for its anti-inflammatory properties. This research aims to investigate the effectiveness of turmeric and its active compound, curcumin, in mitigating chronic inflammatory diseases such as rheumatoid arthritis, inflammatory bowel disease, and cardiovascular diseases. The study will involve both in vitro and in vivo experiments to elucidate the molecular mechanisms underlying turmeric's anti-inflammatory effects, its bioavailability, and potential side effects. Additionally, clinical trials may be conducted to evaluate the efficacy and safety of turmeric supplementation in patients with chronic inflammatory conditions. The findings of this research could contribute to the development of novel therapeutic strategies utilizing turmeric as a natural alternative or adjunctive treatment for chronic inflammatory diseases, thereby improving patient outcomes and quality of life.

Key Words : *Curcuma longa*, Inflammatory Diseases, Adjunctive.

Introduction:

Herbs and natural products have long been exploited by humans to combat numerous diseases since the dawn of time. The Indian subcontinent boasts diverse flora, including both aromatic and therapeutic species. After all, contributions should be made to analyze, standardize, and confirm Unani and Ayurvedic medication for potential, safety, and effectiveness prior to actually introducing them to the market as first-line drug delivery. Plant-based therapies are being used across all civilizations. Plant-based medicines are already extensively utilized, and several countries invest 40%–50% of their total health budget to produce novel drugs. Herbal medicines are assumed to have a beneficial effect on health without any side effects.

The genus *Curcuma* has been employed from many years back due to its medicinal applications; it is composed of approximately 133 species worldwide. *C. longa* (Haridra), *C. aromatica* Salisb (VanaHaridra), *C. angustifolia* Roxb., *C. zanthorrhiza* Roxb., *C. amada* Roxb (AmaragandhiHaridra), *C. caesia* Roxb (Kali Haridra), and *C. zedoaria* Rosc (Zedoary) are common species of genus *Curcuma* found in several regions of the globe. *Curcuma longa* Linn. (*C. longa*) is the common tall herb that flourishes in tropical as well as in other Indian regions and is referred to as "Indian saffron or The Golden Spice of India" because of its use in a broad range of diseases in Indian homes as a spice, food preservative, and coloring source. *C. longa* belonging to the Zingiberaceae (ginger) family is a perennial plant commonly planted in Asian nations. It is among the oldest spices



Study of Fatty acid in Coconut Oil

Mrs. Margret Kanimozhi A

Assistant Professor and Head, Department of Biotechnology

St. Joseph's College of Arts and Science for Women, Hosur

INTRODUCTION

kernels, fruits and seeds of plants are used for extracting oil which is edible and serves as vegetable oil. Vegetable oils are liquid vegetable fats that remain liquid form at room temperature. Fatty acids are the building blocks of fats. An important feature common to most plant derived oils and fats are the presence of high percentage of triglycerols. They yield nutritional value to both human and animal diet. According to Tannenbaum (1979) the oil must be well digested and absorbed into the body in order to supply energy.

Fats with a high percentage of saturated or trans fatty acids are solid at room temperature and are called as solid fats, while those with more unsaturated fatty acids are liquid at room temperature and are referred to as oils. "Lipids" refer to both liquid and solid fat (Anthea, 1993). Fat is particularly regarded as energy-yielding nutrient. In recent years, attention has been focused on the dietetics and health effects of fats and oils in food which is

consumed by living beings.. Dietetics effects of fat and oil depend primarily on the levels of individual fatty acids and on the mutual ratios of fatty acids.


According to a published result by Senanyake & Shahidi, (2002); St-Angelo, (1996) the physical and chemical characteristics of oils and fats are influenced by the kind and proportion of fatty acids on triacylglycerol, while Christie, (1992) reported that in a triacylglycerol two or more fatty acid moieties are present in molecule. Vegetable oil contains triglycerides with long chain fatty acids, which are insoluble in water. Triglycerides are composed of three fatty acids that are attached to the compound glycerol, so glycerol is known as the "backbone" of triglycerides.

National institute of Nutrition & The Indian council of Medical Research recommended edible oil that have an equal proportion of saturated fatty acids, monounsaturated & polyunsaturated fatty acids.

In the ratio of 80:6:14 the oil and fat consumption was shared between food, feed and industrial use. At present, about 55-60 % of global fatty acid production and capacity is located in Southeast Asia owing to its proximity to the raw material sources. South East Asia is the major source of palm, palm kernel and coconut oil, Ofwona Edith (1994).

In recent years coconut oil and groundnut oil products are thronging the market. It is impossible to step into a grocery store without seeing a coconut, groundnut- containing product on display. Now a days




PRINCIPAL
ST. JOSEPH'S COLLEGE OF ARTS
& SCIENCE FOR WOMEN
Mookandapalli, Sipcot,
HOSUR - 635 126, Krishnagiri - Dist

ANTIBACTERIAL ACTIVITY OF ACALYPHA INDICA LINN LEAVES EXTRACT AGAINST GRAM NEGATIVE BACTERIA

Mrs. Nithya B

Assistant Professor, Department of Biotechnology

St. Joseph's College of Arts and Science for women Hosur


ABSTRACT

For quite a long time, medicinal plants are being utilized as solution for different afflictions all through the globe. Acalypha indica is a type of plant having catkin sort of inflorescence. It happens all through tropical Africa and South Africa, in India and Srilanka, just as in Yemen and Pakistan. This plant is held in high regard in customary Tamil siddha medication as it is accepted to revive the body. Pharmacological examination has indicated that the plant has strong antibacterial, antifungal, against provocative, hostile to osteoporotic, cell reinforcement, neuro defensive, injury mending, post – coital antifertility exercises. India formally perceives more than 3000 plants for their therapeutic worth. It is for the most part assessed that more than 6000 plants in India are being used in conventional, people and natural medication.

INTRODUCTION

Traditional systems of medicines have always important roles in meeting global health care needs. India has a peculiar feature of having six recognized systems of medicine: Ayurveda, Yoga and Naturopathy, Unani, Siddha and Homeopathy. The current governing system of Modern medicine or Allopathy has slowly but surely developed and over the years come to be give a positive response through scientific research and execution. However, the fundamental basis for its development lies in traditional medicine and remedy. (Naga Lakshmi et al, 2015) Civilization has changed and with it has come the introduction of more advanced techniques and methods, leading the next generations to tend to choose modern treatment over conventional treatments. The information related to conventional treatments are gradually vanishing since the previous generations are getting older and dying without successors. This knowledge is passed on to the next generation, through experiments and observation and oral teaching. Therefore, it is crucial to have proper documentation from the




PRINCIPAL
ST. JOSEPH'S COLLEGE OF
& SCIENCE FOR WOMEN
Mookandapalli, Sipcot,
HOSUR - 635 126, Krishnagiri - Dist.

Review of microbial consortia incorporated into food production

Rabiya Aleen S

Assistant Professor Department of Biotechnology,

St. Joseph's College of Arts and Science for Women, Hosur

Abstract:

The incorporation of microbial consortia into food production processes represents a promising approach to address various challenges in food security, sustainability, and health, while also offering opportunities for innovation and product development. Engineered consortia are used to enhance the efficiency of aquaculture systems by promoting the conversion of organic waste into microbial biomass and reducing the accumulation of harmful compounds. However, this review is to analyse and understand the complex interactions within microbial consortia and optimize their applications in diverse food production systems.

Key words : Consortia , Microbial Biomass , Food process , Food production .

Introduction:

Microbial consortia incorporated into food production Microbial consortia, or communities of different microorganisms living together, are increasingly being recognized for their potential in various fields, including food production. Incorporating microbial consortia into food production processes can offer several benefits, ranging from enhancing food quality and safety to improving sustainability and reducing waste. Microbial consortia have been traditionally used in fermentation processes to produce various food products such as cheese, yogurt, sourdough bread, kimchi, and sauerkraut. These consortia typically consist of bacteria and/or fungi that work synergistically to break down complex nutrients, enhance flavor, and preserve food. Microbial consortia containing beneficial bacteria, such as *Lactobacillus* and *Bifidobacterium* species, are incorporated into certain food products, such as yogurt, kefir, and certain fermented vegetables, to promote gut health and overall well-being.

Biocontrol agents are used to prevent the growth of pathogenic microorganisms and extend the shelf life of food products. For example, certain bacterial consortia have been studied for their ability to inhibit the growth of foodborne pathogens like *Salmonella* and *Escherichia coli*. In agriculture,



Blockchain-Enabled Security Mechanisms for IoT Environments: A Survey

ASWINI G

*Assistant professor, Department of Computer Science
St. Joseph's College of Arts and Science for women Tamilnadu, India
Email: aswini083@gmail.com*

ABSTRACT:

With the rapid enhancement in the design and development of the Internet of Things creates a new research interest in the adaptation in industrial domains. It is due to the impact of distributed emerging technology and topology of industrial Internet of Things and the security-related resource constraints of industrial 5.0. This conducts new paradigm along with critical challenges to the existing information preservation, node transactions and communication, transmission, trust and privacy, and security protection related problems. These critical aspects pose serious limitations and issues for the industry to provide industrial data integrity, information exchange reliability, provenance, and trustworthiness for the overall activities and service delivery prospects. In addition, the intersection of blockchain and industrial IoT has gained more consideration and research interest. However, there is an emerging limitation between the inadequate performance of industrial IoT and connected nodes, and the high resource requirement of permissioned private blockchain ledger has not yet been tackled with the complete solution. Due to the introductions of NuCypher Re-Encryption infrastructure, hashing tree and allocation, and deployment of blockchain proof-of-work required more computational power as well. This paper is divided into three different folds; _rst, we studied various related literature of blockchain-enabling industrial Internet of Things and its critical implementation challenging aspects along with the solution. Secondly, we proposed a blockchain hyperledger sawtooth-enabled framework. This framework provides a secure and trusted execution environment, in which service delivery mechanisms and protocols are designed with an acknowledgment, including the immutable ledger storage security, along with the peer-to-peer network on-chain and off-chain communication of industrial activities. Thirdly, we design pseudo-chain codes and consensus protocols to provide smooth industrial node streamline transactions and broadcast content. The proposed multiple proof-of-work investigated and simulated using Hyperledger Sawtooth-enabled docker for testing to exchange information between connected devices of industrial Internet of Things within the limited usage of resource constraints.




PRINCIPAL
ST. JOSEPH'S COLLEGE OF ARTS
& SCIENCE FOR WOMEN
Meekandapalli, Sipco,
R- 535 126, Krishnagiri- Dist.

Performance of Diabetes Diagnosis Using Data Mining Techniques

Dhina Suresh

Assistant Professor, St. Josephs college of Arts and Science for Women, Hosur

Abstract - Traditionally Diabetics has been diagnosed using overall cholesterol testing and a detailed lab test for individual cholesterol (HDL/LDL/ VLDL) etc and usually doctors asses the risk and recommend cholesterol test based on age, hereditary, High blood pressure, heart disease, stroke etc and it is usually predicted using these factors as well as environment and life style. However, there could be more factors and relationships both in the way to discover diabetics as well as analysis of effective cure. For that datamining techniques and tools can be used to bring out all the relationships and changing patterns. Datamining is a effective way to analyses and predict structured and unstructured data using techniques such as clustering, association, classification prediction and visualization. In tis paper we are analyzing the previous researches and relationships and the various opportunity that exists in improving the diagnosis as well as effective treatment using data mining tools and techniques.

Keywords— Data Mining, Cholesterol, Heart Disease, Diabetes.

I. INTRODUCTION

Diabetes is a condition that prevents the body from properly using energy from food. It occurs when the pancreas does not produce insulin, or when the pancreas produces insulin, but it is resisted by the body.

Diabetes mellitus is classified into four broad categories: type 1, type 2, gestational diabetes, and "other specific types".^[5] The "other specific types" are a collection of a few dozen individual causes.^[5] The term "diabetes", without qualification, usually refers to diabetes mellitus.

A. Types of Diabetes

Type 1 diabetes can develop at any age but usually appears before the age of 40, and especially in childhood. It is the most common type of diabetes found in childhood. Type 2 diabetes happens If there is not enough insulin or the insulin is there but not working properly. Type 2 diabetes develops when the insulin-producing cells in the body are unable to produce enough insulin, or when the insulin that is produced does not work properly (known as insulin resistance). So the cells are only partially unlocked and glucose builds up in the blood. Type 2 diabetes usually appears in people over the age of 40, though in South Asian people, who are at greater risk, it often appears from the age of



New Wireless Innovations Technologies in E-Health

Mrs. M.Geethanjali,

Assistant Professor,

St. Joseph's College of Arts and Science for Women, Hosur.

geethanjali26@gmail.com

Abstract-

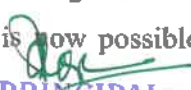
In healthcare the importance of obtaining the right information, at the right time, irrespective of time and location dependency is very critical. Healthcare personnel need to access real-time medical data such as patient clinical histories, laboratory results, treatments, chronic diseases, medication, and insurance information. Therefore, healthcare is the most apt domain for the application of ubiquitous technologies. Ubiquitous healthcare aims at creating an environment where healthcare is available to everyone, everywhere through the use of technologies that would not only be pervasive but also be assimilated flawlessly in the daily lives. With large-scale wireless networks and mobile computing solutions, such as cellular 3G, Wi-Fi mesh, WiMAX, Bluetooth, RFID, and Wireless Sensor Networks, healthcare personnel can tap into vital information anywhere and at any time within the healthcare networks. Ubiquitous healthcare, although promising, there are myriad challenges associated with realizing its vision. This paper highlights some snapshots of current uses and future trends of various wireless communications in the healthcare domains, addresses their applications for e-health, states the challenges faced in a ubiquitous healthcare environment equipped with different wireless technologies, and how the resulting issues might be addressed by developing a framework that provides a flexible and convenient medical monitoring, consultation, and healthcare.

Keywords- m-health; telemedicine; e-health; wireless communications; RFID; Ubiquitous Computing WSN.

I. INTRODUCTION

Time and space are the most important barriers among healthcare providers and their patients. Patients are often physically remote to appropriate healthcare providers either in rural areas, accident scenes, on their way to a hospital, in a flight, etc. With the introduction of high bandwidth telecommunication technologies, time and space barriers are broken, and it is now possible to




PRINCIPAL
ST. JOSEPH'S COLLEGE OF ARTS
& SCIENCE FOR WOMEN
Mookandapalli, Sipcot,
HOSUR - 635 126, Krishnagiri Dist.

Destination Sequenced – Distance Vector Algorithm

Anto Ramya. S. I

*Assistant Professor, Department of Computer Science,
St. Joseph's College of Arts and Science for Women, Hosur,
Tamil Nadu, India, antoramyai@gmail.com*


Abstract— A Mobile Ad Hoc Network (MANET) is a decentralized infrastructure where nodes communicate wirelessly without any central administration. These nodes establish connections through wireless channels and can relay data through multiple hops. Routing protocols play a crucial role in facilitating communication within MANETs, allowing nodes to dynamically discover and maintain routes to other nodes. Unlike conventional networks with fixed infrastructure, MANETs are self-configuring and do not rely on any central base station. However, they remain interoperable with traditional networks. This paper focuses on the Destination-Sequenced Distance Vector (DSDV) routing protocol, which offers a modification of the conventional Bellman-Ford algorithm to address the limitations of the Routing Information Protocol (RIP) in MANET environments, particularly concerning looping issues in the presence of broken links. The adaptation introduced in DSDV enhances its suitability as a routing protocol for MANETs, making it more efficient and reliable in dynamic, ad hoc network scenarios. The discussion in this paper centers on the DSDV protocol and its effectiveness in MANET routing applications. Through analysis and evaluation, the paper aims to elucidate the properties and performance characteristics of DSDV in the context of MANETs. By examining its strengths and limitations, researchers and practitioners can gain valuable insights into the capabilities and potential applications of the DSDV protocol within dynamic and evolving ad hoc network environments.

Keywords- Bellman – Ford; DSDV, MANET, RIP.

I. INTRODUCTION

A Mobile ad hoc network is an autonomous system of mobile routers connected by wireless links. The routers are free to move randomly and organize themselves arbitrarily, thus, the network's wireless topology may change rapidly and unpredictably. Such a network may operate in a stand – alone fashion or may be connected to the larger internet. Each device in a MANET is free to move independently in any direction, and will therefore change its links to other devices frequently. Each device must forward traffic unrelated to its own use, and therefore be a router. The primary challenge in building a MANET is equipping each device to continuously maintain the information required to properly route traffic. Such




PRINCIPAL
ST. JOSEPH'S COLLEGE OF ARTS
& SCIENCE FOR WOMEN
Mookandapalli, Sipcot,
HOSUR - 635 120, Krishnagiri - Dist.

A Comparative Analysis of Model Based Prediction Algorithms

Mrs. M. Suguna

Assistant Professor, Department of CS

St. Joseph's College of Arts and Science for Women, Hosur, Tamilnadu, (India)

sugunanet369@gmail.com

ABSTRACT:

Data mining is one of the interdisciplinary fields on the research aspect and particularly research on web mining is the most important part. A prediction technique in data mining plays a major role in the field of recommendation system. In this paper, prediction of the ratings given by new users of the recommender system using various model based collaborative filtering algorithms has been compared to suggest best prediction technique. The proposed system contains three phases such as Preprocessing, Prediction and Evaluation. The experimental results carried out using Jester data set which contains the ratings given by users for jokes.

Keywords: *Data mining, Prediction, Recommendation, Collaborative Filtering (CF), Cosine Similarity, Mean Normalization.*

I. INTRODUCTION:

In the present scenario, information technology penetrates into every part of human life. With the enormous amount of data stored in files, databases and other repositories, it is increasingly important to develop powerful means for analysis, interpretation of such data and for the extraction of interesting knowledge that could help in decision-making. Data mining is a multidisciplinary and emerging field. To get the useful knowledge from stored data, Data mining techniques have been used. Predictive mining tasks perform inference on the current data in order to make predictions. Data mining has sophisticated algorithms such as regression analysis and some classification techniques can be used to predict the numerical values.



About Conference

3rd International Conference on Recent Developments in Science, Humanities & Management-2018 is a global event organized by Conference World at Mahratta Chamber of Commerce, Industries and Agriculture Tilak Road, Pune (India). This conference provides an international forum for researchers, developers, engineers and practitioners who are involved in real time projects that provide solutions to exchange their valuable ideas and showcase the ongoing works which may lead to path breaking foundation of the futuristic engineering. It accentuates indispensability of interdisciplinary and cross – linked thinking with respect of innovation and market opportunities. All the accepted paper will be published in International Journal with ISSN Approved by UGC.

ICRDSHM-18

Indexing:      

Publish By:
A.R. Research Publication
3/186, Santpura, Govindpuri, Modinagar 201-201

ISBN: 978-93-87793-35-4



www.conferenceworld.in

ICRDSHM-18

**3rd International Conference on
Recent Developments in
Science, Humanities & Management-2018**

22nd July 2018

Venue:

**Mahratta Chamber of Commerce, Industries and Agriculture
Tilak Road, Pune (India)**

Editors
Mrs. Manasi V. Ghamande
Dr. R. Gupta

ICRDSHM-18



**3rd International Conference on Recent Developments in Science,
Humanities & Management
(ICRDSHM-18)
ISBN:978-93-87793-35-4**

**Venue: Mahratta Chamber of Commerce, Industries and Agriculture
Tilak Road, Pune (India)**

Date: 22nd July 2018

INDEX

S. No.	Paper ID	Paper Title	Author	Page No.
1	2001	Family Climate And Academic Achievement Of Male And Female Adolescents In Kashmir	Sabahat Aslam	01-09
2	2002	Management of Cryptocurrency	Farhat Aziz Lone, Samina Jamaal	10-19
3	2004	Load Balancing Algorithm In Cloud Computing	Ms. Shaivya Jindal, Ms. Neeta Sharma	20-23
4	2005	Marginalized Ladies:Ophelia and Gertrude.	RAFIA MIR	24-29
5	2012	Evolution and benefits of CSR in 21st Century	Dr. Smita Mishra	30-39
6	2016	A Note on Kevi Ring	Vidhu Gupta	40-44
7	2021	Laboratory Investigation of Portland Pozzolona Cement (PPC) with Hot Mix Plant Filler Material (HMPFM)	Patil Hitesh Kumar Santosh, Arunkumar Dwivedi , Aniruddha Chatterjee	45-49
8	2024	Experimental Study on Properties of Pervious Concrete	Sachin Sanjay Rokade, Dr. P. D. Kumbhar	50-57
9	2026	CADMIUM INDUCED SEEDLING MORTALITY, FOLAIR TOXICITY SYMPTOMS AND PLANT GROWTH IN MUSTARD (Brassica campestris L.)	*Wasifa Noor, Shahid Umar, Durdana Shah	58-65

25	2057	A SURVEY ON ADVANCEMENT & OPTIMIZATION OF FATTY ESTER COMPOSITION TO IMPROVE THE FUEL QUALITY	Shadab Sayyad, Shayan Dalvi, Rahul Panchal	217-221
26	2046	ROBOTICS AND AUTOMATION	Kanchan, Himani	222-225
27	2055	Viscometric properties of L-valine in aqueous glucose/sucrose/lactose solutions at T = (293.15 to 313.15) K	Ashwani Kumar, Asha Sharmhal, Rajinder K. Bamezai*	226-235
28	2058	MARKETING STRATEGIES FOR REVIVAL OF TOURISM IN KASHMIR	Dr. Sumaira, Qazi Ruban	236-243
29	2060	Removal of some Metal Ions by Low-Cost Composite Ion-Exchangers	R.K.Seenivasan, Rane Caroleena Ganesh	244-249
30	2029	Bibliometric Analysis of Web Presence of Veterinarians in Ahmadu Bello University, Zaria.	Lawal Shuaibu, Dr. Rajeev Vashistha	250-264
31	2023	An Analysis of Bollywood's Adaptation of the Chetan Bhagat's Five Point Someone in 3 Idiots and William Shakespeare's Hamlet in Haider.	Shazia Qadri, Asma Zahoor	ppt
32	2059	A STUDY OF INDIAN CUSTOMERS' ONLINE PURCHASING BEHAVIOURS	Mrs. C. Magila	265-271
33	2061	Research on Responsibilities of Human Resources Management for Non-human Resources Manager	MRS. C. AUMA	272-275
34	2062	Data Deluge and Insight Extraction: Exploring Big Data Sources through Mining	I. Anusha Prem	276-287
35	2063	Dos Attack Avoidance Technique For Symmetric Key Algorithm In Wireless Sensor Networks	MRS.JAYANTHI P	288-296
36	2064	Unlocking Insights: A Comprehensive Overview of Mobile Data Mining and its Applications	Mrs.M. Logeswari,	297-302
37	2065	Navigating the Dynamic Landscape of Mobile Ad Hoc Networks	Anto Ramya. S. I	303-314
38	2066	A SUFFICIENT CONDITION FOR EXISTENCE OF HAMILTONIAN CYCLE	A. Kulandhai Therese, A. Sowmiya	315-317

39	2067	AN ANALYSIS OF TENSOR PRODUCT AND THE GROUPS $[[\text{Tor}]]_n^R(A,B)$	Pavana Swetha. S, Sr.M.Lincy Selestin	318-323
40	2068	C++Programming To Solve GAUSS JACOBI METHOD	Mrs. G. J. Jebaselvi, Rezvana Parveen	324-330
41	2069	A STUDY ON NUMBER THEORY AND ITS APPLICATIONS	E.Sagana	331-334
42	2070	SIMPLE SUM GRAPH	B.Deepa	335-341

Data Deluge and Insight Extraction: Exploring Big Data Sources through Mining

I. Anusha Prem, M.Sc. M.Phil.,

Assistant Professor, Department of Computer Science, Periyar University

St. Joseph's College of Arts and Science for Women, HOSUR – 635 126

ianushaprem@gmail.com

Abstract—

Data mining is vital in every way in every industry starting from small vendors to the large MNCs. Big data is comprises large-volume, complex, growing data sets with multiple, heterogeneous, autonomous sources. The growth of networking, data storage and data collection capacity are growing in leaps and bounds, this necessitates the need of Big data in all domains. Big data is expanding in all engineering and science domains, including physical, biological and biomedical sciences. This paper presents a HACK theorem that proposes a Big data processing model from the data mining perspective. Also it characterizes the features of Big data revolution. This model is based on data-driven character of information which also involves a demand-driven aggregation of information sources, mining and analysis, user interest modeling, and security and privacy considerations. Throughout this paper we focus on analyzing the challenging issues in the data-driven model and also in the revolution phase of Big data.

Keywords— Data mining, Big data, heterogeneous, revolution, autonomous sources.

1. INTRODUCTION

Big Data applications where data collection has grown tremendously and is beyond the ability of commonly used software tools to capture, manage, and process within a “tolerable elapsed time.” The most fundamental challenge for Big Data applications is to explore the large volumes of data and extract useful information or knowledge for future actions [40]. In many situations, the knowledge extraction process has to be very efficient and close to real time because storing all observed data is nearly infeasible. For example, the square kilometer array (SKA) [17] in radio astronomy consists of 1,000 to 1,500 15-meter dishes in a central 5-km area. It provides 100 times more sensitive vision than any existing radio telescopes, answering fundamental questions about the Universe. However, with a 40 gigabytes (GB)/second data volume, the data generated from the SKA are exceptionally large. Although researchers have confirmed that interesting patterns, such as transient radio anomalies



Dos Attack Avoidance Technique For Symmetric Key Algorithm In Wireless Sensor Networks

MRS.JAYANTHI P

Assistant professor, Department of Computer Science

St. Joseph's college of arts and science for women Tamilnadu, India

Email: jayanthi79p@gmail.com

Abstract- Wireless Sensor Networks (WSN) has extensive applications in data gather and data announcement via wireless networks. Due to the weaknesses in the WSN, the sensor nodes are susceptible to most of the security intimidation. Denial-of-Service (DoS) attack is nearly everyone is admired attack on these sensor nodes. Some attackobstacle techniques must be used in opposition to DoS attacks. There are dissimilar techniques to avoid DoS attack in wireless sensor network. In this paper, proposed system for anefficient key establishment scheme to stumble upon several attacks such as denial of service, impersonation attacks which are requisite for the secure interactions in wireless sensor networks. The proposed scheme consists of three stages, namely key-sharing, key-recognition and route-establishment. In the disseminated IoT architecture, sensor nodes and end- users should obtain the capability of securely access a node ina Wireless Sensor Networks.

Keywords- wireless sensor networks, Key Establishment scheme, denial of service, Attribute based Encryption

I. INTRODUCTION

wireless Sensor Networks (WSNs) have distorted most attractive research part, since it is a useful inbuilt attribute such as small capacity, scalability of nodes, and easy to use. Extensive of WSNs is envisioned to be widely useful invarious submissions such as creature path, position checking and data gathering in the neighborhood of future. The WSN is self-infatuated of a huge number of sensor nodes; all sensor nodes are a miniature low-cost wireless mechanism with limited battery-make active power, memory storage and data allowance capacity and short radio announcement range.

Even though description of 'Things' have a changed as knowledge evolved, in that making to computer sense in that sequenced without the aid of human interference remainder the equal. The evolution of the recent Internet into aNetwork of consistent substance that not only harvest in sequence from the environment (sensing) and interact substantial world (actuation/ authority/control), in that uses existing Internet values to provide services for information transport analytics, applications, and transportation.

The devices enabled in wireless technology such as Bluetooth,radio occurrence recognition, the static



Unlocking Insights: A Comprehensive Overview of Mobile Data Mining and its Applications

Mrs.M. Logeswari,

Assistant Professor, St. Joseph's College of Arts and Science for Women, Hosur.

logeswariampt@gmail.com

Abstract:

During the initial days, mobiles were only used as a medium for communication. This view of mobile phones as communication devices changed with the advent of a new category of mobile devices known as smartphones. These smartphones and communication can do things that a computer can do. With the advancement of technology, these smartphones are becoming more and more powerful in terms of storage and computing features. The smartphone can provide us with data about various aspects such as the user's movement, behavior, communication, etc. Today, since, most of the communication takes place through mobiles, it is essential for the analysts to analyze the data generated by mobile phones. A large amount of data is generated by mobile phones as the use of mobile phones is increasing continuously. In this paper, an overview of mobile data mining is provided and its techniques and applications are discussed.

Keywords: Data Mining, Data Analyzing

1. INTRODUCTION

Data Mining is the approach applied to large, clean data sets to gain useful information and knowledge. Data mining helps us identify patterns in this large data. It is applied to extract information where the data is large and knowledge is less.

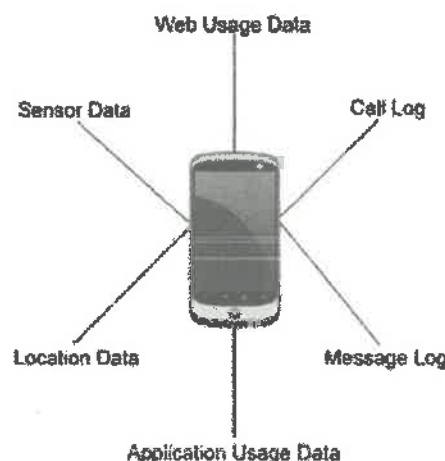


Figure 1. Types of Data Generated



Principal
ST. JOSEPH'S COLLEGE OF ARTS
& SCIENCE FOR WOMEN
Mandapalli, Siptot,
Hosur, Hosur Dist.

Navigating the Dynamic Landscape of Mobile Ad Hoc Networks

Anto Ramya. S. I

Assistant Professor, Department of Computer Science

St. Joseph's College of Arts and Science for Women, Hosur, Tamil Nadu antoramya1@gmail.com

Abstract

Mobile Ad Hoc Network (MANET), a continuously self-configuring infrastructure-less network of mobile devices, presents unique challenges and opportunities in wireless communication. MANETs, characterized by their dynamic nature and lack of centralized infrastructure, have garnered significant attention from researchers and internet pioneers alike. As mobile nodes, MANETs utilize wireless connections, such as Wi-Fi, cellular, or satellite transmission, to establish communication links without relying on existing infrastructure. However, the inherent mobility and wireless connectivity of MANETs pose security challenges, making them susceptible to unauthorized access and data breaches. This paper focuses on the critical issue of routing techniques in MANETs, considering the dynamic nature of ad hoc networks. With numerous routing protocols proposed for MANETs, selecting the most suitable protocol for varying network conditions becomes a daunting task. To address this challenge, this paper provides a comprehensive overview of different routing protocols proposed for MANETs, offering insights into their strengths, weaknesses, and suitability for diverse network scenarios.

Keywords – MANET, Routing Protocols, Wireless Communication, Dynamic Nature, Security Challenges

1. INTRODUCTION

A Mobile ad hoc network is an autonomous system of mobile routers connected by wireless links. The routers are free to move randomly and organize themselves arbitrarily, thus, the network's wireless topology may change rapidly and unpredictably. Such a network may operate in a stand – alone fashion or may be connected to the larger internet.




PRINCIPAL
ST. JOSEPH'S COLLEGE OF ARTS
& SCIENCE FOR WOMEN
303 | Page
Mookandapalli, Srpcot,
HOSUR - 635 126, Krishnagiri - Dist.

AN ANALYSIS OF TENSOR PRODUCT AND THE GROUPS $Tor_n^R(A, B)$

Pavana Swetha. S¹,

Assistant Professor,

Sr.M.Lincy Selestine²,

PG Student,

Department of Mathematics,

St. Joseph's College of Arts and Science for Women, Hosur.

Abstract:

Tensor product is a fundamental concept in algebraic structures, providing a way to construct new modules or vector spaces from existing ones. In this paper, we explore the tensor product operation in the context of modules over a commutative ring R . We then delve into the concept of Tor functors, which are homological algebra tools used to measure the failure of exactness in tensor product constructions. Specifically, we focus on the Tor groups $Tor_n^R(A, B)$, which quantify the n th order torsion in the tensor product of modules A and B . Furthermore, we investigate specific examples and applications of Tor groups in algebraic geometry, commutative algebra, and algebraic topology. Understanding Tor groups provides deep insights into the structure of modules and rings, as well as their geometric interpretations.

Keywords: Tensor product, Module theory, Commutative ring, Homological algebra, Tor functor, Tor groups, Projective resolutions


I. INTRODUCTION:

Tensor product and Tor groups are central concepts in algebraic structures and homological algebra, playing crucial roles in understanding the interplay between modules over commutative rings. The tensor product operation allows for the construction of new modules from existing ones, providing a versatile tool with applications across various branches of mathematics. Understanding the tensor product is foundational to various areas of mathematics, including linear algebra, algebraic geometry, and commutative algebra.

Complementing the tensor product, Tor groups arise as homological tools used to quantify the failure of exactness in tensor product constructions. Specifically, given modules A and B , the Tor groups $Tor_n^R(A, B)$ measure the n th order torsion in their tensor product. These groups are constructed via projective resolutions, providing a means to compute the torsion present in tensor product modules.

In this paper, we aim to provide a comprehensive exploration of tensor product and Tor groups, elucidating their definitions, properties, and applications. We will delve into the construction of tensor products, discuss the fundamental properties they possess, and explore the homological machinery underlying Tor groups.




PRINCIPAL
ST. JOSEPH'S COLLEGE OF ARTS
& SCIENCE FOR WOMEN
Machandapalli, Sircot,
Hosur - 518 116, Krishnagiri - Dist.

C++Programming To Solve GAUSS JACOBI METHOD

Mrs. G. J. Jebaselvi¹, Rezvana Parveen²,

¹Assistant Professors, Department of Mathematics, St. Joseph's College of Arts and Science for Women, Hosur

²UG Student, Department of Mathematics, St. Joseph's College of Arts and Science for Women, Hosur

rezvana973@gmail.com

Abstract:

With the use of C++ programming, this work offers a unique way to improve the convergence and computing efficiency of the Gauss-Jacobi technique. that highlight code optimizations, parallelization tactics, and optimization approaches and show how they may significantly enhance the solution of large-scale linear problems. Our research adds to the field of scientific computing by demonstrating the usefulness of C++ programming in numerical techniques.

1.Introduction:


Describe the process, including an explanation of the Gauss-Jacobi technique and its algorithm, and why C++ was selected as the implementation tool. Assumptions and any relevant theoretical background should be provided. Show off your implementation, making sure to highlight any special features or improvements. Where relevant, provide algorithms, pseudocode, and brief sections of code. Talk about the difficulties that were faced and how they were resolved. To ensure that your implementation is accurate and efficient, conduct further numerical experiments or case studies. Provide charts or tables to back up your conclusions.

2. Gauss Jacobi Method[1]

Consider the system of equations

$$a_{11}x_1 + a_{12}x_2 + \dots + a_{1n}x_n = c_1$$

$$a_{21}x_1 + a_{22}x_2 + \dots + a_{2n}x_n = c_2$$


PRINCIPAL
ST. JOSEPH'S COLLEGE OF ARTS
& SCIENCE FOR WOMEN
Mookandapalli, SIPCOT,
HOSUR - 635 126, Krishnagiri - Dist.



A STUDY ON NUMBER THEORY AND ITS APPLICATIONS

E.Sagana

Department of Mathematics, St. Joseph's college of Arts and Science for women, Hosur

Abstract:

Number theory, also known as higher arithmetic is a branch of mathematics concerned with the properties of integers, rational numbers, irrational numbers and real numbers. Sometimes the discipline is considered to include the imaginary and complex numbers as well.

