

Technological and Managerial Strategies for Next Generation Transformation

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The Next Generation is anticipated to be the most promising as well as demanding generation. Technology and Management - content, complexity and practice faces an imperative to maintain equilibrium. Such a scenario, emphasizes the fact that there are, and going to be, multi-faceted challenges for industry and the state. The book attempts to delve, assimilate, synthesize and disseminate such knowledge through its rich repository of resources.



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Digital Innovation Strategy: A Framework for Diagnosing and Improving Digital Product and Service

ASHIMA RATHEE¹ AND MEENAKSHI BHASKAR²

Abstract

Digital technology is increasingly important in achieving business goals, and its pervasive effects have resulted in the radical restructuring of entire industries. Consequently, managers' extensive interest in handling digital innovation is not surprising. Recent research has illustrated how digital technologies give rise to a vast potential for product and service innovation that is difficult to control and predict. Therefore, firms need dynamic tools to support themselves in managing the new types of digital innovation processes that emerge. The nature of these processes forces firms to challenge prior assumptions about their product and service portfolio, their digital environment, and ways of organizing innovation work. In this article, we present a managerial framework that supports firms in this undertaking. The framework, geared at supporting ongoing improvements in digital innovation management, covers five key areas: user experience, value proposition, digital evolution scanning, skills, and improvisation. We also present a diagnostic tool that can be utilized as firms begin the process of implementing the framework. Finally, we conclude with our thoughts on the managerial implications of the framework when going forward in a rapidly changing digital innovation landscape.

INTRODUCTION

Digital: Opportunity or Threat?

Leading business schools offer digital business strategy training that allows you to identify digital technology opportunities, as well as threats. By understanding such concepts as digital disruption you can better prepare your company to deal with emerging competition that threatens your value proposition and market position.

Such management training will also familiarize you with such digital innovations as the Internet of Things, big data, social media and cloud computing. You will learn how your company can use these innovations to boost performance. You will discover how the latest digital trends can help you create exceptional value for your customers.

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Data Security Approaches: Data Warehouse Components

NIRMAL SHARMA¹ AND SUSHIL K MAURYA²

Abstract

Data warehouse holds huge volume of ancient figures from dissimilar active resources and runs multidimensional assessments, to giving delicate and serious statistics which support to decision-makers, recover the society's commercial procedures. Organizations that have a strong security used to effective processor surroundings are additional as to pay attention to security issue for data warehouse on different domain. At present is accessible data security approaches, concentrating on exact situation and necessities use in data warehouse applications. In this paper has argument to contents and prospects for upcoming study. It assistance in considerate the several security features associated to Data warehouse. Data warehouse components are used for security purpose its extraction, transformation and cleaning data in organization.

Keywords: *Data Argument, Data Security, Data Warehouse Component Integrity*

INTRODUCTION

Additional security structures move the presentation of the data warehouse; consequently it is vital to control the security requirements quick probable. It is problematic to enhance security structures subsequently the data warehouse has disappeared in organization. If security processes are followed by user access, data load, request and movement. It requests to mainorganize the data and then organize the users on the source of the data they can access.

Application development security moves the complete application development and it also moves the strategy of the vital components of the data warehouse such as extraction, transformation and cleaning data. The supervisor may involve inspection encryption to clean highest and residence them in dissimilar positions [1].

It produced and sustained additional interpretations, the warehouse supervisor may need additional encryptions to implement security. Additional instructions may have to be implied into the data warehouse to avoid it from being misled into affecting data into a position where it should not be accessible. The query supervisor needs the alterations to handle any access limitations. The query supervisor will essential to be conscious of all additional interpretations and combinations [2].

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Will Automation and Artificial Intelligence Disrupt the Future Workplace?

JAYANTA CHAKRABORTI¹ AND SUSHIL MAURYA²

Abstract

The Workplace has gone through a transformation over the last century from a manual driven process to a mechanized process to an automated process. Today the buzzword in Industrial Workplace is Automation and Artificial Intelligence. Companies are deploying robots, chat bots and humanoids to get tasks accomplished that were hitherto being done by human beings. TV Mohandas Pai, Chairman of Manipal Global and ex-CFO of Infosys, has predicted that 2,25,000 jobs will be lost in next one decade due to automation.

