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3.3.1 Number of research papers published per teacher in the Journals notified on UGC CARE list during the last five years

2019 - 2020

Title of paper	Name of the author/s	Department of the teacher	Name of journal	ISSN number	Proof
A Study on Employee Engagement -Private Hospital Tirupattur	P.Umadevi	PG and Research Department of Commerce	Studies In Indian Place Names	ISSN:2394-3114	Link
Vibrant Virtues and Fraternal Excellence of Contemporary Literature	Dr.C.Deepa	PG And Research Department Of English	Journal of Composition Theory	ISSN:0731-6755	Link

<p>A Brief Study on The Applications of Mathematics in Forensic Science</p>	<p>K.Hajira Taranum</p>	<p>Department of Mathematics</p>	<p>South East Asian J. of Mathematics and Mathematical Sciences</p>	<p>ISSN:2582-0850(Online), ISSN:0972-7752(Print)</p>	<p>Link</p>
<p>A study on Performance Appraisal and Personality of Medical Sales Representative in Vellore District</p>	<p>Dr.P.Kavitha</p>	<p>PG and Research Department of Commerce</p>	<p>The International Journal of Analytical and Experimental Model Analysis</p>	<p>ISSN:0886-9367</p>	<p>Link</p>
<p>A Study on Employee Engagement of it Employees in it Industries, Chennai</p>	<p>Dr.P.Kavitha</p>	<p>PG and Research Department of Commerce</p>	<p>The International Journal of Analytical and Experimental Model Analysis</p>	<p>ISSN:0886-9367</p>	<p>Link</p>

<p>A Study on Conflict Management Style Adopted by the Supervisor in Leather Industries, Vaniyambadi</p>	<p>Dr.P.Kavitha</p>	<p>PG and Research Department of Commerce</p>	<p>The International Journal of Analytical and Experimental Model Analysis</p>	<p>ISSN:0886-9367</p>	<p>Link</p>
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<p>A Survey of Computer Vision-Based Human Motion Capture</p>	<p>R.Sangeetha</p>	<p>PG Department of Computer Science</p>	<p>Journal of Emerging Technologies and Innovative Research</p>	<p>ISSN:2349-5704</p>	<p>Link</p>

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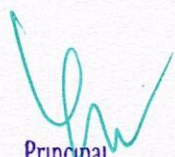
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A STUDY ON EMPLOYEE ENGAGEMENT – PRIVATE HOSPITALS IN TIRUPATTUR

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Abstract

Employee Engagement has become a modern topic in the world of Human Resource Management. Employee engagement is a feeling and employees attachment towards their organization. The private hospitals in India have grown to be the happening enterprise. The systems in private hospitals have pertaining the income generation activities. This study conducted in five private hospitals in Tirupattur. Structured questionnaires were prepared. 25 employees from 5 private hospitals were selected by convenient sampling method. Percentage methods were used to analyze the data. The findings shows that most of the employees are engaged during their work time and satisfied by the organization.

INTRODUCTION

Employee engagement is a feeling, state of mind and employees attachment towards their organization. When the employee has satisfaction towards their job, employee's engagement shows better and they fully engaged in their work. Engaged employees feels better and shows more interest and committed to their work in the organization. An excessive level of engagement is a long term goal for a growing wide variety of organization in lots of industries which includes private hospitals.

Engagement refers to the level of dedication, commitment, passion, innovation and emotional energy a person is willing to expend. An engaged employee gives of their discretionary effort while demonstrating what subjectively might be called happiness. An engaged employee doesn't rely on a situation to stimulate satisfaction, but instead finds fulfillment in his or her work role.

Importance of Employee engagement

- To reduce the labor turnover
- To enhance commitment
- To understand the principles of engagement
- To develop the responsibility of the job

Need for the study



Employee engagement has a primary effect on patients' satisfaction in hospitals. For hospitals whose patient reports a positive reveal about the employees, it improves the quality of their work. No person likes making a mistake at work.

Scope of the study

Employee engagement is nothing but emotions and positive feeling towards their organization. This study will be able to know the level of engagement of the employees in private hospitals.

Objectives of the study

- To analyze the employee engagement practices in the private hospitals.
- To find out the level of employee engagement.
- To analyze the factors of employee engagement.

Limitations the study

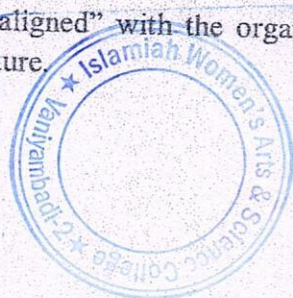
- A Sample size restricted to 25 respondents only.
- The sample restricted only private hospitals in Tirupattur.

Categories of Employee Engagement

- **Engaged employees** who are engaged give their best by demonstrating not only a zeal for the work, but also a strong affinity for their company.
- **Not engaged employees** periodically "check out" and seem to go through the motions at work by punching the clock and collecting a paycheck. They can be described as those who do what's expected of them- rarely more sometimes less.
- **Actively disengaged** employees actively hurt their companies. They often appear hostile and they act miserable at work by undermining the efforts of their company, leaders and coworkers.

The Engagement Wheel: Awareness, Alignment, Action

1. Become the "aware" of their own attitudes and engagement level and that of their team members.
2. Become "aligned" with the organization's goals and each personal role within the bigger picture.



[Signature]
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Review of Literature

SharadMohodet.al (2018), has studied on the topic," Literature Review on Employee Engagement ". The findings of this study were employee engagement is considered as an important technique and it is a decisive to any organizations that seeks to retain their valued employees.

Dr.Swaminathanet.al (2016), has studied on "Rural Healthcare – An Employee Engagement perspective of Hospitals. This study conducted in 35 hospitals and 506 respondents. The study has provided insights and information about employee engagement in hospitals, so that the administration can develop and implement strategies to improve the employee commitment and service quality.

SrinivasGoudBulkapuramet.al (2014), has studied on Employee Engagement and its relation to hospital performance in tertiary care teaching hospital". The sample size of this study 286 respondents. The study shows a significance association between employee engagement and hospitals outcomes.

Gallup's (1999),studies has proven that managers play a pivotal position inRaising levels of engagement by way of actually speaking what is expected fromemployees, matching capabilities with roles to capitalize on worker strengthsand providing remarks to employees concerning their progress at work.

Research Methodology

Primary Data: The data is collected by distributingquestionnaire which comprises closed ended questions from the employees of private hospitals.

Secondary Data: Secondary data collected from books, journals and websites.

Sampling Design: The researcher had selected the convenient sampling techniques to select the research respondents.

Sample size: The sampling size of the research study is only 25 respondents.

Findings and Conclusions

Respondent's positive attitude of a work

Dimensions	Questionnaire items	Positive Responses(%)
Teamwork	Help each other and work together	52%
	Feel proud to be in team	48%
	Treat each other with respect	48%
Growth Opportunities	Opportunity to use skills	42%
	Opportunity to get training	56%
	Opportunity in career development	54%



Effective Communication	Effective communication about the changes in policies and procedures	45%
	Communication is a two way process	56%
	No delay in communication	66%
Supervisor	Supervisor is committed to high quality care	67%
	Supervisor communicates clearly with staff	57%
	Supervisor acts on feedback	45%

The teamwork in the hospitals of the employees given more positive, whereas, there is a growth opportunities of the employees given importance. There is no lack of communication between the employees and employer. The supervisor of the hospitals acts accordingly to the needs of the employees. Hence the employees in the private hospital were engaged in their job and they are satisfied by their organization.

Suggestions

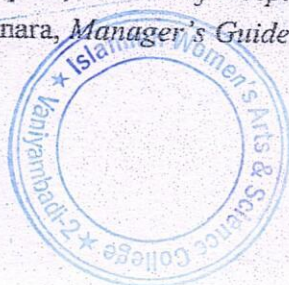
Employees are engaged while organizations have healthy work lifestyle and conversation practices in which they can get platforms to specific their worries and opportunities to develop and increase their potential.