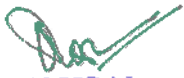
Introduction:

Formally, numbers are represented in terms of sets; there are various schemes for doing this. However, there are other ways to represent numbers. As angles, as points on a line, as on a plane or as points in space. The integers and rational numbers can be symbolized and completely defined by numerals. The system of numeration commonly used today was developed from systems used in Arab texts, although some scholars believe they were first used in India. The so-called Arabic numerals are 0,1,2,3,4,5,6,7,8 and 9. Number theory is one of the oldest branches of pure mathematics and one of the largest of course; it concerns questions about numbers, usually meaning whole numbers or rational numbers. Elementary number theory involves divisibility among integers... the division "algorithm", the Euclidean algorithm, elementary properties of primes, congruences, including Fermat's Little theorem and Euler's theorem extending it. But the term "elementary" is usually used in this setting only to mean that no advanced tools from other areas are used... not that the results themselves are simple. Indeed, a course in "elementary" number theory usually includes classic and elegant results such as Quadratic Reciprocity; counting results using the Mobius Inversion Formula; and even the prime number theorem, asserting the approximate density of primes among the integers, which has difficult but "elementary" proofs.

Some Basic Definitions and Sum of Two Squares:

Integers: The numbers $0, 1, -1, 2, -2, 3, -3 \dots$ are called integers of which $1, 2, 3, \dots$ are called positive integers and $-1, -2, -3, \dots$ are called negative integers. The collection of all integers is denoted by Z . Thus $Z = \dots, -3, -2, -1, 0, 1, 2, 3, \dots$




PRINCIPAL
ST. JOSEPH'S COLLEGE OF ARTS & SCIENCE FOR WOMEN
Mookandapalli, Sipcot,
HOSUR - 635 126, Krishnagiri - Dist.

SIMPLE SUM GRAPH

B.Deepa, Assistant professor,

Department of Mathematics,

St. Joseph college of Arts and Science for women, Hosur.

Deepu.shc@gmail.com

ABSTRACT

In this paper we discuss simple sum graph. First we give some basic definition related to sum graph. Sum graph labeling offers a new method for defining graphs and for storing them digitally. Traditionally, a graph is defined as a set of vertices and a set of edges, specified by pairs of vertices which are the endpoints of an edge. Finally we discuss Simple pendant graph with pendant.

Keywords:

Sum graph labeling- vertex-Edges-simple sum graph-pendant graph.

1. INTRODUCTION

Graph theory is the study of graphs, which are mathematical structures used to model pairwise relations between objects. A graph is made up of vertices (also called nodes or points) which are connected by edges (also called links or lines). A distinction is made between undirected graphs, where edges link two vertices symmetrically, and directed graphs, where edges link two vertices asymmetrically.

2. PRELIMINARIES

2.1. DEFINITION:

A graph is simple if it has no loops and no multiple edges.



2.2 DEFINITION: A graph is called finite if both $V(G)$ and $E(G)$ are finite. A graph that is not finite is called an infinite graph.

2.3 DEFINITION

A vertex u is a neighbor of v in G ; if uv is an edge of G ; and $u \neq v$.

2.4 DEFINITION



[Signature]

PRINCIPAL

ST. JOSEPH'S COLLEGE OF ARTS
& SCIENCE FOR WOMEN
Mokandapalli, Sipcot,
120, Krishnagiri-Dist.

About Conference

1st International Conference on Multidisciplinary Research is a global event organized by NIILM University, Kaithal, Haryana, India. This conference provides an international forum for researchers, developers, engineers and practitioners who are involved in real time projects that provide solutions to exchange their valuable ideas and showcase the ongoing works which may lead to path breaking foundation of the futuristic engineering. It accentuates indispensability of interdisciplinary and cross - linked thinking with respect of innovation and market opportunities. All the accepted paper will be published in International Journal with ISSN Approved by UGC.

About NIILM University

NIILM University announces its commitment to become one of India's leading universities with an accredited reputation for excellence in research and teaching. The University is equipped to take up challenges of the enormous change taking place all around and committed to empower its faculty and students to contribute significantly. The University is geared up to offer Undergraduate and Postgraduate degrees in different disciplines. The University possesses a team of dedicated, highly qualified and industry experienced faculties. As mentors they provide numerous student-research opportunities at both the undergraduate and postgraduate levels inspiring students to advance their skills and aspirations.

The University aims to facilitate and promote studies, research and extension work in emerging areas of higher education with focus on enriched education in the disciplines of engineering, technology, management journalism and mass communication, etc. and also to achieve excellence in allied fields.

Indexing:    

Publish By:
A.R. Research Publication
3/186, Santpura, Govindpuri, Modinagar 201-201

ISBN: 978-93-87793-37-8



978-93-87793-37-8

ICMR-18



www.conferenceworld.in

1ST INTERNATIONAL CONFERENCE ON

Multidisciplinary Research



Organizes by : NIILM University, Kaithal, Haryana, (India)

4th-5th August 2018

Editors :

Dr. Manjeet Jakhar
Dr. Ashwani Kumar

1st International Conference on Multidisciplinary Research (ICMR-18)

ISBN:978-93-87793-37-8

Organized by : NIILM University, Kaithal, Haryana, India

Date: 4th-5th August 2018

INDEX

S. No.	Paper ID	Paper Title	Author	Page No.
1	121	QUALITY ANALYSIS OF MANAGEMENT EDUCATION LEARNING THROUGH SWAYAM PROGRAM	Priyadeep, Sandhya Balhara, Meenakshi Dalal	01-09
2	122	A STUDY ON INDIAN MONEY MARKET	Shalini Balhara	10-14
3	123	FINANCIAL LITERACY: NEED OF THE HOUR	Sandhya Balhara	15-19
4	125	CHALLENGES FACED BY FEMALE RESEARCHERS IN HIGHER EDUCATIONAL INSTITUTIONS IN INDIA – A CASE STUDY	Dr. Manju Khosla	20-26
5	127	Journey of the Displaced from Idealization to Realization in Anita Desai's In Custody	Ravi Kumar, Dr. Devika	27-35
6	128	CARBON NANOTUBES STRAIN SENSORS FOR HUMAN MOTION DETECTION	Meena Devi	36-42
7	133	Cryptography: How India Regulates Encryption	Irfan Jalal Bhat, Dr. Raghav Mehra, Dr. Amit Kumar Chaturvedi	43-53
8	134	A Review of India and Afghanistan relationship	SHALLU DEVI, Dr. SHASHIBALA SINGH	54-61
9	135	Content Boasting Methodology	Kumar Aman, Sanchit Lithoriya, Abhishek Rai, Abhinav Kumar	62-66

153	872	Comprehensive Nutrient Managing in Rice Production to Promote Sustainability	Swadesh Kumar	1236-1242
154	874	Meloidogyne incognita and Rhizoctonia solani's Communication on Mungbean	Durgesh Pratap Singh	1243-1252
155	893	Using SVM in a Hybrid Approach for Robust Watermarking	Er. Ravi Pachauri	1253-1265
156	895	High atmospheric pressure's effects on the functional properties of food gels treated	Mr. Umesh Chandra	1266-1278
157	932	Examining the Dielectric of Polymethyl Metha Crylate (PMMA) and Doped Thin Film Polystyrene (PS) Thermoelectric	Dr Amit Kumar Chaturvedi	1279-1284
158	959	Reactive oxygen species (ROS) and anti-oxidants' role as scrapers of ROS	Dr. Kamal Prakash	1285-1296
159	982	Comparative analysis of the law pertaining to the right of private defense	Atul Kumar Yadav	1297-1308
160	993	Using Restorative Principles to Improve the Justice System in India's Criminal Cases	Rahul Kumar	1309-1318
161	769	Single-base difference at 3' end in a primer pair and its effect on diagnostic result on human genome with reference to Schizophrenia	Dr. Mamta Kumari	1319-1328
162	580	PROBLEMS OF MARKETING CHANNELS	DR. D. BHUVANA	1329-1333
163	581	Understanding Consumer Satisfaction Towards Organic Food Products	Dr. P.Maithili	1334-1342
164	582	CHALLENGES IN RECRUITING FRESH UNIVERSITY GRADUATES DIRECTLY	M.subbulakshmi	1343-1348
165	583	Importance of Business Ethics in Today's Corporate World	ANNIE JENIFER	1349-1354
166	584	Symbols in Tagore's and Ashoka Mitran's Selected Works	Ms. L. Jenniffer	1355-1359
167	585	The Quest for Identity and Beauty: Exploring Race, Trauma, and Self-Worth in Toni Morrison's The Bluest Eye	Saranya. K & Pricilla. S	1360-1362
168	586	The Impact of Colonialism on Personal Identity in Chinua Achebe's No Longer at Ease	V.S.Gladio Shilpa Vince	1363-1367
169	587	Ganda Purana: Word-Meaning Explanation and Null Nuval	Dr.P.Ezhilarasi,	1368-1376
170	588	Women in Mullaikali	Dr. P. Sanguvathi	1377-1382

171	589	Ura and name is a study	Ms. C. Hemalatha,	1383-1389
172	590	"Cactus" is a new innovation	Mrs. E. Kavitha,	1390-1397
173	591	Valluva says homely	Mrs.Kanimozhi.N,	1398-1403
174	592	A Study on E-commerce Trends and Opportunities	Mrs. RAJESWARI. G	1404-1408
175	593	ADOPTION OF ORGANISATION CULTURE AND CLIMATE BY FRESHERS	Mrs. RUHITHA PARWESH. B	1409-1415
176	594	STRATEGIES FOR BUILDING DYNAMIC CAPABILITIES IN SMEs	Mrs. SHASHIKALA. R.S	1416-1424
177	595	THE EVOLUTION OF E-COMMERCE: FROM BRICKS AND MORTAR TO CLICK AND TOUCH	Mrs. VADIVU. N	1425-1429

Symbols in Tagore's and Ashoka Mitran's Selected Works

Ms. L. Jenniffer

Asst.Prof, Department of English

St. Joseph's College of Arts & Science for Women, Hosur-635126

Affiliated to Periyar University, Salem-11

Rabindranath Tagore, a distinguished Bengali novelist and poet, remains an indelible figure in literary history, particularly for being the first to receive the Nobel Prize in Literature. His masterful prose, exemplified in works like "Chandalika" and "Mukta-dhara," has left an enduring impact on the literary landscape. These plays ingeniously employ water as a symbol, intricately intertwined with the characters Prakriti and Abhijit, embodying profound themes rooted in Indian ethos and values.

Ashoka Mitran, a towering figure in post-independent Tamil literature, and the esteemed editor of the literary journal "Kanaiyaazhi," is renowned for his simplicity, satire, and artistic sensibility. His narratives delve into the minutiae of everyday life, illuminating larger societal issues with a deft touch. Mitran's characters, portrayed with unassuming authenticity, navigate subtle and ironic situations, reflecting his keen observations of human nature. His novella 'Water,' translated by Lakshmi Holmstrom as 'Thaneer,' poignantly portrays the drought-stricken city of Chennai and the struggles of its inhabitants, Jamuna and Chaya.

The symbolic significance of water transcends cultures and contexts, representing a myriad of concepts such as the essence of life, purity, renewal, and spiritual enlightenment. In "Chandalika," Prakriti, marginalized due to her low caste, is profoundly affected when Ananda, a Buddhist monk, requests water from her, echoing a poignant moment reminiscent of the biblical narrative where Jesus, a Jew, seeks water from a Samaritan woman. This encounter prompts Prakriti to confront her own identity and societal prejudices, encapsulating the transformative power of human connection. "It does not change their nature or destroy the virtue of their water. Do not humiliate yourself. Self humiliation is a sin, worse than self-murder" (Holmstrom, 78)

Prakriti, being an untouchable shudders at the very idea and declines the request of monk in need of water. Ananda says, "As a human being, so also are you, and all water is clean and holy that cools our heart and satisfies our thirst" (Holmstrom, 78) The words of him convince her and she quenches his thirst. The monk's practical view of human beings made a huge transformation in Prakriti's life. Prakriti experiences the divinity of the disciple of the Buddha



The Quest for Identity and Beauty: Exploring Race, Trauma, and Self-Worth in Toni Morrison's *The Bluest Eye*

Saranya. K & Pricilla. S

**Assistant Professor, St. Joseph's College of Arts and Science for Women, Hosur*

**Assistant Professor, Don Bosco College, Dharmapuri*

Abstract:

Toni Morrison's "The Bluest Eye" intricately weaves a narrative that delves into the complex interplay of race, beauty standards, trauma, and self-worth. This thesis aims to explore the multifaceted themes present in the novel, focusing on the characters' struggles with identity formation in a society plagued by racial prejudice and oppressive beauty ideals. Through an analysis of Morrison's narrative techniques, character development, and socio-historical context, this study seeks to illuminate the profound insights the novel offers into the human condition and the enduring effects of systemic injustice.

Key Points: Racism, Beauty standards, Trauma, Identity, Acceptance

Introduction:

Toni Morrison's "The Bluest Eye" is a poignant exploration of the devastating effects of racism and societal beauty standards on individual identity and self-worth. Set against the backdrop of 1940s Ohio, the novel follows the lives of several characters, primarily focusing on young Pecola Breedlove, whose fervent desire for blue eyes epitomizes the internalized racism and longing for acceptance pervasive in her community. Through Morrison's masterful storytelling, the novel confronts readers with uncomfortable truths about race, beauty, and the human capacity for cruelty and compassion.

Historical and Socio-Cultural Context:

To fully appreciate the themes and nuances of "The Bluest Eye," it is crucial to understand the historical and socio-cultural context in which the novel is set. The legacy of slavery and systemic racism looms large over the characters' lives, shaping their perceptions of themselves and others. In the post-Emancipation era, African Americans faced pervasive discrimination and marginalization, perpetuated by white supremacist ideologies that deemed blackness inferior and undesirable.

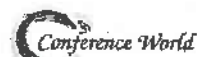
Moreover, the myth of white beauty standards exerted a profound influence on society, dictating what was considered attractive and worthy of admiration. With Eurocentric features valorized as the epitome of beauty, individuals with darker skin, broader noses, and kinkier hair were marginalized and devalued. This pervasive bias infiltrated every aspect of life, from



1st International Conference on Multidisciplinary Research (ICMR-2018)



NIILM University, Kaithal, Haryana, (India)



4th-5th August 2018

www.conferenceworld.in

ISBN:978-93-87793-37-8

The Impact of Colonialism on Personal Identity in Chinua

Achebe's *No Longer at Ease*

V.S.Gladio Shilpa Vince

Assistant Professor

St. Joseph's College of Arts and Science for Women, Hosur.

shilpa.gladio@gmail.com

Abstract

Chinua Achebe's *No Longer at Ease* is a compelling exploration of the impact of colonialism on personal identity in post-colonial Nigeria. Through the protagonist, Obi Okonkwo, Achebe delves into the complexities of identity formation amidst socio-political and cultural upheavals. The novel portrays Nigeria's struggle to reconcile tradition with modernity in the aftermath of British colonial rule, highlighting the erosion of indigenous values and the clash between Western ideologies and indigenous cultures. Obi's character embodies this conflict, torn between his Igbo heritage and Western education, which symbolize tradition and modernity, respectively. His journey reflects the broader societal tensions, illustrating the alienation and identity crisis experienced by individuals navigating conflicting cultural influences. Achebe masterfully depicts how education and social mobility exacerbate this dilemma, leading to a profound sense of estrangement and moral compromise. Ultimately, *No Longer at Ease* serves as a poignant testament to the enduring legacy of colonialism and the complexities of personal identity in a post-colonial context.

Keywords: Cultural changes, Tradition vs. modernity, Western education, Internal conflict, Corruption, Moral dilemmas

Chinua Achebe's *No Longer at Ease* is a poignant portrayal of the impact of colonialism on personal identity, set against the backdrop of post-colonial Nigeria. Through the character of Obi Okonkwo, Achebe explores the complexities of identity formation in a society undergoing rapid socio-political and cultural changes. This paper aims to delve into the nuanced ways in which colonialism influences Obi's sense of self, leading to a conflict between tradition and modernity, and ultimately shaping his personal identity.

Nigeria's experience under British colonial rule was marked by a profound transformation of its socio-cultural landscape, leaving an indelible imprint on the nation's identity. In the historical context of colonialism, Nigeria was subjected to a system of governance characterized by exploitation,



PRINCIPAL
1363 LP 3 SC
ST. JOSEPH'S COLLEGE OF ARTS
& SCIENCE FOR WOMEN
Mookandapalli, Siptot,
HOSUR-635 126, Krishnagiri-Dist.

A Study on E-commerce Trends and Opportunities

Mrs. RAJESWARI. G

Assistant Professor

Department of Commerce

St. Joseph's College of arts and Science for Women, Hosur

Abstract

E-commerce has continued its upward trajectory, shaping the retail landscape profoundly. In, several trends and opportunities emerged, driven by technological advancements, shifting consumer behaviors, and market dynamics. This study provides a thorough analysis of the e-commerce landscape, exploring key trends such as mobile commerce dominance, personalization, omnichannel strategies, artificial intelligence, voice commerce, and sustainability. Additionally, it delves into the opportunities these trends presented for businesses, highlighting strategies to capitalize on the evolving e-commerce ecosystem.

Keywords: E-commerce, Trends, Opportunities, , Mobile Commerce, Personalization, Omnichannel, Artificial Intelligence, Voice Commerce, Sustainability.


Introduction

E-commerce, once a burgeoning industry, has now become a cornerstone of the global economy. In , the sector witnessed significant growth, driven by advancements in technology and shifting consumer preferences. This study aims to delve into the key trends and opportunities that defined the e-commerce landscape in , providing insights for businesses seeking to navigate this dynamic environment effectively.

Mobile Commerce Dominance

One of the most prominent trends in was the dominance of mobile commerce (m-commerce). With the widespread adoption of smartphones and improved mobile shopping experiences, consumers increasingly turned to their mobile devices to make purchases. Retailers responded by optimizing their platforms for mobile, investing in mobile apps, and implementing seamless mobile payment solutions. The convenience and accessibility offered by m-commerce reshaped the way consumers interacted with brands, emphasizing the importance of mobile-first strategies for businesses.




PRINCIPAL
1404 Page
ST. JOSEPH'S COLLEGE OF ARTS
& SCIENCE FOR WOMEN
Mookandapalli, Sipcot,
R-035 126, Krishnagiri-Dist.

ADOPTION OF ORGANISATION CULTURE AND CLIMATE BY FRESHERS

Mrs. RUHITHA PARWESH. B

Assistant Professor

Department of Commerce

St. Joseph's College of arts and Science for Women, Hosur


Abstract

The adoption of organizational culture and climate by freshers (newly hired employees) is a critical aspect of their integration into the workplace and their long-term success within the organization. Investigate how freshers perceive the organizational culture upon joining the company. Explore factors that influence their initial impressions, such as onboarding processes, communication channels, and early experiences with colleagues and supervisors. The paper analyse the difficulties of freshers in adopting organisational culture and climate.

INTRODUCTION

The common values, attitudes, customs, and behaviors that shape an organization's identity and character are all included in its organizational culture. It's the unseen thread that ties an organization together and molds its members' attitudes, actions, and interactions. A robust corporate culture fosters a feeling of direction and inclusion, directing decision-making processes and impacting worker involvement and output. It establishes the standard for how work is carried out, disagreements are settled, and accomplishments are acknowledged. Employee experiences and collective actions over time shape the dynamic nature of organizational culture. As advocates for the organization's basic values and as role models, leaders are essential in forming and preserving the culture. Organizational culture creates a positive work environment where people thrive, innovation flourishes, and the organization achieves sustainable success when it is in line with the goals and aspirations of its members. But a mismatch between the values that are articulated and the experiences that workers have on the ground can result in disengagement, employee attrition, and eventually, organizational collapse. For this reason, developing a robust and thriving workplace ecosystem requires an understanding of, commitment to, and utilization of organizational culture. The term "organizational climate" describes the general atmosphere or mood that permeates a group of people and is influenced by their shared beliefs, attitudes, and actions. It is frequently impacted by elements including organizational policies,




PRINCIPAL
ST. JOSEPH'S COLLEGE OF ARTS
& SCIENCE FOR WOMEN
Mockandapalli, Sipcot,
HOSUR - 635 126, Krishnagiri - Dist.

STRATEGIES FOR BUILDING DYNAMIC CAPABILITIES IN SMEs

Mrs. SHASHIKALA. R.S

Assistant Professor

Department of Commerce

St. Joseph's College of arts and Science for Women, Hosur

ABSTRACT

The prevailing focus of studies on the dynamic capabilities approach has been on how resource combinations empower organizations to navigate their environments. However, the pivotal role played by entrepreneurs in initiating these capabilities has often been overlooked. Thus, our paper aims to scrutinize the entrepreneur's role in cultivating dynamic capabilities within small businesses across time. Through qualitative research spanning from 1977 to 2016 within a small business context, we gathered data to illuminate this dynamic. The findings underscore that resources were strategically deployed to navigate three distinct periods in the organizational lifecycle, sustained by the entrepreneur's ongoing learning journey. In essence, our study underscores that the entrepreneur's learning trajectory is intrinsically intertwined with the organization's evolution, with the SME context emphasizing the entrepreneur's learning process as a paramount resource.

Keywords: Entrepreneurship, Dynamic Capabilities, Construction Industry.

INTRODUCTION

The dynamic capabilities approach (DCA) has provided insights into how organizations navigate their changing environments. Existing studies have primarily focused on the creation of capabilities necessary for businesses to thrive amidst environmental shifts (Ambrosini and Bowman, 2009). Consequently, much attention has been directed towards understanding how the combination of resources enables organizations to adapt (Meirelles and Camargo, 2014). However, there has been a notable neglect of important considerations regarding the management and handling of these mechanisms and factors (Regnér, 2014). Similarly, the roles of entrepreneurs and managers have not been extensively explored within the realm of DCA.

While Penrose initially highlighted this concern, it is only recently that researchers have begun delving into the behaviors and attitudes of entrepreneurs and managers in resource management. Understanding



THE EVOLUTION OF E-COMMERCE: FROM BRICKS AND MORTAR TO CLICK AND TOUCH

Mrs. VADIVU. N

Assistant Professor

Department of Commerce

St. Joseph's College of arts and Science for Women, Hosur

ABSTRACT:

The evolution of e-commerce has transformed the way businesses operate and consumers shop. From the traditional brick-and-mortar stores to the convenience of online shopping, and now to the seamless integration of digital and physical experiences, e-commerce has undergone significant changes over the years. This study explores the journey of e-commerce from its origins in physical retail to the emergence of online shopping platforms and the integration of omni channel experiences. Through a comprehensive review of literature and case studies, this research examines the factors driving the shift towards digital commerce, the challenges faced by businesses, and the opportunities presented by the convergence of online and offline retail channels. Moreover, it provides insights into the future of e-commerce and the strategies that businesses can adopt to thrive in this rapidly evolving landscape.

Keywords: E-commerce, Brick-and-Mortar, Online Shopping, Omnichannel, Digital Transformation.

INTRODUCTION

The rise of e-commerce has revolutionized the retail industry, reshaping consumer behavior, business models, and market dynamics. What began as a niche phenomenon has now become a dominant force in the global economy, with e-commerce sales reaching unprecedented levels. This study aims to explore the evolution of e-commerce, tracing its roots from traditional brick-and-mortar stores to the digital frontier of online shopping and omnichannel retailing. By examining the key drivers, challenges, and opportunities associated with this transformation, this research seeks to provide valuable insights for businesses navigating the complex landscape of modern commerce.

Structure of the Paper

The remainder of this paper is organized as follows. Section 2 provides a comprehensive review of the literature on the evolution of e-commerce, including its historical development, key milestones, and emerging trends. Section 3 examines the factors driving the shift towards digital commerce and the rise of online retail platforms. Section 4 discusses the challenges faced by businesses in adapting to



About Conference

International Conference on Recent Developments in "Education, Social science & Humanities" is a global event organized by Conference World at YWCA of Delhi, 1, Ashoka Road, Connaught Place, New Delhi, India. This conference provides an international forum for researchers, developers, engineers and practitioners who are involved in real time projects that provide solutions to exchange their valuable ideas and showcase the ongoing works which may lead to path breaking foundation of the futuristic engineering. It accentuates indispensability of interdisciplinary and cross – linked thinking with respect of innovation and market opportunities. All the accepted paper will be published in International Journal with ISSN Approved by UGC.

Indexing:     

Publish By:
A.R. Research Publication



ESH - 2018


Conference World
www.conferenceworld.in

 **YWCA of Delhi**
Illuminating Lives!

International Conference on Recent Developments in "Education, Social science & Humanities"

Venue :

**YWCA of Delhi, 1, Ashoka Road,
Connaught Place, New Delhi**

05th August 2018



Editors

Dr. Ravishankar. C.V.

Dr. A Gupta

**International Conference on Recent Developments in “Education,
Social science & Humanities”**

(ESH-18)

ISBN:978-93-87793-38-5

**Venue: YWCA of Delhi, Ashoka Road, Connaught Place, New Delhi,
India**

Date: 5th August 2018

INDEX

S. No.	Paper ID	Paper Title	Author	Page No.
1	101	VALUE BASED EDUCATION: An attitude Formation	Dr Sr Ann Mary	01-09
2	102	Comparison of Emotional competence among Attention deficit Hyperactivity disorder children (ADHD) with non-ADHD children	Ms. Asifa Ashraf	10-17
3	103	Winds of change: Increasing role of women journalists and challenges in Electronic media	Ms. Neetu Singh, Dr. Mehak Jonjua	18-25
4	104	EVOLUTION OF AYAR-E-DANISH	Md. Marghoob Zia	26-30
5	105	INTERNET USAGE IN RELATION TO THE SOCIAL COMPETENCE OF SECONDARY SCHOOL STUDENTS	Ms. Shaloo Saini, Dr. Parminder Kaur	31-47
6	106	LIFE OF JAMI AND HIS AIJMESSOCIATION WITH THE NAQSHBANDI SUFI ORDER	Mushtaq Ahmad	48-55
7	107	EVOLUTION OF FAIZ AHMED FAIZ AS A POET	Mohammad Usman	56-61
8	108	REFLECTION OF IRANIAN IDENTITY AND PERSIAN PROSE IN THE 20TH CENTURY	Munawwar Hussain	62-73
9	113	THE ‘DISRUPTION’: A STUDY OF EVOLVING URBAN ACADEMIC SPACES	Prof. Divya Gor, Ms. Reeti Pandya	74-80
10	114	Analysis of Capital Investments, Costs and Profits of TrawlingFishing Business in Goa	Ms. Sanchiliana Faria Dr. Manoj S. Kamat	81-90

11	118	GANDHI HAS NOT GONE OUT OF OUR LIVES	Dr. Jyoti Trehan Sharma	91-101
12	117	Planning green city: The Green Factor tool	Harshvardhan	102-109
13	119	LABOUR ECONOMICS AND ETHICS	Sangita Kumari	110-119
14	120	UNDERGRADUATE STUDENT PERFORMANCE ANALYSIS USING MACHINE LEARNING	Soni Darshan Kumar Babulal, Prof. Dr. Binod Agrawal	120-132
15	121	Immigrant Perspectives in the Novels of Chitra Banerjee Divakaruni and Anita Rao Badami	Dr. Pallavi	133-133
16	122	विषय: रीतिकाव्य में अप्रस्तुत विधान	डॉ० शिवचरण शर्मा	134-136
17	124	Unveiling Dickens' Masterpiece: A Journey through "Great Expectations"	Monisha. U	137-140
18	125	Marital Bonds and Societal Norms in George Eliot's Middlemarch	V.S.Gladio Shilpa Vince	141-145
19	126	Science and Technology in Amitav Ghosh's The Calcutta Chromosome	Vinodhini.E	146-150

Unveiling Dickens' Masterpiece: A Journey through "Great Expectations"

Monisha. U

Assistant Professor,

St. Joseph's College of Arts and Science for Women, Hosur

umonisha06@gmail.com

Abstract

Charles Dickens' "Great Expectations" stands as a cornerstone of Victorian literature, renowned for its rich characters, intricate plot, and social commentary. Set in 19th-century England, the novel follows the life of young Pip as he navigates the complexities of class, ambition, and identity. Through an analysis of key themes such as social mobility, guilt, and redemption, this paper delves into Dickens' portrayal of Victorian society and the human condition. By exploring the psychological depth of characters, the narrative structure, and the allegorical elements, this presentation aims to uncover the timeless relevance of "Great Expectations" and its enduring impact on literature.

Keywords: Great Expectations, Charles Dickens, Victorian literature, social commentary, social mobility, guilt, redemption, identity, ambition

Introduction

"Great Expectations" by Charles Dickens remains a quintessential work of Victorian literature that continues to captivate readers with its vivid characters, intricate plot, and poignant social commentary. The novel follows the journey of Pip, an orphan who dreams of rising above his humble origins and becoming a gentleman. Set against the backdrop of 19th-century England, the story unfolds with themes of social class, ambition, and the pursuit of identity. This paper presentation seeks to unravel the layers of Dickens' masterpiece, examining the themes, characters, and narrative techniques that have secured its place in the literary canon.

Exploring Social Mobility

Central to "Great Expectations" is the theme of social mobility and its impact on individual identity and moral integrity. Pip's journey from a humble blacksmith's apprentice to a gentleman of means is marked by his encounters with characters from different social strata. Dickens deftly portrays the stratified nature of Victorian society, where one's social standing is determined by birthright and



Marital Bonds and Societal Norms in George Eliot's *Middlemarch*

V.S.Gladio Shilpa Vince

Assistant Professor

St. Joseph's College of Arts and Science for Women, Hosur.
shilpa.gladio@gmail.com


Abstract

Middlemarch by George Eliot is a cornerstone of Victorian literature, renowned for its depiction of provincial life and profound exploration of human relationships. Published in the 1870s, the novel remains relevant today, particularly in its examination of marriage as a central theme. Eliot presents a diverse array of marital unions, from Dorothea Brooke's idealistic aspirations to Rosamond Vincy's pragmatic concerns, reflecting the complexities of Victorian society. This paper offers a comprehensive analysis of marriage in *Middlemarch*, integrating textual scrutiny with historical context to elucidate the novel's commentary on marital norms, societal values, and gender roles prevalent during the Victorian era. By delving into issues such as economic considerations, class distinctions, and legal constraints, this study provides valuable insights into the multifaceted nature of marriage in Victorian society and invites further exploration into themes of gender, class, and power dynamics in literature of the period.

Keywords: Class distinctions, Patriarchal society, Gender inequality, Social expectations, Personal fulfilment, Idealistic aspirations

George Eliot's *Middlemarch* occupies a prominent position in Victorian literature, celebrated for its intricate portrayal of provincial life and insightful exploration of human relationships. Published in the 1870s, *Middlemarch* reflects the ethos of its time while transcending temporal boundaries with its enduring relevance. At the heart of the novel lies the theme of marriage, serving as a focal point around which the characters' lives revolve. From the idealistic aspirations of Dorothea Brooke to the pragmatic concerns of Rosamond Vincy, Eliot presents a diverse array of marital unions, each offering a lens through which to examine the complexities of Victorian society. This paper adopts a comprehensive approach to dissecting marriage in *Middlemarch*, integrating textual analysis with historical context to elucidate the novel's commentary on the institution of marriage as a reflection of broader social norms and values.




PRINCIPAL
ST. JOSEPH'S COLLEGE OF ARTS
& SCIENCE FOR WOMEN
Mookandapalli, Sipcot,
HOSUR - 635 126, Krishnagiri Dist.

Science and Technology in Amitav Ghosh's *The Calcutta Chromosome*

Vinodhini.E,

Assistant Professor, Department of English, St. Joseph's College of Arts and Science for Women, Hosur

Abstract

The Calcutta Chromosome by Amitav Ghosh explores the themes of science and technology through a narrative that blends historical facts with speculative fiction. The novel follows the story of Antar, a science historian, as he investigates the mysterious disappearance of a scientist named Murugan. Set against the backdrop of scientific discovery and medical research, the novel raises important questions about the ethics of scientific inquiry and the consequences of tampering with nature. Through its exploration of scientific discovery, historical perspectives on science, and the role of technology in shaping human understanding, "The Calcutta Chromosome" challenges readers to consider the impact of science and technology on society and the ethical dilemmas that arise from the pursuit of knowledge.


Key words: science, technology, scientific discovery, ethics, historical perspectives, speculative fiction, medical research, human experimentation, memory transfer, ethical dilemmas.

Introduction

Science and technology have always been integral to the advancement of human civilization, driving innovation, shaping societies, and transforming the way we live and interact with the world around us. From ancient discoveries that laid the foundation for modern scientific inquiry to cutting-edge technologies that continue to push the boundaries of what is possible, science and technology have had a profound impact on every aspect of human life.\

In literature, the theme of science and technology often serves as a lens through which authors explore complex ideas, examine the ethical implications of scientific advancement, and ponder the role of technology in shaping our future. Whether it's through speculative fiction that imagines worlds transformed by technology or historical novels that delve into the origins of scientific discovery, literature has a unique ability to illuminate the ways in which science and technology influence our lives and challenge our understanding of the world.




PRINCIPAL
ST. JOSEPH'S COLLEGE OF ARTS
& SCIENCE FOR WOMEN
Mookandapalli, Sipcot,
HOSUR - 635 126, Krishnagiri - Dist.

About Conference

3rd International Conference on Research Developments in Applied Science, Engineering & Management is a global event organized by Conference World at The Indian Council of Social Science Research, North West Regional Centre, Panjab University Campus, Chandigarh (India) India. This conference provides an international forum for researchers, developers, engineers and practitioners who are involved in real time projects that provide solutions to exchange their valuable ideas and showcase the ongoing works which may lead to path breaking foundation of the futuristic engineering. It accentuates indispensability of interdisciplinary and cross – linked thinking with respect of innovation and market opportunities. All the accepted paper will be published in International Journal with ISSN Approved by UGC.