Companies are currently using Cognitive Computing, Machine Learning and Deep Learning to maximize their output and return-on-investment (ROI) from the Workplace. Cognitive Computing is being used to handle complex, ambiguous situations and enable more “human-like” interactions with software. Here, human thought processes are simulated through data mining, intelligence, automation and natural language processing. Machine learning is used to automate the building of systems by learning from data. It identifies patterns and predicts future results with minimal human intervention. Deep Learning is where Machine Learning meets Big Data and Analytics. Deep Learning uses Neural Networks to structure a computer like the human brain — complete with neuron-like nodes connected together.

Will Automation and Artificial Intelligence disrupt the Future Workplace? How will the Workplace of Future look like? What are the skill-sets that employees of tomorrow need to acquire to face the challenges of tomorrow? How will Industrial Robots and Human Workers complement each other? This research paper will seek to understand how Artificial Intelligence and Business Analytics will reshape Future Workplace.

Keywords: Automation, Artificial Intelligence, Cognitive Computing, Machine Learning, Deep Learning

THE PROBLEM STATEMENT

The quest for creating a great workplace that boosts productivity has been a challenge for social scientists and corporate leaders for the last hundred years. The experts have tried several approaches like creating a conducive work environment in earlier days and the

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Content Based Information Retrieval System with Special Reference to e-Governance

PIYUSH GUPTA¹ AND SUSHIL KUMAR MAURYA²

Abstract

Knowledge integrity and sharing is a major challenge in corporate sector. Knowledge source is not possible without authentic and secure information in sectors like banks, research organizations, and health sectors. Due to constrain in knowledge sharing an organization limits the growth in different sectors creating loopholes in data centers and personal knowledge flow. Session management and data print technique applied helps in faster information retrieval. Information managed on different sectors like data center, cloud storage and local disks, minimizes the efforts during retrieval, enhancing personal and organizational growth with e-governance. Being knowledge and information sharing is still in its puberty in corporate sectors, e-governance shall contribute towards better prospects.

The paper focuses on human information storage and retrieval, e-governance, and challenges faced during information storage, precautions utilized prior to data storage, information retrieval process and conclusion including future enhancements.

Keywords: Data Center, Cloud Storage, Knowledge Integrity, Data Print Technique

INTRODUCTION

Human brain is a major source having capacity to store large amount of data, process it and convert it into knowledge base with the help of experience. Once experience is gained using tacit and explicit knowledge, the traces are maintained in permanent memory with the help of chemical conversion in human body using neurons and spinal system. A known psychologist *Elizabeth Loftus* proposed 3 different theories regarding information and knowledge management and retrieval which shall be summaries as follows. The concept remains the same with machines, encoded in binary and logical form for said purpose.

Decay Theory

A brain cell (neurons) tends to decay in the time process if not utilized, losing information, and are not available for regeneration in the process of evolution unless replaced.