CONCLUSION

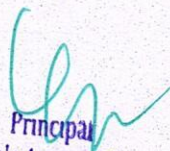
Engaged employees aren't simply devoted however passionate about their job. Employee engagement is the degree to which an employee is cognitively and emotionally attached to his or her job and organization. This study of hospital employees provides a completely distinctive opportunity to hunt employee engagement in private hospitals. The result shows that employee engagement consistently strong in the private hospitals. The employees of the private hospitals positively committed to their work.

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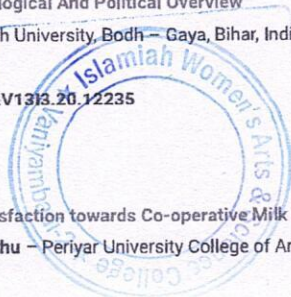
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VIBRANT VIRTUES AND FRATERNAL EXCELLENCE OF CONTEMPORARY LITERATURE

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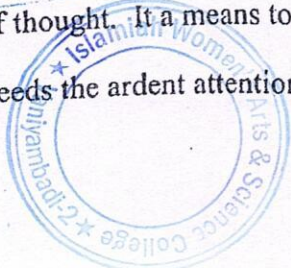
ABSTRACT

The spark of love for literature embedded in most of us should be brought out through our ingenuity and intellect to make it burn fierce and bright to illumine the world with effulgent brilliance of ethics and ethical values, morals and morality, charity and compassion and grace and goodwill. Such kind of literature is treasured even in the writings of men of letters born and brought up in India from the days Avvaiyaar to these days of Chattan Bhaget and Anita Desai.

We have in India literary parallels to Keats, Shelly, Wordsworth, Byron, Coleridge, Bacon and even Shakespeare. The doors of the English swing wide and long heralding the unlimited horizons of knowledge and wisdom and love for classical learning that will enlarge the dimensions of life. The essence and quintessence of all literature is to cradle the heart and gladden the spirit, to stolon the emotions and sweeten the hardships. But it is more so with Indian writing in English. Indian literature for many is an escape from life and its thorns and brickbats. But, for me, it is a spicy bouquet of excellences and exemplary.

Key words: Language, Literature, version, classification, ethics, values, and feminism.

Language is a vehicle of thought. It a means to express one's feelings. It appeals to the mind and even to the heart. It needs the ardent attention of one's eyes and even ears. Literature



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is an expression of language as a work of Art. The purpose of literature is to delight the reader and the listener. It is like a teacher, a guide, a sentry, a watchman and even like a policeman. It warns us to get along the path of morality and values. When we err, it keeps us on the right track. Whatever be the literature, its goal and purpose are one and the same.

English literature is respected as a repository of wide knowledge. It is because its vocabulary is vast. This is why; English is venerated as the world's richest language. It is even admired as the only global language. It is a link language that prides in its ten lakh words. With the advent of computers, the language has grown still further. The beauty of English is that it gets suited to any climate or any country. This has resulted in the birth of various forms of English.

For Example: 1. American English

2. Indian English

3. Canadian English

4. Australian English and so on.

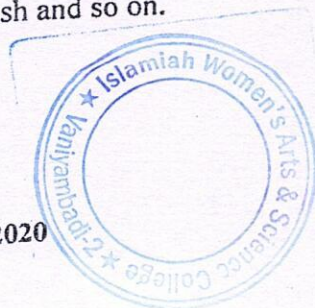
Even in India, We have different versions of English


Such as: 1. Chennai English

2. Hyderabad English

3. Mumbai English

4. Delhi English and so on.

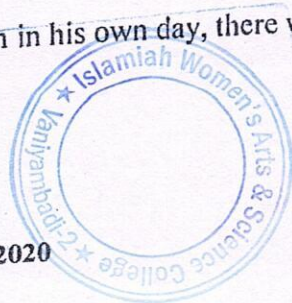




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English is such a wonderful language that has no equal among all other languages, numbering 6000, spoken all over the world. Even in India, some states like Nagaland and Manipuri have English as their official language. This is the power of English. But, English is not at all an old Language like Tamil. It is only 1500 years old. Even then, it has conquered every nook and corner of the world. It is a fact that India is the largest English spoken country in the world. The Age of English is the Age of Islam. One is a great language and the other is a great religion. Both had their origin in the 6th century A.D.

The earliest form of English is known as old English patronized by King Alfred. The first poem in English 'Beowulf' was composed in old English. Words in old English were quite different. It was because many of them were borrowed from Greek and old Latin. For Example, today's word 'World' was referred to as 'World Cundra' in old English. Similarly, 'God' in today's vocabulary was 'god cundra' in old English. As words in old English sounded improper, writers in subsequent Ages refined these words to make them sound better and sweeter. The credit goes to Chaucer, 'Father of English poetry', Spenser, the 'master-craftsman' and Shakespeare, 'the sweet swan of Avon'.

The English literature that had its origins way back in the 6th and 7th centuries, had been modified in the 14th and 15th centuries. The advent of Shakespeare marked a golden era in the realms of English literature. He, who could not complete even 5th standard, emerged as the world's greatest poet with 37 Plays and 154 sonnets. His contribution to literature is vast as the sky and equally his contribution to English. Language is deep as the pacific by coining 8000 new words. He had enriched the English Language cherishing the goodwill showered on him by Queen Elizabeth I. Even in his own day, there were literary stalwarts like Marlowe, Ben Jonson,



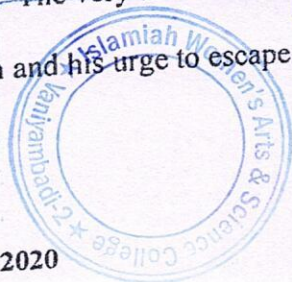

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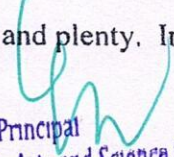
Kyd, Heywood and several other university wits who painted the English language and literature with colors a new.

Thereafter, the Victorians, the Romantics and the moderns oiled the wick of English literature to burn fierce and bright. Writers of these Ages who were exalted as 'Literary Celebrities' perched English literature on the peaks of popularity and everlasting reputation. The world literature including the English literature grew in the cool and comforting shadows of the Baxyan tree of Greek and Roman literature. But, the Indian literature has a deserving distinction of being nourished and nurtured by Sanskrit Literature. Of all the literature available in the country, Tamil literature is supposed to be the biggest, largest and one of the oldest. The classical Age bore witness to classical literature. The Elizabethan Age had seen the birth and growth of Elizabethan literature.

Likewise, the contemporary literature has the privilege of spreading roots after the second world. It is believed to have its origin after 1970. But, whatever it is, the contemporary literature is a polished mirror that reflects so plainly the sorrows and sufferings, the pains and pleasures, the chaos and confusion. The miseries and mischarges, the difficulties and disasters, the dangers and despairs, the joys and jublations, the terror and tension and the hopes and heartbeat of the people and their life after the second world war in 1945.

This kind of literature has a mushroom growth in almost all the commonwealth countries and the countries on the west to India. The American literature, the Negro American literature, the Afro-Asian literature, the Jew-European literature and so on are some of the off springs of contemporary literature. The very theme which runs commonly through this literature is the harrowing plight of man and his urge to escape into a world of joys and plenty. In his pursuit to





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excel himself, he has to wade through scores of trials and tribulations like Hercules and his wanderings as depicted in 'Odyssey'. If the classical literature deals with God and His Divine blessings and taxing curses, the contemporary literature depicts man as a warrior fighting against the machines and modern ways of living. If Elizabethan literature reveals that man can rise up to the level of supreme God, the contemporary literature presents man in all his helplessness and hopelessness. If the Restoration Tragedy is a high drama, the contemporary literature is a sadly written comedy of man. The literature of any Age preaches how man is and teaches how he should be. It displays the noble virtues embedded in man and shows the ways and means to bring them out to help man to reveal the divinity imprinted in him.