AEM'2018

Indexing:     

Publish By:
A.R. Research Publication
3/186, Santipura, Govindpuri, Modinagar 201-201

ISBN: 978-93-87793-43-9



978-93-87793-43-9



www.conferenceworld.in

AEM'2018

Venue:

The Indian Council of Social Science Research,
North West Regional Centre ,
Panjab University Campus, Chandigarh (India)

19th August 2018

3rd International Conference on Research Developments
in Applied Science, Engineering & Management

Editors

DR. AMANPREET SINGH
DR. A.K Sharma

AEM-2018



**3rd International Conference on Research Developments in Applied Science,
Engineering & Management
(AEM-18)
ISBN:978-93-87793-43-9**

**Venue: The Indian Council of Social Science Research (ICSSR)
North West Regional Centre , Panjab University Campus,
Chandigarh (India)**

Date: 19th August 2018

INDEX

S. No.	Paper ID	Paper Title	Author	Page No.
1	IC3001	A Review on FACTS Controller based Total Transmission Capability Computation of a Deregulated Power System	Thakur Pooja Rani, Dr.Manjula Mane,Dr.P.V.Balasubrahmanyam	01-08
2	IC3002	ADPOTING NEW SPST ON A MODIFIED BOOTH ENCODER FOR HIGH PERFORMANCE	D.Padmashri, D.Aruna kumari	09-17
3	IC3004	ENERGY EFFICIENT RESOURCE ALLOCATION USING CLOUD LAYERED ARCHITECTURE IN MOBILE CLOUD COMPUTING	Dr. V.M. Thakare , Dr. S.S. Sherekar , N.L. Rathod	18-26
4	IC3007	ADVANCE TWO WHEELR SYSTEM	Deepak Awasthi, Deepankar Jha, Harshit Goyal, Suraj Kumar Kushwaha, Aman Kumar Sah	27-40
5	IC3009	Effect of Surface Tension and Density on the Dynamics of Drop Formation	Pardeep Bishnoi, Prof. M.K. Sinha	41-49
6	IC3012	Finding Factors Responsible for Building Academic Performance Confidence	Sunil Kumar Tiwari, Dr. Archi Dubey	50-57
7	IC901	A Study of Helical Springs	Upendra Sharan Gupta, Abhinav Kosta Abhishek Pahwa , Ayush Awasthi	58-66
8	IC904	New existence and uniqueness results for a nonlinear fractional order boundary value problem	Sachin Kumar Verma, Ramesh Kumar Vats, Charu	67-74
9	IC905	Assessment of Water Quality Parameters for Regional Water Samples	Mr. Anil Saini	75-83
10	IC903	Plausibility of Correlation between Orientaion and Strain Developed in beta-Titanium Alloy Ti5553.	Upendra Sharan Gupta ,Eshan Nigudkar, Ashutosh Bangar, Arpit Soni	84-90
11	IC912	Network Marketing: A concept of self employment	Ashok Kumar, Dr. Akshay Kumar Satsangi	91-98

57	956	Brilliant blue (BB) adsorption study of a water insoluble decavanadate polyoxovanadate nanocluster	Susanta Das Baishnab, Bharat Sarkar	494-497
58	957	TOWARDS SUSTAINABLE SUPPLY CHAIN PRACTICES - A REVIEW AND FUTURE DIRECTIONS	G. BANUPRIYA	498-507
59	958	PROBLEMS AND STRATEGIES IN SERVICES MARKETING	DR. D. BHUVANA	508-512
60	959	A STUDY ON FACTORS INFLUENCING AN EMPLOYEE'S DECISION TO LEAVE A COMPANY	M.subbulakshmi	513-518
61	960	CONSUMER SATISFACTION AND LOYALTY: TWO MAIN CONSEQUENCES OF RETAILER PERSONALITY	M.Priya	519-527
62	961	EXTRACTION OF LEMON GRASS OIL FROM CYMBOPOGAN CITRUS	Mrs.Margret Kanimozhi A	528-535
63	965	An Analysis of Blockchain's Application to the Internet of Things	BOBBY.S	536-550
64	966	Transforming Healthcare: The Power of IoMT Applications	Aswini G	551-558
65	967	Big Data Applications	Dhina Suresh	559-566
66	968	Utilizing Machine Learning Algorithms to Predict Heart Disease	Mrs. M.Geethanjali,	567-575
67	969	A Study on Financial Independence and Growth Impact of Women Entrepreneurs in India	Mrs. RAJESWARI. G	576-579
68	970	CONSUMER BEHAVIOUR AND SERVICES	Mrs. RUHITHA PARWESH. B	580-586
69	971	EXPLORING THE CONCEPT OF THE BUSINESS ENVIRONMENT – A LITERATURE REVIEW	Mrs. R.S. SHASHIKALA	587-592
70	972	UPHOLDING BUSINESS ETHICS: A CORNERSTONE OF TODAY'S CORPORATE WORLD	Mrs. N. VADIVU	593-600

EXTRACTION OF LEMON GRASS OIL FROM CYMBOPOGAN CITRATUS

Mrs. Margret Kanimozhi A

Assistant Professor and Head Department of Biotechnology

St. Joseph's College of Arts and Science for Women, Hosur

INTRODUCTION

Lemon grass is an aromatic plant belonging to the gramineae family. The leaf blade is linear. Tapered at both ends and can grow to a length of 50cm and width of 1.5cm (Sukumaran et al., 2005)

Essential oil are extracts of various plant material and do not originate from flowers, herb, tree, and various plant material. Cymbopogon, better known as lemongreases, is a genus of Asian, Australian and tropical island plant in the greases family common names lemon greases, silky heads, citronella greases cymbopogon citratus.


The leaf sheath is tubular in shape and acts as a pseudostem. This plant produces flowers at matured stages of growth (Jaganath et al., 2000). Conversely, flowering has never been observed cultivation due to rapid harvesting time. The rhizome produces new suckers that extend vertically as tillers to form dense clumps. Lemongrass can tolerate a wide range of soils and climatic conditions however, vigorous growth is obtained on well-drained sandy loam soil with high fertility and exposed to sunlight (Sugumaran et al., 2005). Also referred to as Cymbopogon, lemongrass is one of approximately 55 other species of greases in the poaceae family of grasses.

Lemongrass is native to tropical regions such as Africa, Asia, Southeast Asia, Australia and oceanic where it has been used traditionally for medicinal, cosmetic and culinary purposes.

In countries such as India, China and Thailand, it has been used as a flavoring agent in beverages. Desserts and other culinary preparations for its ability to promote better digestion, boost circulation and immunity, treat infections, and relieve irregularities in menstrual cycles. Due to ability to reduce fever, lemongrass earned the name fevergrass in some cultures.

Harvesting is done by cutting at 20cm above the ground level (Sugumaran et al., 2005). Essential oils are natural products obtained from plant.




PRINCIPAL
ST. JOSEPH'S COLLEGE OF ARTS
& SCIENCE FOR WOMEN
Mookandapalli, Sipcot,
HOSUR - 635 126, Krishnagiri - Dist.

An Analysis of Blockchain's Application to the Internet of Things

BOBBY.S

*Assistant Professor, Department of Computer Science,
St. Joseph's College of Arts and Science for Women,
Hosur – 635126, Tamil Nadu, India.*

Abstract—


In order to gather data and automate specific processes, a future where many of our everyday devices are networked and interact with their surroundings is being paved with the Internet of Things (IoT) paradigm. Seamless authentication, data privacy, security, resilience to attacks, self-maintenance, and ease of deployment are among the requirements for such a concept. Blockchain, a technology that was born with the crypto currency Bit coin, can bring such features. This paper presents a comprehensive examination of how to modify blockchain to meet the unique requirements of the Internet of Things (IoT) in order to create Blockchain-based IoT (BLoT) applications. The most pertinent BLoT applications are discussed once the fundamentals of blockchain are covered, with the goal of highlighting how blockchain might influence conventional cloud-centered IoT applications. Following that, a number of factors pertaining to the design, development, and deployment of a BIM application are described in depth, along with existing obstacles and potential optimizations. Lastly, a list of recommendations is provided in order to help future researchers and developers in the field of BLoT by providing guidance on some of the difficulties that need to be resolved before the next generation of BLoT is implemented.

Keywords: blockchain , cryptocurrency , (BLoT)

I. INTRODUCTION

The Internet of Things, or IoT, is growing quickly. According to some predictions [1], there will be 26 billion IoT devices by 2020, which is 30 times more than the 7.3 billion smartphones, tablets, and PCs that are anticipated to be in use by the same year. A fourfold increase in Machine-to-Machine (M2M) connections is also predicted by some forecasts [2]; from 780 million in 2016 to 3.3 billion by 2021. These connections could be linked to a wide range of applications, such as wearables [6],




PRINCIPAL
ST. JOSEPH'S COLLEGE OF ARTS
& SCIENCE FOR WOMEN
Mookandapalli, Sipcot,
Hosur - 635126, Krishnagiri - Dist.

Transforming Healthcare: The Power of IoMT Applications

Aswini G

Assistant Professor, Department of Computer Science
St. Joseph's College of Arts and Science for Women,
Hosur.

Email: aswini083@gmail.com

Abstract—Internet of Medical Things (IOMT) is playing vital role in healthcare industry to increase the accuracy, reliability and productivity of electronic devices. Researchers are contributing towards a digitized healthcare system by interconnecting the available medical resources and healthcare services. As IOT converge various domains but our focus is related to research contribution of IOT in healthcare domain. This paper presents the peoples contribution of IOT in healthcare domain, application and future challenges of IOT in term of medical services in healthcare. We do hope that this work will be useful for researchers and practitioners in the field, helping them to understand the huge potential of IoT in medical domain and identification of major challenges in IOMT. This work will also help the researchers to understand applications of IOT in healthcare domain. This contribution will help the researchers to understand the previous contribution of IOT in healthcare industry.

Index Terms—iot, IOMT, healthcare, challenges

I. INTRODUCTION

All manuscripts must be in English. Internet of things is not a new concept but it is hot topic in the world. This is not astonishing that around the world, 18.2 billion devices are connected using internet of things (iot). This includes all categories of iot in the world. Basically iot is the internetworking of electronic devices to enable exchange of data between devices for specific domain applications. This concept of internetworking in internet of things (iot) makes human life much easier than before. According to WHO, Pakistan is facing health problems and our life expectancy in 2015 for males is 64.5 and for females it is 67.3 years. This has gained our attention on iot and more over iot is most promising solution for health care industry because it helps patients to manage their own disease and receive help in most emergency case via mobile.

It is anticipated that the demand for personal healthcare applications will increase sharply. In the traditional medical mode, the quality and scale of medical service can't meet the needs of patients. It is of great significance to establish a set of family oriented remote medical surveillance system based on mobile Internet. Generally, the provision of healthcare facilities through

mobile devices is called m- health, which is used to analyze, capture, transmit and store health statistics from multiple resources, including sensors and other biomedical acquisition systems. M-health offers an elegant solution to a problem commonly faced in the medical field: how to access the right information when and where needed in highly dynamic and distributed healthcare organizations. These health applications can guide different type of spectators such as guardians of patients, patients itself, doctors, nurses and healthy peoples too. These m health provide better medical services, efficiency, more effectiveness of health plan and services so this reduce the cost of health maintenance.

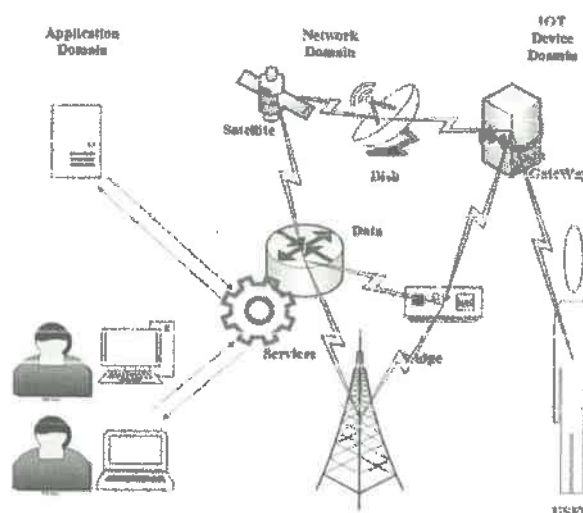


Fig. 1. Communication of IOT

Above Figure shows how iot does communicate with other network devices. Doctors, patients and rest of the networking system is connected to each other. All record is digital and save in the databases which is accessible by the doctors and clinical staff as well.

By this m health service we can reach easily the standard of medical services and quality of medication as per patient needs. The iot based system is responsible for the full care of the patient and these systems are flexible to the patients conditions and there parameters can be set as per patient illness. With this approach we will be able sure about present and future health states of patient.

In this research paper, we will be discussing mainly the applications, benefits and future challenges of internet of things (IoT) based on the work done by different researchers in the field of iot. The main aim of this paper is to provide an overall idea of what Internet of Things is, the different form of applications it has adopt, and how it is providing a solution for the problems faced by the global health care industry.

II. LITERATURE REVIEW

Shu-yuan Ge *et al.* introduced a design which is basically

Big Data Applications

Dhina Suresh

Assistant Professor, St. Josephs college of Arts and Science for Women, Hosur

A. Studies on Big Data (BD)

Abstract: In this paper, recent developments on the Internet of Things (IoT) and its applications are surveyed, and the impact of newly developed Big Data (BD) on manufacturing information systems is especially discussed. Big Data analytics (BDA) has been identified as a critical technology to support data acquisition, storage, and analytics in data management systems in modern manufacturing. The purpose of the presented work is to clarify the requirements of predictive systems, and to identify research challenges and opportunities on BDA to support cloud-based information systems.

I. INTRODUCTION

Any information system is designed to process and convert data inputs into outputs such as knowledge, wisdom, and decisions in the system operation. Recently, two buzzwords in IT are Big Data (BD) and cloud computing. Their applications and enabling technologies have been widely discussed by numerous researchers since 2010. Big Data Analytics (BDA) has been reported in many different areas. For example, BDA has attracted a great deal of attention in social media and communities; The application of using BDA to replace conventional data warehouse and RDBMS in humanitarian applications was investigated by Fadiya, Saydam, and Zira (2014).

In this paper, we are motivated to have a thorough literature review to (1) understand the concepts, potential, and research trends of big data (BD) and big data analytics (BDA); (2) gain the insights into BD and its influence on cloud manufacturing; and (3) identify new challenges and opportunities of BDA. The rest of the paper is organized as follows. In Section 2, the concepts of BD and BDA are introduced and the benefits of BD are discussed. In Section 3, studies on BDA applications in manufacturing information systems are surveyed to clarify the needs of next-generation manufacturing systems and to investigate how BDA can be applied to predictive manufacturing. In Section 4, critical enabling technologies for BDA are introduced. In Section 5, our work is concluded with a brief summary of the challenges in the research and development of BDA.

Data collection and analysis are essential to any information system. The scale, complexity, capacity of an information system relates closely to available data and the means to process the data. Owing to the rapid development of hardware and software, data become ubiquitous. All of the advancements in sensor technology, the Internet, wireless sensor networks, and low-cost memory have contributed to the exponential growth of data. Data are more deeply woven into the fabric of our lives than ever before. Big Data (BD) has emerged as a new research field called big data science, and Big Data Analytics (BDA) comes as a promising methodology to retrieve knowledge from so-called massive data (Xhafa & Barolli, 2014). It is agreed that BD can transform business models and improve the competitiveness of enterprises greatly. The White House (2014) recently published a report on how the public and private sectors can maximize the benefits of big data while minimizing its risks. It also identified opportunities for BD to grow the US economy, improve health and education, secure the nation, and reduce energy consumption. SAP (2012) provided a number of successful BD applications including over \$1 million annual savings from fraud detection by American Airlines, \$100 million untaxed earnings by the State of Sao Paulo in Brazil, \$3.2 million fraud detection from AOK Hessen, and a 3- to 15- times increase in purchase rates from HMV in Japan (SAP, 2012). The study has shown that data-directed BDA achieves up to a 6% productivity boost; similarly, a study by IBM indicated that the organizations that leverage big data will outperform their peers by more than 20% (Forsth, 2012). In the next sections, the concepts of BD and BDA are introduced.

B. Big Data Concept

Technology is the ultimate driving force to fill the gaps of interactions among people and change the business models of enterprises (Stamas, 2013). The development of embedded systems, microsystems, and electronics stimulates the innovation and value adding across economies (European Commission, 2013). The recently developed Internet of Things (IoT) is becoming a new 'avatar' to attract public interest and investment in many research domains all around the world (KPMG, 2011). Note that the cloud-based application needs support from BD.



Utilizing Machine Learning Algorithms to Predict Heart Disease

Mrs. M.Geethanjali,

Assistant Professor,

St. Joseph's College of Arts and Science for Women, Hosur.

geethanjali26@gmail.com

Astract:


A recent survey conducted by the WHO organization found that 17.5 million people die annually. In 2030, it is expected to rise to 75 million[1]. The ability of medical professionals to predict the risk of a heart attack is limited; they can only predict the risk of a heart attack with up to 67% accuracy[2]. Given the current state of the epidemic, doctors require support in order to predict heart disease more accurately. Deep learning and machine learning algorithms create new avenues for accurate heart attack prediction. This paper offers a wealth of information regarding cutting edge techniques in deep learning and machine learning. A critical comparison has been offered to support upcoming researchers in this area.

Keywords: Deep learning, Neural Network, SVM, Decision Tree, Naïve Bayes, Machine learning, and heart disease.

I. INTRODUCTION

Reseachers are quite concerned about heart disease, and one of the biggest problems with it is accurately identifying and locating its presence inside a human. Even medical professors are not very good at predicting heart disease, and early methods have not been very successful in doing so[3]. There are numerous medical devices on the market that can be used to forecast heart disease. They have two main issues: first, they are extremely costly, and second, they are unable to accurately determine a person's risk of developing heart disease.




PRINCIPAL
ST. JOSEPH'S COLLEGE OF ARTS
& SCIENCE FOR WOMEN
Mookandapalli, Sipcot,
HOSUR - 635 126, Krishnagiri - Dist.

A Study on Financial Independence and Growth Impact of Women Entrepreneurs in India

Mrs. RAJESWARI. G

Assistant Professor

Department of Commerce

St. Joseph's College of arts and Science for Women, Hosur

Abstract

This study investigates the financial independence and growth impact of women entrepreneurs in India. Utilizing a combination of empirical data, case studies, and existing literature, the research aims to understand the extent to which women entrepreneurs in India achieve financial autonomy, contribute to economic growth, and empower themselves and their communities. Additionally, the study examines the challenges faced by women entrepreneurs and proposes recommendations to enhance their financial inclusion and entrepreneurial success.

Keywords: Women Entrepreneurs, Financial Independence, Economic Growth, Empowerment, India.

Introduction


India's entrepreneurial landscape has witnessed a surge in women's participation in recent years. Women entrepreneurs are increasingly contributing to economic growth, innovation, and job creation, thereby playing a crucial role in India's development trajectory. This study aims to delve into the financial independence and growth impact of women entrepreneurs in India, shedding light on their contributions and challenges.

Financial Independence of Women Entrepreneurs

- **Access to Capital**

Access to capital is a critical determinant of entrepreneurial success. This section examines the challenges faced by women entrepreneurs in accessing funding and explores alternative financing mechanisms available to them.




PRINCIPAL
ST. JOSEPH'S COLLEGE OF ARTS
& SCIENCE FOR WOMEN
Mookandapalli, Sircot,
HOSUR - 635 120, Krishnagiri - Dist.

CONSUMER BEHAVIOUR AND SERVICES

Mrs. RUHITHA PARWESH. B

Assistant Professor

Department of Commerce

St. Joseph's College of arts and Science for Women, Hosur

Abstract

Given that services make up a large component of modern economies, consumer behavior in this sector is crucial. In order to shed light on the distinctive qualities, difficulties, and possibilities particular to the services industry, this article provides an extensive overview of the most recent research on consumer behavior in this field. The review starts out by explaining what makes services unique, with a focus on intangibility, heterogeneity, inseparability, and perishability, as well as how these characteristics relate to our understanding of customer behavior. It examines how customer attitudes, beliefs, and motivations impact decisions about which services to consume, emphasizing the impact of elements like perceived value, price sensitivity, and service quality. In addition, the paper explores the importance of client loyalty, trust, and happiness in the services sector, clarifying how these factors interact with service. In addition, the assessment looks at how customer emotions and experiences play a part in the services context, highlighting how crucial emotional involvement, service interactions, and service delivery procedures are in influencing customer views and actions. In addition, it addresses the issue of service failure and recovery, looking at methods to lessen bad experiences and increase client retention.

Introduction

In the ever-changing modern economy, the services industry is essential to both economic expansion and the design of customer experiences. Services, in contrast to tangible items, are defined by their intangible nature, heterogeneity, inseparability, and perishability, which creates both potential and distinct challenges for businesses to effectively identify and address customer needs. As such, in order for firms to prosper in an increasingly competitive landscape, a thorough grasp of consumer behavior in the services industry is vital. In the services industry, consumer behavior includes a broad range of actions, such as choosing and using services, reviewing service experiences, and developing enduring connections with service.

PROF. RUHITHA PARWESH. B

ST. JOSEPH'S COLLEGE OF ARTS
& SCIENCE FOR WOMEN

Mookandapalli, Sircot.

HOSUR - 635 126, Krishnagiri - Dist.

HOSUR
635 126

EXPLORING THE CONCEPT OF THE BUSINESS ENVIRONMENT – A LITERATURE REVIEW

Mrs. R.S. SHASHIKALA

Assistant Professor

Department of Commerce

St. Joseph's College of arts and Science for Women, Hosur

ABSTRACT

The objective of this conceptual research paper is to undertake an extensive literature review pertaining to the concept of BUSINESS ENVIRONMENT (BE) and its significance within the realm of Business and Management research. This conceptual study aims to synthesize existing literature from recent and past studies focusing on the concept of Business Environment (BE). Through this literature review, it is observed that the field of Business and Management research predominantly explores the Internal Environment (IE) and External Environment (EE), albeit in a fragmented and disparate manner. Moreover, the reviewed literature indicates variations in the effects and importance attributed to both Internal and External Environmental studies. This presents an opportunity for future research endeavors to explore the Business Environment (BE) as a comprehensive and integrated concept within the domain of Business and Management research. In conclusion, this conceptual research paper advocates for further holistic exploration and proposes avenues for future research while identifying numerous implications of the Business Environment concept for the Business and Management sphere.

KEYWORDS: Business, Management, Strategic Management, Business Environment, Internal Environment, External Environment, Literature Review.

INTRODUCTION

In contemporary business landscapes, firms, including those with entrepreneurial orientations, confront intricate challenges within their Business Environments (BE) (Washington et al., 2016). Business Environment encompasses a blend of forces, situational factors, and actors that define the context in which businesses operate, serving as the foundation for business creation and development (Sardak & Movchanenko, 2018). Marked by high dynamism, information uncertainty, and event unpredictability, the BE necessitates a reevaluation of conventional approaches to crafting competitive strategies and



UPHOLDING BUSINESS ETHICS: A CORNERSTONE OF TODAY'S CORPORATE WORLD

Mrs. N. VADIVU

Assistant Professor

Department of Commerce

St. Joseph's College of arts and Science for Women, Hosur

ABSTRACT:

In today's fast-paced corporate landscape, the significance of business ethics cannot be overstated. This article delves into the crucial role that ethical practices play in shaping the success and sustainability of businesses. It explores the importance of upholding integrity, transparency, and social responsibility in fostering trust among stakeholders and maintaining a competitive edge in the market.

Keywords: Business Ethics, Corporate Culture, Integrity, Transparency, Social Responsibility, Stakeholder Trust, Competitive Advantage.

INTRODUCTION:

In recent years, the business world has witnessed a growing emphasis on ethics and corporate social responsibility. With the rise of global interconnectedness and increased scrutiny from various stakeholders, companies are facing mounting pressure to conduct their operations ethically. This article aims to underscore the importance of business ethics in today's corporate landscape, highlighting its role in enhancing trust, fostering sustainable growth, and creating a positive impact on society.

The Foundation of Business Ethics

Business ethics serves as the cornerstone of responsible corporate behavior, guiding organizations in navigating complex moral dilemmas and ensuring integrity in their operations. This section explores the fundamental aspects of business ethics, including its definition, historical evolution, and various ethical frameworks that guide ethical decision-making within organizations.

Defining Business Ethics:

Business ethics refers to the moral principles and values that govern the behavior of individuals and organizations in the business context. It encompasses standards of conduct, fairness, honesty, and accountability in all aspects of business operations, including interactions with employees, customers,



About Conference

3rd International Conference on Research Developments in Arts, Social Science, & Humanities is a global event organized Conference World at The Indian Council of Social Science Research (ICSSR) North West Regional Centre, Punjab University Campus, Chandigarh (India). This conference provides an international forum for researchers, developers, engineers and practitioners who are involved in real time projects that provide solutions to exchange their valuable Ideas and showcase the ongoing works which may lead to path breaking foundation of the futuristic engineering. It accentuates indispensability of interdisciplinary and cross-linked thinking with respect of innovation and market opportunities. All the accepted paper will be published in International Journal Approved by UGC with ISSN & Conference proceeding having ISBN.

Indexing:     

Publish By:
A.R. Research Publication
3/186, Santpura, Govindpuri, Modinagar 201-201

ISBN: 978-93-87793-44-6



978-93-87793-44-6


www.conferenceworld.in

ASH-2018

3rd International Conference on Research Developments in Arts, Social Science, & Humanities

Venue:

The Indian Council of Social Science Research (ICSSR)
North West Regional Centre, Punjab University Campus,
Chandigarh (India)



19th August 2018

Editors
DR. AMANPREET SINGH
DR. A.K Sharma

**3rd International Conference on Research Developments in Arts, Social
Science, & Humanities**

(ASH-18)

ISBN:978-93-87793-44-6

**Venue: The Indian Council of Social Science Research (ICSSR)
North West Regional Centre , Panjab University Campus,
Chandigarh (India)**

Date: 19th August 2018

INDEX

S. No.	Paper ID	Paper Title	Author	Page No.
1	IC702	Universal Influence of Action film's violence on school children and their perception of the imitability of the behaviors of superheroes	R.Pugalendhi (Research Scholar), Dr.S.Janet Mary , A.Edward Kennedy	01-07
2	IC704	A STUDY OF IMPACT OF ICT AND E-EDUCATION ON OPEN AND DISTANCE EDUCATION IN JAMMU AND KASHMIR WITH SPECIAL REFERENCE TO HIGHER EDUCATION OF KASHMIR DIVISION	Irfan Bashir Mir	08-15
3	IC706	Negotiating Diasporic Displacement in Mira Nair's The Namesake	Ravi Kumar,Dr. Subhash Sharma	16-26
4	IC707	BODY IMAGE AND SELF ESTEEM AMONG COLLEGE GOING GIRLS	Dhanvir Kour, Divya Puri, Komal Sharma	27-34
5	IC709	The Current scenario of English Language teaching in our country	Rabia Khanam, Dr. Prof Aksa	35-40
6	IC710	IMPACT OF MAHATMA GANDI NATIONAL RURAL EMPLOYMENT GUARANTEE SCHEME (MGNREGS) ON DEBT LEVEL OF HOUSEHOLDS AT SELECTED AREAS OF CUDDALORE DISTRICT, TAMILNADU	Ms. T. Valli, Dr. K. Ramakrishnan	41-45
7	IC713	Effect of Socio-Economic Status on Sports Performance of Wrestlers of Haryana State	Susheel Chaudhary	46-49
8	IC932	Factors responsible for Cost and Time overrun in construction of Hydropower Projects of Himachal Pradesh	Sharda Devi	50-56

9	IC701	THE SILENT AND SUBTERRANEAN THEOLOGICAL STREAM IN INDIAN ENGLISH WRITINGS: A DISCOVERY OF THE PERENNIAL SPRING OF PERPETUAL KNOWLEDGE	Gurpreet Singh , Dr Mahesh Kumar Arora	57-63
10	IC705	Habba Khatoon: The Multifaceted Poetess	Rafaqat Zehra, Adil Ahmad	64-66
11	IC708	Post- Modern Women Novelists: Dilemma of the New Women	Rajni Devi	67-71
12	IC952	EVALUATION OF NEW PANCHAYATI RAJ SYSTEM IN HARYANA (A STUDY OF PANCHAYATS ELECTION 2016)	Dr Nisha Mohan	72-78
13	IC716	A STUDY ON THE SOCIO LIFE OF NORTHERN INDIA :600 BC TO 300 AD	Sandeep Kumar	79-87
14	IC516	SECULARISM :PERSPECTIVE	SUMIT KUMAR PACHAURI	88-98
15	IC717	Exploring Auteur Theory in Miskin's Films - A Study	Nithya. G & Infant Divya. M. P	99-101
16	IC718	Exploring Unconventional Beauty in William Shakespeare's Sonnet 130	Nithyarathna. R & Pricilla. S	102-104

Exploring Auteur Theory in Miskin's Films - A Study

Nithya. G & Infant Divya. M. P

**Assistant Professor, St. Joseph's College of Arts and Science for Women, Hosur*

**Assistant Professor, Gonzaga College of Arts and Science for Women, Kathampallam*

Abstract:

In this comprehensive study, we delve into the application of auteur theory within the oeuvre of Mysskin, a prominent Tamil filmmaker celebrated for his distinctive directorial style and thematic profundity. By scrutinizing key films such as "Thupparivalan," "Maaveeran," "Nandalala," and "Onaayum Aatukuttiyum," this research endeavors to elucidate Mysskin's authorial voice and cinematic sensibilities in the context of Tamil cinema. Through a meticulous analysis of recurring themes, visual motifs, narrative techniques, and the director's personal vision, this study aims to demonstrate how Mysskin exemplifies the essence of auteurism, thereby contributing significantly to the evolution of Indian cinema.

Key Words : Philosophical interests, Motifs or symbols, Auteur status, Directorial prowess, Cinematic sensibilities, Thematic depth

Auteur theory suggests that a film director is the "author" of their films, imbuing them with their unique style and vision. In the context of Miskin's Tamil movies, one could observe recurring themes, visual motifs, and storytelling techniques that define his directorial signature. Miskin is known for his suspenseful narratives, intricate plot twists, and attention to detail in character development. His films often delve into the complexities of human psychology and morality, creating a distinct cinematic experience for audiences.

While it's up to interpretation whether Miskin consciously adheres to the auteur theory, his consistent style and thematic elements across his films suggest that he may indeed embody aspects of it. Directors who align with the auteur theory typically exhibit a strong personal vision and authorship in their work, which can be seen in Miskin's distinct directorial style and thematic consistency throughout his filmography.

Miskin's films often feature characters with intricate personalities and moral dilemmas, reflecting his interest in exploring human psychology and behavior. For example, protagonists may have shades of



PRINCIPAL
ST. JOSEPH'S COLLEGE OF ARTS
& SCIENCE FOR WOMEN
Mookandapalli, SIPCOT,
HOSUR - 635 126, Krishnagiri Dist.

Exploring Unconventional Beauty in William Shakespeare's *Sonnet 130*

Nithyarathna. R & Pricilla. S

**Assistant Professor, St. Joseph's College of Arts and Science for Women, Hosur*

**Assistant Professor, Don Bosco College, Dharmapuri*

Abstract

Exploring Unconventional Beauty: Shakespeare's Sonnet 130" delves into William Shakespeare's Sonnet 130, "My mistress' eyes are nothing like the sun." This sonnet diverges from traditional Petrarchan conventions by offering a refreshingly honest portrayal of the speaker's mistress. Through vivid imagery, irony, and wit, Shakespeare celebrates the authenticity of love and challenges conventional standards of beauty. This abstract explores the nuances of Sonnet 130, analysing its departure from idealized depictions and its enduring relevance in contemporary discussions on love, authenticity, and self-perception. By delving into the complexities of this sonnet, this exploration aims to illuminate Shakespeare's timeless exploration of human relationships and the inherent beauty found in honesty and sincerity.

Keywords: Shakespeare, Sonnet 130, Love, Beauty, Authenticity, Irony, Renaissance

Introduction

William Shakespeare's Sonnet 130, titled "My mistress' eyes are nothing like the sun," stands as a remarkable departure from conventional Petrarchan poetry, challenging traditional ideals of beauty and love. In this introduction, we embark on an exploration of Sonnet 130, delving into its nuanced portrayal of unconventional beauty and its enduring relevance in contemporary discourse. Sonnet 130 is part of Shakespeare's collection of 154 sonnets, written during the late 16th and early 17th centuries. These sonnets traverse themes of love, mortality, and the passage of time, yet Sonnet 130 distinguishes itself through its bold rejection of conventional poetic conventions. Unlike Petrarchan sonnets, which idealize the beloved with exaggerated praise and comparisons to natural phenomena, Sonnet 130 takes a more candid and humorous approach. The speaker humorously contrasts his mistress's physical features with traditional standards of beauty, presenting a refreshingly honest depiction of her appearance. Through vivid imagery and playful irony, Shakespeare subverts societal norms of beauty, celebrating the authenticity of affection beyond superficial appearances. The speaker's acknowledgment of his mistress's perceived flaws – her eyes not being as bright as the sun, her lips not as red as coral – serves as a testament to the genuineness of his love. As we delve deeper into the intricacies of Sonnet 130, we uncover layers of meaning that challenge conventional perceptions of beauty and love. Shakespeare's mastery of language and poetic form shines through as he navigates the complexities of human emotion with wit and insight. In exploring Sonnet 130, we are invited to reflect on our own notions of beauty and authenticity in relationships. Shakespeare's timeless sonnet continues to resonate with readers centuries later, prompting us to reconsider societal



PRINCIPAL
ST. JOSEPH'S COLLEGE OF ARTS
& SCIENCE FOR WOMEN
Mookandapalli, Siptot,
HOSUR - 635 126, Krishnagiri - Dist

About Conference

2nd International Conference on Multidisciplinary Research (ICMR-2018) is a global event organized by Conference World at Mahratta Chamber of Commerce, Industries and Agriculture Tilak Road, Pune (India). This conference provides an international forum for researchers, developers, engineers and practitioners who are involved in real time projects that provide solutions to exchange their valuable ideas and showcase the ongoing works which may lead to path breaking foundation of the futuristic engineering. It accentuates indispensability of interdisciplinary and cross – linked thinking with respect of innovation and market opportunities. All the accepted paper will be published in International Journal with ISSN Approved by UGC.

ICMR-2018

Indexing:      

Publish By:
A.R. Research Publication
3/186, Santpura, Govindpuri, Modinagar 201-201

ISBN: 978-93-87793-45-3



978-93-87793-45-3



www.conferenceworld.in

ICMR-2018



2nd

International Conference on Multidisciplinary Research

Venue:

Mahratta Chamber of Commerce, Industries and Agriculture
Tilak Road, Pune (India)

08th – 09th September 2018

Editors

Mrs. Manasi V. Ghamande
Dr. A.k. Sharma

**2nd International Conference on Multidisciplinary Research
(ICMR-2018)**

ISBN:978-93-87793-45-3

**Venue: Mahratta Chamber of Commerce, Industries and
Agriculture Tilak Road, Pune (India)**

Date: 08th-09th September 2018

INDEX

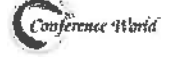
S. No.	Paper ID	Paper Title	Author	Page No.	Full Paper
1	401	Effects of the Role of Central Banks of Nigeria (CBN) in the Implementation of Cashless Banking System in Nigeria	Mohammed Isa Kida, Dr. Akhil Goyal	01-09	View
2	404	Information Technology in Classrooms	Savan Pyasi, Dr. Prabhat Kumar Pandey	10-18	View
3	406	Purpose of Education and Modernization	Deepak Kashinath Chaudhari	19-20	View
4	407	Study of Thermo Physical Properties of Binary Liquid Mixtures of Pyridine with Methanol at 293 K	A G Patil ,Aruna P. Maharolkar, A. G. Murugkar	21-26	View
5	408	COMPARATIVE ANALYSIS OF SINGLE CELL BOX GIRDER FOR DIFFERENT CODE	Jayesh Patil, Prof. R.S. Patil, Dr.G.R.Gandhe	27-35	View
6	412	A Conceptual Framework for Growth of Credit Derivative Markets in India with reference to the Corporate Bond Markets	Dr. Pranay Parashar, Dr. Sujit G. Metre	36-49	View
7	413	A STUDY ON LEVELS OF JOB SATISFACTION FOUND WITH MAHATMA GANDHI NATIONAL RURAL EMPLOYMENT GUARANTEE SCHEME (MGNREGS) BENEFICIARIES AT SELECTED AREAS OF CUDDALORE DISTRICT OF TAMIL NADU	Ms. T. Valli, Ms. K. Suganthi, Dr. K. Ramakrishnan	50-55	View

39	449	A Meticulous Survey of Cloud Computing Security	J.Aamir Azeez, R.VijayaKumar, Dr.P.Rizwan Ahmed	328-334	View
40	450	Comparative Analysis of Different Student Performance Prediction Using Data-Mining Approaches	Soni Darshan Kumar Babulal, Prof. Dr. Binod Agrawal	335-342	View
41	451	NAVIGATING THE REGULATORY LANDSCAPE OF DIGITAL TRADE AND E-COMMERCE: A COMPREHENSIVE ANALYSIS	G. BANUPRIYA	343-352	View
42	452	SERVICE MARKETING AND QUALITY STRATEGIES	DR. D. BHUVANA	353-358	View
43	453	A STUDY ON BENEFITS OF LEARNING MANAGEMENT SYSTEM	M.subbulakshmi	359-365	View
44	454	GREEN HRM: PRACTICES AND STRATEGIC IMPLEMENTATION IN THE ORGANIZATIONS	M.Priya	366-371	View
45	455	ARTIFICIAL INTELLIGENCE IN MARKETING: REVOLUTIONIZING THE INDUSTRY	Dr. Reena Raj	372-379	View
46	456	Gender Dynamics in Shakespearean Tragedies: Exploring Female Characters and Societal Norms	L. Jenniffer & R. Kalai Arasi	380-386	View
47	457	Exploring the Darkness Within: An Analysis of "Lord of the Flies" by William Golding	Monisha. U	387-390	View
48	458	The Representation of Class Struggle in Charles Dickens' Novels	V.S.Gladio Shilpa Vince	391-396	View
49	459	Major Themes in Shashi Tharoor's The Great Indian Novel	Vinodhini.E	397-400	View
50	460	History of the novel	Dr.P.Ezhilarasi	401-407	View
51	461	Scientific news that Tolkappiyam conveys	Dr.P.Sanguvathi	408-414	View
52	462	Ascension of calculus	Mrs.C.Hemalatha	415-421	View
53	463	Child (Child) Idioms and Phrases	Mrs.E.Kavitha	422-427	View

54	464	Valluva says virtue	Mrs.Kanimozhi.N	428-433	View
55	465	A SUFFICIENT CONDITION FOR EXISTENCE OF HAMILTONIAN CYCLE	A. Kulandhai Therese, A. Sowmiya	434-437	conf
56	466	ANALYSIS AND ASPECTS OF FUZZY TRIANGULAR NUMBERS	Jaleesha.B. K	438-444	conf
57	467	Applying Proposed Sequential Algorithm Finding Odd Graceful Labeling	Mrs. M. Meenakshi	445-451	conf
58	468	Construction of Regular Polygons	R.S.Karunya	452-454	conf
59	469	C++ Programming to Solve Method of False Position	Mahalakshmi. T, S. Rezvana Parveen	455-460	conf
60	470	OBLONG SUM LABELING	B. Deepa	461-464	conf
61	471	The Impact of Social Media Marketing on Consumer Buying Behavior	Mrs. RAJESWARI. G	465-470	conf
62	472	CORPORATE GOVERNANCE IN EMERGING MARKETS	Mrs. RUHITHA PARWESH. B	471-477	conf
63	473	A STUDY ON DIGITAL MARKETING STRATEGIES FOR ONLINE BUSINESSES	Mrs. R.S. SHASHIKALA	478-484	conf

2nd International Conference on Multidisciplinary Research (ICMR-2018)

Mahratta Chamber of Commerce, Industries and Agriculture, Pune (India)



08th - 09th September 2018

www.conferenceworld.in

ISBN :978-93-87793-45-3

Dr.P.Ezhilarasi,

HOD and Assistant Professor,

Tamil Department,

St.Joseph's College of Arts and Science for Women,

Hosur.