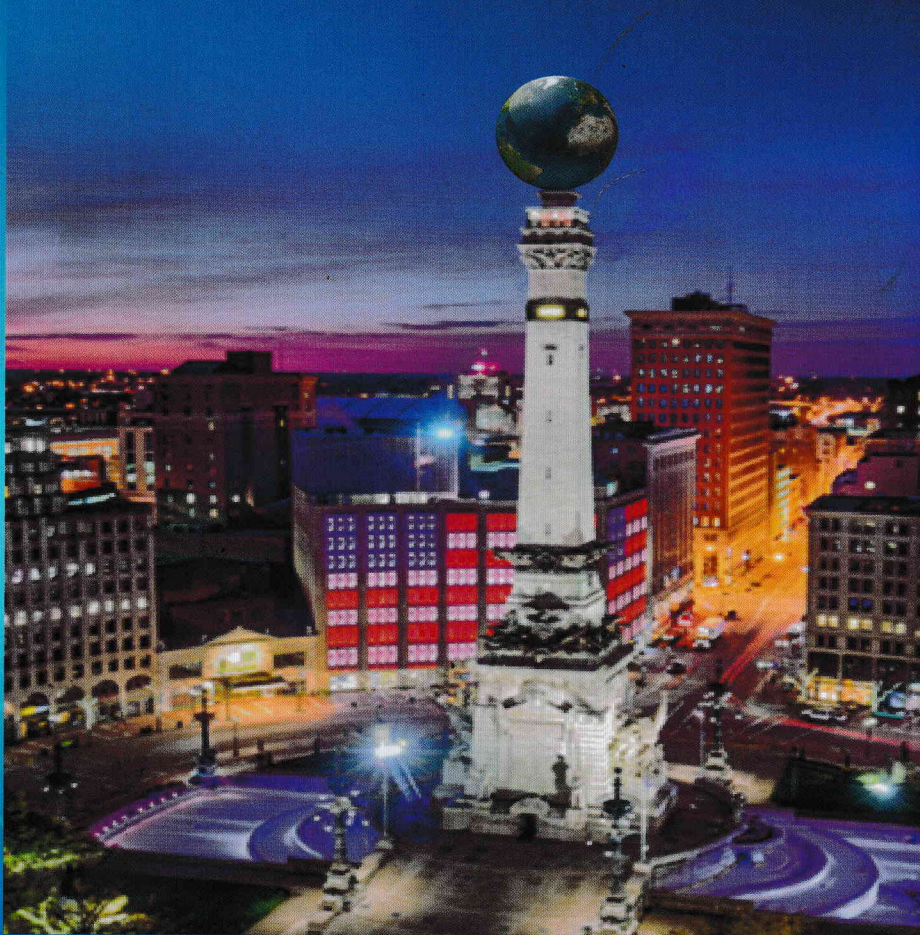
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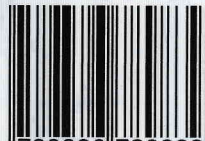
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- Establish a modern technology environment to support rapid development of new solutions.
- Focus relentlessly on capturing the strategic value from technology by driving rapid changes in the operating model.



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CORPORATE SOCIAL RESPONSIBILITY IN INDIAN ORGANISATION – INITIATIVE FOR SUSTAINABLE GROWTH AND BUSINESS

ISBN: 978-93-86789-83-9

CHAPTER ID:- IC-MSFTTI21C/BB/A-01

ABSTRACT

The main motive of almost every organization is to contribute more towards financial gain. But along with financial gain, it's essential for organizations to contribute towards betterment of society of which they are a part. Organizations work for the welfare of society by contributing towards education, women empowerment, social service, awareness programmes and many more. In this paper we will discuss the significance and role of CSR and its contribution towards society as a whole. We will also emphasize on multiple CSR activities carried by various organizations. The recent trends followed in an organization will also be analyzed along with the challenges that an organization has to face. That leads us to this question: What is the impact of CSR on business behavior and performance today? This paper is designed to answer this question by first explaining the shift from the "traditional CSR" to the "business case", then describing how it is applied to business decisions and management. Then we will see what the new trends in CSR are. We will continue by explaining how CSR impact can be assessed. Finally, the last part will be about the effects of a negative CSR.

Keywords: Corporate Social Responsibility, Organizational Performance, Stakeholders, Corporate Excellence

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BANKING IN 21st CENTURY: NO EMULATION BUT COMPETITION BETWEEN PRIVATE AND PUBLIC SECTOR BANKS IN DESIGNING PROMOTIONAL TOOLS

ISBN:- 978-93-86789-83-9

CHAPTER ID:- IC-MSFTTI21C/BB/A-12

ABSTRACT

It's the world of marketing and promotion is playing a lead role in satisfying customers and providers of goods and services and financial sector is no exception to this. But it becomes more crucial when they are executed to design, distribute and promote banking services. Promotion expenditure is continuously increasing in the financial sector, driven by Reserve Bank of India (RBI) policies which could result in more favorable business environment. It is also analyzed that advertisements considers better market sentiments and make the marketing industry in India a fertile space. The present study is empirical and exploratory in nature and takes out significant differences in the promotional practices adopted by private and public sector banks in India. The present study is done in the states of MP and Delhi with a basic hypothesis that all promotional tools are equally exposed to customers to provide information about banking products and services in public and private sector banks. Using empirical data, socio-demographic characteristics of SBI, a public sector bank and ICICI, a private bank patrons is compared. The study shows remarkable acceptance and opinion of customers, which can be very useful for designing effective promotional tools for banks. The study reveals the acceptance and trust of customers on both public and private sectors banks and also suggest the effective channels to promote banking services in Indian economy.