The contemporary literature is no exception at all. But it has its own privileged honor as it propagates the standards that are to be maintained for a peaceful and harmonious living. The kind of literature is a welcome change as it distinguishes between communication and communion and as it avoids the practice of echoing the past. It defines war as death and deadly by popularizing a life filled with peace and humility. The contemporary literature is exclusively a different literature as it highlights the labor of women who are nothing as slaves and kitchen rabbits. Men and women are essentially specific in their characteristics. Men are viewed as ambitious, congruent, intellectual, emphatic, and receptive and proud; none of which without difficulty linked with nature. Women are seen as being domestic, pious, moral, pure, gentle, kind, graceful, simple and beautiful; which are nature's separate spheres. Therefore, nature is viewed as the embodiment of all the characteristics that ladies possess. This has created an avenue for a new branch of literature to come in with the branded image of 'Feminism'.




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A BRIEF STUDY ON THE APPLICATIONS OF MATHEMATICS IN FORENSIC SCIENCE

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Abstract: Forensic science is the application of science to criminal and civil laws, mainly deals with the application of the knowledge and methodology of various disciplines of science to legal matters. Mathematics is fundamental to all kinds of science and forensic science is no exception. Some of the interesting applications of Mathematics to forensic science is highlighted.

Keywords and Phrases: Forensic Science, Probability, Statistics.

2010 Mathematics Subject Classification: 92B10, 97K40.

1. Introduction

Forensic science is that piece without which the puzzle of a criminal investigation is incomplete. Without the application of forensic science, criminals can never be convicted unless an eyewitness is present. Thus in a world devoid of forensic science, murderers, thieves, drug traffickers and rapists would be roaming scot-free. Certain attributes of a crime scene reveal information about the event. Thanks to mathematical models, we are able to estimate the time at which a crime was committed, identify the suspects fingerprints and analyse the pattern of bloodstains and bone fractures to reconstruct the crime scene. We will show some of the most common and simplest examples of the applications of mathematics in forensic science.




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A STUDY ON PERFORMANCE APPRAISAL AND PERSONALITY OF MEDICAL SALES REPRESENTATIVE IN VELLORE DISTRICT

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I. INTRODUCTION

The performance appraisal is a regular review of an employee's job performance and overall contribution to a company. Companies use performance appraisals to give employees big-picture feedback on their work and to justify pay increases and bonuses, as well as termination decisions. The companies are doing performance because they have limited pool of funds from which to award raises and bonuses are given. Performance appraisal helps to determine how to allocate the funds. They provide the way for companies to determine which employee have contributed most to the company's growth so company can reward their top – performing employees. The performance appraisal is done periodically by the separate committee. The counseling will be given for the needy employees. The performance appraisal will be effective for individual and organization. It increases the motivation. It useful to assess by self or by superior for the achievement of target , analysis the strength and weakens of the employees. The performance appraisal system is aiming to reduce the grievances of the employees. The study of personality type of employees very much important in case of performance appraisal. The person is behaving in a certain manner, the well known type A/B classification describes how a person behaves in his life and work. Type A individual are characterized as compulsive and obsessive, impatient and irritable, high achievers, perfectionists, very competitive, quick movers, and very time conscious. Type B individuals, on the other hand, are more methodical in getting tasks accomplished, more relaxed and laid back and more patient with others, Type A personalities, when carried to extremes, can lead to over controlling and conflict-oriented behavior. The medical sales representatives are taken for this study. The performance appraisal¹ and personality classification² were done with the help of adopted and modified questionnaire.

II. OBJECTIVES OF THE STUDY

This study focuses on two major objectives are as follows.

- (i) Identification of factors of performance appraisal.
- (ii) Identification of demographic factors determines performance appraisal
- (iii) Identify the relationship between performance appraisal and personality type A and B
- (iv) Classification of factors and ordering the factors of performance appraisal.

Significance of the Study

The study on employee performance appraisal and personality type is very much useful for medical sales repetitive to identify the factors causes performance appraisal and retain them for the development. It is also very important that identify the type of personality which are more consistent with the performance appraisal.

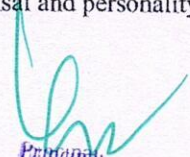
Formulation of Hypothesis

- (i) There is significant relationship between Demographic variable and employee performance appraisal.
- (ii) There is a significant relationship between level of performance appraisal and personality.

Period of the Study

This study is done in the year 2018-2019




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Out of 100 sample 40% were in age group of 20-30, it is the highest frequency value in the total 100 sample. Out of 100 sample 52% were female, it is the highest frequency value in the total 100 sample. Out of 100 sample 61% were unmarried, it is the highest frequency value in the total 100 sample. Out of 100 sample 45% were having 2-6 years experience and it is the highest frequency value in the total 100 sample. Out of 100 sample 35% were in income group of 20000-30000 and it is the highest frequency value in the total 100 sample.

Chi-Square Analysis

Demographic Variable and Levels of Performance Appraisal	Sig./ P value	Hypothesis -> accepted/rejected
Age and levels of performance appraisal	0.067	Null hypothesis accepted
Gender and levels of performance appraisal	0.951	Null hypothesis accepted
Marital status and levels of performance appraisal	0.247	Null hypothesis accepted
Education and levels of performance appraisal	0.001	Alternative hypothesis accepted
Years of experience and levels of performance appraisal	0.005	Null hypothesis accepted
Monthly Income and levels of performance appraisal	0.932	Null hypothesis accepted

There is no significant relationship between age, Gender, Martial status, years of experience, monthly income and levels of performance appraisal because the P values are more than the 0.05. Therefore it is concluded that there is no significant relationship between age, Gender, Martial status, years of experience, monthly income and levels of performance appraisal. but the P value revealed for Educational qualification is less than 0.05. Therefore it is concluded that there is a significant relationship between Education and levels of performance appraisal.

Demographic Variable and Personality Type	Sig./ P value	Hypothesis -> accepted/rejected
Age and personality type	0.161	Null hypothesis accepted
Gender and personality type	0.097	Null hypothesis accepted
Marital status and personality type	0.372	Null hypothesis accepted
Education and personality type	0.164	Null hypothesis accepted
Years of experience and personality type	0.083	Null hypothesis accepted
Monthly Income and personality type	0.354	Null hypothesis accepted

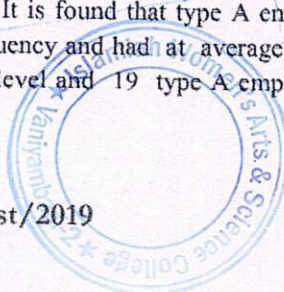
There is no significant relationship between age, Gender, Martial status, Educational qualification, years of experience monthly income and personality type because the P values are more than the 0.05. therefore it is concluded that there is no significant relationship between demographic variable and personality type.

Chi-Square Analysis for Levels of Performance Appraisal and Personality Type

Null Hypothesis: There is no significant relationship between levels of performance and personality type
 Alternative Hypothesis: There is a significant relationship between levels of performance and personality type
 Levels of Performance Appraisal and Types of Personality

	Types Of Personality		Total	P value
	Personality A	Personality B		
Levels of Performance Appraisal	Low Level Performance Appraisal	14	11	.180
	Average Level Performance Appraisal	23	11	
	High Level Performance Appraisal	19	22	
	Total	56	44	

The P value is more than 0.005 therefore null hypothesis is accepted and alternative hypothesis is rejected. Therefore it is concluded that there is no significant relationship between Levels of performance appraisal and personality type. Further the percentage analysis is made and found that 56% employees are type A and 44% employees are type B. It is found that type A employees are more in this study. 23 type A employee who constitute highest frequency and had at average performance appraisal level, 14 Type A employee had low performance appraisal level and 19 type A employees had high performance appraisal level out of total 56



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Management fixes salary through the performance rating		.631	
Satisfied with existing appraisal system		.579	
Performance appraisal system is needed in the organization			.955
The performance appraisal system is helpful to identify the strength and weakness of employee			.892
Performance rating helps to fix increment			
Transfer, Demotion, Suspension and dismissal is based on performance appraisal			
Performance appraisal is helpful in reducing grievance among the employee			
Eigen values	5.726	4.325	2.332
% of variance explained	29.546	48.358	63.169

Three Factors are not loaded and remaining factors are loaded.