நாவல் வரலாறு

நாவல் உருவாக்கம்:

உரைநடையின் செல்வாக்குக் காரணமாக ஆராய்ச்சி, விளக்க உரைகள் போன்றவை வளர்ந்தாற் போலவே உரைநடை இலக்கியங்களும், கவிதைகளும் மாற்றாகத் தோன்றின. அவை, கட்டுரை இலக்கியம், சிறுகதை, நாவல் போன்றவை ஆகும். இம்மூன்றானும் கட்டுரை இலக்கியம் போதுமான வளர்ச்சி அடையவில்லை. எய்தியுள்ளன. அதனால் சிறுகதையும், நாவலும் சங்க இலக்கியத்தில் துவங்கி இடைக்கால இலக்கியங்களான பக்தி இலக்கியம், இக்கால இலக்கியங்களான உரைநடை, சிறுகதை. கட்டுரை, நாவல் வரை மக்களின் வாழ்வியல் நிகழ்வுகளைத் தெற்றெனப் புலப்படுத்துவன ஆகும். இவ்வாறு உரைநடையில் எழுதப்பட்ட நெடுங்கதையே நாவலாகும். இது கதைக்கரு, கட்டமைப்பு, மாந்தர் படைப்பு, வருணனை ஆகியவற்றால் ஒன்றி நிற்கும். பலருடைய வாழ்வில் நிகழ்வனவற்றை, ஒருவருடைய வாழ்க்கையில் நிகழ்வனவாகப் பல்வேறு நிகழ்ச்சிகளை ஒருங்கிணைத்தும், ஒருமுகப்படுத்தியும் நாவல் உருவாகிறது எனலாம். நிகழ்வு, பண்பு, சூழல் ஆகியவற்றுள் ஏதாவதொன்றின் பின்னணியில் உலகக் கதைகள் அனைத்தும் இயங்குகின்றன என்று ஆர்.எல்.ஸ்டீவன்சன் கருதுகிறார்.

"அனுபவம் என்பது ஒருவரிடமிருந்து மற்றவருக்குச் சொல்லித் தெரிவது என்பதே கதையாசிரியர்களின் கருத்து."⁽¹⁾

என்று வால்ட் பெஞ்சமின் கருதுகிறார்.

சிறுகதையானது உள்ளார்ந்த தன்னியக்கமும் கண்முன் நேரே நடப்பது போன்ற உணர்வுத் தூண்டலையும் கொண்டது. ஆனால் நாவல் என்பது

401 | Page



PRINCIPAL
ST. JOSEPH'S COLLEGE OF ARTS
& SCIENCE FOR WOMEN
Mookandapalli, Sipcot,
HOSUR - 635 126, Krishnagiri-Dist.

2nd International Conference on Multidisciplinary Research (ICMR-2018)

Mahratta Chamber of Commerce, Industries and Agriculture, Pune (India)



08th - 09th September 2018

www.conferenceworld.in

ISBN :978-93-87793-45-3

Dr.P.Sanguvathi,

Assistant Professor,

Tamil Department,

St.Joseph's College of Arts and Science for Women,

Hosur.

தொல்காப்பியம் உணர்த்தும் அறிவியல் செய்திகள்

முன்னுரை

உலகில் பழமையான இலக்கண நூல் தமிழில் தோன்றிய தொல்காப்பியம். இந்நூலில் பல இடங்களில் என்ப, என்மனார், என்மனார் புலவர், மொழிப என்று கூறுவதன் வாயிலாக தன் காலத்து செய்திகளையும் மட்டுமின்றி, தனக்கு முற்பட்ட காலத்து செய்திகளையும் கூறியுள்ளார் எனலாம். தொல்காப்பியம் பழமை வாய்ந்தது, அனைத்துத் துறை அறிவுக் களஞ்சியமாகவும் திகழ்கிறது. சமூகவியல், அரசியல், பொருளியல், பண்பாட்டியல், புவியியல், அறிவியல் போன்ற பல்துறைச் செய்திகளையும் தன்னகத்தே கொண்டுள்ளது. அந்த வகையில் அறிவியல் பற்றிய செய்திகளை ஆராயலாம்..

உலகத்தோற்றம்:

தாலமி என்ற அறிஞர் பூமி தட்டை வடிவமானது என்றார். இவரின் ஆய்வு நிரூபணமாகவில்லை. கோப்பர்னிக்கசு பூமி உருண்டை வடிவமானது என்றார். இவரின் கருதுகோளை முன்வைத்து கலிலியோ (கி.பி. 1566 கி.பி.1642) பூமி உருண்டை வடிவமானது என்பதை நிரூபித்தார். ஆனால் இம்மூன்று அறிஞர்களின் காலத்திற்கும் முன்பே அதாவது கிறிஸ்துவுக்கு முற்பட்ட காலத்திலேயே உலகம் பற்றிய சிந்தனையைத் தொல்காப்பியம் விளம்புகின்றது. பூமி என்பது தன்னைத்தானே சுற்றிக்கொண்டு சந்திரனையும் சூரியனையும் சுற்றி வரும் ஒரு கோள்.

408 | Page


PRINCIPAL

ST. JOSEPH'S COLLEGE OF ARTS & SCIENCE FOR WOMEN
Mookandapalli, Sipcot,
HOSUR - 635 126, Krishnagiri - Dist.



2nd International Conference on Multidisciplinary Research (ICMR-2018)

Mahratta Chamber of Commerce, Industries and Agriculture, Pune (India)



08th - 09th September 2018

www.conferenceworld.in

ISBN :978-93-87793-45-3

Mrs.C.Hemalatha,

Assistant Professor,

Tamil Department,

St.Joseph's College of Arts and Science for Women,

Hosur.

கலித்தொகை கூறும் ஏறுதழுவுதல்

முன்னுரை

கலித்தொகை சங்க காலத் தமிழிலக்கியத் தொகுதியான எட்டுத்தொகை நூல்களுள் ஆறாவது நூலாகும். பல புலவர்களின் பாடல்கள் அடங்கிய தொகுப்பு நூலான கலித்தொகையில் ஓசை இனிமையும், தரவு, தாழிசை, தனிச்சொல், சுரிதகம் என்றும் அமைந்த கலிப்பாவினால் சிவனைப் பற்றிய கடவுள் வாழ்த்துப் பாடல் ஒன்று உட்பட பாடப்பட்ட 150 பாடல்கள் உள்ளன. அப்பாடல்களை அடி எல்லை நோக்கில் ஆராயும் போது குறைந்த அடி எல்லையாக 11 அடிகள் கொண்ட பாடல்களும் உயர்ந்த அடி எல்லையாக 80 அடிகள் கொண்ட பாடல்களும் காணப்படுகின்றன. இத்தகைய கலித்தொகை கூறும் ஏறுதழுவுதல் குறித்து இங்கு காண்போம்.

தமிழர் வரலாறு

பழந்தமிழ் இலக்கியங்களிலும் சிந்துவெளி நாகரிகத்திலும் ஏறுதழுவல் நிகழ்ந்ததற்கான சான்றுகள் உள்ளன. பண்டைய தமிழ்நாட்டின் 'முல்லை' புவியியல் பகுதியில் வாழ்ந்த ஆயர் பழங்குடி மக்களிடையே இது பொதுவானது. ஏறு தழுவுதல் (மஞ்சு விரட்டுதல்) என்ற சொல் பழந்தமிழ் இலக்கியங்களில் காளையை அடக்கும் வீர விளையாட்டின் பெயராகப் பயின்று வருகிறது. கொல்லக்கூடிய காளையைத் தழுவிப் போரிட்டு அடக்குவதால் 'கொல்லேறு தழுவுதல்' என்றும் சிறப்பித்துக் கூறப்படுகிறது. புது தில்லி தேசியக் கண்காட்சியகத்தில் பாதுகாக்கப்படுகின்ற சிந்துவெளி நாகரிகம் சார்ந்த முத்திரை ஒன்றில் ஒரு காளை உருவமும் அதை அடக்க முயலும் வீரரை அக்காளை தூக்கி எறிவதும் உயிரோட்டமான விதத்தில் சித்தரிக்கப்பட்டுள்ளது.

ஏறுதழுவுதல்



PRINCIPAL
ST. JOSEPH'S COLLEGE OF
& SCIENCE FOR WOMEN
Mookandapalli, Sipcot,
HOSUR - 635 126, Krishnagiri - Dist.

2nd International Conference on Multidisciplinary Research (ICMR-2018)

Mahratta Chamber of Commerce, Industries and Agriculture, Pune (India)



08th - 09th September 2018

www.conferenceworld.in

ISBN :978-93-87793-45-3

Mrs.E.Kavitha,

Assistant Professor,

Tamil Department,

St.Joseph's College of Arts and Science for Women,

Hosur.

குழந்தை (சிறார்) என்னும் சொல்லாலும் கோட்பாடுகளும்

முன்னுரை

பரிணாம வளர்ச்சியில் மனிதனை விலங்கிடமிருந்து வேறுபடுத்தி காட்டுவது மொழியே ஆகும். இம்மொழியே மனித கண்டுப்பிடிப்பில் மிகவும் சிறப்பு வாய்ந்தது. மொழியை பயன்படுத்தி பேசத் தொடங்கிய மனிதனின் வளர்ச்சி படிநிலையாய், அடுத்த மைல்கல்லாய் இலக்கியங்கள் எழுந்தன. தமிழில் சங்க இலக்கியங்கள், சங்கம் மருவிய கால இலக்கியங்கள், இடைக்கால இலக்கியங்கள், தற்கால இலக்கியங்கள் என கால வகைப்பாட்டில் இலக்கியங்களை வகைப்படுத்துகிறோம். வயதின் அடிப்படையில் வகைப்படுத்தும்போது மழலை இலக்கியம், சிறார் இலக்கியம், பெரியோர் இலக்கியம் என வகைப்படுத்தலாம். இந்த வயதின் அடிப்படையிலான இலக்கிய வகைப்பாடு என்பது இருபதாம் நூற்றாண்டின் இலக்கிய கொடை எனலாம்.

சிறார் - சொல், வயது வரையறை

“பழமையை பறைசாற்றும் இலக்கண நூலான தொல்காப்பியத்தில் சிறார் மற்றும் குழந்தை எனும் சொற்கள் காண இயலவில்லை. ஆயின் சிறுவன், புதல்வன் என்ற சொல்லாட்சி இடம் பெற்றுள்ளது. “ஆய்பெருஞ் சிறப்பில் சிறுவன் பெயர்” (புறத்திணை 24:32) ‘புதல்வர் பயந்த புனிறுதீர் பொழுதின்’ (கற்பியல் 5:27)

422 | Page



PRINCIPAL

ST. JOSEPH'S COLLEGE OF ARTS
& SCIENCE FOR WOMEN
Mookandapalli, Sipcot,
HOSUR - 635 126, Krishnagiri - Dist.

2nd International Conference on Multidisciplinary Research (ICMR-2018)

Mahratta Chamber of Commerce, Industries and Agriculture, Pune (India)



08th - 09th September 2018

www.conferenceworld.in

ISBN :978-93-87793-45-3

Mrs.Kanimozhi.N,

Assistant Professor,

Tamil Department,

St.Joseph's College of Arts and Science for Women,

Hosur.

வள்ளுவம் கூறும் அறம்

முன்னுரை:

சங்கம் மருவிய காலத்தில் தோன்றிய இலக்கியங்களை பதினெண்-ஐழ்க்கணக்கு நூல்கள் என்கிறோம். தமிழில் தோன்றிய தலைசிறந்த அறநூல் திருக்குறள் . தமிழின் பெருமையை உலகுக்கு உணர்த்திய நூலாகும். தமிழரின் பண்பாட்டைப் பறைசாற்றும் திருக்குறள் எல்லாக் காலத்திலும் மனித வாழ்வுக்கு ஏற்றவாறு அறக்கருத்துக்களை இரண்டு வரிகளில் பதிவு செய்திருக்கும் உயரிய நூலாகும். நீதி நூல்களில் ஒன்றான திருக்குறளில் வள்ளுவர் கூறிய அறங்களை ஆராயும் நோக்கில் இக்கட்டுரை அமைந்துள்ளது.

அறம் - இலக்கணம்

மனக்கோட்டமும் ஆசையும் வெகுளியும் கடுஞ்சொல்லும் ஆகிய இந்நான்கினையும் ஒழித்து நடப்பதே அறமென்று சொல்லப்படும்.


இதனை வள்ளுவம்

"அழுக்காறு அவாவெகுளி இன்னாச்சொல் நான்கும்

இழுக்கா இயன்றது அறம்".

(குறள் - 35)




PRINCIPAL
ST. JOSEPH'S COLLEGE OF ARTS
& SCIENCE FOR WOMEN
Mookandapalli, Sipcot,
HOSUR - 635 126, Krishnagiri - Dist.

Gender Dynamics in Shakespearean Tragedies: Exploring Female Characters and Societal Norms

L. Jenniffer & R. Kalai Arasi

**Assistant Professor, St. Joseph's College of Arts and Science for Women, Hosur*

**M.Phil Research Scholar, St. Joseph's College of Arts and Science for Women, Hosur*

Abstract:

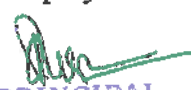
This paper delves into the intricate portrayal of gender in Shakespearean tragedies, focusing on the representation of female characters amidst the backdrop of patriarchal society. Through a close analysis of key plays including "Macbeth," "Hamlet," "Othello," "Romeo and Juliet," and "King Lear," this study examines how Shakespeare challenges and reinforces prevailing gender norms of his time. Specifically, it explores the complexities of female characters such as Lady Macbeth, Ophelia, Desdemona, Goneril, and Regan, shedding light on their agency, victimization, and defiance within patriarchal structures. By examining the interplay of power, ambition, madness, and silence, this paper elucidates the multifaceted nature of gender dynamics in Shakespeare's tragedies, offering insights into the enduring relevance of these themes in contemporary discourse on gender and society.

Keywords: Shakespearean tragedies, gender representation, female characters, patriarchal society, societal norms, agency, victimization, defiance, masculinity, femininity, power dynamics, tragedy.

Lady Macbeth in Shakespeare

Lady Macbeth in Shakespeare's "Macbeth" stands as a remarkable character whose portrayal challenges traditional gender roles and expectations prevalent in the society of her time. Through a close examination of her character, we witness a complex interplay between ambition, femininity, and power, ultimately leading to tragic consequences.




PRINCIPAL
ST. JOSEPH'S COLLEGE OF ARTS
& SCIENCE FOR WOMEN
Mookandapalli, Sipcot,
HOSUR - 635 126, Krishnagiri - Dist.

2nd International Conference on Multidisciplinary Research (ICMR-2018)

Mahratta Chamber of Commerce, Industries and Agriculture, Pune (India) 

08th - 09th September 2018

www.conferenceworld.in

ISBN :978-93-87793-45-3

Exploring the Darkness Within: An Analysis of "Lord of the Flies" by William Golding

Monisha. U

Assistant Professor,

St. Joseph's College of Arts and Science for Women, Hosur

umonisha06@gmail.com

Abstract

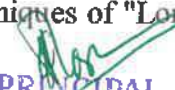
William Golding's "Lord of the Flies" is a compelling exploration of human nature and the thin veneer of civilization that separates society from savagery. Set against the backdrop of a deserted island, the novel follows a group of British schoolboys who descend into chaos and violence after being stranded without adult supervision. Through an analysis of key themes such as power, morality, and the loss of innocence, this paper examines Golding's portrayal of the darkness within the human psyche and the destructive impulses that lurk beneath the surface of civilization. By delving into the psychological dynamics of the characters and the allegorical significance of the island setting, this presentation aims to shed light on the enduring relevance of "Lord of the Flies" in understanding the complexities of human behavior and the fragility of social order.

Keywords: Lord of the Flies, William Golding, human nature, civilization, savagery, power, morality, loss of innocence, allegory

Introduction

William Golding's "Lord of the Flies" is a classic work of literature that continues to captivate readers with its exploration of the darker aspects of human nature. The novel tells the story of a group of boys who are marooned on a deserted island and must fend for themselves in the absence of adult supervision. As the boys struggle to establish order and govern themselves, they are gradually consumed by fear, aggression, and violence. This paper presentation seeks to analyze the themes, characters, and narrative techniques of "Lord




PRINCIPAL
ST. JOSEPH'S COLLEGE OF ARTS
& SCIENCE FOR WOMEN
Mookandapalli, Sipcot,
HOSUR - 635 126, Krishnagiri - Dist.

2nd International Conference on Multidisciplinary Research (ICMR-2018)

Mahratta Chamber of Commerce, Industries and Agriculture, Pune (India) 

08th - 09th September 2018

www.conferenceworld.in

ISBN :978-93-87793-45-3

The Representation of Class Struggle in Charles Dickens' Novels

V.S.Gladio Shilpa Vince

Assistant Professor

St. Joseph's College of Arts and Science for Women, Hosur.

shilpa.gladio@gmail.com

Abstract:

Charles Dickens, renowned for his perceptive portrayal of the human condition, particularly the prevalent social injustices in 19th-century England, continues to captivate readers worldwide. Born in 1812, Dickens's first hand experiences with poverty and inequality profoundly shaped his literary works. His novels, characterized by vivid characters, intricate plots, and sharp social commentary, resonate across generations, underscoring the enduring relevance of his themes. Against the backdrop of 19th-century England's socio-economic landscape, Dickens emerged as a voice for the marginalized, shedding light on their plight and challenging the prevailing social order. His novels served as powerful critiques of Victorian society, advocating for compassion and empathy towards the less fortunate. Dickens' significance in Victorian literature is profound. Classics such as "Oliver Twist," "Great Expectations," and "Hard Times" not only entertained but also sparked important conversations about poverty, exploitation, and social inequality. Through masterful storytelling, Dickens brought to life characters from all walks of life, each representing facets of society affected by class struggle. This paper explores the representation of class struggle in Dickens' novels, delving into key themes, characters, and narrative techniques. Ultimately, Dickens' works serve as poignant reflections of the class struggle prevalent during his time, offering valuable insights into the harsh realities faced by the working class and the pervasive inequalities of Victorian society.

Keywords: Social injustices, Industrial Revolution, Social classes, "Social reform, Empathy, Exploitation

Charles Dickens, a towering figure in Victorian literature, remains celebrated for his insightful portrayal of the human condition, particularly the social injustices prevalent in 19th-century England. Born in 1812, Dickens experienced first hand the harsh realities of poverty and inequality, which profoundly influenced his literary works. His novels, characterized by vivid characters, intricate plots, and sharp



2nd International Conference on Multidisciplinary Research (ICMR-2018)

Mahratta Chamber of Commerce, Industries and Agriculture, Pune (India) 

08th - 09th September 2018

www.conferenceworld.in

ISBN :978-93-87793-45-3

Major Themes in Shashi Tharoor's *The Great Indian Novel*

Vinodhini.E

Assistant Professor, Department of English, St. Joseph's College of Arts and Science for Women, Hosur

Abstract

The Great Indian Novel by Shashi Tharoor is a satirical reimagining of the Indian epic Mahabharata, set against the backdrop of India's political and social history. Through its narrative, the novel explores several major themes that are relevant to both Indian and global contexts. One of the central themes is the examination of politics and power, as Tharoor uses the epic's characters and events to satirize Indian politicians and political institutions, highlighting the corrupt and self-serving nature of political power. Another key theme is the exploration of Indian identity and nationhood, with Tharoor drawing parallels between the epic's characters and modern Indian leaders to comment on the challenges of nation-building in a diverse society. The novel also delves into the themes of religion and secularism, using the Mahabharata's religious themes to explore the role of religion in Indian society and the tension between religious identity and secular values. Through its satirical and imaginative retelling of the Mahabharata, *The Great Indian Novel* offers a unique and thought-provoking perspective on Indian history, politics, and culture.

Keywords: Mahabharata, satire, politics, power, Indian identity, nationhood, religion, secularism.

Introduction

The Great Indian Novel by Shashi Tharoor is a work of satirical fiction that reimagines the Indian epic Mahabharata in the context of India's political and social history. Tharoor uses the epic's characters and events to comment on contemporary Indian society and politics, blending myth, history, and fiction to create a narrative that is both entertaining and thought-provoking.

One of the central themes of the novel is the exploration of power and politics. Tharoor uses the characters and events of the Mahabharata to satirize Indian political figures and institutions, highlighting the often-corrupt and self-serving nature of politics in India. Through his retelling



A SUFFICIENT CONDITION FOR EXISTENCE OF HAMILTONIAN CYCLE

A. Kulandhai Therese¹, Assistant Professor,

A. Sowmiya², Student

St. Joseph's College of Arts and Science for Women, Hosur.

theresa26.mary@gmail.com

ABSTRACT:

Fundamental building blocks of graph theory, Hamiltonian cycles traverse each vertex exactly once and have a wide range of applications in computer science, network architecture, and optimization. Even with their significance, figuring out whether a graph has a Hamiltonian cycle or not is still a difficult issue. We give a new adequate condition in this study for the existence of Hamiltonian cycles in graphs. We extend the notion of degree sequences and connectivity qualities inside the graph with our condition. In particular, we show that a graph has to include a Hamiltonian cycle if it satisfies certain degree sequence restrictions and has a high enough degree of connectedness.

KEYWORDS: Simple graph, Hamiltonian, Hamiltonian cycle.

1. INTRODUCTION:


A closed path that makes exactly one visit to each vertex in a graph is called a Hamiltonian cycle. The Hamiltonian cycle problem is the task of figuring out if a particular graph has a Hamiltonian cycle or not. In computer science, this issue is quite significant, especially in the areas of optimization and graph theory.

This article will cover the Hamiltonian cycle problem, its practical applications, and the Python backtracking algorithm that can be used to solve it.

2. DEFINITION

A graph with no loops and no parallel edges is called a simple graph.




PRINCIPAL
ST. JOSEPH'S COLLEGE OF ARTS
& SCIENCE FOR WOMEN
Mookandapalli, Sipcot,
635 126, Krishnagiri-Dist.

2nd International Conference on Multidisciplinary Research (ICMR-2018)

Mahratta Chamber of Commerce, Industries and Agriculture, Pune (India) 

08th - 09th September 2018

www.conferenceworld.in

ISBN :978-93-87793-45-3

ANALYSIS AND ASPECTS OF FUZZY TRIANGULAR NUMBERS

Jaleesha.B. K

Assistant Professor, Department of Mathematics,

St. Joseph's College of Arts and Science for Women, Hosur.

email. id: jaleesha82@yahoo.com

ABSTRACT

Graphs are mathematical structures that are used to depict pairwise interactions between things. Graph theory is the study of graphs. Graphs are mathematical structures used to depict pairwise interactions between things. Graph theory is the study of graphs in mathematics. The bijection between the set of trapezoidal intuitionistic fuzzy numbers and a subset of interval-valued triangular fuzzy numbers, as well as the set of triangular intuitionistic fuzzy numbers, is covered in this work. Regarding arithmetic operations and parameters related to interval-valued trapezoidal/triangular fuzzy numbers and trapezoidal/triangular intuitionistic fuzzy numbers, these bijections exhibit desirable features. The immediate advantage is that a lot of issues with intuitionistic fuzzy numbers data that are trapezoidal and triangular may be resolved by applying a method that has already been extensively developed for interval-valued trapezoidal/triangular fuzzy instances.

KEYWORDS:Fuzzy triangular number, Fuzzy trapezoidal number, Pythagorean triangles.

1. INTRODUCTION

Graphs are mathematical structures that are used to depict pairwise interactions between things. Graph theory is the study of graphs. Graphs are mathematical structures used to depict pairwise interactions between things. Graph theory is the study of graphs in mathematics. The bijection between the set of trapezoidal intuitionistic fuzzy numbers and a subset of interval-valued triangular fuzzy numbers, as well as the set of triangular intuitionistic fuzzy numbers, is covered in this work. Regarding arithmetic operations and parameters related to interval-valued trapezoidal/triangular fuzzy numbers and trapezoidal/triangular intuitionistic fuzzy numbers, these bijections exhibit desirable features. The immediate advantage is that a lot of issues with intuitionistic fuzzy numbers data that are trapezoidal and triangular may be resolved by applying a method that has already been




PRINCIPAL
ST. JOSEPH'S COLLEGE OF ARTS
& SCIENCE FOR WOMEN
Mookandapalli, Sipcot,

635 126, Krishnagiri - Dist.

Applying Proposed Sequential Algorithm Finding Odd Graceful Labeling

Mrs. M. Meenakshi, Assistant Professor

Department of Mathematics

St. Joseph's college of arts and Science For Women, Hosur.

Abstract:

This paper introduces a Proposed sequential Algorithm designed to discover odd graceful labelings for the union of cycles and paths, specifically focusing on the combination of C_m (a cycle of m vertices) and P_n (a path with n vertices). Graceful labelings are fundamental in graph theory, where vertices are assigned distinct integers such that the resulting edge labels form an arithmetic progression. Despite extensive research in this area, finding odd graceful labelings for certain graph unions remains a challenging task.

Keywords: Graceful Graph, Odd Graceful graph

1. Introduction:

The study of graceful graphs and graceful labeling methods was introduced by Rosa[2]. Rosa defined a β - valuation of a graph G with q edges an injection from the vertices of G to the set $\{0,1,2,\dots,q\}$ such that when each edge uv is assigned the label $|f(u) - f(v)|$, the resulting edges are distinct. β - valuation is a function that produces graceful labeling. However, the term graceful labeling was not used until Golomb studied such labeling several years later [3]. A graph G of size q is odd graceful, if there is an injection f from $V(G)$ to $\{0,1,2,\dots,2q-1\}$ such that, when each edge uv is assigned the label or weight $|f(u) - f(v)|$, the resulting edge labels are $\{1,3,5,\dots,2q-1\}$.

Graceful labeling, a fundamental concept in graph theory, has been extensively studied due to its wide-ranging applications in various domains including network design, scheduling, and cryptography. A graph is said to possess a graceful labeling if its vertices can be uniquely assigned distinct integers such that the resulting edge labels form an arithmetic progression. However, despite significant progress in understanding graceful labelings for different classes of graphs, finding such labelings remains a challenging task, particularly for certain combinations of graph structures.

In this paper, we focus on the problem of finding odd graceful labelings for the union of C_m (a cycle of m vertices) and P_n (a path with n vertices). The union of cycles and paths presents intriguing challenges due to the intricate interplay between the underlying graph structures and the constraints imposed by the graceful labeling property. Odd graceful labelings, in particular, hold significance in



OBLONG SUM LABELING

B. Deepa,

Assistant professor, Department of Mathematics

St. Joseph college of Arts and Science for women, Hosur.

deepu.shc@gmail.com

ABSTRACT

In this paper, we discuss oblong sum labeling of some special graph. Numbers of the form $n(n+1)$ are called oblong numbers. Further we discuss Shrub $St(n_1, n_2, \dots, n_m)$ and Banana tree $Bt(n, n, \dots, n)$.

Keywords:

Oblong sum labeling-Shrub $St(n_1, n_2, \dots, n_m)$ -Banana tree $Bt(n, n, \dots, n)$.

1. INTRODUCTION

Graph theory is the study of graphs, which are mathematical structures used to model pairwise relations between objects. A graph is made up of vertices (also called nodes or points) which are connected by edges (also called links or lines). A distinction is made between undirected graphs, where edges link two vertices symmetrically, and directed graphs, where edges link two vertices asymmetrically.

Graph labelling is the assignment of labels, traditionally represented by integers, to edges and/or vertices of a graph. Most graph labelings trace their origins to labelings presented by Alexander Rosa in his 1967 paper.

Formally, given a graph $G = (V, E)$, a vertex labeling is a function of V to a set of labels; a graph with such a function defined is called a vertex-labeled graph. Likewise, an edge labelling is a function of E to a set of labels. In this case, the graph is called an edge-labeled graph. When used without qualification, the term labeled graph generally refers to a vertex-labeled graph with all labels distinct. Such a graph may equivalently be labeled by the consecutive integers $\{1, \dots, |V|\}$ where $|V|$ is the number of vertices in the graph.

2. PRELIMINARIES

2.1 DEFINITION

If $I_G(e) = \{u, v\}$ then the vertices u and v are called the end vertices or ends of the edge e . If e is an edge with end vertices u and v ; we write $e = uv$.



PRINCIPAL

ST. JOSEPH'S COLLEGE OF ARTS
& SCIENCE FOR WOMEN

Mookandapalli, Sipcot,
HOSUR - 635 126, Krishnagiri - Dist.

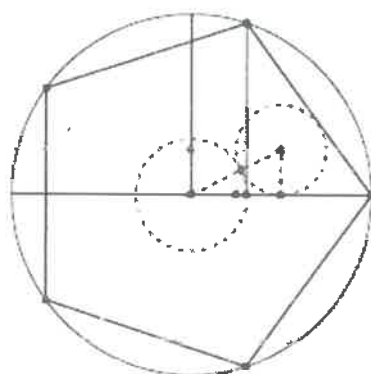
R.S.Karunya

St. Joseph's college of Arts and Science for women, Hosur

Here we construct the regular n -gons when n is the product of a power of 2 and distinct Fermat primes, this paper gives detail to carry out the construction. It is enough to handle the case that n is a Fermat prime, $n = 2^{2^N} + 1$

Regular polygons, with their symmetrical beauty and geometric precision, have captivated mathematicians and artists alike for centuries. These polygons, defined by their equal sides and equal angles, represent a fundamental aspect of geometry and mathematical abstraction. Exploring the construction of regular polygons unveils profound connections between number theory, algebra, and geometry. In particular, when the number of sides n of a regular polygon is the product of a power of 2 and distinct Fermat primes, a fascinating interplay emerges between these seemingly disparate branches of mathematics.

EXAMPLE 1. $k = 5$, $N = 1$, $2^{2N} = 4$. The relevant pairs (k, l) to study in sequence are $(k, l) = (1, 4), (2, 2), (4, 1)$, and the case $(k, l) = (1, 4)$ is trivial since the only subscripted η is $\sum_{s=0}^3 \zeta^{3s} = -1$.



PRINCIPAL
ST. JOSEPH'S COLLEGE OF ARTS
& SCIENCE FOR WOMEN
Meekandapalli, Sipcot,
HOSUR - 635 126, Krishnagiri - Dist.

C++ Programming to Solve Method of False Position

Mahalakshmi. T¹, S. Rezvana Parveen²

¹Assistant Professors, Department of Mathematics, St. Joseph's College of Arts and Science for Women, Hosur

²UG Student, Department of Mathematics, St. Joseph's College of Arts and Science for Women, Hosur

E-mail: reachmmfamily@gmail.com, rezvana973@gmail.com

Abstract:

The Newton-Raphson method is a powerful numerical technique employed for finding successively better approximations to the roots of a real-valued function. In this paper, we present an implementation of the Newton-Raphson method using C++ programming language. The algorithm is designed to efficiently converge to the roots of the given function by iteratively updating an initial guess. To demonstrate the efficacy and versatility of our implementation, we present experimental results showcasing its performance on a diverse set of functions with known roots. We evaluate the convergence behavior, accuracy, and computational efficiency of the algorithm under different scenarios and discuss insights gained from these experiments.

Keywords: The Newton-Raphson method, Numerical Analysis, Root Finding, C++ Programming, Computational Methods.

1. Introduction:

The Newton-Raphson method, also known as Newton's method, is a powerful numerical technique used for finding successively better approximations to the roots (or zeroes) of a real-valued function. It's particularly useful when solving equations that are difficult or impossible to solve analytically. The method is based on linear approximation and employs the concept of derivatives to converge rapidly towards the roots of a function. In this paper, we explore the Newton-Raphson method and its implementation in C++. We begin by explaining the theoretical background of the method, including the underlying principles and mathematical foundations. Next, we discuss the iterative algorithm used to compute successive approximations to the roots of a given function.




PRINCIPAL
ST. JOSEPH'S COLLEGE OF ARTS & SCIENCE FOR WOMEN
Mookandapalli, Sipcot,
HOSUR - 635 126, Krishnagiri - Dist.

The Impact of Social Media Marketing on Consumer Buying Behavior

Mrs. RAJESWARI. G

Assistant Professor

Department of Commerce

St. Joseph's College of arts and Science for Women, Hosur

Abstract

The rise of social media has revolutionized the way consumers interact with brands and make purchasing decisions. This research paper delves into the multifaceted impact of social media marketing on consumer buying behavior. It explores how social media platforms influence the entire customer journey, from initial brand awareness to post-purchase engagement. Key factors such as social proof, comparison shopping, brand image cultivation, and the power of emotional connection are examined. Additionally, the paper analyzes the need for targeted social media strategies, consumer awareness regarding marketing tactics, and the evolving nature of the social media landscape. This comprehensive analysis aims to provide a deeper understanding of how businesses can leverage social media marketing to effectively reach their target audience, build brand loyalty, and ultimately drive sales.