Keywords:- Indian banking sector, SBI, promotional channels, ICICI.

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BANKING IN 21st CENTURY: NO EMULATION BUT COMPETITION BETWEEN PRIVATE AND PUBLIC SECTOR BANKS IN DESIGNING PROMOTIONAL TOOLS

ISBN:- 978-93-86789-83-9

CHAPTER ID:- IC-MSFTT121C/BB/A-12

ABSTRACT

It's the world of marketing and promotion is playing a lead role in satisfying customers and providers of goods and services and financial sector is no exception to this. But it becomes more crucial when they are executed to design, distribute and promote banking products. Promotion expenditure is continuously increasing in the financial sector, driven by Reserve Bank of India (RBI) policies which could result in more favorable business environment. It is also analyzed that advertisements considers better market sentiments and opens the marketing industry in India a fertile space. The present study is empirical and exploratory in nature and takes out significant differences in the promotional practices adopted by private and public sector banks in India. The present study is done in the states of UP and Delhi with a basic hypothesis that all promotional tools are equally exposed to customers to provide information about banking products and services in public and private sector banks. Using empirical data, socio-demographic characteristics of SBI, a public sector bank versus ICICI, a private bank patrons is compared. The study shows remarkable behavior and opinion of customers, which can be very useful for designing effective promotional tools for banks. The study reveals the acceptance and trust of customers on both public and private sectors banks and also suggest the effective channels to promote banking services in Indian economy.

Keywords:- Indian banking sector, SBI, promotional channels, ICICI.

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ROLE OF CROSS-CULTURAL COMMUNICATION IN STRENGTHENING THE BUSINESS ORGANIZATIONS GLOBALLY

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ABSTRACT

The main purpose of this paper is to be familiar with the role of Cross-Cultural Communication for enhancing the Business Organization. Cross-Cultural Communication is becoming a need of hour by and by. In today's era the workplace is swiftly becoming gigantic due to its extensive business-growth globally, as the business milieu expands gradually it includes a variety of geographical locations and an abundant cultures around the world. It helps to understand how to communicate effectively with individuals possessing a various cultural background and speak different language, or who rely on different means to attain a common purpose. It has become a big challenge to cope with the Cross-Cultural Communication for each individual. This paper identifies the valuable objectives of a Cross- Cultural Communication which requires for each juncture of the change process in the Business Organization. Moreover this paper serves the various motives and benefits of Cross-cultural Communication for the betterment of Business Organization as a futuristic view.

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EFFECTIVE MANAGEMENT FOR EMPLOYEE RETENTION: SOLUTION FOR TODAY'S TURNOVER CHALLENGE

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ABSTRACT

Fundamental changes are taking place in the work force and the workplace that promise to understand what their employees want and make a strategic decision to proactively fulfill those needs and become the dominant players in their respective markets. This paper explores all aspects of the workforce stability issue in the face of radical changes in the employment market with a focus on employee retention. "Retention is a challenge....." Hiring and retaining good employees have become the chief concerns of nearly every company in every industry. Employee retention is most critical issue facing corporate leaders as a result of the shortage of skilled labor, economic growth and employee turnover. Retention not only requires a competitive salary and great benefits, it rather requires a whole lot more. Employee involvement, recognition, advancement, development and pay based on performance just get you started in your quest to retain your best. Today's labor force is different. Keeping Good People requires, providing an amalgam of healthy working environment, and interpersonal relationship, Supportive climate, and adequate compensation and Growth opportunities. Employee retention is critical to the long term health and success of any business. Managers readily agree that retaining the best employees ensures customer satisfaction, product satisfied coworkers and reporting staff, effective succession planning and deeply imbedded organizational knowledge and learning. Staff turnover can cost companies dearly. Research indicates that the total cost of employee turnover is about 150% of an employee's salary. A wise employer should learn how to attract and keep good employees, because in the long run, this workforce will not break a company's reputation. New supervisors must be prepared to be collaborative, supportive, and nurturing of their people. The old style of "my-way-or-the-highway" style of management is a thing of the past. Most new supervisors need training to understand what it really takes to retain employees. This report is not exhaustive, you can innovate many new strategies to retain your people. These are just the basics and if implemented in a proper way can give good results. "The easiest to solve, and the ones most affecting employee retention, are the 3T's- tools, time and training." Employee retention takes effort, energy, and resources...and the results are worth it."