The three factors are identified and named based on the variables in each components as Performance appraisal initiative factor, Achievements factors and Necessity factors. Since the Eigen values are more than 1 it is concluded that the above factors are relevant to the study and rotated matrix values are more than 0.05. Therefore it is concluded that rotated matrix value have more consistency with each factors.

These three factors are then ranked based on the mean values of the factors are given below

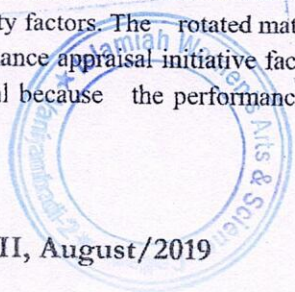
Ranking of Employee Job Appraisal Factors

Factor	Factor Name	Mean	Rank
1	Performance appraisal initiative factor	2.38	I
2	Achievement Factor	2.23	II
3	Necessity factor	1.12	III

Performance appraisal initiative factor ranked as I, all the initiatives must be taken to do the performance appraisal because the performance appraisal served as base to determine the performance of employee, promotion, salary increment and transfer etc., Achievement Factor ranked II because the performance appraisal system useful to achieve the target and improve the personal skill and analysis the success and failures and Necessity factor ranked III because the performance appraisal system is must for the organization and its useful to analysis the strength and weakness of organization.

V. FINDINGS

- 40% employees are in age group of 20-30, it is the highest frequency value in the total 100 sample.
- 52% employees are female, it is the highest frequency value in the total 100 sample.
- 61% employees are unmarried, it is the highest frequency value in the total 100 sample.
- 45% employees are having 2-6 years experience and it is the highest frequency value in the total 100 sample.
- 35% employees are in income group of 20000-30000 and it is the highest frequency value in the total 100 sample.
- There is no significant relationship between age, Gender, Martial status, years of experience, monthly income and levels of performance appraisal.
- There is a significant relationship between Education and levels of performance appraisal.
- There is no significant relationship between performance appraisal level and personality type.
- The three factors found and named as Performance appraisal initiative factor, Achievements factors and Necessity factors. The rotated matrix value have more consistency with each factors.
- Performance appraisal initiative factor ranked as I. all the initiatives must be taken to do the performance appraisal because the performance appraisal served as base to determine the performance of employee,



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A STUDY ON EMPLOYEE ENGAGEMENT OF IT EMPLOYEES IN IT INDUSTRIES, CHENNAI

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Abstract- The employee engagement first appeared as concept in management theory in the 1990s, becoming widespread in management practice in the 2000s. The employee engagement is a fundamental concept in the effort to understand and describe, both qualitatively and quantitatively, the nature of the relationship between an organization and its employees. An engaged employee" is defined as one who is fully absorbed by and enthusiastic about their work and so takes positive action to further the organization's reputation and interests. An engaged employee has a positive attitude towards the organization and its values. The study on employee engagement is very much useful for IT industries to identify the most active employees and retain them for the development of IT industries. It is must to identify the factors which promote the employee engagements to instigate the thought of employee engagement among all the employees.

I. INTRODUCTION

The employee engagement first appeared as concept in management theory in the 1990s, becoming widespread in management practice in the 2000s. The employee engagement is a fundamental concept in the effort to understand and describe both qualitatively and quantitatively the nature of the relationship between an organization and its employees. An engaged employee is defined as one who is fully absorbed by and enthusiastic about their work and so takes positive action to increase the organization's reputation and interests. An engaged employee has a positive attitude towards the organization and its values.

II. OBJECTIVES OF THE STUDY

This study focuses on major objectives are as follows.

- (i) Identification of factors of employee engagement and Rank them.
- (ii) Identification of demographic factors causes employee engagement
- (iii) Classification of factors and ordering the factors motivate the employee engagements

III. SIGNIFICANCE OF THE STUDY

The study on employee engagement is very much useful for IT industries to identify the most active employees and retain them for the development. It is must to identify the factors which promote the employee engagements to instigate the thought of employee engagement among all the employees.

Formulation of Hypothesis

- (i) There is significant relationship between Demographic variable and employee engagement

Period of the study

This study is done in the year 2018-2019

Area of the study

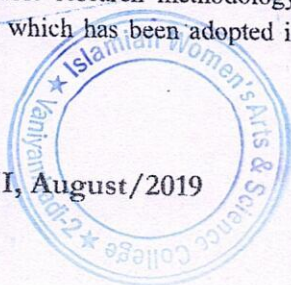
This study is made in IT industries situated in Chennai

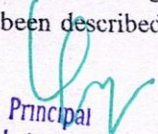
Unit of the study

This study is undertaken in IT industries which are situated in Chennai. It is mandatory to identify the employee who actively engaged in the job in IT industries. Therefore the study is undertaken in IT industries in Chennai.

Research Methodology of the study

The suitable research methodology will lead the reliable findings without any bias. Therefore the methodology which has been adopted in this study has been described. The exploratory research method is




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above 40	% within Totlalemployeeengagement	11.1%	24.1%	18.9%	22.0%
	% of Total	1.0%	17.5%	3.5%	22.0%
	Count	0	24	1	25
	% within Age	0.0%	96.0%	4.0%	100.0%
	% within Totlalemployeeengagement	0.0%	16.6%	2.7%	12.5%
	% of Total	0.0%	12.0%	0.5%	12.5%
Total	Count	18	145	37	200
	% within Age	9.0%	72.5%	18.5%	100.0%
	% within Totlalemployeeengacem	100.0%	100.0%	100.0%	100.0%
	% of Total	9.0%	72.5%	18.5%	100.0%

Since P value 0.002 is less than 0.05. Therefore the null hypothesis is rejected and alternative hypothesis is accepted. Hence, it is concluded that there is a significant relationship between Age and Employee engagement. The percentage analysis show that 65.3% employees belonging to the age group of 31-40 is highest frequency value in the frequency distribution also they have average level of employee engagement. 28.8% employees belonging to age category of below 20-30 years are having highest frequency value and they have highest employee engagement. Therefore it is concluded that 20-30 age group employees are having high level employees engagements.

Gender and Levels of Employee Engagements

The chi- square analysis has been made between Gender and Employee Engagement and discussed below.
Hypothesis:

Ho: There is no significant relationship between Gender and levels of Employees engagements

Ha: There is significant relationship between Gender and levels of employees engagements

Gender and Employee Engagements

		Levels of Employee Engagements			Total	P value	
		Low Level Employee engagement	Average Level Employee Engagement	High Level Employee engagement			
Gender	Male	Count	11	52	12	0.08	
	% within Gender	14.7%	69.3%	16.0%	100.0%		
	% within Totlalemployeeengagement	61.1%	35.9%	32.4%	37.5%		
	% of Total	5.5%	26.0%	6.0%	37.5%		
	Female	Count	7	93	25		125
	% within Gender	5.6%	74.4%	20.0%	100.0%		
Total	% within Totlalemployeeengagement	38.9%	64.1%	67.6%	62.5%		
	% of Total	3.5%	46.5%	12.5%	62.5%		
	Count	18	145	37	200		
	% within Gender	9.0%	72.5%	18.5%	100.0%		
	% within Totlalemployeeengagement	100.0%	100.0%	100.0%	100.0%		
	% of Total	9.0%	72.5%	18.5%	100.0%		



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Monthly Income and Levels of Employees Engagements

The chi- square analysis has been made between Monthly Income and Employee Engagement and discussed below.