Keywords: Social media marketing, consumer buying behavior, customer journey, social proof, brand image

Introduction

The ubiquity of social media in today's world is undeniable. Platforms like Facebook, Instagram, Twitter, and YouTube have become integral parts of our daily lives, influencing not only how we connect with others but also how we discover and purchase products and services. Social media marketing has emerged as a powerful tool for businesses to reach target audiences, build brand awareness, and ultimately drive sales. This paper delves into the profound impact of social media marketing on consumer buying behavior, exploring the various ways these platforms influence the entire customer journey.



PRINCIPAL
4651 Page
**ST. JOSEPH'S COLLEGE OF ARTS
& SCIENCE FOR WOMEN**
Moekandapalli, Sipcot,
635 126, Krishnagiri Dist.

CORPORATE GOVERNANCE IN EMERGING MARKETS

Mrs. RUHITHA PARWESH. B

Assistant Professor

Department of Commerce

St. Joseph's College of arts and Science for Women, Hosur

Abstract:

The performance, accountability, and transparency of firms are significantly shaped by corporate governance. This is especially true in emerging markets, where legal frameworks may be insufficient and governance structures are frequently less developed. This study uses theoretical frameworks, case analyses, and empirical research to give a thorough overview of corporate governance practices and issues in emerging markets.

The article commences by delineating the fundamental constituents of corporate governance, such as executive compensation, board composition, shareholder rights, and disclosure protocols, then examines the ways in which these aspects are impacted by the distinct socio-economic and institutional settings of developing economies. Then, it looks at the particular difficulties that businesses and authorities have in fostering good governance, including firmly established ownership structures, a lack of adequate shareholder protection, and lax legal enforcement.

Introduction:

Performance, accountability, and transparency in organizations are significantly influenced by corporate governance, the framework that governs their direction and control. Strong corporate governance standards are crucial in emerging nations, as potential for economic growth is frequently coupled by institutional weaknesses and regulatory gaps. By summarizing the main ideas, difficulties, and consequences of corporate governance in emerging markets, this introduction provides context for understanding the field.

A wide spectrum of economies that are rapidly industrializing, expanding their consumer markets, and becoming more integrated into the global economy are collectively referred to as emerging markets.

Although these economies bring substantial prospects for firms and investors, they also pose particular governance issues due to cultural norms, political unpredictability, and poor legal frameworks.



2nd International Conference on Multidisciplinary Research (ICMR-2018)

Mahratta Chamber of Commerce, Industries and Agriculture, Pune (India) 

08th - 09th September 2018

www.conferenceworld.in

ISBN :978-93-87793-45-3

A STUDY ON DIGITAL MARKETING STRATEGIES FOR ONLINE BUSINESSES

Mrs. R.S. SHASHIKALA

Assistant Professor

Department of Commerce

St. Joseph's College of arts and Science for Women, Hosur

ABSTRACT

It's impossible for humans to predict the future of marketing definitively. However, my study aims to identify potential game changers or future market players who could significantly influence the global market landscape. The primary vision of my research is to explore the impact of future marketing investments on consumer perceptions in the online business realm and how these investments contribute to the success of brands and products. In today's diverse and ever-expanding market, there exists a multitude of advertisement methods tailored to the varied preferences of consumers worldwide. Recognizing that individual tastes and preferences differ greatly, our business marketing plan stands as a crucial component of our overarching strategy. Just as humans continuously seek faster and more efficient modes of transportation—from walking to animal-powered transportation to machines and even contemplating time travel—similar progressions are observed in the market, evolving from traditional barter systems to contemporary online marketing strategies.

Keywords: Digital Marketing, Online Business, Amazon.

INTRODUCTION

For a new organization entering a crowded marketplace, achieving success can prove exceptionally challenging amidst a public bombarded by numerous stimuli. A key marketing objective for such organizations is to foster public awareness, laying the groundwork for a successful marketing campaign in the future. One effective strategy involves making a splash through provocative advertisements in prominent venues, such as during events like the Super Bowl. Given the rapid pace at which the world is evolving, the imperative to act swiftly is paramount. Consider the sheer volume of internet marketing alerts inundating individuals on



Principal
ST. JOSEPH'S COLLEGE OF ARTS
& SCIENCE FOR WOMEN
Mookandapalli, Sipcot,
Hosur - 635 126, Krishnagiri - Dist.

About Conference

International Conference on Emerging Trends in Social Science, Management and Commerce (ICETSMC-2018) is a global event organized by Conference World at Mahratta Chamber of Commerce, Industries and Agriculture Tilak Road, Pune (India). This conference provides an international forum for researchers, developers, engineers and practitioners who are involved in real time projects that provide solutions to exchange their valuable ideas and showcase the ongoing works which may lead to path breaking foundation of the futuristic engineering. It accentuates indispensability of interdisciplinary and cross – linked thinking with respect of innovation and market opportunities. All the accepted paper will be published in International Journal with ISSN Approved by UGC.

ICETSMC'2018

Indexing:     

Publish By:
A.R. Research Publication
3/186, Santpura, Govindpuri, Modinagar 201-201

ISBN: 978-93-87793-48-4



978-93-87793-48-4



Conference World
www.conferenceworld.in

ICETSMC'2018

International Conference on Emerging Trends in Social Science, Management and Commerce

Venue :

**Mahratta Chamber of Commerce, Industries and Agriculture
Tilak Road, Pune (India)**

held on 29th-30th September 2018 at

Editors

**Mrs. Manasi V. Ghamande
Dr. A.k. Sharma**

ICETSMC-2018

AR

**International Conference on Emerging Trends in Social Science,
Management and Commerce
(ICETSMC-2018)
ISBN:978-93-87793-48-4**

Tilak Road, Pune (India)

Date: 29th-30th September 2018

INDEX

S. No.	Paper ID	Paper Title	Author	Page No.	Full Paper
1	1136	INTERNET USAGE AND PHYSICAL HEALTH OF SECONDARY SCHOOL STUDENTS	Shaloo Saini, Dr. Parminder Kaur	01-08	View
2	1139	Saint Worship: An Emerging Faith in Kashmir	Aarif Ahmad Najar	09-12	View
3	1149	Effect of Kinesthetic Mental Imagery Training on Hitting Performance of Hockey Players	Gurpal Singh, Dr. Ravinder Sumal, Ms. Taranjeet Kaur Grewal	13-18	View
4	1150	CAPITAL GAINS TAX- LEGAL STRUCTURING	Hemant Babel ,Vikram Babel	19-28	View
5	1142	An Analytical Study into the Various dimensions of GREEN HRM Practices and its Impact on the Job Satisfaction in ITES Industry	Sonal Singh Rathi, Dr. Vikas Nath	29-61	View
6	1148	A STUDY ON RISE OF GREEN MARKETING IN INDIA AND DRIVERS BEHIND ITS GROWTH	Sharmila	62-69	View
7	1151	Organized Retail of Ready Made Cloth Industry Changing Structure of Rural Economy of India Implications for Employment and Growth	Saarika S. Bhalshankar, Priyanka S. Bhalshankar, Dr. Rajendra J Gaikwad	70-74	View
8	1152	The Research on Consumer Attitudes Regarding Branded cellphones	Mrs. C. Magila	75-83	View
9	1153	Human Resource Management Strategies and Teacher's Efficiency within Schools: A Co-relational Study	Mrs. C. Suganthi	84-88	View
10	1154	The impact of Human resource management practice on Organizational performance	MRS. C. AUMA	89-113	View

The Research on Consumer Attitudes Regarding Branded cellphones

Mrs. C. Magila

Assistant Professor, Department of BBA (CA),

St. Joseph's College of Arts and Science for Women, Hosur

Abstract-

Since its introduction, the notion of "brand image" has garnered substantial interest from scholars and industry professionals due to its pivotal significance in marketing operations. Few studies have gone into detail on the relationship between brand image and brand equity, despite the fact that brand image was acknowledged and approved as the primary factor influencing brand asset and brand performance. This study examined all previous research about the influence of brand image on consumers' perceptions of customer equity, based on ideas related to brand image. Additionally, the limitations of the present research are acknowledged, and future research directions are indicated.


Key Words: *Customer perception, consumer behavior, brand image, and customer equity*

INTRODUCTION

The primary factor influencing brand equity is brand image, which is a client's overall opinion of a company that affects how they behave as a pair. Whatever the extent of their companies' marketing strategies, marketers' primary goals are to shape consumers' perceptions of and angles towards the whole, solidify the whole image in consumers' minds, and encourage consumers' actual behaviors of acquiring the whole—all of which increase sales, maximize market share, and develop whole equity.

Although brand equity is the focus of all lecturers and practitioners, there is currently no consensus across all equity research. The majority of research look at whole equity from the viewpoint of the company or the client. Some academics contend that the secret to whole equality lies in customers' subjective perceptions (such as attitude, contentment,




PRINCIPAL
ST. JOSEPH'S COLLEGE OF ARTS
& SCIENCE FOR WOMEN
Moekandapalli, Sipcot,
HOSUR - 635 126, Krishnagiri - Dist.

Human Resource Management Strategies and Teacher's Efficiency within Schools: A Co-relational Study

Mrs. C. Suganthi

Assistant Professor, Department of BBA (CA),

St. Joseph's College of Arts and Science for Women, Hosur.

Abstract

The aim of the paper is to study Human Resource Management and Development (HRMD) strategies and their effect on teachers' efficiency within the Catholic Board of Education (CBE) schools of Pakistan whose teachers are graduates in educational leadership courses from a private teacher education institutes in Karachi. The study endeavoured to build a simple theoretical and conceptual framework where the effectiveness of HRMD strategies in educational leadership were studied to explore their impact on enhancing teachers' efficiency. Leadership education is a relatively a new field of study in the Pakistani education and the concept of Human Resource Management (HRM) is regarded as novel and its effective usage is rarely seen. HRM strategies if effectively utilized may become a source of developing a transparent performance management system, a collaborative and cooperative environment in the schools and of promoting teachers' efficiency in the areas of knowledge, values, skills and development as professionals as well as enhancing a school's productivity and improving its overall performance.

A survey methodology was adopted for the current research with purposive sampling to select 50 research participants and a questionnaire was used for data collection using an attitudinal scale. The results of the study revealed firstly that no relationship exists between the organization of the school and the newly acquired knowledge and skills of HRM. The school leaders are unaware of the various functions and strategies which are necessary to promote teachers' efficiency. Secondly, the study showed that some of the educational leaders are striving to meet the educational requirements of the times and to face challenges while using the learnt strategies of HRM to promote teachers' efficiency for the improvement of their particular schools.




PRINCIPAL
ST. JOSEPH'S COLLEGE OF ARTS
& SCIENCE FOR WOMEN
Mookandapalli, Sipcot,
HOSUR - 635 126, Krishnagiri - Dist.

The impact of Human resource management practice on Organizational performance

MRS. C. AUMA

Asst. Professor, St. Joseph's College of Arts & Science For women

Email id: - umasrilokesh88@gmail.com

Abstract

The present research studies the impact of human resource management on the performance of government institutions. In a rapidly changing economic environment, characterized by trends such as, globalization, rising demands of investors and customers, along with increasing products in the market competition, the Government institutions continuously try to progress their performance by minimizing expenses, renewing products and procedures, and improving quality in order to compete and continue in the environment. A quantitative research method utilized to analyze the current study. The Sample Size selected for this study is 240 respondents. The findings revealed that all hypotheses were rejected except fifth hypothesis which stated that "Decentralization is positively associated with organizational performance". Thus, it was concluded that decentralization have a positive association with the organizational performance.

Keywords— Training, Incentives, Selective Hiring, Job Security, Decentralization, Organizational Performance.

1.1 INTRODUCTION

In the recent years, the world has witnessed an upsurge in the globalization where the economies of many countries are interlinking to promote foreign trade through technological advances and connectivity (Carnevale & Hatak, 2020). This upsurge has also fuelled the increased rivalry in the national and foreign markets that has further encouraged the organizations in hiring and retaining highly talented workers. Several companies are dependent on their employees to gain advantage in the competitive market. Therefore, they are strongly related to the efficiency of their human resources and their human resources management (Collins, 2021). Human resource management (HRM) includes tasks like HR



PRINCIPAL
ST. JOSEPH'S COLLEGE OF ARTS
& SCIENCE FOR WOMEN
Mookandapalli, Sipcot,
HOSUR - 635 126, Krishnagiri - Dist.

About Conference

National Conference on New Frontiers of Engineering, Sciences, Management and Humanities is a global event organized by Conference World and REVA University Rukmini Knowledge Park, Yelahanka, Bengaluru. This conference provides an international forum for researchers, developers, engineers and practitioners who are involved in real time projects that provide solutions to exchange their valuable ideas and showcase the ongoing works which may lead to path breaking foundation of the futuristic engineering. It accentuates indispensability of interdisciplinary and cross – linked thinking with respect of innovation and market opportunities. All the accepted papers are published in International Journal with ISSN Approved by UGC.

About REVA University

REVA University has been established under the Government of Karnataka Act 80 of the year 2012. The University is located in Bengaluru on a sprawling green campus, spread over 45 acres of land, built with the state-of-the-art infrastructure creating an environment conducive for higher learning and research. The Founders of REVA University believe in the motto of 'Knowledge is Power'. Driven with philanthropic vision and a missionary zeal, the campus is built to transform students into outstanding citizens. The University prides itself in contributing to every student's holistic development. The University currently offers 18 full - time Post Graduate programs, 5 part - time Post Graduate programs, 15 Graduate Degree programs and several Post Graduate Diploma programs in Engineering, Architecture, Science and Technology, Commerce, Management Studies, Law and Humanities. Above all the University facilitates research leading to Doctoral Degree in all disciplines. The programs offered by REVA University are well planned and designed based on in depth analysis and research with emphasis on knowledge assimilation, practical applications, hands - on training, global and industrial relevance and their social significance.

REVA University believes in preparing students through the Choice Based Credit System (CBCS) and Continuous Assessment and Grading Pattern (CAGP) of education. The CBCS & CAGP pattern of education has been introduced in all programs to facilitate students to opt for subjects of their choice in addition to the core subjects of the study and prepare them with required skills. It also provides opportunities for students to earn more credits and there by acquired additional Proficiency Certificates and Diplomas.

Indexing:   DOAJ  ResearchGate  Approved Journals

Publish By:
A.R. Research Publication
3/186, Santpura, Govindpuri, Modinagar 201-201

ISBN: 978-93-87793-49-1



978-93-87793-49-1

ESMH-18

Ar



www.conferenceworld.in

National Conference on New Frontiers of Engineering, Sciences, Management and Humanities

12th-13th October 2018

REVA University, Rukmini Knowledge Park, Yelahanka, Bangalore

Organized By:

School of Electronics and Communication Engineering



REVA
UNIVERSITY
Bengaluru, India

Editors

Dr. R. C. BIRADAR
Prof. SHRIKANT S. TANGADE

**National Conference on New Frontiers of Engineering, Sciences,
Management and Humanities
ISBN: 978-93-87793-49-1**

**REVA University
Rukmini Knowledge Park, Yelahanka, Bangalore
School of Electronics and Communication Engineering**

Organized by :

Date: 12th-13th October 2018

INDEX

S. No.	Paper ID	Paper Title	Author	Page No.	Full Paper
1	1003	An Integral Mean Estimate for the Polar Derivative of a Polynomial whose zeros are within a circle	Idrees Qasim, A. Liman	01-06	View
2	1006	Impacts of siltation in dams and reservoirs	Sachin Changotra, Seema Bharti	07-10	View
3	1007	A COMPARATIVE ANALYSIS OF SHARE PRICE VOLATILITY AND IDENTIFYING THE MARKET RISK OF TOP FIVE PHARMACEUTICAL INDUSTRIES – AN INVESTOR'S PERSPECTIVE	Dr. D Senthil Kumar	11-18	View
4	1008	CALCULATION OF NATURAL FREQUENCIES OF MDOF SYSTEM	A. Sivaji, G. Naveen Kumar	19-26	View
5	1009	Design and fabrication of lithium ion battery pack pedal assistance electric bike	Karunesh G, Vignesh B, Molaka Ravindra Kumar	27-34	View
6	1011	EMISSION CONTROL AND FUEL EFFICIENT BY USING ARDUINO BASED SELF-REGULATING BIOMASS STOVE	Murulidhar K S, Sabari Vignesh S, Tejaraj M, Manikanta M R, Sushanth	35-48	View
7	1013	HYSTERETIC CONTROLLED DUAL ACTIVE BRIDGE TYPE DC TO AC CONVERTER SYSTEM WITH IMPROVED RESPONSE	R.Sowmya, S.Rama Reddy	49-56	View

43	1121	SURVEY PAPER ON Smart device for child safety and tracking using GSM module	Pavana H*, Roshni H*, Sagarika R *, Shilpa S*, Suneetha G C*	275-281	View
44	1118	Survey Paper On Optical Fiber Fault Detecting System	Deepu.R,Rahul.k,Swathi.V, Shilpa.chippalakatti	282-289	View
45	1042	Hand Gesture Controlled Laptop Using Arduino	Rohit Mukherjee, Pradeep Swethen, Ruman Pasha, Sachin Singh Rawat	290-296	View
46	1122	ELECTROMORPH: A COLLABORATIVE, EXPERIENTIAL AND PROJECT BASED ELECTRONIC LEARNING SCHEME	Sagaya Aurelia	297-301	View
47	1119	Survey Paper on Renewable Energy Integration for Smart Homes	Sowmya G M, Soujanya B A, Sohan kumar, Sonu Singh , Assistant Professor Shwetha	302-306	View
48	1124	A Survey Paper on Analysing Pet Animal Health and Tracking System Using IoT	Deepthi B L, Divya A M, Jaishree M N, Kavanasiri M A, Yoganandini A P	307-312	View
49	1125	Role of a Teacher in imparting Value-Education	Rakesh Khajuria, Nitu Sharma	313-316	View
50	1126	A STUDY ON STRUCTURAL ARRANGEMENTS FOR TALL BUILDINGS	K. Lakshmikantha Reddy, Prof. Dr G. R. Selokar	317-325	View
51	1128	A STUDY ON CHALLENGES IN HUMAN RESOURCE MANAGEMENT	Mrs. C. Suganthi	326-330	View
52	1129	A RESEARCH ON THE DIFFICULTIES IN MANAGING HUMAN RESOURCES	Mrs. C. Magila	331-337	View
53	1130	The impact of Human resource management practice on Organizational performance	MRS. C. AUMA	338-363	View
54	1131	MAXIMIZING EFFICIENCY: A COMPREHENSIVE APPROACH TO INVENTORY MANAGEMENT OPTIMIZATION	G. BANUPRIYA	364-370	View
55	1132	STRESS AND STRESS MANAGEMENT: A REVIEW	DR. D. BHUVANA	371-376	View
56	1133	HRM STRATEGIES FOR ADDRESSING SKILL SHORTAGES	M.subbulakshmi,	377-381	View
57	1134	THE ROLE OF VALUE IN CONSUMER SATISFACTION	M.Priya	382-385	View

The impact of Human resource management practice on Organizational performance

MRS. C. AUMA

Asst. Professor, St. Joseph's College of Arts & Science For women

Email id: - umasrilokesh88@gmail.com

Abstract


The present research studies the impact of human resource management on the performance of government institutions. In a rapidly changing economic environment, characterized by trends such as, globalization, rising demands of investors and customers, along with increasing products in the market competition, the Government institutions continuously try to progress their performance by minimizing expenses, renewing products and procedures, and improving quality in order to compete and continue in the environment. A quantitative research method utilized to analyze the current study. The Sample Size selected for this study is 240 respondents. The findings revealed that all hypotheses were rejected except fifth hypothesis which stated that "Decentralization is positively associated with organizational performance". Thus, it was concluded that decentralization have a positive association with the organizational performance.

Keywords— *Training, Incentives, Selective Hiring, Job Security, Decentralization, Organizational Performance.*

1.1 INTRODUCTION

In the recent years, the world has witnessed an upsurge in the globalization where the economies of many countries are interlinking to promote foreign trade through technological advances and connectivity (Carnevale & Hatak, 2020). This upsurge has also fuelled the increased rivalry in the national and foreign markets that has further encouraged the organizations in hiring and retaining highly talented workers. Several companies are dependent on their employees to gain advantage in the competitive market. Therefore, they are strongly related to the efficiency of their human resources and their human resources




PRINCIPAL
ST. JOSEPH'S COLLEGE OF ARTS
& SCIENCE FOR WOMEN
338 | Page
Mookandapalli, Sipcot,
HOSUR - 635 126, Krishnagiri-Dist.

A STUDY ON CHALLENGES IN HUMAN RESOURCE MANAGEMENT

Mrs. C. Suganthi,

Assistant Professor, Department of BBA(CA),

St. Joseph's College of Arts and Science for Women, Hosur.

Abstract

Human Resource Management (HRM) is the term used to describe formal systems devised for the management of people within an organization. The responsibilities of a human resource manager fall into three major areas: staffing, employee compensation and benefits, and defining/designing work. Essentially, the purpose of HRM is to maximize the productivity of an organization by optimizing the effectiveness of its employees. This mandate is unlikely to change in any fundamental way, despite the ever-increasing pace of change in the business world. As Edward L. Gunman observed in the Journal of Business Strategy, "the basic mission of human resources will always be to acquire, develop, and retain talent; align the workforce with the business; and be an excellent contributor to the business. Those three challenges will never change." Human Resource Management can be a challenge for small business especially, which typically don't have an HR department to rely on. They may be limited to one HR person, or this responsibility may still belong to the CEO. Regardless, small business owners need to understand the challenges in order to face them so that they are prepared to tackle HR issues as their company, and workforce, grows. This paper aims at studying the challenges in HRM, to suggest measures to overcome the challenges and highlight the emerging challenges in HRM.

Keywords: Human Resource Management, Challenges, Employees, Business.

Statement of the problem

Now a day's HR duties and responsibility has become a challenge for HR manager to compete with global competitors and to sustain in the diversified economy. As Human Resource is required and a very essential thing for each and every business irrespective of



PRINCIPAL
ST. JOSEPH'S COLLEGE OF ARTS
& SCIENCE FOR WOMEN
Mockandapalli, Sipcot,
HOSUR - 635 126, Krishnagiri - Dist.

A RESEARCH ON THE DIFFICULTIES IN MANAGING HUMAN RESOURCES

Mrs. C. Magila

Assistant Professor, Department of BBA (CA),

St. Joseph's College of Arts and Science for Women, Hosur.

Abstract

Formal systems designed to manage people inside an organisation are referred to as human resource management or HRM for short. A human resource manager's duties can be divided into three main categories: staffing, benefits and pay for employees, and defining/designing work. Essentially, HRM's goal is to maximise an organization's productivity through employee effectiveness optimisation. Even if the business world is changing at an ever-increasing pace, this mandate is unlikely to change in any significant way. In the Journal of Business Strategy, Edward L. Gubman noted that The primary goals of human resources will always be to find, nurture, and keep talent; to match employees with the company's objectives; and to be a valuable partner to the enterprise. Those three difficulties won't ever go away. Small businesses, who often lack an HR staff, may find it difficult to manage their human resources. They might only be responsible for one HR employee, or the CEO might still be in charge of this. In any case, small business owners must be aware of the obstacles in order to overcome them and be ready to deal with human resources concerns when their organisation and personnel expand. The purpose of this article is to examine the difficulties in HRM, offer solutions, and draw attention to new difficulties that the field is facing.

Keywords: *Business, Employees, Challenges, Human Resource Management.*

Introduction

Better communication channels, cutting-edge technology, and the removal of social and economic obstacles are making the world more borderless and accelerating the integration of nations into a genuinely global economy. In this situation, the HR manager's job has taken on much more importance since it is his responsibility to establish an environment in the



About Conference

International Conference on the contribution of Engineering, Sciences and Humanities for the development of the society is a global event organized by Conference World at **Genba Sopanrao Moze College of Engineering (NAAC Accredited with B+ Grade)**. This conference provides an international forum for researchers, developers, engineers and practitioners who are involved in real time projects that provide solutions to exchange their valuable ideas and showcase the ongoing works which may lead to path breaking foundation of the futuristic engineering. It accentuates indispensability of interdisciplinary and cross – linked thinking with respect of innovation and market opportunities. All the accepted paper will be published in International Journal with ISSN & Conference proceeding having ISBN.

About GSMCOE

With the blessings of our divine source of inspiration Lord Vitthala, Genba Sopanrao Moze College of Engineering was established in year 1999. Our focus is to provide quality technical education with premium technical institutions in India. The college is approved by AICTE New Delhi, Government of Maharashtra and affiliated to Savitribai Phule Pune University, Pune. The college is NAAC Accredited with B+ Grade.

The college offers the best ambience for academic pursuit with all amenities. It is well connected by public transport system to all important locations in and around Pune. The institute offers five undergraduate Engineering Programmes namely Mechanical Engg, Civil Engineering, Electronics & Telecommunication, Computer Engineering and Information Technology.

The rapid growth and industrialization has put an immense pressure on technical training institutes to mould out professionally competent young engineers to cater for the needs of the industry. We have dedicated ourselves to the cause of technical education for fulfilling the aspirations of the upcoming generations and the ever increasing needs of industry with the excellent facilities that we have built. In the world governed by technology, we put in our sincere efforts to keep pace with the rising demands of technology. The Institute stands for excellence, perfection and discipline. Our major focus and our concern are our students and our institution strives to impart the best knowledge in the most disciplined manner.



Indexing:     

Publish At:
Publish By:

A.R. Research Publication
3/186, Santpura, Govindpuri, Modinagar 201-201

ISBN: 978-93-87793-50-7



978-93-87793-50-7



Conference World

www.conferenceworld.in



ESH'18

International Conference on The Contribution of Engineering, Sciences and Humanities for the Development of the Society

Organised by:

"Empowerment through Technological Excellence"

Genba Sopanrao Moze College of Engineering

NAAC Accredited with B+ Grade

Balewadi, Pune (India)

13th-14th October 2018 at

AR

Editors

Dr. FAROOK BASHIR SAYYAD

Mrs. MANASI Y. GHAMANE

**International Conference on
The Contribution of Engineering, Sciences and Humanities for the
Development of the Society
ISBN: 978-93-87793-50-7**

**Organised by: Genba Sopanrao Moze College of Engineering
(Approved by AICTE, Govt. of Maharashtra and Affiliated to SPPU
Pune) Balewadi, Pune
NAAC Accredited with B+ Grade**

Date: 13th-14th October 2018

INDEX

S. No.	Paper ID	Paper Title	Author	Page No.	Full Paper
1	2001	A STUDY ON SOCIAL AND ECONOMIC ISSUES OF WOMEN EMPLOYEES IN HOTEL INDUSTRY	Dr. Parameshwara	01-13	View
2	2002	Value maximization and Profit maximization of a Firm	Mr. Dipankar Das	14-19	View
3	2003	Muslim Discourse on Human Rights: A Study of Cairo Declaration	Dr. Riyaz Ahmad Sheikh	20-29	View
4	2006	Preparation of Paper from Banana fiber	Prof Manasi Ghamande, Janak Kanade, Suyog Jare, Vaishnavi Jaiswal, Shivam Kajawe, Onkar Jagtap, Prajwalit Kamble, Nidhi Kamble	30-34	View
5	2007	RICE SCRUB (PIMPLES FIGHTER)	Sugat Bhagat, Malhar Surangaliker, Omkar Varhadi, Rushikesh Chounde, Sumit Varghat, Kishor Deshmukh, Shubham Bansode Prof. Manasi V. Ghamande	35-40	View

30	2035	Security Concerns in Cloud Computing: A Research Survey and Future Directions	Amalredge. G,	228-239	NAAC
31	2036	Image Processing-Based Recognition of Wall Defects Using Machine Learning Approaches and Steerable Filters	Aswini G	240-253	NAAC
32	2037	An Overview of Blockchain Technology: Development, Structure, and Safety	BOBBY.S	254-261	NAAC
33	2038	Basics in Digital Image Processing	Dhina Suresh	262-270	NAAC



Security Concerns in Cloud Computing: A Research Survey and Future Directions

Amalredge. G,

Assistant Professor, Department of Computer Science,

St. Joseph's College of Arts and Science for Women,

Hosur, Tamilnadu, India.

g.amalredge@gmail.com

Abstract-

The cloud has emerged as a prosperous computing model that enables individuals and institutions to depend on outside suppliers for data processing, storing, and public access. An overview of cloud computing, including its components, service models, deployment strategies, and security ideas, is provided by this survey. Many security-related challenges with cloud computing are receiving a lot of attention these days. These issues include data protection, identity management, network security, virtualization security, and application integrity. Although numerous methods are recommended for cloud computing data protection, numerous obstacles remain in this field. An overview of the cloud computing framework and security concerns pertaining to data processing, storage, and management are covered in this paper.

Keywords: *Cloud Computing, Virtualization, Cloud Security, Service Model, Deployment Model*

I. INTRODUCTION

Cloud computing is abroad and diverse observable fact. Users are allowed to store huge amount of data on cloud storage for future use. Anytime, anywhere access to virtualized IT resources delivered dynamically as a service. In cloud computing, the computers need not to be in the same physical locations.

The practice of using a network of remote servers hosted on the internet to store, manage and process data rather than a local server or a personal computer.

Most of the cloud service provider stores the data in plaintext format and user need to use their own encryption algorithm to secure their data if required. The data needs to be decrypted whenever it is to be processed. The data is stored in DynamoDB of Amazon Web Service (AWS) public cloud. User's





Image Processing-Based Recognition of Wall Defects Using Machine Learning Approaches and Steerable Filters

Aswini G

Assistant Professor, Department of Computer Science
St. Joseph's College of Arts and Science for Women, Hosur.
Email: aswini083@gmail.com

Detection of defects including cracks and spalls on wall surface in high-rise buildings is a crucial task of buildings' maintenance. If left undetected and untreated, these defects can significantly affect the structural integrity and the aesthetic aspect of buildings. Timely and cost-effective methods of building condition survey are of practicing need for the building owners and maintenance agencies to replace the time- and labor-consuming approach of manual survey. This study constructs an image processing approach for periodically evaluating the condition of wall structures. Image processing algorithms of steerable filters and projection integrals are employed to extract useful features from digital images. The newly developed model relies on the Support vector machine and least squares support vector machine to generalize the classification boundaries that categorize conditions of wall into five labels: longitudinal crack, transverse crack, diagonal crack, spall damage, and intact wall. A data set consisting of 500 image samples has been collected to train and test the machine learning based classifiers. Experimental results point out that the proposed model that combines the image processing and machine learning algorithms can achieve a good classification performance with a classification accuracy rate 85.33%. Therefore, the newly developed method can be a promising alternative to assist maintenance agencies in periodic building surveys.

1. Introduction

During the construction and maintenance of high-rise buildings, it is very crucial to attain good surface quality of structures due to safety and esthetics aspects. Because of the combined effects of aging, weather conditions, and human activities, the condition of building structures deteriorates over time. If left untreated, damages such as cracks and spalls obviously cause inconvenience for the building's occupants, deteriorate the structural integrity, and lead to a significant reduction of the value of the poorly maintained asset. Therefore, identifying defective areas that appear on surface structure is one of the main tasks in periodic survey buildings.

In high-rise buildings, the components that have large surface areas typically include walls (both concrete walls and brick walls covered by mortar) and slabs. The assessment of concrete slabs is usually performed during the construction

phase. It is because during the operation phase, the surface of slab structure is concealed by floor coverings such as ceramic or stone tiles. Therefore, this study focuses on the visual assessment of wall structures.

In Vietnam, periodic surveys on building condition are usually performed by visual assessment of human inspectors. This fact is also common in other countries because visual changes in structures can directly point out the potential problems of building structures. For instances, cracks can be indicators of structural problems including building settlement and degradation of building materials; particularly for concrete walls, spalls can be caused by the corrosion of embedded reinforcement bars.

In the current practice of building condition assessment, the damages on the surface of building structures are usually inspected by qualified technicians. These technicians often utilize contact-type equipment including profilometer and





An Overview of Blockchain Technology: Development, Structure, and Safety

BOBBY.S

*Assistant Professor, Department of Computer Science,
St. Joseph's College of Arts and Science for Women,
Hosur – 635126, Tamil Nadu, India.*

Abstract— Blockchain is a cutting-edge technology whose transparency, decentralisation, and security features are having a significant impact on contemporary society. Blockchain attracted a lot of interest because it was the first platform to use cryptocurrencies, like Bitcoin. Blockchain technology has the potential to drastically change how we live, interact, and conduct business in the near future. Scholars, businesspeople, and researchers have been actively exploring various facets of Blockchain as a developing technology lately. We offer a thorough analysis of the history, architecture, development frameworks, and security concerns of Blockchain technology, in contrast to previous studies that concentrate on the technology's applications, difficulties, features, or security. Additionally, we provide a classification of consensus algorithms, comparative study of frameworks, and evaluation of security issues and cryptographic primitives that have been utilised in the blockchain up to this point. In order to further advance this discipline, researchers should investigate the unique application cases, open research problems, and important future directions that are elaborated upon in this study.

Keywords: *Evolution of blockchain, blockchain architecture, smart contracts, blockchain applications, development frameworks, blockchain security.*

I INTRODUCTION

The idea of a secured block chain is not brand-new. To guard against tempering, Stuart Haber et al. introduced it in 1991 as a way to digitally timestamp electronic documents [2]–[4]. But in recent years, it became well-known when it was applied to Blockchain technology to hold transactions of a virtual currency known as "Bitcoin"[1]. The technology known as Blockchain 1.0 is linked to cryptocurrencies, particularly Bitcoin. Blockchain technology is used by Bitcoin to address long-standing issues with digital currency double spending and decentralised transaction processing that eliminates the requirement for a third party with high levels of trust. Additionally, there are various kinds of blockchains according to their unique characteristics and applications: 1) Blockchains that are public Blockchains that are 2) private, and 3) consortium. Public blockchains enable anyone to join the network and participate in its management, making them truly decentralised. On the other hand, in private blockchains, network management is restricted to invited members of a particular organisation. In terms of management and rights, the consortium blockchain, also known as the "federated blockchain," lies between the public and private blockchains. Those from various organisations who were invited are able to sign up for this Blockchain. A detailed description of these various blockchain types is provided later in this paper. Blockchain's attributes, such as decentralisation, pseudonymity, transparency, democracy, immutability, auditability, fault tolerance, and security, are what primarily make it applicable to such a broad range of fields. The availability of application development frameworks is another important factor in the success of blockchain technology (ADFs). Despite being one of the modern technologies that has achieved great





Basics in Digital Image Processing

Dhina Suresh

Assistant Professor, Department of Computer Science, St. Josephs college of Arts and Science for Women, Hosur

Abstract- A wavelet is a wave like oscillation with an amplitude that begins at zero, increases, and then decreases back to zero. A wavelet is a mathematical function useful in digital image processing and image compression. The use of wavelets for these purposes is a recent development, although the theory is not new. The principles are similar to those of Fourier analysis which was first developed in early part of the 19th century. In this paper it includes various methods to define a wavelet, history, types of wavelets and a brief description about continuous and discrete wavelets. Comparisons of wavelet transform with Fourier transform, and wavelet function.

Keywords: Wavelets, Fourier Transform, Discrete wavelet Transform, Continuous Wavelet Transform, Mexican Hat Wavelet, Morlet Wavelet, Meyer Wavelet

I. INTRODUCTION

Wavelet transform decomposes a signal into a set of basis functions. These basis functions are called wavelets. Wavelets are obtained from a single prototype wavelet called mother wavelet by dilations and shifting.