Keywords: Retention, Amalgam, Turnover, Proactive and Workforce

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A hand book of

*Modern Research Trends
in Technology
and Innovations*

Edited by:

Dr. Tushar Kanti

Dr. Amit Gupta



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I feel proud and blessed being a part of educators' community as they make life truly meaningful and magical. "A good life is one inspired by love and guided by knowledge."



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MANAGING EFFECTIVE EMPLOYEE RECOGNITION PROGRAMS: A COMPREHENSIVE STUDY

ISBN: 978-93-86789-82-2

CHAPTER ID:- IC-MSFTTI21C/YB/AP-01

ABSTRACT

The recognition of employees reinforces and rewards the most important results that people create for the employer's business. Employees get a better understanding of how they would like the employee to contribute in the workplace. Recognition programs can help motivate employees in a way that encourages positive approaches to their jobs and the tasks at hand. When developing a program of this type, many aspects should be taken into account. If the employee is satisfied and happy, their performance and results will be achieved and the company will never face the problem of employee turnover. Many organizations are increasingly using employee recognition to motivate employees to achieve a high level. Performance and productivity Research has shown that effective recognition occurs in organizations that have strong support culture, understand the psychology of praising employees for their good work and apply the Principles of employee recognition. This document examined the recognition of employees, their benefits and the various types of employee recognition programs. He also sought to propose that the recognition of employees analysed from the formal, informal and daily perspective, could motivate the personnel to guarantee the high performance of the organizations.

Keywords: Employee retention, Programs for employee retention, performance indicators and employee turnover

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GREEN MARKETING ITS IMPORTANCE AND POTENTIAL IN INDIAN PERSPECTIVE

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CHAPTER ID:- IC-MSFTTI21C/YB/AP-15

ABSTRACT

Green revolutions, going green, environmental protection, sustainable life style, sustainable development, protecting our earth and many more have become a natural phenomenon in our everyday life. Green marketing is a tool used by many companies in various industries to follow this trend. There have been a lot of literature review on green marketing over the years, this paper analysis the impact of green marketing strategies on customer satisfaction and environmental safety using comprehensive literature review. As a result, this paper can be used by researchers who need to find out the impact of green marketing on customer satisfaction and environmental safety.

Keywords: *Green Marketing, Green products, Consumers, Customer satisfaction, sustainable life style*

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BASIC GUIDELINES FOR DEPLOYING WIRELESS SENSOR NETWORKS IN AGRICULTURE

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CHAPTER ID:- IC-MSFTTI21C/YB/A1-21

ABSTRACT

This paper provides basic guidelines for deploying Wireless Sensor Networks (WSNs) in Agriculture, and more specifically in applications requiring crop monitoring. Firstly, it reviews the main components that existing WSN applications use, namely node platforms, operating systems (OSs), power supply etc. Based on these data, a generic guide is proposed discussing basic considerations for deploying WSNs in applications relevant to agriculture.

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EFFECT OF SOCIAL MEDIA ON SOCIETY-BOON OR BANE

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ABSTRACT

Social media networking sites have taken the world by a storm that leads to nothing less than a revolution. Many concerns have been expressed about the social media networking sites that are taking over our lives. However, a major problem that has been overlooked is the changing mentality of society due to social networks. This paper is focused to find out the answer whether the social media networking sites are boon or bane for today's society. In this paper we analyse the effect of social media on Society. In today's fast moving world, everyone tries to be ahead of their competitors, friends and social circle. Considering the fact, there are so many burning issues around us which we need to think upon and act, it's an alarm for us to be aware about the society and its issues.