Ho: There is no significant relationship between Monthly Income and levels of Employees Engagements

Ha: There is a significant relationship between Monthly Income and Levels of Employees Engagements

Monthly Income and Levels of Employees Engagements

		Levels of Employees Engagement			Total	P value
		Low Level Employee engagement	Average Level Employee Engagement	High Level Employee engagement		
Monthly Income	Less than 10000	Count	7	32	17	0.037
		% within Monthly Income	12.5%	57.1%	30.4%	
		% within Totlalemployeeengagement12	38.9%	22.1%	45.9%	
	10000-20000	% of Total	3.5%	16.0%	8.5%	
		Count	11	90	14	
		% within Monthly Income	9.6%	78.3%	12.2%	
	20000-30000	% within Totlalemployeeengagement12	61.1%	62.1%	37.8%	
		% of Total	5.5%	45.0%	7.0%	
		Count	0	21	6	
	40000-50000	% within Monthly Income	0.0%	77.8%	22.2%	
		% within Totlalemployeeengagement12	0.0%	14.5%	16.2%	
		% of Total	0.0%	10.5%	3.0%	
Total	Count	0	2	0		
	% within Monthly Income	0.0%	100.0%	0.0%		
	% within Totlalemployeeengagement12	0.0%	1.4%	0.0%		
Total	% of Total	0.0%	1.0%	0.0%		
	Count	18	145	37		
	% within Monthly Income	9.0%	72.5%	18.5%		
Total	% within Totlalemployeeengagement12	100.0%	100.0%	100.0%		
	% of Total	9.0%	72.5%	18.5%		

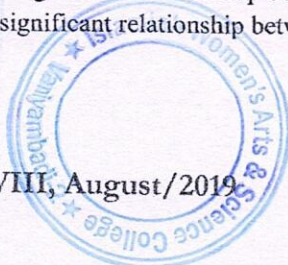
Since P value 0.037 is less than 0.05. Therefore, the null hypothesis is rejected and alternative hypothesis is accepted. Hence, it is concluded that there is a significant relationship between monthly income and Employee engagement. Further the percentage analysis shows that 78.3% employees belonging to monthly income of Rs.10000 to 20000 are constituting more and having highest frequency value in the frequency distribution also they have average level of employee engagement. 57.5% of employees belonging to monthly income of 20000-30000 constitutes highest frequency value in the highest employee engagement category and they are having highest employee engagement. Therefore. It is concluded from percentage analysis that lowest income group employees are having average employee engagement but average income group employees are having highest employee engagements.

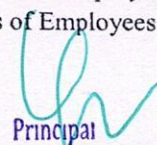
Nature of Job and Levels of Employees Engagements

The chi- square analysis has been made between Nature of job and Employee Engagement and discussed below.

Ho: There is no significant relationship between Nature of Job and Levels of Employees Engagements

Ha: There is a significant relationship between Nature of job and Levels of Employees Engagements




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Experience and Levels of Employees Engagements

		Levels of Employees Engagement			Total	P value
		Low Level Employee engagement	Average Level Employee Engagement	High Level Employee engagement		
Less than 5 years	Count	6	49	13	68	0.664
	% within Experience	8.8%	72.1%	19.1%	100.0%	
	% within Totlalemployeeengagement12	33.3%	33.8%	35.1%	34.0%	
5-10years	% of Total	3.0%	24.5%	6.5%	34.0%	
	Count	10	53	13	76	
	% within Experience	13.2%	69.7%	17.1%	100.0%	
Experience 11-15 years	% within Totlalemployeeengagement12	55.6%	36.6%	35.1%	38.0%	
	% of Total	5.0%	26.5%	6.5%	38.0%	
	Count	2	29	7	38	
15-20 years	% within Experience	5.3%	76.3%	18.4%	100.0%	
	% within Totlalemployeeengagement12	11.1%	20.0%	18.9%	19.0%	
	% of Total	1.0%	14.5%	3.5%	19.0%	
More than 20 years	Count	0	10	4	14	
	% within Experience	0.0%	71.4%	28.6%	100.0%	
	% within Totlalemployeeengagement12	0.0%	6.9%	10.8%	7.0%	
Total	% of Total	0.0%	5.0%	2.0%	7.0%	
	Count	0	4	0	4	
	% within Experience	0.0%	100.0%	0.0%	100.0%	
Total	% within Totlalemployeeengagement12	0.0%	2.8%	0.0%	2.0%	
	% of Total	0.0%	2.0%	0.0%	2.0%	
	Count	18	145	37	200	
Total	% within Experience	9.0%	72.5%	18.5%	100.0%	
	% within Totlalemployeeengagement12	100.0%	100.0%	100.0%	100.0%	
	% of Total	9.0%	72.5%	18.5%	100.0%	

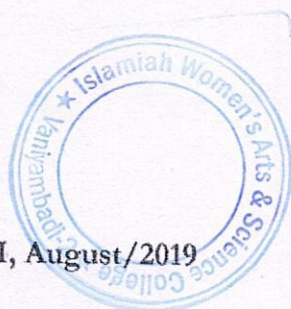
Since P value 0.664 is more than 0.05. Therefore the null hypothesis is accepted and alternative hypothesis is rejected. Hence, it is concluded that there is no significant relationship between Experience and employee engagement. Further the percentage analysis show that 69.7% employees having experience of 5 to 10 years experience constitute highest frequency value in the table also they have average level of employee engagement. 19.1% employees having experience of less than 5 years experience have highest frequency value in the high level employee engagements and they are having high level employee engagement. Therefore, It is concluded from percentage analysis that less experience employees are having highest employee engagement and employees are having 5 to 10 years experience are having average employee engagements.

Marital Status and Employees Engagements

The chi- square analysis has been made between Marital Status and Employee Engagement and discussed below.

Ho: There is no significant relationship between Marital Status and levels of Employees Engagements

Ha: There is a significant relationship between Marital Status and Levels of Employees Engagements



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Nature of Family and Levels of Employees Engagements

		Levels of Employees Engagement			Total
		Low Level Employee engagement	Average Level Employee Engagement	High Level Employee engagement	
Nature of Family	Count	9	61	13	83
	Joint Family % within Nature of Family	10.8%	73.5%	15.7%	100.0%
	% within Totlalemplyeeengaement12	50.0%	42.1%	35.1%	41.5%
	% of Total	4.5%	30.5%	6.5%	41.5%
	Nuclear Family Count	9	84	24	117
	% within Nature of Family	7.7%	71.8%	20.5%	100.0%
Total	% within Totlalemplyeeengaement12	50.0%	57.9%	64.9%	58.5%
	% of Total	4.5%	42.0%	12.0%	58.5%
	Count	18	145	37	200
Total	% within Nature of Family	9.0%	72.5%	18.5%	100.0%
	% within Totlalemplyeeengaement12	100.0%	100.0%	100.0%	100.0%
	% of Total	9.0%	72.5%	18.5%	100.0%

Since P value 0.556 is more than 0.05. Therefore the null hypothesis is accepted and alternative hypothesis is rejected. Hence, it is concluded that there is no significant relationship between Nature of family and employees engagement. Further the percentage analysis show that 71.8% employees living nuclear family constitute highest frequency value and they have average level of employee engagement. 20.5% employees living the nuclear family have highest frequency value in the high level employee engagements category and they are having high level employee engagement. Therefore, It is concluded from percentage analysis that those who are living in nuclear family are having average employee engagement and those are from joint family are having lowest employee engagements.


Number of Members in the Family and Levels of Employee Engagements

The chi- square analysis has been made. between Number of members in the Family and Employee Engagement and discussed below.