A wavelet transform is the representation of a function by wavelets. The wavelets are scaled and translated copies (known as of a finite-length or fast-decaying oscillating waveform (known as the "mother wavelet"). A wavelet is a mathematical function used to divide a given function or continuous-time image into different scale components. Usually one can assign a frequency range to each scale component. Each scale component can then be studied with a resolution that matches its scale.


II. DEFINITION OF A WAVELET

There are a number of ways of defining a wavelet (or a wavelet family).

A. Scaling filter

An orthogonal wavelet is entirely defined by the scaling filter – a low-pass finite impulse response (FIR) filter of length $2N$ and sum 1. In bi-orthogonal wavelets, separate decomposition and reconstruction filters are defined.




PRINCIPAL
ST. JOSEPH'S COLLEGE OF ARTS
& SCIENCE FOR WOMEN
Mookandapalli, Sircot,
HOSUR - 635 126, Krishnagiri - Dist.

Amanpreet Singh
Dr. K. C Gupta

1	806	Buddhist Rituals and Environmental Ethics: A Study in Leh District of Ladakh	Tsering Norphel	01-09
2	809	An Outlook of the Relevance of Mawlana Rumi in today's communally divided World	Dr. Naseema Bano	10-10
3	814	To Study the Effect of Dietary Intake on the Occurrence of Childhood Obesity in School Children of Tara Convent School Malerkotla Punjab	Gurpal Singh, Rajwinder Pal Singh Gill, Dr. Ravi Kumar	11-14
4	815	Prophet Muhammad PBUH the Epitome of Humbleness and Mercy	Fasil Barkat Dar	15-20
5	817	"KASHMIRI LANGUAGE IS THE IDENTITY OF KASHMIRI PEOPLE ITS ROLE FOR SOCIAL AS WELL AS ETHICAL VALUES AND GOVT APPROACH"	Reyaz Ahmad Naik	21-27
6	818	WOMEN WELFARE SYSTEM IN TAMIL NADU	B.Abirami, P.Kavitha., V.Ravichandran	28-34
7	820	Examining the Role of Teacher Educators in the Changing Scenario	Meenakshi Chawla	35-48
8	821	DEVELOPMENT OF HUMAN RIGHTS UNDER THE AEGIS OF THE UNITED NATIONS: AN OVERVIEW	Dr.G.Mallikarjun	49-55
9	823	Empowering Marginalized Girls: An Assessment of Policy of Social Inclusion through Skill Development Initiatives	Sonam Sharma, Mehraj ud din waza, Asrar Ahmed, Khaleeq Ahmed	56-65
10	828	A COMPARATIVE STUDY OF JOB SATISFACTION AMONG ELEMENTARY EDUCATION TEACHERS OF HIGH SCHOOLS SITUATED IN RURAL AND URBAN AREA OF SIRSA DISTT	Mr. Sandeep Sharma, Ms.Kusum lata, Ms.Nidhi Mehta, Ms.Premlata	66-76
11	830	The Representation of Denotified, Nomadic and Semi-Nomadic Tribes for Print Media in Telangana State	Dr. Bollam Tirupathi	77-87

12	832	Agricultural Sustainability in North-Western Himalayan Region: Issues and Challenges	Shakir Hussain Malik, Kamlesh Kumar, Abnish Kumar	88-93
13	834	A Comparative Study of Anxiety between University Level Male Football and Hockey Players of North Zone of India	Gurdan Singh, Dr. Ravinder Singh Sumal, Ms. Taranjeet Kaur Grewal	94-97
14	853	AGGRANDIZEMENT OF VOCABULRY LEARNING IN UNDERGRADUATE NOVICE: TEACHING STRATEGIES	S.V.G.S.SRUJANA, MAJJI RAMA RAO	98-107
15	858	SOCIAL AND POLITICAL ADMINISTRATION IN ACIENT INDIA	Sandeep Kumar	108-117
16	860	AN ANALYTICAL RESEARCH ON HUMAN RIGHTS AND FUNDAMENTAL RIGHTS IN INDIA	Sudesh Rani, Dr. Ishwari Prasad Bairwa	118-122
17	861	ENHANCING CROSS-BORDER INFRASTRUCTURE DEVELOPMENT: STRATEGIES FOR SUSTAINABLE GROWTH	G. BANUPRIYA	123-130
18	862	CONSUMER SATISFACTION WITH THE QUALITY OF TRANSPORT SERIVCES	M.Priya	131-137
19	863	ENHANCING EMPLOYEE ENGAGEMENT AND RECOGNITION IN THE MODERN WORKPLACE	Dr. Reena Raj	138-142
20	864	CROSS-BORDER E-COMMERCE AND INTERNATIONAL TRADE: A COMPREHENSIVE STUDY	Mrs JAYALAKSHMI ASB	143-149
21	865	Gender and Identity in Sylvia Plath's "The Bell Jar"	L. Jenniffer & R. Kalai Arasi	150-153
22	866	Examining Social Justice and Moral Growth in To Kill a Mockingbird	Dr. K. Lavanya & Anjalin Mary. L	154-158
23	867	Unveiling Sin and Redemption: A Critical Analysis of "The Scarlet Letter" by Nathaniel Hawthorne	Monisha. U	159-162
24	868	Colonial Legacy and Cultural Conflict in Amitav Ghosh's The Shadow Lines	V.S.Gladio Shilpa Vince	163-167
25	869	Theme of Friendship and Human Connections in Rohinton Mistry's A Fine Balance	Vinodhini.E	168-172

Gender and Identity in Sylvia Plath's "The Bell Jar"

L. Jenniffer & R. Kalai Arasi

**Assistant Professor, St. Joseph's College of Arts and Science for Women, Hosur*

**M.Phil Research Scholar, St. Joseph's College of Arts and Science for Women, Hosur*

Abstract:


Sylvia Plath's novel "The Bell Jar" is a profound exploration of gender and identity, encapsulated through the experiences of its protagonist, Esther Greenwood. This paper delves into the intricate portrayal of these themes within the narrative. It scrutinizes Esther's journey as she grapples with societal expectations, gender norms, and the pressure to conform. Plath's masterful depiction of Esther's internal struggles offers a compelling lens through which to analyze the complexities of identity formation and the impact of patriarchal structures on individual autonomy. Through a nuanced examination of key passages and character dynamics, this paper seeks to unravel the layers of gendered expectations and societal pressures that shape Esther's sense of self. Moreover, it highlights the enduring relevance of Plath's exploration of gender and identity, resonating with readers across generations. Keywords: Sylvia Plath, The Bell Jar, gender, identity, societal expectations, protagonist, Esther Greenwood, societal pressures, identity formation, gender norms.

Keywords: Sylvia Plath, The Bell Jar, gender, identity, societal expectations, protagonist, Esther Greenwood, societal pressures, identity formation, gender norms.

Introduction to "The Bell Jar" and Sylvia Plath

"The Bell Jar" stands as a seminal work in literary history, offering readers a poignant glimpse into the complexities of human psyche and societal expectations, all encapsulated within the haunting narrative penned by Sylvia Plath. Published in 1963, the novel quickly garnered critical acclaim for its unflinching portrayal of mental illness, gender roles, and the struggles of identity in a society bound by conventions. Plath's own life, marked by personal turmoil and creative brilliance, lends an aura of authenticity and depth to the novel, blurring the lines between fiction and autobiography. At its core, "The Bell Jar" follows the story of Esther Greenwood, a talented and ambitious young woman who finds herself grappling with the pressures of societal expectations and the limitations placed upon her gender. Set against the backdrop of 1950s America, Esther's journey unfolds as a compelling exploration of the tension between individual identity and societal norms. Plath skillfully navigates




PRINCIPAL
ST. JOSEPH'S COLLEGE OF ARTS & SCIENCE FOR WOMEN
Mookandapalli, Sipcot,
HOSUR - 635 126, Krishnagiri-Dist.

Examining Social Justice and Moral Growth in *To Kill a Mockingbird*

Dr. K. Lavanya & Anjalin Mary. L

*Assistant Professor, St. Joseph's College of Arts and Science for Women, Hosur

*M.Phil Research Scholar, St. Joseph's College of Arts and Science for Women, Hosur

Abstract


Harper Lee's *To Kill a Mockingbird* stands as a seminal work in American literature, exploring themes of racial injustice, moral growth, and the complexities of society through the lens of a young girl's coming-of-age journey. This thesis delves into the multifaceted layers of the novel, analyzing how characters confront prejudice and discrimination while navigating the moral landscapes of their community. Through an examination of protagonist Scout Finch's maturation process and the trial of Tom Robinson, this study investigates the novel's portrayal of social justice and its impact on individual moral development. By contextualizing the narrative within the historical and cultural backdrop of the American South during the 1930s, this thesis seeks to illuminate the enduring relevance of *To Kill a Mockingbird* in contemporary discussions of race, justice, and empathy.

Keywords: Social justice, moral growth, racial prejudice, American South, empathy, coming-of-age, Tom Robinson trial, literature analysis.

Introduction

Harper Lee's *To Kill a Mockingbird* is a masterpiece of American literature, renowned for its exploration of profound themes such as racial injustice, moral growth, and societal complexities. Set in the racially charged atmosphere of the American South during the 1930s, the novel follows the journey of Scout Finch, a young girl whose perspective on her community evolves as she confronts prejudice and discrimination. Through the trial of Tom Robinson, a black man falsely accused of raping a white woman, Lee delves into the intricacies of social justice and its impact on individual moral development. This paper aims to analyze how *To Kill a Mockingbird* addresses themes of social justice and moral growth, examining the characters' interactions with prejudice, the portrayal of empathy, and the novel's enduring relevance in contemporary society.




PRINCIPAL
ST. JOSEPH'S COLLEGE OF ARTS
& SCIENCE FOR WOMEN
Mookandapalli, SIPCOT,
HOSUR - 635 126, Krishnagiri Dist.

Unveiling Sin and Redemption: A Critical Analysis of "The Scarlet Letter" by Nathaniel Hawthorne

Monisha. U

Assistant Professor,

St. Joseph's College of Arts and Science for Women, Hosur

umonisha06@gmail.com

Abstract

Nathaniel Hawthorne's "The Scarlet Letter" is a seminal work of American literature, delving into themes of sin, redemption, and societal judgment in 17th century puritanical Massachusetts. This paper presents a comprehensive analysis of Hawthorne's masterpiece, examining its characters, symbolism, and enduring relevance. Through an exploration of protagonist Hester Prynne's journey of redemption, it investigates the moral implications of societal norms and individual conscience. Additionally, it scrutinizes Hawthorne's use of symbolism, particularly the scarlet letter "A," as a representation of both sin and salvation. By contextualizing the novel within its historical and cultural milieu, this paper aims to provide a profound understanding of "The Scarlet Letter" and its significance in American literature.

Keywords: Nathaniel Hawthorne, The Scarlet Letter, sin, redemption, societal judgment, puritanism, symbolism, moral conscience, Hester Prynne, American literature

Introduction

Nathaniel Hawthorne's "The Scarlet Letter" has long captivated readers with its exploration of sin, guilt, and redemption in puritanical New England. Set in the 17th century, the novel follows the story of Hester Prynne, a woman condemned for adultery, as she grapples with the consequences of her actions and seeks redemption in the face of societal judgment. Through rich symbolism, intricate character development, and profound moral themes, Hawthorne's masterpiece continues to resonate with readers and scholars alike, inviting analysis and interpretation of its enduring relevance in American literature.

Character Analysis

Central to "The Scarlet Letter" are its vividly drawn characters, each grappling with their own inner demons and moral dilemmas. Hester Prynne, the novel's protagonist, emerges as a complex figure torn between her sense of duty and her desire for freedom and redemption. Despite facing public



Colonial Legacy and Cultural Conflict in Amitav Ghosh's

The Shadow Lines

V.S.Gladio Shilpa Vince

Assistant Professor

St. Joseph's College of Arts and Science for Women, Hosur.

shilpa.gladio@gmail.com

Abstract

Amitav Ghosh's novel *The Shadow Lines* intricately explores the intersections of history, memory, and personal narrative in colonial India and post-independence Bengal. This paper analyzes themes of colonialism, cultural conflict, and individual agency through narrative structure, thematic concerns, and character development. Ghosh navigates complexities of identity formation, nationalism, and history construction amidst colonial legacies and cultural boundaries. Set against the backdrop of British rule and partition, characters grapple with the clash between traditional and Western influences, embodying resistance and resilience. The novel challenges fixed notions of geography and identity, inviting readers to reflect on fluid borders and the quest for belonging in a globalized world. Ghosh's storytelling captivates while offering profound insights into postcolonial societies' complexities, making *The Shadow Lines* a timeless exploration of autonomy and self-definition amid historical and cultural dynamics.

Keywords: Traditional cultural identities, Western modernity, Cultural impact, Nostalgia, National identities, Contestation of borders, Human cost, Empathy

Amitav Ghosh's novel *The Shadow Lines* intricately explores the intersections of history, memory, and personal narrative against the backdrop of colonial India and post-independence Bengal. This paper aims to delve into the themes of colonialism, cultural conflict, and individual agency as portrayed in Ghosh's novel. Through a comprehensive analysis of the narrative structure, thematic concerns, and character development, this paper seeks to illuminate the ways in which Ghosh navigates the complexities of identity formation, nationalism, and the construction of history in the context of colonial legacies and cultural boundaries.

During the 18th and 19th centuries, British colonial rule profoundly shaped the socio-political and cultural landscape of India, including the region of Bengal. The British East India Company established control over Bengal in the mid-18th century, exploiting its resources and imposing economic policies



Theme of Friendship and Human Connections in

Rohinton Mistry's *A Fine Balance*

Vinodhini.E

Assistant Professor, Department of English,

St. Joseph's College of Arts and Science for Women, Hosur

Abstract

A Fine Balance by Rohinton Mistry is a novel that explores the complexities of human relationships and the resilience of the human spirit in the face of adversity. Set in India during the 1970s, a time of political turmoil and social upheaval, the story follows the lives of four characters—Dina, Ishvar, Omprakash, and Maneck—who come from different backgrounds but are brought together by fate. As they navigate the challenges of poverty, discrimination, and loss, they form deep bonds of friendship and find solace in each other's company.

One of the central themes of the novel is the power of companionship and the idea of finding family in unexpected places. Despite their hardships, the characters create a makeshift family unit, offering each other support, comfort, and a sense of belonging. Through their relationships, Mistry explores the ways in which human connections can provide strength and hope in the most difficult of circumstances.

Another key theme in the novel is the importance of empathy and kindness. The characters demonstrate compassion towards each other, often in small but meaningful ways, highlighting the impact that acts of kindness can have on individuals facing adversity. Through their interactions, Mistry portrays the transformative power of empathy and the ways in which it can bring people together, transcending barriers of class, caste, and religion.

Key words: friendship, family, companionship, empathy, kindness, adversity, resilience, human connection, India, 1970s, poverty, discrimination, social upheaval, compassion, hope.

Introduction

Friendship and human connections are universal themes that resonate deeply with readers across cultures and time periods. In literature, these themes are often explored to illuminate the complexities of human relationships, the power of empathy and compassion, and the ways in which individuals navigate the challenges of life through the support of others.



About Conference

13th International Conference on Science, Technology and Management (ICSTM-18) is a global event organized by Conference World at Maharashtra Chamber of Commerce, Industries and Agriculture Tilak Road, Pune (India). This conference provides an international forum for researchers, developers, engineers and practitioners who are involved in real time projects that provide solutions to exchange their valuable ideas and showcase the ongoing works which may lead to path breaking foundation of the futuristic engineering. It accentuates indispensability of interdisciplinary and cross – linked thinking with respect of innovation and market opportunities. All the accepted paper will be published in International Journal with ISSN Approved by UGC.

ICSTM-18

Indexing:     

Publish By:
A.R. Research Publication
3/186, Santpura, Govindpuri, Modinagar 201-201

ISBN:978-93-87793-58-3



978-93-87793-58-3



www.conferenceworld.in

13th International Conference on Science, Technology and Management

Venue:

**Mahratta Chamber of Commerce, Industries and Agriculture
Tilak Road, Pune (India)**

01st -02nd December 2018

Editors

**Mrs. Manasi V. Ghamande
Dr. A.K. Sharma**

ICSTM-18



**13th International Conference on Science, Technology and Management
(ICSTM-18)**

ISBN:978-93-87793-58-3

**Venue : Mahratta Chamber of Commerce, Industries and Agriculture Tilak
Road, Pune (India)**

Date: 01st -2nd December 2018

INDEX

S. No.	Paper ID	Paper Title	Author	Page No.
1	701	FRAUD DETECTION IN CHEQUE TRUNCATION SYSTEM (CTS)	Deebika M, Rathna I, Vairam Sujitha M, Meenakshi Sundaram P,Uma K.V	01-12
2	704	Effect of Heterophase Additives on the Gamma-Radiolysis of some Nitrates, Eutectic Mixture and Sr ²⁺ Doped Eutectic Mixture of NaNO ₃ -KNO ₃	S. S. Pawar, S. F. Patil	13-19
3	707	Study on Various Impact on Digital Library with respect to Cloud Computing.	Sachin E. Tayde	20-24
4	713	Evanescent Wave Absorption Based Fiber Optic Chemical Sensor – Determination of Various Parameters of Binary Liquids	S. Srinivasulu, Dr. S. Venkateswara Rao	25-34
5	716	Multi-Vitamin Bar	Prof. Manasi Ghamande ,Kinjalk Patil,Nikhil Patil ,Aditya Pawar,Sai Phadtare,Piyush Khandekar,Piyush Munshi,Akshata Pokharkar	35-50
6	717	HOMEMADE AND ENVIRONMENT FRIENDLY INCENSE STICK WITH MARIGOLD AS RAW MATERIAL AND A CASE STUDY ON VARIETY OF INGREDIENTS	Manasi Ghamande, Varad Kulkarni, Chinmay Deshmukh, Mrunali Pawar, Swapnil Jadhav, Suresh Mante, Tanmay Mane, Devesh Jagtap	51-58
7	719	Analysis of Anomaly Intrusion Detection System with Data Mining Technique: A Perspective View	Mr.Susheel Kumar Tiwari, Dr.Chandikaditya Kumawat, Dr.Manish Shrivastava	59-67
8	727	A RESEARCH ON THE ANALYSIS OF MERGER OF SBI WITH ITS 5 ASSOCIATE BANKS AND BHARTIYA MAHILA BANK	CMA Jai Bansal, Dr. Gurudatt Kakkar	68-76
9	706	Incense sticks smoke is MORE harmful than cigarette smoke and may cause cancer!	Manasi Ghamande, Suyash Gandhi, Rushikesh Magar, Tejas Kolhe, Hrishikesh Patil, Shriram Pareek, Parikshit Wagh, Chaitanya Kurhe	77-81
10	720	New approach of artificial intelligent technique for solar energy with boost converter to increase the system efficiency	Jaber Ghaib Talib, Hassan Farhan Rashag	82-85
11	724	Livelihood and Food Security in Himalayas through Sustainable Development Goals	M.H. Wani, Arshad Bhat, Shabeer A. Ganaie, Abid Qadir, Iqra Qureshi, Sheeba Qureshi	86-95
12	725	Characterization of Aluminium Matrix Composites Fabricated Using Different Stir Casting Techniques	Mukul Kataria, S. K. Mangal	96-105

13	730	Dangers posed by Genetically Modified Organisms on Food Security and Public Health: Analytical Study	Rahul Gupta	106-111
14	731	A Review on the Optical Properties of ZnO Nanostructures for Optoelectronic Device Application	Gem Taka*, Dr. Rhituraj Saikia	112-120
15	734	EQUILIBRIUM ADSORPTION OF METHYLENE BLUE DYE FROM AQUEOUS SOLUTION USING SUGARCANE BAGASSE	Sonia Rani, Sudesh Choudhary, Pinki Kashyap, Anita Singh	121-130
16	735	MEM CYCLE (Mechanical to electrical and electrical to mechanical cycle)	Kumar R, Karunesh G, Santhosh Pavan Kumar	131-139
17	736	SpiceJet and the Indian Airline Industry in 2013	Dr. Sudeep B. Chandramana	140-153
18	738	STUDY OF PH LEVEL OF VARIOUS SUBSTANCE USING NATURAL HOMEMADE PH INDICATOR	Mrs.Manasi Vyankatesh Ghamande, PATIL RITVIK RAJESH, TUSHAR RANJAN, S. ABHISHEK, PRANAY SHRIDHAR, SIDDHARTH SAHOO, KARWANDE ATHARVA SANJAY, SARA SANJAY DIXIT, NANDAGAWALI SYLVIA SUBODH	154-164
19	718	Skin Cleansing Solution	Asawari Sakharkar, Abhishek Hawaldar	165-167
20	732	Restro-Directeur: App Based Restaurant Management System	Ashish K Saxena, Krutika Bang	168-175
21	737	Heavy Metal Pollution in Water of Yamuna River, India	Anita Singh , Sudesh Chaudhary , Brijnandan S. Dehiya	176-181
22	739	A Comparative analysis of automatic query expansion approaches based on fuzzy logic for document retrieval	Jyotsana Bhardwaj, Mrs. Shalini	182-192
23	744	VEHICLE CRASH BOX ANALYSIS OF DIFFERENT SHAPES SUBJECTED TO IMPACT LOADING FOR MINIMUM DEFLECTION USING ANSYS	Mr.Ashraf. S. Shaikh, Prof. V. B. Shinde	193-202
24	747	AN APPROACH OF INFORMATION RETRIEVAL FROM CLOUD USING SECURE DATA MINING PROCESS	Aditya Sharma, Dr. Amit Sharma	203-214
25	748	Challenges of Corporate E-learning in India	Amrita Bhardwaj, Kapil Dev Sharma	215-221
26	749	Dominated Consensus - A new technique to combine classifiers for continuous data	Nishtha Sharma, Dr. Amit Sharma	222-233
27	750	An Analysis of Data Protection on Cloud with Efficient Monitoring	Piyush Jain, Shalini	234-239
28	746	Innovative Teaching Technologies to achieve Higher Cognitive Level in the students of Higher Learning Institutions	Hemakshi E. Chaudhari , Dr. Sandip Sonawane, Dr. Sativa D. Patil*	240-246
29	753	Social Marketing: Expanding Dimensions	Prof. Javed S. Nathani Assistant Professor Christ Institute of Management, rajkot, Gujarat	247-251
30	756	DIGITAL MARKETING TRENDS AND PRACTICES IN INDIA: A COMPREHENSIVE STUDY	G. BANUPRIYA	252-262
31	757	A Comparative Study of Customers' Perceptions of Service Quality Dimensions between Public and Private Banks in India	Dr.P. Maithili	263-271

32	758	THE EFFECT OF HRM ON PERFORMANCE OF AN ORGANISATION	M.Priya	272-284
33	759	A Study on Employee Well-being and Mental Health: Strategies for Creating a Supportive Workplace Environment	Mrs. VASANTHI. R	285-290
34	760	FINANCIAL PLANNING FOR GEN Z: BUILDING A SECURE FUTURE IN UNCERTAIN TIMES	Dr. Reena Raj	291-296
35	761	Digital Transformation of India's Money Market	Dr.V.Sengamalam	297-308
36	762	LEVERAGING KNOWLEDGE MANAGEMENT TO ENHANCE E-COMMERCE: A COMPREHENSIVE STUDY OF EFFECTIVE STRATEGIES	Mrs. JAYALAKSHMI ASB	309-315
37	763	Career Options In Finance: Exploring Different Paths	ANNIE JENIFER	316-321
38	765	Demystifying IoT: A Primer on Things, Services, and Applications	Amalredge. G	322-328
39	766	Hadoop Distributed File System on Big Data	G. Aswini	329-339
40	767	Exploring Routing Solutions for Dynamic MANET Environments	Anto Ramya. S. I	340-349
41	768	A REVIEW OF REGULAR AND TOTAL REGULAR FUZZY GRAPHS	Jaleesha.B. K, Kamatchi	350-357
42	769	C++Programming to Solve Trapezoidal Rules	Mrs. G. J. Jebaselvi, Rezvana Parveen	358-362
43	770	Example For Using Proposed Sequential Algorithm Finding Odd Graceful Labeling for $C_{12} \cup P_n$	Mrs. M. Meenakshi	363-368
44	771	PAIR SUM LABELING	B. Deepa	369-373
45	772	PROPERTIES OF COMMUTATIVE I-GROUP IMPLICATION ALGEBRA	Mrs. E. Sagana, Ms. A. Sowmiya	374-383
46	773	The problem of constructibility with straightedge and Compass	R. S. Karunya	384-387
47	774	WEATHER FORECASTING USING MARKOV CHAIN	T. Mahalakshmi	388-392
48	755	Mobile Ad hoc Networks: Key Distribution Method Secured Multicast Communication in Globalization Aspects	Jhunu Debbarma, Chinu Mog Choudhari, Sudeshna Das	393-394
49	775	BUSINESS RISK MANAGEMENT IN INTERNATIONAL CORPORATION	Mrs. B. UMA MAHESWARE	395-403

50	776	A STUDY ON EMERGING INNOVATION IN MARKETING	Mrs. VADIVU. N	404-410
51	764	WOMAN ENTRPRENEURSHIP – A RESEARCH REVIEW	Mrs. UMA MAHESWARE. B	411-420

DIGITAL MARKETING TRENDS AND PRACTICES IN INDIA: A COMPREHENSIVE STUDY

G. BANUPRIYA

*Assistant Professor, Department of Commerce
St. Joseph's College of arts and Science for Women, Hosur*

ABSTRACT:

Digital marketing, the promotion of products or brands via one or more forms of electronic media, differs from traditional marketing in that it uses channels and methods that enable an organization to analyze marketing campaigns and understand what is working and what isn't – typically in real time. This paper presents a depth analysis of digital marketing. This can be summarized that developments of digital marketing to enhance the success of the country they are several forms of evaluation of digital marketing depend on the growth, internet user, strategy. It examines the determinants and internet user, growth of digital marketing, industry wise digital within the theoretical frame work.

Keywords: Digital Marketing, India, Trends, Practices, Study

INTRODUCTION:

Digital Marketing is making use of various types of digital technologies to promote yourself or your business. There are many types of digital marketing. It is very important for you as a brand to understand what will and will not work in regards to your digital marketing efforts. These days you can waste a lot of time and money focusing your resources on failing marketing campaigns. Digital marketing is an umbrella term for the marketing of products or services using digital technologies, mainly on the internet, but also including mobile phones, display advertising, and any other digital medium. Digital marketing

The Effect of Hrm on Performance of an Orga nisation

M. Priya

Assistant professor, Department of commerce,

St. Joseph college of arts and science for women, Hosur-635126

Abstract

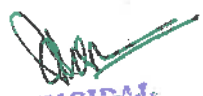
We describe why human resource management (HRM) decisions are likely to have an important and unique influence on organizational performance. Our hope is that this research forum will help advance research on the link between HRM and organizational performance. We identify key unresolved questions in need of future study and make several suggestions intended to help researchers studying these questions build a more cumulative body of knowledge that will have key implications for both theory and practice.

Key words: Human, Suggestion, Practice, Future, Hope

Introduction

A rapidly changing economic environment, characterized by such phenomena as the globalization and deregulation of markets, changing customer and investor demands, and ever-increasing product-market competition, has become the norm for most organizations. To




PRINCIPAL
ST. JOSEPH'S COLLEGE OF ARTS
& SCIENCE FOR WOMEN
Mookandapalli, Sipcot,
HOSUR - 635 126, Krishnagiri - Dist.

FINANCIAL PLANNING FOR GEN Z: BUILDING A SECURE FUTURE IN UNCERTAIN TIMES

Dr. Reena Raj

*Assistant Professor and Head, Department of Commerce
St. Joseph's College of Arts and Science for Women, Hosur*

ABSTRACT

Generation Z (Gen Z), born between the mid-1990s and the mid-2010s, is entering adulthood amidst a unique set of financial challenges. Unlike previous generations, Gen Z faces a world of rising student loan debt, a gig economy with uncertain job security, and a constantly evolving financial landscape. This article explores the specific financial circumstances of Gen Z and provides actionable strategies for navigating these challenges. Through a review of literature published before 2018, the article examines the economic trends that have shaped Gen Z's financial outlook. It then delves into key financial planning areas for Gen Z, including budgeting, saving, debt management, responsible credit card use, building an emergency fund, and investing for the future. The article acknowledges the influence of technology and the importance of financial literacy education for Gen Z to make informed financial decisions. Finally, it discusses resources and tools available to help Gen Z achieve financial security.


Generation Z (Gen Z), born between the mid-1990s and early 2010s, faces unique financial challenges and opportunities in today's rapidly changing world. This article explores the importance of financial planning for Gen Z and reviews existing literature and strategies developed before 2018 to help this generation achieve financial security and success.

Keywords: Financial Planning, Gen Z, Student Loan Debt, Gig Economy, Budgeting, Saving, Debt Management, Emergency Fund, Investing, Financial Literacy, Technology.

INTRODUCTION

Generation Z is the first generation to grow up entirely in the digital age. They are tech-savvy, socially conscious, and face a distinct set of financial realities compared to previous




PRINCIPAL
ST. JOSEPH'S COLLEGE OF ARTS
& SCIENCE FOR WOMEN
Mookandapalli, Sipcot,
HOSUR - 635 126, Krishnagiri - Dist.

Digital Transformation of India's Money Market

Dr. V. Sengamalam

Assistant Professor, Department of Commerce

St. Joseph's College of Arts and Science for Women, Hosur

Abstract:


As India undergoes a profound digital transformation, its money market stands at the forefront of innovation and change. This research paper delves into the multifaceted landscape of this transformation, exploring its opportunities, challenges, and associated risks. By examining traditional methods alongside the disruptive influence of financial technology (FinTech), the paper sheds light on the evolving dynamics of India's financial ecosystem. The paper begins by providing an overview of the conventional processes and structures within India's money market. It then delves into the transformative impact of FinTech, highlighting opportunities such as enhanced accessibility, operational efficiency, and broader financial inclusion. The research meticulously evaluates the risks inherent in FinTech innovations, offering pragmatic insights into their mitigation and management. By considering various scenarios and potential vulnerabilities, the paper equips stakeholders with the necessary tools to navigate the digital landscape securely. Additionally, the paper elucidates the policy and regulatory implications stemming from this digital metamorphosis. It underscores the imperative for adaptive governance frameworks that foster innovation while safeguarding consumer interests and market stability.

Key words: Digital Payments, Fintech, Cashless Economy, Financial Inclusion.

Introduction:

The digital transformation of India's money market signifies a paradigm shift, propelled by the integration of technology and the digitization of financial services. At its core, this evolution is fueled by the emergence of financial technology (FinTech) innovations, which leverage digital tools and platforms to enhance accessibility, efficiency, and transparency within the financial ecosystem. Enabled by the widespread adoption of smartphones and the proliferation of affordable internet connectivity, a growing number of individuals and businesses in India




PRINCIPAL
ST. JOSEPH'S COLLEGE OF A
& SCIENCE FOR WOMEN
Mookandapalli, Sipcot,
HOSUR - 635 126, Krishnagiri - Dist.

Demystifying IoT: A Primer on Things, Services, and Applications

Amalredge. G

Assistant Professor, Department of Computer Science,
St. Joseph's College of Arts and Science for Women,
Hosur – 635126, Tamil Nadu, India.
g.amalredge@gmail.com

Abstract

The Internet of Things (IoT) is the next generation of the internet that connects objects and devices, following file sharing, e-commerce, and social networking. With its ability to operate electronics and tangible objects via remote control, it has taken the globe by storm. Its use extends beyond smart phones, refrigerators, and washing machines to other objects that aren't always technological or gadget-related. Examples of this include car navigation systems and smart locks and keys with adjustable algorithms. An overview of key concepts related to the Internet of Things, including resources, services, objects, devices, classifications, and links between them, is provided in this document. In future the biggest challenges will be overcome the fragmentation of closed systems and architectures and application areas towards open systems and integrated platforms, which will support multiple application areas.

Keywords – IoT, Devices, Resources, Services, Applications.

I. INTRODUCTION

Internet of Things refers to the concept that the internet is no longer just a global network for people to communicate with one another using computers, but it a platform or devices to communicate electronically with the world around them[1]. The term IoT was first used by Kevin Ashton in 1999[2]. The IoT is the network of physical objects – devices, vehicles, buildings and other embedded with electronics, Software, Sensors and other network connectivity – that enables these objects to collect and exchange data. The IoT allows people and things to be connected Anytime, Anyplace with Anything and Anyone, ideally using any path / network and any service.

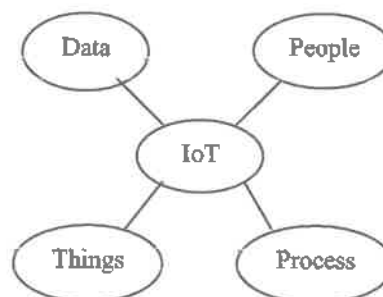


Figure 1.1 : Connect variety of things

A. Characteristics

The IoT evolution is starts with only network and evolves into everything that can be connected with a network. The following diagram shows the characteristics of IoT.

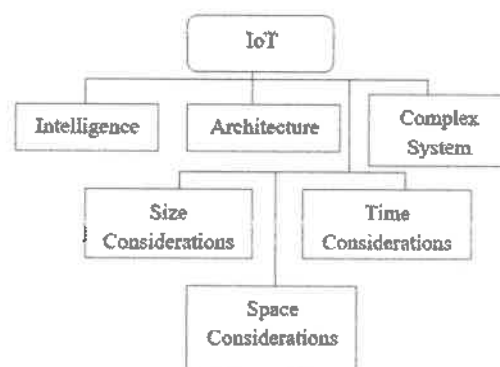


Figure 1.2: Characteristics of IoT

B. History

The concept of the Internet of Things first became popular in 1999, through the Auto-ID center at MIT and related market – analysis publications. Radio-frequency identification (RFID) was seen by Kevin Ashton (one of the founders of the original Auto-ID Center) as a prerequisite for the internet of

13th International Conference on Science, Technology and Management

Mahratta Chamber of Commerce, Industries and Agriculture, Pune (India) (ICSTM-18) 

01st-02nd December 2018

www.conferenceworld.in

ISBN:978-93-87793-58-3

Hadoop Distributed File System on Big Data

G. Aswini

*Assistant Professor, Department of Computer Science
St. Joseph's College of Arts and Science for Women, Hosur.*

Abstract- Big data is the term for any collection of data sets so large and complex that it becomes difficult to process using traditional data processing applications. The challenges include analysis, capture, curation, search, sharing, storage, transfer, visualization, and privacy violations. The trend to larger data sets is due to the additional information derivable from analysis of a single large set of related data, as compared to separate smaller sets with the same total amount of data, allowing correlations to be found to "spot business trends, prevent diseases, combat crime and so on." Big data is difficult to work with using most relational database management systems and desktop statistics and visualization packages, requiring instead "massively parallel software running on tens, hundreds, or even thousands of servers". Big data usually includes data sets with sizes beyond the ability of commonly used software tools to capture, curate, manage, and process data within a tolerable elapsed time. Big data "size" is a constantly moving target, as of its ranging from a few dozen terabytes to many petabytes of data. Big data is a set of techniques and technologies that require new forms of integration to uncover large hidden values from large datasets that are diverse, complex, and of a massive scale. Big data environment is used to acquire, organize and analyze the various types of data. There is an observation about Map Reduce framework that framework generates large amount of intermediate data. Therefore, as well as the tasks finishes there is need of throwing that abundant data, because MapReduce is unable to utilize them.