Undoubtedly, this Social media networking provides employment, marketing, personal growth, information exchange, but the most frequent danger often involves predators or individuals online. These Social networking has a great impact on society in India. One can not easily see the gateway of these social networking sites, but can not find the way out for these Social media networking. One side that these sites communicate with our loved ones on the other side, creates a platform for many cyber crimes. This paper is based on secondary data and analyse the impact of social networking sites on society.

Keywords: Social Media Networking, Society, Information, Issues ,Challenges

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A hand book of

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I feel proud and blessed being a part of educators' community as they make life truly meaningful and magical. "A good life is one inspired by love and guided by knowledge."



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INFLUENCE OF ENTREPRENEURIAL EDUCATION ON CURBING INSECURITY IN NIGERIA WITH SPECIAL REFERENCE OF HUMAN RESOURCE UTILIZATION

ISBN: 978-93-86789-82-2

CHAPTER ID:- IC-MSFTTI21C/YB/A-01

ABSTRACT

The researchers investigate the influence of entrepreneurship education on curbing insecurity in Nigeria. The study has five objectives. In line with the objectives, five null hypotheses were formulated. Descriptive research design was adopted for the study. The researchers targeted 300 hundred students who are undergoing training in Business Education, Economics, Business Administration and Accounting in Ahmadu Bello University Zaria. Four rating scale structured questionnaire was used to elicit data from the respondents. Data obtained were coded into Statistical Package for Social Science (SPSS) to run Pearson Product Moment Correlation Coefficient (PPMC) in the test of the five null hypotheses at 0.05 level of significance. In the test, when the calculated value was greater than the critical value, such null hypothesis was rejected and when the calculated value was less than the critical value, such null hypothesis was retained. The analyses revealed among others that, entrepreneurial education has significant influence on curbing the threats of unemployment that lure youths to engage in inter and intra-communal ethnic clashes (IEC) in Nigeria. One of the recommended was that entrepreneurial education should be introduce at all levels of education in Nigeria, this will help to entrepreneurship passion for among school leavers in the country.

Keywords: Entrepreneurship, Education, Insecurity, Nigeria

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MANAGING KNOWLEDGE IN RURAL COMMUNITIES THROUGH DIGITAL PLATFORM

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ABSTRACT

Knowledge management is a relatively novel management concept. It has been pushed by the rapid developments of information and communication technologies (ICT). ICT facilitates speedy exchange of data information and documents. While Traditional knowledge management system includes classroom teaching and distance mode program in rural development sector. It resulted in 'knowledge push' and very less for interactivity. There is shift in reaching out information and knowledge to rural communities, owing to affordability of internet and mobile phone in rural India. How rural development can be enhanced looking at the few examples where social media has benefitted rural development will serve as positive analysis. The aim would also be to broadly define media and look at how media be it any form, has a social responsibility toward the reaching rural communities. The recent trends in ICT including web portal, social media, E-learning mobile apps, community radio etc have made knowledge sharing more efficient and timely.

Keywords:- Knowledge Management, Information and Communication Technologies, Community Radio, Social Media

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SOCIAL RECRUITING: A STUDY ON THE IMPLEMENTATION OF SOCIAL MEDIA AS AN E-RECRUITMENT TOOL

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ABSTRACT

Social media allow users with the opportunity to fuse with a huge network of familiar as well as new & unknown friends. It has now become like a habit for the young adults to create Profiles online and indeed they are addicted to mobiles, Tablets, laptops and PCs. Social networking sites(SNS) is now an important tool for recruiters to hire the best talent out of all applicants' pool. In addition, it has allowed employees and employers to connect for business purposes. This has high relevance to new media theory, as it is technology that has affected the recruitment and business practices of many organizations. Social media sites like Facebook, Twitter, LinkedIn, etc. are a growing medium of communication and a tool for effective recruitment across the world. Everyday more people find talent through social media. Today, every organization is interested in recruitment and the ever-growing social media impact in the employment vertical. In this paper we critically analyze the pros and cons of Social Media Recruitment methods, latest e-recruitment process and its significance in organization effectiveness. It will also focus on web portal usage and role of social networking sites in recruitment. The overall attitudes and perceptions of respondents showed that social networking can be effectively used as an e-recruitment tool as long as a traditional recruitment method is also used.