Ho: There is no significant relationship between number of member in the family and Levels of Employees Engagement

Ha: There is a significant relationship between Number of member in the family and Levels of Employees Engagements

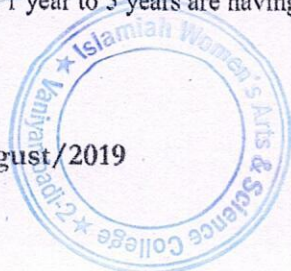



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Number of Years Working in this Company and Levels Of Employees Engagements

		LEVELS OF EMPLOYEE ENGAGEMENT			TOTAL	P value
		Low Level Employee engagement	Average Level Employee Engagement	High Level Employee engagement		
	Count	0	35	7	42	
Less than a year	% within No of years working in this college	0.0%	83.3%	16.7%	100.0%	
	% within Totlalemplyeeengagement12	0.0%	24.1%	18.9%	21.0%	
	% of Total	0.0%	17.5%	3.5%	21.0%	
	Count	14	42	16	72	
1 years to 5 years	% within No of years working in this college	19.4%	58.3%	22.2%	100.0%	0.002
	% within Totlalemplyeeengagement12	77.8%	29.0%	43.2%	36.0%	
	% of Total	7.0%	21.0%	8.0%	36.0%	
No of years working in this company	Count	2	35	10	47	
	% within No of years working in this college	4.3%	74.5%	21.3%	100.0%	
	% within Totlalemplyeeengagement12	11.1%	24.1%	27.0%	23.5%	
	% of Total	1.0%	17.5%	5.0%	23.5%	
	Count	2	33	4	39	
More than 10 years	% within No of years working in this college	5.1%	84.6%	10.3%	100.0%	
	% within Totlalemplyeeengagement12	11.1%	22.8%	10.8%	19.5%	
	% of Total	1.0%	16.5%	2.0%	19.5%	
Total	Count	18	145	37	200	
	% within No of years working in this college	9.0%	72.5%	18.5%	100.0%	
	% within Totlalemplyeeengagement12	100.0%	100.0%	100.0%	100.0%	
	% of Total	9.0%	72.5%	18.5%	100.0%	

Since P value 0.002 is less than 0.05. Therefore the null hypothesis is rejected and alternative hypothesis is accepted. Hence, it is concluded that there is a significant relationship between numbers of years working in this company and employees engagement levels. Further the percentage analysis show that 58% employee working less than one years are having highest value in the cross table and they have average level of employee engagements. 22.2% of employees working in the same category have highest employee engagement. 19.4% of employee working from 1 year to 5 five years are having lowest employees engagement. Therefore. It is concluded from percentage analysis that employees working less than one years are having highest employees engagements and employees working from 1 year to 5 years are having lowest employee engagements.



Factors not Loaded

Are you satisfied with workload/time/ Pressure/dead line prescribed by the management is not loaded in Pleasant working environment factor, The organization is accustomed with documentation of the grievances record of future references not loaded in redressal of grievances, The enough liberty to take a decision on your own in official matters is not loaded in the nature of work factor. Got the clarity in payment and allowances exchequer followed by the management is not loaded in the pay and allowance factor, The experience got from the present job enhanced your skill and potentialities is not loaded in the Nature of work factor, Are you satisfied with the implementation of safety and security norms followed by the organization is loaded in the pleasant working environment factor.

Factors Loaded

Factor 1: First factor extracted in this analysis comprised four variables: Do you think sound Co-operation prevails among the employees in your organization, The Higher officials entertain the suggestions of the sub-ordinate in your organization, The enough Freedom to express your views in informal way during the problematic situations, Superior Encourages you to think beyond the roles and procedures to initiate changes and explained 11.708 of total variance. The factor loading for this factor ranged from 0.640 to 0.804. Each of this variable represents the interrelationship that constitute the employee engagements.

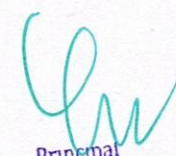
Factor 2: Second factor extracted in this analysis comprised Three variables: Do you think management has shown interest to understand the prevalence of grievances, Did the management resolve the personal and official conflicts among the employees management has shown interest to understand the prevalence of grievances, Do you think transparency is followed in grievance redress procedure in your organization, and explained 10.866 of total variance. The factor loading for this factor ranged from 0.510 to 0.699. Each of this variable represents the redressal of grievance that constitute the employee engagements.

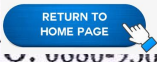
Factor 3: Third factor extracted in this analysis comprised three variables: Do you think enough Space has been given for self-Motivation during the work, Do you think enough Space has been given for self-Motivation during the work, There is adequate appreciation for the efforts taken for job and explained 10.670 of total variance. The factor loading for this factor ranged from 0.573 to 0.665. Each of this variable represents the nature of work that constitute the employee engagements.

Factor 4: Fourth factor extracted in this analysis comprised four variables: able to understand the procedure followed by the management in incentive calculation, believe that the incentive oriented payment system would enrich your hard work, Think that the correlation between performance and the payment in the present structure is fair, Getting sufficient income to cater your family expenditures and explained 9.205 of total variance. The factor loading for this factor ranged from 0.557 to 0.781. Each of this variable represents the pay and allowance that constitute the employee engagements.

Factor 5: Fifth factor extracted in this analysis comprised six variables: Are you satisfied with the measures taken by to reduce the intense of the occupational stress in the organization, Do you think you got comfortable working hours, Do you think adequate safety appliances are made available at workplaces, Do you feel that running canteen is an effort to prevent distraction in the organization, Do you think that management is neutral in dealing with disputes among workers, Are you satisfied with the implementation of safety and security norms followed by the organization and explained 8.993 of total variance. The factor loading for this factor ranged from 0.547 to 0.798. Each of this variable represents the Pleasant working conditions that constitute the employee engagements.




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A STUDY ON CONFLICT MANAGEMENT STYLE ADOPTED BY THE SUPERVISOR IN LEATHER INDUSTRIES, VANIYAMBADI

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Abstract- The conflict management involves the reduction, elimination or termination of all form and types of conflict. The conflict management minimize the negative outcomes of conflict and promote the positive outcomes. The properly managed conflict increase the productivity in the organization. The supervisor follows different styles to manage the conflict. The study on conflict management is very much useful for leather industries to resolve the conflict and retain the employee for the smooth development of leather industries. It is must to identify the factors and style which has been adopted by the supervisor to manage the conflicts. In this study the Rahim's conflict management style viz., Integrating, Obliging, Compromising, Dominating and Avoiding are undertaken to analysis the styles adopted by the supervisor in leather industries to manage the conflict. The Integrating style was mostly used for conflict management in the leather industries situated in Vaniyambadi followed by Obliging, compromising, Dominating and Avoiding.

I. INTRODUCTION

Conflict is present in all venue of life and avoidance of conflict is not possible. Conflict is an inevitable component of social life, has been highly prevalent in organizational settings where people work together (Cosier & Ruble, 1981). Conflict is defined as the condition in which people's concerns appear to be incompatible (Thomas, 1976). Conflict is an interactive process that manifests itself incompatibility, disagreement, or dissonance within or between social entities (i.e., individuals, groups, or organizations) (Rahim, 2001). Literature acknowledges that conflict has both positive and negative effects and emphasized that the conflict can contribute to group failure or success (Amason, 1996), the resolution of conflict and the preferences of conflict handling style is very important. Wilmot and Hocker (2001) conflict management styles refer to patterned responses or clusters of behavior, that people use in conflict "through diverse communication tactics". The conflict management styles named by Rahim are obliging, integrating, dominating, avoiding and compromising which going to be applied in this study and analyzed.

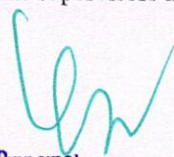
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II. OBJECTIVES OF THE STUDY

This study focuses on three major objectives are as follows.

- (i) Identification of factors of Conflict management style and Rank them.
- (ii) Identification of demographic factors effects the conflict management
- (iii) Classification of conflict management styles adopted by the supervisors in leather industries




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	Any Other	11.0	11.0
	Total	100.0	100.0
Marital Status	Married	54	54.0
	Unmarried	46	46.0
	Total	100	100.0
Parenthood	Children	74	74.0
	No Children	26	26.0
	Total	100	100.0

The percentage analysis was made for demographic variable. The total sample taken was 100. 34% were in age group of 45 and above and it is the highest frequency value in the age. 56 % were female and it constitute the highest frequency value. 36% were Post graduates and they were more in the sample, 54% were married and 46% were unmarried. The married employees were more in the sample. 74% parents were having children and 26% were not having children.