Index Terms- Big data, Hadoop, HDFS, MapReduce, Pig, Hive, Hbase,

I. INTRODUCTION

1. WHAT IS BIG DATA?

We create 2.5 quintillion bytes of data — so much that 90% of the data in the world today has been created in the last two years alone. This much amount of data comes from everywhere: sensors used to gather climate information, posts to social media sites, digital pictures and videos, purchase transaction records, and cell phone GPS signals to name a few. This huge amount of the data is known as "Big data"[14]. Big data is a buzzword, or catch-phrase, utilizes to describe a massive volume of both structured and unstructured data that is so huge that it's complicated to process using traditional database and software techniques. In most enterprise scenarios the data is too large or it moves too fast or it exceeds current processing capacity. Big data has the potential to help organizations to improve operations and make faster, more intelligent decisions[15]. Big Data, now a days this term becomes common in IT industries. As there is a huge amount of data lies in the industry but there is nothing before big data comes into picture [3]. Big data is actually an evolving term that describes any voluminous amount of structured, semi-structured and unstructured data that has the potential to be mined for information. Although big data doesn't refer to any specific quantity, so this term is often used when speaking about petabytes and exabytes of data[16]. Big data is an all-encompassing term for large collection of the data sets so this huge and complex that it becomes difficult to operate them using traditional data processing applications. When dealing with larger datasets, organizations face difficulties in being able to create, manipulate, and manage big data. Big data is particularly a problem in business analytics because standard tools and procedures are not designed to search and analyze massive datasets.

An example of big data might be petabytes (1,024 terabytes) or exabytes (1,024 petabytes) of data consisting of billions to trillions of records of millions of people—all from different sources (e.g. Web, sales, customer contact center, social media, mobile data and so on). The data is typically loosely structured data that is often incomplete and inaccessible[15].

The challenges include analysis, capture, curation, search, sharing, storage, transfer, visualization, and privacy violations. The trend to larger data sets is due to the additional information derivable from analysis of a single large set of related data, as compared to separate smaller sets with the same total amount of data, allowing correlations to be found to "spot business trends, prevent diseases, combat crime and so



PRINCIPAL
ST. JOSEPH'S COLLEGE OF ARTS
& SCIENCE FOR WOMEN
Mookandapalli, Sipcot,
HOSUR - 635 126, Krishnagiri-Dist.

Exploring Routing Solutions for Dynamic MANET Environments

Anto Ramya. S. I

Assistant Professor, Department of Computer Science,
St. Joseph's College of Arts and Science for Women,
Hosur – 635126, Tamil Nadu, India.

Abstract: A Mobile Ad hoc Network (MANET) represents a self-configuring network of mobile devices interconnected by wireless links. An inherent challenge in MANETs is the dynamic nature of host mobility, which leads to frequent changes in network topology. To address this challenge, numerous routing algorithms have been proposed, each offering distinct approaches to discovering and maintaining routes within the network. MANETs can be realized through diverse network architectures, including Body Area Networks (BAN), Vehicular Ad hoc Networks (VANET), and Wireless Sensor Networks (WSN). Additionally, a variety of wireless communication technologies such as Bluetooth, IEEE 802.11, and Ultra-Wide Band (UWB) can be leveraged to implement MANETs. However, integrating these networks with different communication technologies presents unique design challenges for routing algorithms. This paper provides an overview of the various algorithms devised for topology creation in MANETs, emphasizing the importance of addressing routing challenges across different MANET implementations. By exploring and comparing these algorithms, this study aims to contribute to the advancement of effective topology management strategies for MANETs in dynamic and heterogeneous environments.

Keywords – MANET, Routing Algorithms, Dynamic Network Topology, Network Architecture, Wireless Communication Technologies.

I. INTRODUCTION

The design of algorithms for MANETs poses new and interesting research challenges, some of them particular to MANET. Algorithms for a MANET must self – configure to adjust to environment and traffic they run, and goal challenges must be posed from the user and application. Data communication in a MANET differs from that of wired networks in different aspects. The wireless communication medium does not have a foreseeable behaviour as in a wired channel. On the contrary, the wireless communication medium has variable and

unpredictable characteristics. The signal strength and propagation delay may vary with respect to time and environment. Unlike a wired network, the wireless medium is a broadcast medium; that is, all nodes in the transmission range of a transmitting device can receive a message.

The bandwidth availability and computing resources are restricted in MANETs. Algorithms and protocols need to save both bandwidth and energy and must take into account the low capacity and limited processing power of wireless devices. This calls for lightweight solutions in terms of computational, communication




PRINCIPAL

ST. JOSEPH'S COLLEGE OF ARTS
& SCIENCE FOR WOMEN

Mookandapalli, Sipcot,

Hosur - 635 126, Krishnagiri-Dist.

A REVIEW OF REGULAR AND TOTAL REGULAR FUZZY GRAPHS

Jaleesha B. K¹

*Assistant Professor, Department of Mathematics,
St. Joseph's College of Arts and Science for Women, Hosur.
email.id: jaleesha82@yahoo.com*

Kamatchi²

*PG Student, Department of Mathematics,
St. Joseph's College of Arts and Science for Women, Hosur.*

ABSTRACT

With the advent of fuzzy set theory, graph theory, a foundational area of mathematics, has witnessed notable developments recently. An adaptable framework for simulating the uncertainty and imprecision present in practical applications has been made possible by fuzzy graph theory. In this study, we expand the notion of entirely regular and regular graphs to the category of fuzzy graphs. To begin with, this paper defines fuzzy graphs and explains their basic ideas. By allocating interval-valued membership grades, these graphs facilitate the depiction of ambiguous connections between vertices. Then, we extend the classical principles to allow for fuzzy uncertainty by introducing fuzzy interval regularity and fuzzy total regularity. Its study explores the structural features and attributes of fully regular and fuzzy regular graphs.


KEYWORDS: Fuzzy Graphs, Regular Graphs, Total Regular Graphs.

1. INTRODUCTION

A fundamental concept in contemporary mathematics, graph theory has several applications in the social sciences, computer science, engineering, and biology, among other domains. Graphs, in which vertices stand for entities and edges for connections or interactions between them, are traditionally used to model relationships between items. However, the connections between things are not always clear-cut and exact in real-world circumstances; rather, they frequently display some degree of intrinsic ambiguity or imprecision.

Zadeh created fuzzy set theory in 1965 [1], which offers a framework for reasoning with ambiguous or unclear data. Since then, fuzzy logic has been effectively used to represent and manage uncertainty in a wide range of domains. Fuzzy graph theory is a branch of classical graph theory that




PRINCIPAL
ST. JOSEPH'S COLLEGE OF ARTS
& SCIENCE FOR WOMEN
Mookandapalli, Sipcot,
HOSUR - 635 126, Krishnagiri - Dist

C++Programming to Solve Trapezoidal Rules

Mrs. G. J. Jebaselvi¹, Rezvana Parveen²,

¹Assistant Professors, Department of Mathematics, St. Joseph's College of Arts and Science for Women, Hosur

²UG Student, Department of Mathematics, St. Joseph's College of Arts and Science for Women, Hosur

rezvana973@gmail.com

Abstract:

This C++program leverages numerical methods to implement the trapezoidal rule for approximating definite integrals. The code provides a flexible solution, allowing users to input functions, specify integration bounds, and adjust the number of intervals for increased accuracy. Through clear and concise implementation, this script serves as a practical tool for numerical analysis and integration in scientific computing.

Key Words: Numerical Analysis, Trapezoidal rule and C++programming.

1. Introduction


In the realm of numerical methods for approximating definite integrals, the trapezoidal rule stands as a fundamental and widely employed technique. Its simplicity and effectiveness make it a cornerstone in various scientific and engineering applications. This paper presents a novel contribution to the field by introducing a C++programming implementation of the trapezoidal rule. [2][3][4] The utilization of C++as the programming language offers a versatile and accessible platform for both researchers and practitioners. This implementation not only provides a practical tool for numerical integration but also serves as an educational resource for understanding the underlying principles of the trapezoidal rule. [7]

2. Trapezoidal Rules

Put $n = 1$ in the quadrature formula. Then all the differences except the first order differences Δy_0 will become zero.

$$\begin{aligned}\int_{x_0}^{x_0+h} f(x)dx &= h \left[y^0 + \frac{1}{2} \Delta y_0 \right] \\ &= h \left[y^0 + \frac{1}{2} (y_1 - y_0) \right]\end{aligned}$$




PRINCIPAL
ST. JOSEPH'S COLLEGE OF ARTS
& SCIENCE FOR WOMEN
Mookandapalli, Sipcot,
HOSUR - 635 126, Krishnagiri - Dist.

Example for Using Proposed Sequential Algorithm Finding Odd Graceful Labeling for $C_{12} \cup P_n$

Mrs. M. Meenakshi

Assistant Professor, Department of Mathematics

St. Joseph's college of arts and Science for Women, Hosur.

Abstract:

This paper presents a novel sequential algorithm tailored for discovering odd graceful labelings in the union of C_{12} (a cycle of 12 vertices) and P_n (a path with n vertices) graphs. Graceful labelings, a fundamental concept in graph theory, have garnered significant attention due to their wide-ranging applications in various domains. However, finding odd graceful labelings for specific graph unions remains a challenging task.

Keywords: cycle, Path, Odd graceful graph

Introduction:

Graceful labeling, a fundamental concept in graph theory, has garnered considerable attention due to its relevance in various real-world applications such as network design, scheduling, and cryptography. A graph is said to possess a graceful labeling if its vertices can be uniquely assigned distinct integers such that the resulting edge labels form an arithmetic progression. While much progress has been made in understanding graceful labelings for different classes of graphs, finding such labelings for specific graph unions remains a challenging and intriguing problem.

In this paper, we focus on the problem of discovering odd graceful labelings for the union of two distinct graphs: C_{12} (a cycle of 12 vertices) and P_n (a path with n vertices). The union of cycles and paths represents a class of graphs with interesting structural properties, making them particularly challenging yet appealing for graceful labeling research. Odd graceful labelings, in particular, hold significance in various applications including channel allocation in wireless networks and graph embedding in parallel computing.

To address this problem, we propose a novel sequential algorithm specifically tailored for the union of C_{12} and P_n graphs. Our algorithm aims to systematically explore the solution space while adhering to the constraints imposed by the graceful labeling property and the structural characteristics of the input graphs. By iteratively refining label assignments and evaluating their consistency with the graceful conditions, the algorithm efficiently identifies valid odd graceful labelings



PAIR SUM LABELING

B. Deepa

*Assistant professor, Department of Mathematics,
St. Joseph college of Arts and Science for women, Hosur.*

Deepu.shc@gmail.com

ABSTRACT

In this paper we investigate the pair sum labeling behavior of Jelly fish graph $J(m, n)$, the theta graph $\Theta(\ell^{[m]})$ and some cycle related graphs.

Keywords: Pair sum labeling-Jelly fish graph-theta graph.

1. INTRODUCTION

Graph theory is the study of graphs, which are mathematical structures used to model pairwise relations between objects. A graph is made up of vertices (also called nodes or points) which are connected by edges (also called links or lines). A distinction is made between undirected graphs, where edges link two vertices symmetrically, and directed graphs, where edges link two vertices asymmetrically.

Graph labelling is the assignment of labels, traditionally represented by integers, to edges and/or vertices of a graph. Most graph labelings trace their origins to labelings presented by Alexander Rosa in his 1967 paper.


Formally, given a graph $G = (V, E)$, a vertex labeling is a function of V to a set of labels; a graph with such a function defined is called a vertex-labeled graph. Likewise, an edge labelling is a function of E to a set of labels. In this case, the graph is called an edge-labeled graph. When used without qualification, the term labeled graph generally refers to a vertex-labeled graph with all labels distinct. Such a graph may equivalently be labeled by the consecutive integers $\{1, \dots, |V|\}$ where $|V|$ is the number of vertices in the graph.

2. PRELIMINARIES

2.1 DEFINITION

If $I_G(e) = \{u, v\}$ then the vertices u and v are called the end vertices or ends of the edge e . If e is an edge with end vertices u and v ; we write $e = uv$.




PRINCIPAL
ST. JOSEPH'S COLLEGE OF ARTS
& SCIENCES FOR WOMEN
Mookandapalli, Sipcot,
HOSUR - 635 126, Krishnagiri - Dist.

PROPERTIES OF COMMUTATIVE L-GROUP

IMPLICATION ALGEBRA

Mrs. E. Sagana¹, Ms. A. Sowmiya²

Assistant professor,

St. Joseph's college of arts and science for women, Hosur

ABSTRACT:

Mathematical logic and algebraic structures are rich fields of research for commutative L-group implication algebras. These algebras provide a comprehensive framework for examining different features and interactions because they include parts of implication logic, order theory, and lattice theory. An overview of the essential traits and features of commutative L-group implication algebras is given in this abstract. First, we give an overview of the basic ideas behind L-group implication algebras, such as commutativity conditions, implication operators, and lattice structures. We then investigate the particular characteristics that set commutative L-group implication algebras apart from non-commutative ones.

KEYWORDS:

Commutativity, L-group, Implication algebra

1. INTRODUCTION:

An introduction to the properties of a commutative L-group implication algebra lays the foundation for understanding a fundamental algebraic structure that finds applications in various areas of mathematics, logic, and computer science. Let's break down the key components and properties of this algebraic structure.

A commutative L-group implication algebra is a mathematical structure that combines elements from both lattice theory and group theory, with a particular focus on implication operations. Let's elucidate on its essential components[2]

2. Properties Of Commutative L-Group Implication Algebra:

If G is commutative l-group implication algebra then the following properties are true.

1. $[(a - b) * 0] + b = a * b$
2. $a \leq b \Rightarrow a - c \leq b - c$ and $c - b \leq c - a$
3. $(a * b) - c = (a - c) * (b - c)$
4. $a - (b * c) = (a - b) \wedge (a - c)$




PRINCIPAL
ST. JOSEPH'S COLLEGE OF ARTS
& SCIENCE FOR WOMEN
374
Mookandapalli, Sipcot,
Hosur - 635 126, Krishnagiri-Dist.

13th International Conference on Science, Technology and Management

Mahratta Chamber of Commerce, Industries and Agriculture, Pune (India) (ICSTM-18) 

01st-02nd December 2018

www.conferenceworld.in

ISBN:978-93-87793-58-3

The problem of constructibility with straightedge and Compass

R. S. Karunya

Assistant Professor, Department of Mathematics,

St. Joseph's college of Arts and Science for women, Hosur

Abstract:

This chapter develops some general theory for field extensions and then goes on to study Galois groups and their uses. More than half the chapter illustrates by example the power and usefulness of the theory of Galois groups.

Introduction:

The problem of constructibility with a straightedge and compass has deep connections to algebra and number theory, revealing surprising insights into the nature of mathematical objects and their properties. Indeed, the study of constructibility has led to the development of powerful algebraic techniques, such as field extensions and Galois theory, which provide a framework for understanding the constructibility of geometric figures in terms of algebraic equations.


Geometric Constructions by Straightedge and Compass:

In these constructions the starting configuration may be regarded as a line with two points marked on the line. Allowable constructions are the following: to form the line through a given point different from finitely many other lines through that point, to form the line through two distinct points, to form a circle with a given center and a radius different from that of finitely many other circles through the point, and to form a circle with a given center and radius. Intersections of a line or a circle with previous lines and circles establish new points for continuing the construction.

The first step is to translate the problem of geometric constructibility into a statement in algebra. Since we are given two points on a line, we can introduce Cartesian coordinates for the Euclidean plane, taking one of the points to be $(0, 0)$ and the other point to be $(1, 0)$. Points in the Euclidean plane are now determined by their Cartesian coordinates, which determine all distances. Distances in turn can be laid off on the x -axis from $(0, 0)$. Thus the question becomes, what points on the x -axis can be constructed?

Let C be the set of constructible x coordinates. We are given that 0 and 1 are in C . Closure of C under addition and subtraction is evident; the straightedge is not even necessary for this step. Figure 9.1




PRINCIPAL
ST. JOSEPH'S COLLEGE OF ARTS
& SCIENCE FOR WOMEN
Mookandapalli, Sipcot,
HOSUR - 635 126, Krishnagiri Dist.

WEATHER FORECASTING USING MARKOV CHAIN

T. Mahalakshmi,

Assistant Professor, Department of Mathematics,

St. Joseph's College of Arts and Science for Women, Hosur.

Abstract:

Weather forecasting plays a crucial role in various sectors, including agriculture, transportation, and disaster management. Markov chains offer a valuable tool for modeling and predicting weather patterns. This report provides a comprehensive overview of the application of Markov chains in weather forecasting. It covers the theoretical foundation of Markov chains, their adaptation to weather modeling, practical implementation, limitations, and future directions.

Key words: Markov chain, State Space,

1. Introduction:

A Markov chain is a mathematical system that undergoes transitions from one state to another, with the property that the probability of transitioning to a particular state depends solely on the current state and not on the sequence of events that preceded it. This property is known as the Markov property or the memoryless property.


Markov chains have numerous applications across various fields, including:

- **Physics:** Modeling of particle movements, molecular dynamics, and random walks.
- **Economics:** Analysis of financial markets, modeling consumer behavior, and studying economic trends.
- **Biology:** Modeling population dynamics, genetics, and evolutionary processes.
- **Engineering:** Reliability analysis, modeling of queuing systems, and optimization of manufacturing processes.
- **Computer Science:** Text generation, network protocols, and modeling of algorithms.
- **Weather Forecasting:** Modeling weather patterns and predicting future states of the atmosphere.

2. Key Components:

- **States:** A Markov chain consists of a set of possible states that the system can be in. These states could represent various situations, conditions, or configurations of the system.




PRINCIPAL
ST. JOSEPH'S COLLEGE OF ARTS
& SCIENCE FOR WOMEN
Mookandapalli, Sipcot,
HOSUR - 635 126, Krishnagiri - Dist.

BUSINESS RISK MANAGEMENT IN INTERNATIONAL CORPORATION

Mrs. B. UMA MAHESWARE

*Assistant Professor
Department of Commerce
St. Joseph's College of arts and Science for Women, Hosur*

Abstract

In the present era, the business landscape is characterized by significant fluctuations due to economic and political factors. This situation underscores the importance of effective risk management practices in business operations. For companies aiming to maintain their competitiveness, it's imperative to continuously adapt their risk exposure strategies. The article delves into an examination of risk management models applied by global energy firms, drawing from both the authors' professional insights and industry experience. By combining insights from literature with practical know-how, the authors identify key areas where companies employing sound practices can adeptly navigate shifts in the business environment

Keywords: Risk management, Process, Business

1. Introduction

In 2014, researchers from University of Navarra - IESE Business School published an annual report on the amount of premiums for risk in 88 countries, based on statements of more than 8,000 experts from all over the world (Fernandez, 2014). Among the results, we should draw out attention on high rates in countries such as: Greece (15%), Argentina (11.8%), Egypt (12.9%), Ukraine (13.9%). They mean that potential investors investing capital in these markets expected a rate of return at least on the level of these indicators, what proves existence of significant risk in these markets, which must be covered by an appropriate premium.

In practice, the amount of premium for risk, which is expected by the investor, is determined not only by level of uncertainty that is associated with forecasting of cash flow but also with investor's tendency to take risk (Sierpiska, 2004). In the same statement, countries such as Poland(6.3%), France (5.8%), Spain (6.2%) and USA (5.4%) seem to be inviting to owners of capital (of course in the context of the previous year). Continuous dynamics of changes in the economic and political sphere, such as current



PRINCIPAL
3911 P 54 C
ST. JOSEPH'S COLLEGE OF ARTS
& SCIENCE FOR WOMEN
Mookandapalli, Sipcot,
Hosur - 563 126, Krishnagiri - Dist.

A STUDY ON EMERGING INNOVATION IN MARKETING

Mrs. VADIVU. N

Assistant Professor in Commerce,

St. Joseph's College of Arts and Science for Women, Hosur.

ABSTRACT

With a population of more than one billion, India is one of the biggest emerging markets. The emergence of MNCs after deregulation indicates fierce product competition amongst businesses. In the business world, marketing innovations are a part of an organization's marketing efforts to create, communicate, and deliver value as well as to manage relationships with customers. Innovations play a direct role in the development of new products, industrial enterprises, and customer expectations for new products. Market penetration is aided by innovation. In this period of intense rivalry, businesses are introducing unique and inventive items. In order for enterprises to gain market share and the dominant design, dramatic product innovations need be accompanied with innovative marketing strategies. Given that the majority of Indians live in rural areas, creative rural strategies must take the place of conventional urban ones. Businesses have continuously innovated over the years in a variety of areas, including technology, business, process, and goods. Nonetheless, the marketing industry has witnessed the most significant shifts. This paper aims to explore the significance of innovative marketing strategies, as well as a few cutting-edge ideas that have surfaced in the market and their effects on consumers

Keywords: Innovations, Sustainability, Competitive Advantage, Strategy.

INTRODUCTION

Innovation is undoubtedly a crucial component of a company's ability to compete since it may greatly boost performance through the development of better goods and services,



About Conference

International Conference on Multidisciplinary approaches in Social Sciences, Humanities and Sciences is a global event organized by Conference World at Sri S.Ramasamy Naidu Memorial College, Sattur, Tamil Nadu (India). This conference provides an international forum for researchers, developers, engineers and practitioners who are involved in real time projects that provide solutions to exchange their valuable ideas and showcase the ongoing works which may lead to path breaking foundation of the futuristic engineering. It accentuates indispensability of interdisciplinary and cross-linked thinking with respect of innovation and market opportunities. All the accepted paper will be published in International Journal with ISSN Approved by UGC.

About SRNM College

Sri S. Ramasamy Naidu, familiarly known as "SR", was a dedicated educationist and freedom fighter. His realisation that political freedom will be of no value unless there is freedom from illiteracy led him to work tirelessly for the great cause of education. Thanks to his keen interest and initiative, this part of the state of Tamilnadu is today blessed with a number of educational institutions. Four decades ago, some great philanthropists of this region founded our College in memory of this visionary leader in order to realize his noble ambition. Established on July 20, 1970, this humble abode of wisdom rose gradually but steadily to great heights. Sri S. Ramasamy Naidu Memorial College serves as a dawn in the foundation of rural education. The college is a Telugu linguistic minority institution recognized by the Government of Tamil Nadu. It complies with the UGC under Sections 2(f) and 12(B). Being the light that dispels the darkness of ignorance, the prime objective of the college is to educate the rural poor and guide them towards excellence. Located in a sprawling green vista of 48 acres, the institution offers both grant-in-aid and self-financed courses. The Management, through financial support and acumen for innovation, has been the backbone of this institution since its inception. It has a dedicated team of staff who help achieve its mission and vision. At present the College is offering 13 Under-Graduate courses, 8 Post-Graduate courses, 4 diploma courses, 6 M.Phil. courses and 4 Ph.D. programmes. The UGC conferred Autonomous status to the college in the academic year 2010-2011 and the same was extended for six more years in the year 2016-2017. The National Assessment and Accreditation Council (NAAC) accredited the college with 'B++' Grade in 2005, re-accredited it with 'A' Grade with 3.22 CGPA in 2012 and now again re-accredited it with 'A' Grade with 3.38 CGPA in 2017. These crown achievements have spurred the institution towards academic transcendence and social service.

Indexing:



Google Scholar

DOAJ

DIRECTORY OF OPEN ACCESS JOURNALS

ResearchGate

UGC Approved Journals

ISBN:978-93-87793-61-3



Publish By:

A.R. Research Publication

3/186, Santpura, Govindpuri, Modinagar 201-201



www.conferenceworld.in



www.srnmcollege.net

INTERNATIONAL CONFERENCE ON

Multidisciplinary approaches in Social Sciences, Humanities and Sciences

14th December 2018

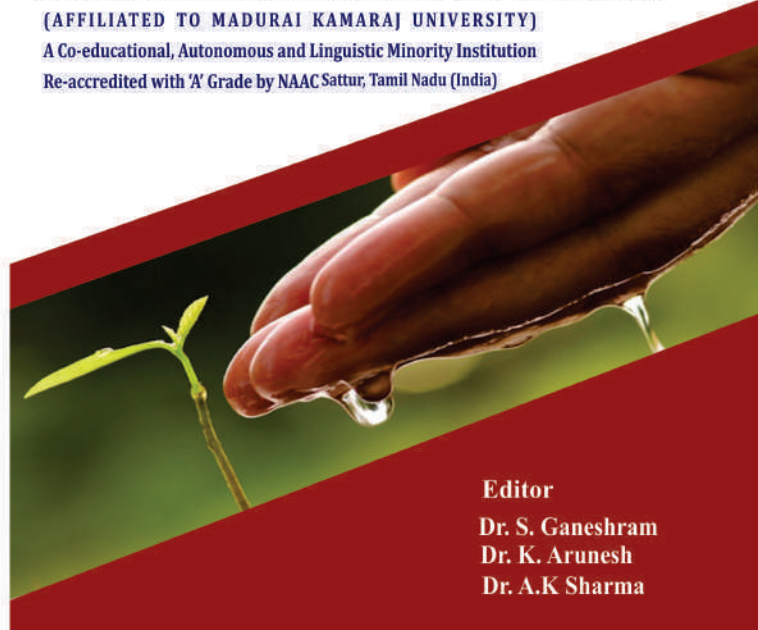
Sri S.Ramasamy Naidu Memorial College

(AFFILIATED TO MADURAI KAMARAJ UNIVERSITY)

A Co-educational, Autonomous and Linguistic Minority Institution

Re-accredited with 'A' Grade by NAAC Sattur, Tamil Nadu (India)

MASHS-2018



Editor

Dr. S. Ganeshram

Dr. K. Arunesh

Dr. A.K Sharma

International Conference on Multidisciplinary approaches in Social Sciences , Humanities and Sciences (MASHS-2018)

ISBN:978-93-87793-61-3

**Organized by : SRI S.RAMASAMY NAIDU MEMORIAL COLLEGE
(AFFILIATED TO MADURAI KAMARAJ UNIVERSITY)**

A Co-educational, Autonomous and Linguistic Minority Institution

Re-accredited with 'A' Grade by NAAC ,

SATTUR , Virudhunagar District

INDEX

S. No.	Paper ID	Paper Title	Author	Page No.	Full Paper
1	501	Dynamics of communal conflict in India: The need for an effective power of inquiry	Dr.E.Devabalane	01-10	View
2	505	Impact of Prime Time Programs on Telugu News Channels Rating	Dr. Bollam Tirupathi	11-35	View
3	506	Role of Airline Passengers and Catering Services in Madurai Airport	C.M. Prakash	36-45	View
4	507	TOWARDS A MODERN SOCIETY: SRI CHITHIRA THIRUNAL BALARAMA VARMA AND HIS INITIATIVES	SAFEED R	46-54	View
5	511	Racial Prejudice in Bessie Head's Maru	Mary Surya Kala, Dr. Shibila. K	55-60	View
6	516	AN ANALYSIS ON THE LEGACY OF MODERN HEALTH SECTOR IN	CHINTHU I B	61-67	View
7	517	IMPACT AND IMPLEMENTATION: CURRENT TAX SYSTEM OF GST IN INDIAN CONTEXT	Dr. P. Charavarthi, Dr. M. Madana Mohan	68-77	View
8	518	PERCEIVING THE OFFICE OF THE ACCOUNTS AND AUDIT THROUGH THE EYES OF HISTORY	Karthik Kumar S S	78-83	View
9	520	ROLE OF CULTURAL HERITAGE, FAIRS AND FESTIVALS OF TOURISM PROMOTION IN MADURAI, TAMIL NADU AND INDIA	C.M.Prakash	84-98	View
10	522	One Indian Girl: The Novel of Individual Manifestation	Javaid Ahmad Tantry, Dr Vikas Jaoolkar	99-104	View
11	523	RELEVANCE OF SOCIAL ATTRIBUTES AS A CONTRIBUTING FACTOR TOWARDS GOLD ETF INVESTMENTS IN INDIAN INVESTORS	Mrs. Sheeba K.H	105-117	View
12	524	ROLE OF CLIMATE CHANGES & CHALLENGES TO SUSTAINABLE TOURISM DEVELOPMENT IN MADURAI	C.M.Prakash	118-136	View
13	527	AGRARIAN UNRESTS AND MALABAR SPECIAL POLICE: PORTRAYING THE TRANSITION PATTERN OF MALABAR SOCIETY	UMESH MANI M	137-150	View
14	528	Dr.Ambedkar Economic Philosophy and Contributions towards Social and Economic Development	Dr.M.Krishnamoorthi, Dr.A.Abdul Raheem	151-159	View

201	807	Comprehensive Study on Mughal India's Timurid Art, Culture and Heritage	Joginder Singh, Dr. D. M. Sahu	1585-1589	View
202	811	DISCOVERY OF CLAY AND POTTERY OBJECTS ARCHAEOLOGY-A STUDY	M. Pommi	1590-1596	View
203	812	NAMES AND SYMBOLS OF DEVENDRA KULA VELALAR IN TAMIL NADU FROM ANCIENT PERIOD TO MODERN PERIODS	R. Selvaraj	1597-1602	View
204	813	NEW TYPE OF HOMEOMORPHISM IN BITOPOLOGICAL SPACE	K. Gowri , Dr.S. Jeyashri	1603-1603	View
205	814	ANALYSIS OF GLOBAL CONVENTIONS ON WOMEN, PEACE, AND SECURITY	Barkatullah Banday, Bundelkhand University, UP	1604-1604	View
206	815	CORPORATE SOCIAL RESPONSIBILITY - A COMPREHENSIVE OVERVIEW	G. BANUPRIYA	1605-1611	View
207	816	ROLE OF HRM PRACTISE IN PERFORMANCE OF ORGANISATION	M.Priya	1612-1620	View
208	817	A study of Innovative Practices in Digital Human Resource Management	Mrs. VASANTHI.R	1621-1629	View
209	818	SUSTAINABLE FINANCE AND ESG INVESTING: A SHIFT TOWARDS A RESPONSIBLE FUTURE	Dr. Reena Raj	1630-1634	View
210	819	Impact of Digitalization in E-Marketing	Dr.V.Sengamalam	1635-1642	View
211	820	FINANCIAL MANAGEMENT IN THE INDUSTRIAL REVOLUTION: EXPLORING CAPITAL ALLOCATION STRATEGIES OF EARLY ENTERPRISES	Ms JAYALAKSHMI ASB	1643-1647	View
212	821	The Evolution of Gothic Literature: From Mary Shelley's Frankenstein to Contemporary Works	L. Jenniffer & R. Kalai Arasi	1648-1652	View
213	822	The Duality of Human Nature and the Consequences of Hedonism in Oscar Wilde's "The Picture of Dorian Gray"	Monisha. U	1653-1656	View
214	823	Race, Identity and Symbolism in Toni Morrison's Beloved	V.S.Gladio Shilpa Vince	1657-1661	View
215	824	Major themes in Anits Desai's Clear Light of Day	Vinodhini.E	1662-1665	View
216	825	"A Natural Marvel for Health and Beauty"-Avaram Poo (Senna auriculata) - A Review	Mrs. Margret Kanimozhi A	1666-1668	View
217	826	BIOACTIVE COMPOUNDS IN TECOMASTANS	Mrs.Nithya B	1669-1674	View
218	827	"Exploring the Culinary and Medicinal Applications of Clitoria ternatea (Sangu Poo)" - A Review	Ms.Rabiya Aleen S	1675-1677	View
219	828	"Unveiling the Verdant Charm: The Complete Guide to Rosemary"-A Review	Ms.Jancy Magdalene P	1678-1680	View
220	829	Feminism - Types	Dr.P.Ezhilarasi,	1681-1690	View
221	830	Upper life and credentials	Dr. P. Sanguvathi	1691-1696	View

222	831	Specialties of Thirukkural	Ms. C. Hemalatha	1697-1700	View
223	832	An internal analysis by Kalambakam	Mrs. E. Kavita	1701-1704	View
224	833	A View of Folk Literature	Mrs. N. Kanimozhi	1705-1713	View
225	834	METHODS FOR DISCIPLINING EMPLOYEES	L. MANJULA	1714-1720	conf
226	835	A THEORETICAL APPROACH TO STRATEGIC MARKETING PLANNING AND PLANNING PROCESS	Mrs. R.S. SHASHIKALA	1721-1730	conf



CORPORATE SOCIAL RESPONSIBILITY - A COMPREHENSIVE OVERVIEW

G. BANUPRIYA

Assistant Professor

Department of Commerce

St. Joseph's College of arts and Science for Women, Hosur

ABSTRACT:

Corporate Social Responsibility (CSR) has become increasingly important in today's business landscape, with companies facing growing pressure to balance financial performance with social and environmental responsibility. This paper provides a comprehensive overview of CSR, covering its definition, evolution, theoretical foundations, key principles, implementation strategies, and impact on business performance. Through a review of academic literature, case studies, and industry reports, the paper explores the motivations behind CSR adoption, the role of stakeholders, the benefits and challenges associated with CSR, and emerging trends in CSR practices. Furthermore, the paper examines the role of CSR in addressing global challenges such as climate change, social inequality, and ethical dilemmas. By highlighting best practices and lessons learned from leading companies, this paper aims to provide insights into the importance of CSR for businesses, society, and the environment.

Keywords: Corporate Social Responsibility (CSR), Stakeholder Engagement, Sustainability, Business Performance, Ethical Leadership

INTRODUCTION:

Corporate Social Responsibility (CSR) has emerged as a critical aspect of business management, reflecting the increasing recognition of companies' responsibilities towards society and the environment. In today's interconnected world, businesses are expected to go beyond profit-making and actively contribute to social welfare, environmental sustainability, and ethical conduct. This paper provides a comprehensive overview of CSR, exploring its definition, historical evolution, theoretical foundations, implementation strategies, and impact on business performance.

Evolution of corporate social responsibility:

The concept of CSR has evolved significantly over time, reflecting changing societal expectations, regulatory frameworks, and business practices. Initially rooted in philanthropy and charity, CSR has expanded to encompass broader notions of corporate citizenship, sustainability, and stakeholder





ROLE OF HRM PRACTISE IN PERFORMANCE OF ORGANISATION

M.Priya

*Assistant Professor, Department of Commerce,
St. Joseph's College of Arts and Science for Women,
Hosur-635126*

ABSTRACT

We theorize about the assessment of HRM practices on perceptions of firm performance through Monte Carlo Method (MCM), and the Hausman's Specification Test (HST) in the Ivorian framework. 320 enterprises were surveyed and factor analysis of 13 bundles of HRM practices was undertaken. The confirmation of the findings through simulation (MCM) permitted the examiner to authenticate the reliability of the results in using the HST. The results of this paper highlight that in the Ivorian context there are significant connections between HRM practices and firm performance; that the strategic alignment of HRM is also a driver for firm performance.

Keywords: Monte Carlo method, Hausman's specification test, Human resource management, Firm performance, Côte d'Ivoire

1. INTRODUCTION

Monte Carlo Methods (MCM) are being utilized for a growing variety of issues. They have been used productively to handle deterministic problems and stochastic problems. There is indeed a great scope for ingenuity both in modelling of the problem and in developing special methods of simulation. Given a model and data in which fixed effects (FE) estimation would be appropriate, a HST tests whether random effects (RE) estimation would be almost as good. In a FE kind of case, the HST is a test of H_0 ; RE would be consistent and efficient, versus H_1 : that RE would be inconsistent (Note that FE would certainly be consistent). The result of the test is a vector of dimension k which will be distributed chi-square (k). So if the HST statistic is large, one must use FE. If the statistic is small, one may get away with RE. As the intention of this paper is to lay the emphasis on the influence of HRM practices on perceived firm performance in the Ivorian setting, we resort to MCM and HST to authenticate and test the reliability of the results.