Keywords: Social Media, E-recruitment, Social networking sites (SNS)

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DATA WAREHOUSE: FOR USING DATA PARTITION STRATEGY

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ABSTRACT

Partitioning is complete to improve presentation and enable easy organization of data. Partitioning also supports in balancing the desires of the system. It enhances the hardware presentation and streamlines the organization of data warehouse by partitioning each fact table into multiple separate partitions. We will show different dividing rules. In this paper has brief review of methods of partitioning and helps to reduce the wait in response time. Paper shows the positive result with partitioning methods. Our approach decreases the number of data accesses to distributed data. We also aim to limit the number of model updates. Our experiential results show that the partitioning approach improves data access efficiency over standard partitioning of data. Data partitioning includes splitting out the rows of a table into multiple tables (i.e., horizontal partitioning) or splitting out the columns of a table into multiple tables a (i.e., vertical partitioning).

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AN EMPIRICAL STUDY OF BRAND PERSONALITIES OF INDIAN TELECOMMUNICATION SERVICE PROVIDERS

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CHAPTER ID:- IC-MSFTTI21C/YB/A-46

ABSTRACT

In consumer behavior research, a considerable amount of attention has been given to the construct brand personality which refers to the set of human characteristics associated with brands. Although a few explorations on identification of personalities of brands in India, this research study attempted with conceptualization to measure the personality of mobile telecommunication brands in India. Researchers investigated perception of consumers in India regarding the few mobile telecommunication service brands with using 200 customers as a sample. The all constructs were defined with the help of five brand personality dimensions. The study revealed that each brand represents its own personality dimension while sharing more than one key personality factors.

Key words: Brand Personality, Competitive Advantage, Mobile Telecommunication, Industry Life Cycle.

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A STUDY OF SHARE PRICE BEHAVIOUR

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ABSTRACT

When we talk about the price of share it gets influenced with many factors, in which the past price of share has a significant impact on the present price of the share. In this context the market hypothesis played a vital role which is required to be studied carefully to find out that which forms of market hypothesis is solely responsible for this phenomenon. The objective of the Present study is to find out the impact of past share price series on its present market price by making a univariate analysis. This study is based on the survey of the weak form of Market Hypothesis.

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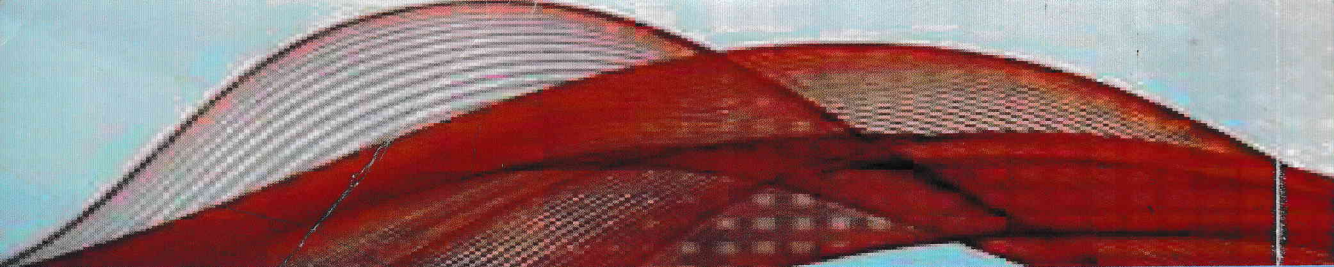
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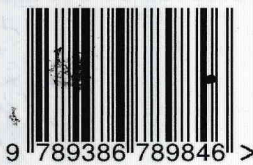
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MAKE IN INDIA: A SUCCESS OR FAILURE

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ABSTRACT

The initiative was introduced with an intention to improve the economic status of the country. If it delivers the results it expected during conceptualization, the country will have a lot to thank PM Modi for. Make for India may be an ideal strategy for India's growth but given our low domestic demand and price sensitive customer behaviour our manufacturing can grow steadily with make in India approach and focus on more foreign demand. The flow of capital and increasing per capita income via employment may increase domestic demand which may drive make for India in future. The success and failure are been discussed in this research paper and there are some loopholes in the scheme such as complex taxation policies, migration of knowledgeable pool, poor infrastructure and so on. Some need to improve in this area to make the Campaign more successful.