Pearson Chi-Square Test Between Demographic Variable and Conflict Management Styles

Demographic variable and Conflict management styles	Sig./ P value	Hypothesis -> Accepted/Rejected
Age and Conflict management style	0.060	Alternative hypothesis accepted
Gender and Conflict management style	0.612	Null hypothesis accepted
Marital status and Conflict management style	0.015	Alternative hypothesis accepted
Parenthood and Conflict management style	0.002	Alternative hypothesis accepted
Education and conflict management style	0.000	Alternative hypothesis accepted

There is a significant relationship between age, Marital status, parenthood , education and conflict managements style because the p values are less than the 0.05. but the P value revealed for gender and conflict management style is more than 0.05 therefore it is concluded that there is no significant relationship between gender and conflict managements styles

FACTOR ANALYSIS
KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.766
Approx. Chi-Square		3544.709
Bartlett's Test of Sphericity	Df	378
	Sig.	.000

Exploratory factor analysis is used to test the earlier postulation that the underlying set of data contained 5 distinct factors. Before proceedings for factors analysis, It is required to check the appropriateness of the data through Kaiser – Meyer – Olkin (KMO) measures of sampling adequacy and the Bartlett’s test of sphericity. Bartlett’s test is applied to test the overall significance of correlation matrix. KMO measure indicates the proportion of variance in the variables, which is a common variance. A minimum value of 0.5 of KMO is acceptable for running factor analysis (Field, 2005). Hutcheson and Sofroniou (1999) suggested, values that is between 0.8 and 0.9 are taken as great and values above 0.9 are superb. According to the findings KMO value was great with 0.766 which was above the benchmark of 0.5 and Bartlett’s test of sphericity is significant (0.000) which reveals that data are appropriate for factor analysis.

28 items were subjected to exploratory factor analysis using principal Component Analysis with Varimax Rotation. As a result, 24 items with 5 factors were revealed. The selection of a factor and an item was guided by the criteria: $KMO > 0.6$ and $KMO \leq 0.9$, Eigen value > 1.0 , Communality of each statement > 0.5 , Factor loading



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My supervisor negotiates with me so that a compromise can be made.				.905		.854
My supervisor uses his/her expertise to make a decision in his/her favor.				.535		.800
My supervisor sometimes uses his/her power to win a competitive situation of a problem.				.565		.532
My supervisor generally firm in pursuing his/her side of the issue.					.846	.868
My supervisor tries to avoid unpleasant exchanges with me.					.812	.727
My supervisor attempt to avoid being "put on the spot" and try to keep our conflict himself / herself.						.522
My supervisor usually avoids open discussion of his /her difference with me.					.642	.777
My supervisor tries to keep his/her disagreements to himself/herself in order to avoid hard feeling.					.749	.744
My supervisor avoids encounter with me					.597	
Eigen values	7.661	4.967	3.891	2.308	2.123	
% of variance explained	24.768	14.620	14.571	11.452	9.411	

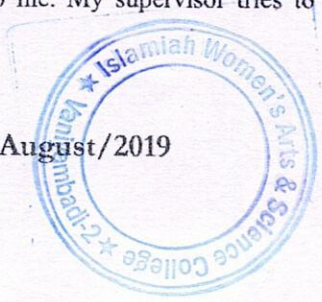
Factors not Loaded

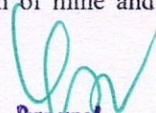
Totally four factors are not loaded viz., My supervisor tries to investigate an issue with me to find a solution acceptable to us, My supervisor tries to stay away from disagreement with me, My supervisor tries to satisfy the needs mine, My supervisor usually accommodates the wishes of mine were not loaded on any factors therefore all these factors have been dropped.

Factors Loaded

Factor 1: First factor extracted in this analysis comprised six variables viz., My supervisor tries to work with me to find solution to problems which satisfy our expectation. My supervisor work with me for proper understanding of a problem. My supervisor bring all our concerns out in the open so that the issues can be resolved in the best possible way. My supervisor exchange accurate information with me to solve a problem together. My supervisor collaborates with me to come up with decision acceptable to us. My superior tries to integrate his/her ideas with those of mine to come up with decision jointly and explained 24.768 of total variance. The factors loaded for this factor ranged from 0.689 to 0.977. Each of these variable represented the integrating style of conflict management.

Factor 2: Second factor extracted in this analysis comprised four variables viz., My supervisor often goes along with the suggestion of mines. My supervisor gives in to the wishes of mine. My supervisor usually allows concession to me. My supervisor tries to satisfy the expectation of mine and explained 14.620 of total




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	N	100	100	100	100	100
	Pearson Correlation	-.318**	-.621**	-.014	.356**	1
Avoiding	Sig. (2-tailed)	.001	.000	.893	.000	
	N	100	100	100	100	100

Correlation is significant at the 0.01 level (2-tailed).i

There is statistically significant positive correlations between integrating and obliging conflict management style. There is also statistically significant positive correlation between Avoiding and obliging, compromising, dominating at 1% significant level.

III. FINDINGS

- 34% were in age group of 45 and above and it is the highest frequency value in the age.
- 56 % were female and it constitute the highest frequency value in the sample.
- 36% were Post graduates and they were more in the sample.
- 54% were married and 46% were unmarried and The married employees were more in the sample.
- 74% parents were having children and 26% were not having children.
- There is a significant relationship between age, Marital status, parenthood , education and conflict managements style.
- There is no significant relationship between gender and conflict managements styles.
- 28 items were subjected to exploratory factor analysis using principal Component Analysis with Varimax Rotation. As a result, 24 items with 5 factors were revealed.
- The Integrating style was mostly used for conflict management in the leather industries situated in Vaniyambadi followed by Obliging, compromising, Dominating and Avoiding. The avoiding style is least preferred in the leather industries for conflict management.
- There is statistically significant positive correlations between integrating and obliging conflict management style. There is also statistically significant positive correlation between Avoiding and obliging, compromising, dominating styles of conflict managements.

IV. SUGGESTIONS

1. All the leather industries are advised to follow the integrating style of conflict management since it is mostly used in the study units successfully.

V. CONCLUSION

The conflict management minimize the negative outcomes of conflict and promote the positive outcomes. The properly managed conflict increase the productivity in the organization. The Integrating style was mostly followed by supervisor for conflict management in the leather industries situated in Vaniyambadi followed by Obliging, compromising, Dominating and Avoiding. The avoiding style is least preferred in the leather industries for conflict management.

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IMPACT OF TRAINING AND DEVELOPMENT OF EMPLOYEES PERFORMANCE

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Abstract- Organization should develop and progress simultaneously for the survival and attainment of goals. So modern management has to develop the organization through human resource development (HRD). Employee training and development is one of the important techniques of HRD. Every organization needs a systematic training program for growth and development of its employees. Therefore this study was conducted on 50 employees of leather industries in vaniyambadi. Convenient sample were adopted. The objectives of the study is to found out the effectiveness of the training.

Keywords: Training, Development

1. INTRODUCTION

Training creates a feeling of confidence in the minds of the employees. Training is one of the effective tool of planning and control very organization in order to survive and to be effective should adopt latest technology. training is needed to fulfil the organization goals and changing the employee skill, knowledge, attitude and behavior.

Training

Training means learning skills and knowledge for doing a particular job.

"The act of increasing the knowledge and skills of an employee for doing a particular job.. -FLIPPO

Development

Development means the growth of an employee in all respects.

Management development is all those activities and programme when recognized and controlled have substantial influence in changing the capacity of the individual to perform is assignment better and so on doing are likely to increase is potential for future management assignment"

Definition

According to Michael Armstrong "Training is the systematic modifications of behavior through learning which occurs as a result of education, instruction, development and planned experience".