PRINCIPAL
ST. JOSEPH'S COLLEGE OF
& SCIENCE FOR WOMEN
161210
Mookandapalli, Sipcot,
HOSUR - 635 126, Krishnagiri-Dist.



SUSTAINABLE FINANCE AND ESG INVESTING: A SHIFT TOWARDS A RESPONSIBLE FUTURE

Dr. Reena Raj

*Assistant Professor and Head,
Department of Commerce*

St. Joseph's College of Arts and Science for Women, Hosur, Tamil Nadu

ABSTRACT

Sustainable finance and Environmental, Social, and Governance (ESG) investing have emerged as powerful forces shaping the financial landscape. This article delves into these interconnected concepts, exploring their evolution, core principles, and growing significance. Through a review of literature published before 2018, the article sheds light on the historical foundation of sustainable finance and ESG investing. It then examines the factors driving their current rise, including environmental concerns, social responsibility, and long-term investment strategies. The article explores the various forms of sustainable finance instruments and analyzes the integration of ESG factors into investment decision-making. It also discusses the challenges and opportunities associated with this growing trend, including data standardization, greenwashing concerns, and the potential for positive societal and environmental impact.

This article delves into the realm of sustainable finance and ESG (Environmental, Social, and Governance) investing, exploring their significance in today's financial landscape. It examines the principles, challenges, opportunities, and impact of sustainable finance and ESG criteria on investment decisions and market dynamics. The article also discusses the growing importance of sustainability in financial strategies and the role of investors in promoting environmental and social responsibility.

Keywords: Sustainable Finance, ESG Investing, Environmental, Social, Governance, Responsible Investment, Impact Investing, Green Finance.

INTRODUCTION

The financial sector has traditionally focused on maximizing returns and shareholder value. However, a growing awareness of environmental degradation, social inequality, and the need for long-term sustainability has led to a paradigm shift. Sustainable finance and ESG investing have emerged as innovative approaches that integrate environmental, social, and governance considerations into financial decision-making. This article aims to provide a comprehensive understanding of these interconnected concepts and their growing importance in the financial world.

In recent years, sustainable finance and ESG investing have gained momentum as investors and financial institutions increasingly prioritize environmental and social considerations alongside financial



Principal
1630 | Page
ST. JOSEPH'S COLLEGE OF ARTS
& SCIENCE FOR WOMEN
Mookandapalli, Sipcot,
HOSUR - 635 126, Krishnagiri - Dist.



Impact of Digitalization in E-Marketing

Dr.V.Sengamalam

Assistant Professor, Department of Commerce

St.Joseph's College of Arts and Science for Women, Hosur

Abstract:

This Research paper explores the profound impact of digitalization on e-marketing strategies, focusing on the transformative shift brought about by technological advancements. It delves into the significance of digital literacy in leveraging electronic platforms for effective marketing outreach. Through a comprehensive literature review, key factors influencing consumer behavior in online purchasing are identified, alongside insights into the evolution of internet marketing practices. The study highlights the relevance of digital agencies and the role of digital empowerment in shaping marketing paradigms. Additionally, it examines initiatives like India's Digital India program and World Bank-assisted projects aimed at enhancing e-governance and digital literacy. The paper concludes by discussing the advantages and challenges of internet marketing, underscoring the need for inclusive digital empowerment strategies to ensure equitable participation in the digital economy.

Keywords: Digital Agency, E-Marketing, Digital Literacy

INTRODUCTION

The term "digital" originates from the Latin word "digitalis," which means "of the finger" or "digit" in English, indicating its connection to human tool usage. In the realm of marketing, "digital" holds significant importance. E-commerce has entered a new phase with internet marketing, characterized by minimal variable costs per customer and unrestricted by time or location. The rapid growth of the internet and its accessibility worldwide underscores the escalating demand for network information and connectivity. Digital literacy, denoting proficiency in electronic and digital technology, is crucial, as is electronic and digital marketing, which leverages electronic devices and platforms to reach markets effectively and inexpensively. The advent of digital literacy signals a transformative shift in marketing practices, rendering traditional methods obsolete. Media literacy aids in discerning between reality and the media-driven narrative, as digitalization alters consumer behavior. Successful marketing in this digital age requires a global approach, utilizing internet platforms to target diverse markets worldwide with visually appealing advertising. However, internet marketing is not without its





“A Natural Marvel for Health and Beauty”-Avaram Poo (Senna auriculata) – A Review

Mrs. Margret Kanimozhi A

Assistant Professor and Head Department of Biotechnology

St. Joseph's College of Arts and Science For Women, Hosur.

Abstract :

Avaram Senna (*Cassia auriculata*) is a common tree in Asia, which has been widely used in Indian traditional medicine. The tree grows wildly and found abundantly near the river beds. Avaram Senna flower, which is called as Tanner's cassia is bright yellow in color. The dried flowers and buds have many therapeutic benefits. In Ayurveda, Avaram Senna flower is used for treating diabetes. The wonder flower gives longevity to life. Avaram Senna flower is widely used as a home remedy for skin disorders and body odor. It is also used for the treatment of pain, fever, urinary tract disorders, rheumatism, conjunctivitis, ulcers and liver disease. Avaram Senna flower is a natural source of antioxidants. The flower extract contains terpenoids, tannins, flavonoids, saponins, cardiac glycosides and steroids.

Key Words :AvaramSenna,Skindisorders,Pain,Rheumatism.

Introduction:

In the realm of holistic wellness and natural remedies, the significance of traditional herbs and plants cannot be overstated. Among the plethora of botanical treasures, Avarampoo (*Senna auriculata*) stands out as a quintessential ingredient celebrated for its multifaceted benefits. Also known as Tanner's Cassia or Tanner's Senna, Avarampoo is deeply entrenched in the rich tapestry of Indian traditional medicine, Ayurveda, and Siddha. Its historical significance and therapeutic properties have garnered attention, making it a cherished component in skincare, haircare, and wellness routines.

Originating from the Indian subcontinent, Avarampoo holds a revered status in ancient texts for its medicinal prowess. This golden-hued flower with its delicate petals not only adds visual allure to the landscape but also serves as a reservoir of health-enhancing compounds. Its traditional uses date back centuries, with mentions found in classical Ayurvedic texts and Siddha literature, testament to its enduring legacy.

This article delves into the multifaceted benefits of Avarampoo, exploring its therapeutic applications in skincare, haircare, and overall well-being. From its rich nutritional profile to its efficacy in treating various ailments, Avarampoo continues to captivate modern enthusiasts seeking natural remedies for their health and beauty needs. Let's embark on a journey to unravel the secrets of this botanical gem and discover why Avarampoo deserves a prime place in our wellness arsenal.

Helps Treat Diabetes: The flower extract is proven to have anti-diabetic activity. Consumption of avaram Senna flowers in the form of tea lowers blood sugar level. According to a research,





BIOACTIVE COMPOUNDS IN *TECOMA STANS*

Mrs.Nithya B

Assistant Professor Department of Biotechnology

St.Joseph's college of Arts and Science for Women

ABSTRACT

The present study aims at collection of plant sample such as leaves of *T. stans* and the solvent extraction of the plant sample using different solvents such as water, hexane and the phytochemical analysis of the plant sample was performed with the solvent extracts of leaves of *T. stans* which revealed the presence of flavonoids, alkaloids, phenolics and saponins and absence of glycosides, terpenoids in the leaves of *T. stans*. The invitro anti-inflammatory activities as evaluated in the water extract of the leaves of *T. stans* by the HRBC membrane stabilization method, inhibition of protein denaturation and albumin denaturation. Produce significant inhibition percentage of inhibition of protein denaturation about 1g at 100ml than that of leaves and compared to Aspirin. Thus this study reveals that the leaves posses anti-inflammatory activity due to the presence of terpinoids.

INTRODUCTION

Around 80% of the world population still depends on medicinal plants for their health care need. India is recognized as a land of herbal plants. Hence any specific data on such plants could be of clinical importance (Savitha *et al.*, 2017). The traditional system of treatment differing in concept, protocol, exemplifies well developed systems such as Allopathic, Homeopathic, Ayurveda and Chinese system of treatment (Guribfakim, 2016 and Schoolman *et al.*, 2002).

The term "medicinal plant" includes several of plants used in Herbalism ("Herbology" or "Herbal medicine"). It is the use of plants for medicinal purpose and the study of its uses. The word "herb" has been derived from the Latin word "herba" and an old French word "herbe". Nowadays, herb refers to any part of the plant like fruit, seed, bark, flower, leaf, and stigma. Earlier, the term 'herb' was only applied to non woody plants, including those that come from trees and shrubs.

Yellow bells, *Tecoma stans*

Tecoma stans is an ornamental plant and originated from America commonly called as yellow bells. It is a flowering perennial shrub, erect, branched and sparingly hairy or nearly smooth shrub grows about 5 to 7.6 meters in height. The leaves are opposite, compound and imparipinnate with 2 to 5 pairs of leaflets linear, compressed, 15 to 20 cm long, 6 to 8 mm wide, pointed and hanging from the branches. Seeds are numerous, less than 2 cm long 7 mm wide and furnished with a transparent wing. Plants have been used for the treatment of several diseases for past years, before the introduction of orthodox drugs which have their bioactive constituents synthesized from plants with modifications. Throughout India, South America although, its native environment extends from southern Texas, New Mexico and Arizona to Bolivia and northern Argentina and from Florida and the Bahamas to Trinidad in the Car-





“Exploring the Culinary and Medicinal Applications of Clitoria ternatea (Sangu Poo)” – A Review

Ms.Rabiya Aleen S

*Assistant Professor Department of Biotechnology,
St. Joseph's College of Arts and Science for Women, Hosur*

Abstract:

The Clitoria ternatea-Sangu poo plants are perfect tropical houseplants. It is grown as a vine or creeper plant. These Clitoria plants are holy and are also called Sangu poo or Shankupuspi. For a century of years, these Sangu poo plants are used in traditional Ayurveda medicine and Chinese traditional medicine. It is believed to bring positive energies to the home. The Asian pigeonwings scientifically called Clitoria ternatea belongs to the fabaceae legume family native to Indonesia. Has specialty of this plant is nitrogen fixation naturally occurs in root nodules of this Asian pigeonwing. The blue pea flower have 5 blue petals corella with two wrinkle wings it is also called 'tropical alfalfa' often referred to as the protein bank of legume plants.

Key Words : Clitoria ternatea, Sangu poo, Asian pigeon wing.

Description:

Perennial climbing or trailing herb, growing from a woody rootstock. Leaves imparipinnate with 2-4 pairs of leaflets and a terminal leaflet. Leaflets ovate to elliptic-oblong, up to 6.5 × 4 cm, mostly hairless above, pubescent below. Flowers axillary, solitary or 2 together, resupinate, large and showy, bright blue. Pod linearoblong, 6-13 cm long, flattened, mucronate at the apex, hairless or finely pubescent(45) .

Traditional uses: Root was used for the treatment of ascetics, enlargement of the abdominal viscera, sore throat and skin diseases. They were also used as purgative, but because, they cause griping and tenderness, they were not recommended. Root was administered with honey and ghee as a general tonic to children for improving mental faculties, muscular strength and complexion tonics. Roots were also used in epilepsy and insanity. Seeds and leaves were widely used as a brain tonic and to promote memory and intelligence. Juice and flowers were used as an antidote for snake bite. Seeds were used in swollen joints, crushed seeds are taken with cold or boiled water for urinary problems. Plant parts used: Leaves, seeds, bark, fruits, sprouts and stems were used medicinally .




PRINCIPAL

ST. JOSEPH'S COLLEGE OF ARTS
& SCIENCE FOR WOMEN

Mookandapalli, Sipcot,
HOSUR - 635 126, Krishnagiri - Dist.



"Unveiling the Verdant Charm: The Complete Guide to Rosemary"-A Review

Ms.Jancy Magdalene P

Assistant Professor, Department of Biotechnology,
St. Joseph's College of Arts and Science for Women, Hosur

Abstract :

Rosemary (*Rosmarinus officinalis* L.) is an evergreen bushy shrub which grows along the Mediterranean Sea, and sub-Himalayan areas. In folk medicine, it has been used as an antispasmodic, mild analgesic, to cure intercostal neuralgia, headaches, migraine, insomnia emotional upset, and depression. Different investigations have highlighted rosemary neuropharmacological properties as their main topics. Rosemary has significant antimicrobial, anti-inflammatory, anti-oxidant, anti-apoptotic, anti-tumorigenic, antinociceptive, and neuroprotective properties. Furthermore, it shows important clinical effects on mood, learning, memory, pain, anxiety, and sleep. The aim of the current work is to review the potential neuropharmacological effects of different rosemary extracts and its active constituents on nervous system disorders, their relevant mechanisms and its preclinical application to recall the therapeutic potential of this herb and more directions of future research projects. Memory boosting. It also arranges new perception for further investigations on isolated constituents, especially carnosic acid, rosmarinic acid, and essential oil to find exquisite therapeutics and support drug discovery.

Introduction :

Rosemary is a fragrant evergreen herb native to the Mediterranean. It is used as a culinary condiment, to make bodily perfumes, and for its potential health benefits. It is a member of the mint family *Lamiaceae*, along with many other herbs, such as oregano, thyme, basil, and lavender. The herb not only tastes good in culinary dishes, such as rosemary chicken and lamb, but it is also a good source of iron, calcium, and vitamin B-6. It is typically prepared as a whole dried herb or a dried powdered extract, while teas and liquid extracts are made from fresh or dried leaves. The herb has been hailed since ancient times for its medicinal properties. Rosemary was traditionally used to help alleviate muscle pain, improve memory, boost the immune and circulatory system, and promote hair growth.

Fast facts on rosemary:

- Rosemary is a perennial plant (it lives more than 2 years).
- The leaves are often used in cooking.
- Possible health benefits include improved concentration, digestion, and brain aging.
- Very high doses may cause vomiting.



PRINCIPAL
ST. JOSEPH'S COLLEGE OF ARTS
& SCIENCE FOR WOMEN
Mookandapalli, Sipcot,
HOSUR - 635 126, Krishnagiri - Dist.



The Evolution of Gothic Literature: From Mary Shelley's Frankenstein to Contemporary Works

L. Jenniffer & R. Kalai Arasi

**Assistant Professor, St. Joseph's College of Arts and Science for Women, Hosur*

**M.Phil Research Scholar, St. Joseph's College of Arts and Science for Women, Hosur*

Abstract:

This paper delves into the rich tapestry of Gothic literature, tracing its evolution from the seminal work of Mary Shelley's "Frankenstein" to its diverse and multifaceted expressions in contemporary literature. We embark on a journey through time and explore the genesis of the Gothic genre, analyzing the foundational elements introduced by Shelley and their lasting impact on subsequent literary works. Through a comprehensive examination of key themes, motifs, and narrative techniques, we uncover the intricate web of darkness, mystery, and psychological depth that characterizes Gothic literature. As we navigate through history, we witness the genre's evolution as it adapts to reflect changing societal anxieties, cultural shifts, and technological advancements. From the Victorian era to the present day, Gothic literature has remained a powerful vehicle for exploring the depths of human experience, grappling with themes of identity, morality, and the nature of existence. Through an interdisciplinary approach that synthesizes literary analysis, cultural studies, and media studies, this paper offers a nuanced understanding of the enduring relevance and cultural significance of Gothic literature in the modern age. By uncovering the thematic threads that bind Shelley's "Frankenstein" to contemporary works, we illuminate the evolution of the Gothic genre and its ongoing impact on the literary landscape.

Keywords: Gothic literature, Mary Shelley, Frankenstein, evolution, contemporary, themes, motifs, narrative techniques, societal anxieties, cultural shifts, identity, morality, human condition, darkness, psychological depth, interdisciplinary analysis.

Introduction to Gothic Literature

Gothic literature, often characterized by its dark, mysterious, and atmospheric settings, has captivated readers for centuries with its blend of horror, romance, and psychological depth. Emerging in the late 18th century, the Gothic genre represented a departure from the rationalism and optimism of the Enlightenment period, instead delving into the realm of the supernatural, the macabre, and the





The Duality of Human Nature and the Consequences of Hedonism in Oscar Wilde's "The Picture of Dorian Gray"

Monisha. U

Assistant Professor,

St. Joseph's College of Arts and Science for Women, Hosur

umonisha06@gmail.com

Abstract

Oscar Wilde's "The Picture of Dorian Gray" intricately weaves together themes of duality, hedonism, and moral corruption, presenting a cautionary tale about the consequences of unchecked desire. Through the character of Dorian Gray, Wilde explores the conflict between innocence and vanity, as Dorian's relentless pursuit of pleasure and aesthetic beauty leads to his moral decay and spiritual corruption. The novel delves into the seductive allure of hedonism, as Dorian's mentor, Lord Henry Wotton, influences him with his philosophy of indulgence and moral relativism. Central to the narrative is the symbolism of the portrait, which serves as a physical manifestation of Dorian's hidden sins and moral decay. As the portrait gradually becomes disfigured, Wilde emphasizes the importance of moral responsibility and self-awareness in preserving one's humanity. Ultimately, "The Picture of Dorian Gray" serves as a timeless reminder of the dangers of succumbing to the temptations of vanity and hedonism, urging readers to confront the darker impulses of human nature and strive for moral integrity and inner beauty.

Keywords: Oscar Wilde, Dorian Gray, hedonism, moral corruption, duality, aesthetic beauty, symbolism, cautionary tale.

Introduction

In Oscar Wilde's "The Picture of Dorian Gray," the author delves into the duality of human nature through the character of Dorian Gray. Initially portrayed as an innocent and handsome young man, Dorian becomes consumed by vanity and narcissism after having his portrait painted by Basil Hallward. As Dorian's obsession with his own beauty grows, he becomes increasingly detached from moral considerations and indulges in a life of decadence and debauchery. Wilde uses Dorian's transformation to explore the darker aspects of human nature and the corrupting influence of unchecked desire.





Race, Identity and Symbolism in Toni Morrison's *Beloved*

V.S.Gladio Shilpa Vince

Assistant Professor

St. Joseph's College of Arts and Science for Women, Hosur.

Shilpa.gladio@gmail.com

Abstract

Toni Morrison's *Beloved* intricately explores race, trauma, and identity in post-Civil War America amidst the Reconstruction era's backdrop. This paper analyses Morrison's narrative, unravelling her characters' struggles and her narrative techniques' illuminating intersections of race and identity. Morrison vividly depicts the brutal realities of slavery, highlighting its enduring impact on individual and collective identities. The pervasive racism faced by African Americans post-emancipation underscores the enduring legacy of slavery. Through characters like Sethe, Denver, and Paul D, Morrison delves into the complexities of racial identity and the intergenerational trauma of slavery. Symbolism, particularly the haunting presence of *Beloved* and the motif of water, adds depth to the narrative, inviting readers to engage with the characters' experiences. Morrison's nonlinear narrative structure mirrors the fragmented nature of memory and identity, challenging readers to confront uncomfortable truths. Ultimately, *Beloved* stands as a testament to the resilience of the human spirit amidst historical trauma, urging readers to reckon with America's past to pave the way for healing and reconciliation.

Keywords: Reconstruction, Slavery, Historical context, Systemic oppression, Resilience, Quest for freedom, Human spirit

Toni Morrison's *Beloved* delves into post-Civil War America, probing the intricate dynamics of race, trauma, and identity. Amidst the backdrop of Reconstruction, Morrison crafts a narrative where African Americans confront the haunting legacy of slavery and navigate the complexities of selfhood amidst entrenched racism. This paper seeks to unravel Morrison's masterful exploration, dissecting her characters' struggles and the narrative techniques she employs to illuminate the intersections of race and identity. Through meticulous analysis, we aim to uncover the profound insights Morrison offers into the enduring impacts of historical trauma and the quest for individual and collective identity in *Beloved*.



Shilpa



Major themes in Anits Desai's *Clear Light of Day*

Vinodhini.E

*Assistant Professor, Department of English, St. Joseph's College of Arts and Science For Women,
Hosur*

Abstract

Clear Light of Day by Anita Desai is a novel that explores the complexities of family relationships and personal identity. Set in post-independence India, the story revolves around the Das family, focusing on the lives of the four siblings: Raja, Tara, Bim, and Baba. Through their interactions and memories, Desai delves into themes such as the impact of the past on the present, the struggle for individual identity within the confines of family and tradition, and the passage of time. The novel also examines the tensions between tradition and modernity, particularly as experienced by the characters in a changing Indian society. Through its nuanced exploration of these themes, *Clear Light of Day* offers a profound meditation on the nature of memory, family, and the search for personal meaning.

Key words: family, relationships, identity, memory, past, tradition, modernity, post-independence India.

Introduction

Anita Desai's novel *Clear Light of Day* intricately weaves together the personal and the political, the past and the present, against the backdrop of post-independence India. Set in Old Delhi, the narrative revolves around the Das family, particularly the four siblings—Raja, Tara, Bim, and Baba—who are grappling with their individual identities and the weight of their shared history. At its core, the novel explores the complexities of family relationships. Through the lens of the Das family, Desai delves into the intricate dynamics of sibling bonds, the burden of familial responsibilities, and the impact of past traumas on present-day interactions. The siblings, now scattered and estranged, are brought together by the return of Raja, triggering a series of reminiscences that reveal deep-seated resentments and unhealed wounds.

Memory plays a central role in *Clear Light of Day*, with Desai deftly exploring how the past continues to shape the present. The novel is replete with flashbacks that provide insight into the siblings' childhood and the events that shaped their lives. These memories, both individual and collective, serve as a means of understanding the characters' motivations and emotional landscapes. Against the backdrop of the Das family drama, Desai also examines broader themes such as tradition and modernity. The novel portrays





METHODS FOR DISCIPLINING EMPLOYEES

L. MANJULA

Assistant Professor

Department of Commerce

St. Joseph's College of arts and Science for Women, Hosur

Abstract

Disciplining employees is a critical aspect of human resource management aimed at maintaining order, ensuring compliance with organizational policies, and promoting a positive work culture. This paper provides an overview of methods commonly used to discipline employees in the workplace. Drawing on existing literature and empirical research, the paper examines various disciplinary approaches, including progressive discipline, corrective action plans, coaching and counseling, verbal and written warnings, and formal disciplinary measures such as suspension or termination. The paper explores the principles underlying effective disciplinary practices, including fairness, consistency, transparency, and employee development. Additionally, the paper discusses the importance of clear policies and procedures, communication, documentation, and legal considerations in the disciplinary process. By synthesizing key findings from the literature, this paper offers insights into best practices for disciplining employees and promoting accountability, performance improvement, and a positive work environment.

INTRODUCTION

A key component of organizational management is disciplining staff members in order to enforce standards, foster accountability, and preserve a productive work environment. Different approaches are used to deal with problems that range from behavioral misbehavior to performance deficiencies. First interventions take the form of verbal warnings, which let managers speak with staff members directly about issues and expectations. Written warnings that highlight the seriousness of the issue and outline potential consequences follow, documenting these discussions. Employees can address performance gaps in a structured manner with performance improvement plans (PIPs), which set clear objectives and deadlines for improvement. Counseling sessions offer continuous assistance and direction, assisting staff members in navigating difficulties and getting past roadblocks that are impeding their productivity. More severe disciplinary measures might be required in situations involving serious



PRINCIPAL
ST. JOSEPH'S COLLEGE OF ARTS
& SCIENCE FOR WOMEN
Mookandapalli, Siptot,
Hosur-635 126, Krishnagiri Dist.



A THEORETICAL APPROACH TO STRATEGIC MARKETING PLANNING AND PLANNING PROCESS

Mrs. R.S. SHASHIKALA

Assistant Professor

Department of Commerce

St. Joseph's College of arts and Science for Women, Hosur

ABSTRACT

The aim of this study is to provide general information about strategic marketing planning in theory. Strategic marketing planning, which is the first and most important step of strategic marketing management in companies operating in the constantly changing environmental conditions of our age, is the whole of analysis and studies to increase the effectiveness of marketing activities. The most important reason for this is that it can establish a basic link between the business and its environment through this plan. At the broadest level, strategic marketing planning can be defined as a decision model that exchanges and integrates with the organization, creating products, markets, marketing activities and marketing resources that determine the important choices of an organization, communication and / or delivery of products that offer value to its customers. Thus, it enables the organization to achieve certain goals. Among the most fundamental issues, the underlying issues of strategic marketing as a field are how a business's marketing strategy should be formed.

Keywords: Strategy, Strategic Planning, Strategic Marketing Planning, Vision, Mission.

INTRODUCTION

The importance of ensuring a long-term harmony between changing market opportunities and the objectives and possibilities of the business becomes even more important in the current uncertainty. The process passed in particular, firms' evaluation of the items that create opportunities for them and transforming the threatening environmental conditions into order to achieve this long-term adaptation is called strategic planning. It must have a strategic plan for each part of the business or each operational department. Strategic marketing planning has a relatively important place in this strategic plan made throughout the company. When examined in terms of adapting to market opportunities in the long term, the strategic marketing plan enables strategists to identify market opportunities, reveal the inputs for the





Dr.P.Ezhilarasi,

HOD and Assistant Professor,

Department of Tamil,

St.Joseph's college of arts & science for women,

Hosur.

பெண்ணியம் – வகைகள்

முன்னுரை

ஐரோப்பா அமெரிக்க நாடுகளில் ஏற்பட்ட தொழில் ரீதியான வளர்ச்சிகளுக்கு இடையே பெண்ணியம் பிறந்தது என்பதனால் தொழில் புரட்சியால் தோன்றி மேற்கத்தியப் பெண்ணியம் பல்வேறு பரிமாணங்களுடன் மூன்று வகைகளை அறிமுகப்படுத்துகிறது. அவை,

1. தாராளவாதப் பெண்ணியம் (liberal feminism)
2. சோசலிசவாதப் பெண்ணியம் (socialist feminism)
3. தீவிரவாதப் பெண்ணியம் (radical feminism)

பெண்ணியக் கோட்பாட்டின் காலப்போக்கிலான வளர்ச்சியைக் கருத்தில் கொண்டு, அதனைத் தாராளவாதம், சோசலிசம், தீவிரவாதம் எனப் பல வகைகளாகப் பெண்ணியத் திறனாய்வாளர்கள்





Dr.P.Sanguvathi,

Assistant Professor,

Department of Tamil,

St.Joseph's College of arts and science for women,

Hosur.

அப்பர் வாழ்வும் அகச்சான்றுகளும்

முன்னுரை

சைவ சமய மறுமலர்ச்சியில் பங்கு குறிப்பிடத்தகுந்ததாகும். அப்பரின் பக்தி இயக்கப்பணி, தலயாத்திரையின் முன்னோடி, இறை நம்பிக்கையின் சிறப்பு, அறப்போர்ப் பணி, சமத்துவ நோக்கு, சமகால அடியார்களைப் பற்றிய பதிவு, இலக்கியப் பங்களிப்பு என பலவித பரிமாணங்களில் தன் எண்ணங்களைச் செலுத்தி, தமிழையும் பக்தியையும் வாழ் பாடுபட்டவர். சமயத் தொண்டினைச் சமுதாயத் தொண்டாக மாற்றியவர், துணிவு, கனிவு, தெளிவு ஆகிய முறையில் வாழ்வை அமைத்துக் கொண்டு 'என் கடன் பணி செய்து கிடப்பதே' என்று வாழ்ந்தவர். அவரது வாழ்வில் நிகழ்ந்த பல நிகழ்ச்சிகளுக்கு அவரது பாடல்களே அகச்சான்றாக அமைந்துள்ளமையை நோக்குவதே இக்கட்டுரையின் நோக்கமாக அமைகின்றது.

அப்பர்

அப்பர், திருவாமூரில் புகழ்நார்க்கும் மாதினியார்க்கும் பிறந்தார். திலகவதியார் இவருக்கு முன் பிறந்த தமக்கையார். திருநாவுக்கரசரின் இயற்பெயர் மருள் நீக்கியார். இந்தச் செய்திகள் நமக்குப் பெரியபுராணம் வாயிலாகத் தெரியவருகின்றது. திருநாவுக்கரசரின் தேவாரப் பாக்களில் இல்லை. ஆனால் திலகவதியார் என்ற ஒரு தமக்கையார் அவருக்கு இருந்தார் என்பதனை,

'ஈன்றருமாய் எனக்கு எந்தையுமாய் உடன் தோன்றினராய்'

"எம்மை யாரிலையானும் உளேன் அலேன்

எம்மை யாரும் இது செயவல்லரே

அம்மையார் எனக்கு? என்று என்று ஆற்றினேற்கு





Mrs.C.Hemalatha,

Assistant Professor,

Department of Tamil,

St.Joseph's college of arts and science for women,

Hosur.

திருக்குறளின் சிறப்புகள்

முன்னுரை

உலகப் புகழ்பெற்ற நூல் தான் திருக்குறள் ஆகும். அது மட்டுமன்றி தமிழில் உள்ள நூல்களிலேயே திருக்குறள் தனக்கெனத் தனிச் சிறப்பிடத்தைப் பெற்ற நூல் ஆகும். மனித வாழ்விற்கு தேவையான கருத்துக்களை எந்த காலத்திற்கும் ஏற்றாற்போல கூறும் நூல் திருக்குறள் ஆகும். உலகத்திலேயே அதிகமான மொழிகளில் மொழிபெயர்க்கப்பட்ட நூல்களில் திருக்குறளும் ஒன்றாகும். 107ற்கு மேற்பட்ட மொழிகளில் திருக்குறள் கூறாத அறக் கருத்துக்களே இல்லை எனும் அளவிற்கு இந்நூலில் உலக மக்களுக்குத் தேவையான அத்தனை அறக் கருத்துக்களையும் கொண்டுள்ள சிறப்புக்குரியது உலகப்பொதுமறை எனும் திருக்குறள் ஆகும். இத்தகைய திருக்குறளின் சிறப்பு பற்றி இக்கட்டுரையில் காண்போம்.

திருக்குறள் காலம்

திருக்குறள் இயற்றப்பட்ட காலம் இன்றுவரை சரியாக வரையறுக்கப்படவில்லை. இந்நூல் ஏறக்குறைய 2000 ஆண்டுகளிற்கு மேல் பழமை வாய்ந்தது எனக் குறிப்பிடப்படுகின்றது. மறைமலை அடிகள் செய்த ஆராய்ச்சியின் பயனாய் தமிழ்நாட்டில் ஆண்டுகளைக் குறிக்க திருவள்ளுவர் ஆண்டும் பயன்படுத்தப்படுகின்றது. திருவள்ளுவர் ஆண்டு என்பது பொது ஆண்டோடு 31 ஆண்டுகள் கூட்ட வேண்டும்.

திருவள்ளுவர்

திருக்குறளை இயற்றிய பெருமைக்குரியவர் திருவள்ளுவராவார். திருவள்ளுவரின் பிறப்பு முதலான வரலாற்றை உறுதியிட்டு கூறப் பெறுமான





Mrs.E.Kavitha,

Assistant Professor,

Department of Tamil,

St.Joseph's college of arts and science for women,

Hosur.

கலம்பகம் கூறும் அகப்பகுப்பாய்வு

முன்னுரை

பழந்தமிழ் இலக்கியத்தின் பாடுபொருளாகத் திகழ்ந்து, மாந்தர்களிடம் காணப்பெற்ற காதல், வீரம் என்ற இரண்டு உணர்ச்சிகளே ஆகும். காதலையும் வீரத்தினையும் இலக்கியங்களில் அகம், புறம் என்ற பெயர்களில் கூறினர். அகம் புறம் என்ற இவ்விரு உணர்ச்சிகளையும் பாடுபொருளாகக் கொண்டு பழந்தமிழ் மக்களின் வாழ்க்கை ஒழுங்கலாறை விளக்கியுள்ளனர்.

அகவாழ்வு

அகவாழ்வு என்பது மக்களின் காதல் வாழ்க்கையே இலக்கியங்களில் அகவாழ்வு என்று அழைக்கப்படுகிறது. அகம் என்பது மனதால் உயிர்த்துணை வரக்கூடிய பொருளாகும் தாம் உணர்ந்தவாரறே பிறருக்கு கூற இயலாத இயல்பு "அகம் என்பது மனதளவில் உய்த்துணர் கிடக்கும் உணர்வு; உள்ளம் நுகரும் பொருள்; உணர்ந்தவாரறே கூற இயலாத தன்மைக்கொண்டது; உணர்ந்தரேயன்றிப் பிறர் அறிய இயலாதது". அக உணர்வுகளை நாம் மனத்தால் மட்டுமே உணர்வதாலேயே அகம் எனப்பட்டது.

"ஒத்த அன்பால் ஒருவனும் ஒருத்தியும் கூடுகின்ற கூட்டத்தில் பிறந்த இன்பம், அக்கூட்டத்தின் பின்னர், அவ்விருவரும் ஒருவருக்கு ஒருவர் தத்தமக்குப் புலனாக இவ்வாறு இருந்தது என கூறப்படாத தாய்யாண்டும் உள்ளத்து உணர்வே நுகர்ந்த இன்பம் உறுவது ஒரு பொருள் ஆதலின் அதனை அகம் என்றார். அகத்தே நிகழ்கின்ற இன்பத்திற்கு அகம் என்றது ஓர் ஆகுபெயராகும்" என நச்சினாக்கினியர் அகம் என்பதற்கு விளக்கம் அளிக்கிறார். ஒத்த தலைவனும் தலைவியும் மேற்கொள்ளும் வாழ்க்கை ஒழுங்கலாறே அகம் எனப்படுகிறது. தலைவனும் தலைவியும் தம்முள் உணர்ந்து கொள்தலால், இது புறத்தாருக்கு இன்னதென அறியப்படாததாக இருக்கிறது

"அகப்பொருளாவது போக நுகர்ச்சியாகலின் அதனான் ஆய பயன் தானே அறிதலின், அகம் என்றார்" என இளம்பூரணர் அகத்திணைக்கு உரையளிக்கிறார்.

தொல்காப்பியர் கூறும் அகப்பகுப்பாய்வு



PRINCIPAL
1701 Pages
ST. JOSEPH'S COLLEGE OF ARTS
& SCIENCE FOR WOMEN
Mookandapalli, Sipcot,
Hosur - 635 126, Krishnagiri - Dist.



Mrs.Kanimozhi.N,

Assistant Professor,

Department of Tamil,

St.Joseph's college of arts and science for women,

Hosur.

நாட்டுப்புற இலக்கியம் ஒரு பார்வை

முன்னுரை

இலக்கியம் என்பது எழுதப்பட்ட பாடல்கள் தான் அவைகளை எழுதவும், வாசிக்கவும், ரசிக்கவும், கற்றறிந்த, அறிஞர்களால் மட்டும் தான் இயலும். கல்வியறிவில்லா பாமர மக்களுக்கு இயலாது என்ற கருத்தினை உடைத்து எழுத்தறியா நாட்டுப்புற மக்களின் குறிக்கோளை எடுத்துச் சொல்வது நாட்டுப்புற இலக்கியம். நாட்டுப்புற இலக்கியங்கள் மனித வாழ்வில் மொழியோடு தொடர்புடையன. மனிதனின் சிந்தனைக்கும், உணர்வுக்கும், கற்பனைக்கும் விருந்தாய் அமைந்து வெளிப்படுத்துவது நாட்டுப்புற இலக்கியமாகும்.

நாட்டுப்புற இலக்கியம் ஓர் அறிமுகம்

ஓர் இனத்தின் பண்பாடு, நாகரிகம், வரலாறு, வாழ்வு முறை, பழக்க வழக்கங்கள், கொள்கை, கோட்பாடுகளை, கலை வளர்ச்சி