Keywords:- Vision, India, Skilled Workforce, Infrastructure And FDI.

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EFFECTIVENESS OF AUTHENTIC LEADERSHIP BEHAVIOR IN BUILDING FOLLOWER TRUST

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ABSTRACT

Building trust in an organization's leadership demands an individual exertion with respect to the leaders themselves. This study is conceptual in nature with the motive to analyze effectiveness of authentic leaders in building follower trust. Authentic leaders demonstrate high level of respectability, have profound feeling of purpose, and focused on their guided moral principle. The study also give emphasize on the qualities of a leader which makes them authentic and leader's authenticity enhance trust of employees in their leader through relational transparency, self-awareness, balance processing and moral perspectives which further develop strong leader-follower relationships.

Keywords: *Authentic leadership, leader-follower relationship, self-awareness, relational transparency, authenticity, trust.*

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AUTHENTIC LEADERSHIP – THE SUCCESS MANTRA

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ABSTRACT

In this competitive scenario organizations are seeking the key of success which prove them better than others. The success of any organization depends on the quality of leadership. The study demonstrates the importance of authentic leadership in reference to organizational success. The study also evaluates the positive outcome variables in reference to authentic leadership. Authentic leaders are those who behave honestly, authentically, positively, ethically and transparently with their followers and organization as a whole. The purpose of the research paper to reveals, why authentic leadership is called as "Success Mantra" for the organizations.

Keywords: *Authentic leadership, success mantra, relational transparency, organizational success, outcomes variables.*

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IMPACT OF COVID - 19 ON GLOBAL ECONOMY



Prof. (Dr.) S.S. Modi
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INSPIRA (IRA)
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Impact of COVID-19 on Global Economy, With Special Reference to Consequences in India

Dr. Amit Gupta^{*}
Ms. Shruti Srivastava^{**}
Mr. Bharat Gahlot^{***}

Introduction

On 31st Dec 2019, China reported few cases of pneumonia in Wuhan, eventually identifying a novel corona virus, with making a public announcement for COVID-19 on 12th January 2020. Gradually from Wuhan it spread all over the world at multiplying rate and was declared pandemic by WHO on 11th March 2020. From then onwards, this pandemic is growing at an unstoppable rate in the world covering 212 countries and territories, making lakhs of people affected by it and causing lakhs of death. Researchers, technologists, doctors and other healthcare workers are working day and night on the development of vaccine and medicines to control and treat this virus.

Statistics of Spread of Covid-19 Globally

The real time data on this pandemic is collected from world meter. As per the data, the worst effected country is Russia followed by USA and India. The data shown is as on 12th May 2020.

The pandemic has put a major hit on many countries and took a huge toll on economy and lives of people resulting in global recession and threat. It has caused a sudden shock to the whole world.

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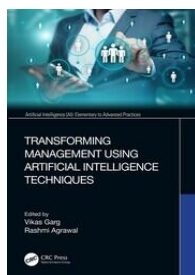
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Chapter



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ABSTRACT ▼

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Recent Trends in Management & Social Sciences

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Dr. Nishant Kumar Singh

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RECENT TRENDS IN MANAGEMENT & SOCIAL SCIENCES

EDITOR

Dr. Nishant Kumar Singh

*Assistant Professor Managalmay Institute of Management and Technology, Greater
Noida, U.P. India*

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ABOUT THE BOOK

The ground breaking collection of chapters from the diverse areas of the management has revealed that change is something that is inevitable and is permanent. This book titled "EMBRACING CHANGE IN BUSINESS, MANAGEMENT & SOCIAL SCIENCES" was an attempt to bring out some real life experiences from the contributors. It is that change itself that helps us to guide to withstand the ever changing business dynamics and the suitability of the one in the changing scenario to adjust and accommodate the change. The aim of the book was to collect the quality work and to make them available for the masses to bring the right understanding.

In order to have a better future one needs to understand and decode the current shift in all aspects of life whether it could be personal or professional. Same hold true in case of business and corporate world. The current market scenario is towards the VUCA world. The change and accepting and embracing the change itself will lead towards managing VUCA in the most honest way. It is an effort to develop that understanding that guides towards the better way of accepting the change.

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