Training Methods

On the job training

Off the Job Training

There are two broad types of training available to small businesses: on-the-job and off-the job techniques. Individual circumstances and the "who," "what" and "why" of your training program determine which method to use.

Is delivered to employees while they perform their regular jobs. in this way, they do not lose time while they are learning. After a plan is developed for what should be taught, employees should be informed of the details. A timetable should be established when periodic evaluations to inform employees about their progress. On-the-job techniques include orientations, job instruction training, apprenticeships, internships and assistantships, job rotation and coaching.



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REVIEW OF LITERATURE

Mann and Sandi (1996) in their article titled 'What should training evaluation evaluate?' say that Training initiatives are widely acknowledged to be a salient feature of the competitive organizations corporate strategy. Mann contends that, despite the heavy investment in training organizations frequently fail to evaluate adequately the value or success of their training programs. Those companies which do evaluate often use measures considered ineffective by many researchers part of the reason for company's reluctance to evaluate their training may be confusion as to how and what to evaluate. He reviews some of the barriers to effective training evaluation and outlines the benefits that organizations which do evaluate can invite. He also describes the results and implications for organizations of a study undertaken in Europe to answer the question: .. what should training evaluations evaluate? .. He concludes that neither reaction to training nor immediate pre training knowledge is predictors of subsequent self efficiency. This paper has argued that evaluating training programs is an essential part of the training procedure. Previous research has shown that the benefits of different evaluation methods and of collecting data at each of Kirkpatrick's criterion levels are not clear. The following recommendations are made based on the findings of the present study. as to what training evaluations should evaluate - measuring change in knowledge as a method of evaluating the effectiveness of training is of value, but practitioners sought to be aware of the limitations of this approach - The results of this study indicate that evaluating training at the learning level has limited value in predicting self-efficiency, which is taken as a surrogate measure of performance.

Jie Shen, (2011) in his article, 'International Training and Management development theory and reality' As a result of an increase in the number and the measures found to be related to post training attitudes were cognitive learning, training performance and transfer performance. Training effectiveness variables found to be related to post training attitudes

Training self efficiency experience, post training mastery orientation learning principles and post training interventions. Over all ten training effectiveness variables were found to consistently influence training outcomes

Results also reveal that reaction measures and training motivation are areas needing further development and research. These findings as well as other areas requiring research attention are discussed. Among the many recent contributions to the training literature, training evaluation and Effectiveness have received considerable attention.

II. OBJECTIVES OF THE STUDY

- > To study the effectiveness of training
- > To study the models of training program
- > To know the improvement and development
- > To suggest measures for effectiveness of training program

III. SCOPE OF THE STUDY

Training is a catalog of change from old to new, a change from past to whether this change may be of equipment, and technology, training is required for smooth functioning of the organization. A systematic training activities improves the quality of the worker in a systematic manner and to safeguard the costs and raises of employee's earning and provides innovative means for imparting organization policies.

The leather industries offering enough training and development activities to its employees for better and effectiveness of training program.

IV. LIMITATIONS OF THE STUDY

- > The sample was restricted only to leather industries.
- > The sample size is only 50 respondents.
- > The study covered only Vaniyambadi.

V. RESEARCH METHODOLOGY

- > Types of Research - primary Research through structured questionnaire and personal interview.
- > Target Group - Employees of leather industries.



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Sampling techniques

- The study was conducted in Vaniyambadi .
- Convenient sampling technique was adopted for selection of the study area
- IS A sample of 50 respondents was taken.

VI. FINDING

- Majority of the employees are graduates and post graduates.
- Sixty Six percent (66%) of the employees are under less than 1 year of Experience.
- Sixty eight (42%) of the employees are getting Rs. 1 0,000-15,000 as their monthly income.
- Training delivered most of the employees Availability of training is (50%).
- Majority of the employees have equal opportunity for promotion. Majority of the employees development training is (64%).
- Majority of the employees mode of training job rotation method (62%)

VII. SUGGESTION

- Greater awareness given to the employees about the training and development program.
- Entertainment programme should include during the training periods.
- Employees should be motivated to get in training.

VIII. CONCLUSION

Employee are most valuable assets for an organization for the development of any organization . maintenance of good human relation is an essential prerequisite . Though an organization is rich in resource and possess good material talent. its success mostly depends upon the cordial relation between employees and management. Thus the employees should be the primary focus for company and measure should be taken to study the training and development level among employees periodically.

From the study it can be concluded that on a majority basis .the overall level of employee training and development at leather industries. the employees are quite satisfied with the varies facts or job relationship with superiors . salary . package . Environment . Welfare measure . safety measure .statutory measure. performance appraisal and travelling facilities .

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SECURITY ENHANCEMENT USING GENETIC ALGORITHMS

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ABSTRACT:

Genetic algorithm is used to initialize some kind of algorithm to safeguard the region or any highly secured information. The algorithm provides command on how to act when any of the sensors is being accessed by the potential attackers. The security of an entity is based on three major components like access control, surveillance and testing. Here genetic algorithm operates on these three components to prevent from various unauthorized activities such as password accesses, system hacking, fake WAP, Key logger and Malware. This paper provides common solution to all these kind of activities in a simple way by allotting some commands to the users which are changing IP Address, Q is signing off all the accounts, R is an alarm to all the other systems associated with it and S is informing the particular user about the attack using mail or any other source based on the user's convenience.

I. INTRODUCTION:

Genetic algorithms are search and optimization algorithms based on the principles of natural evolution, which were first introduced by John Holland in 1970. Hereditary calculations likewise actualize the advancement systems by mimicking development of species through characteristic choices. Hereditary calculation is commonly made out of two procedures. First procedure is determination of individual for the creation of people to come and second procedure is control of the chosen individual to shape the cutting edge by hybrid and change strategies. The choice component figures out which individual are picked for proliferation and what number of posterity each chose individual produce. The fundamental standard of choice technique is the better is an individual; the higher is its opportunity of being guardian. The internet is used for more rapid transmission of huge volume of important and valuable data which makes it susceptible to many kinds of attacks. So the information needs to be protected from unauthorized access and the other security issues. The techniques like Cryptography and the Steganography are classical approaches of data

security. In Cryptography, the data is encrypted into an unreadable format during encryption process and during decryption data is again recovered in its original format. In Steganography, the data is embedded into a specific format of multimedia files to protect the sensitive information and during the recovery of data; the data is retrieved in its original format without any modification on its cover. In the proposed system, the cryptography and steganography are used to enhance the data security.

II. GENETIC ALGORITHM:

One of the most progressive calculations for highlight determination is the hereditary calculation. This is a stochastic technique for capacity improvement dependent on the mechanics of normal hereditary qualities and natural development. In this article we show how hereditary calculations can be connected to enhance the presentation of a prescient model, by

choosing the most important highlights. In nature, the qualities of creatures will in general develop over progressive ages to all the more likely adjust to the earth. The Genetic Algorithm is a heuristic enhancement technique motivated by that strategies of characteristic development. In highlight choice, the capacity to upgrade is the speculation execution of a prescient model. All the more explicitly, we need to limit the mistake of the model on an autonomous informational collection not used to make the model. This capacity is known as the choice mistake. The plan factors are the nearness (1) or nonappearance (0) of each conceivable component in the model. Hereditary calculations work on a populace of people to deliver better and better approximations. At every age, another populace is made by the way toward choosing people as indicated by their degree of wellness in the issue space, and recombining them together utilizing administrators acquired from regular hereditary qualities. The posterity may likewise experience change. This procedure prompts the advancement of populaces of people that are more qualified to their condition than the people that they were made from, similarly as in characteristic adjustment. A state graph for the preparation procedure with the hereditary calculation is portrayed straightaway. Highlight determination is the way toward finding the most pertinent contributions for a prescient model. These methods can be utilized to distinguish and evacuate unneeded, immaterial and excess highlights that don't contribute or diminish the exactness of the prescient model.

III. GENETIC ALGORITHM IN SECURITY:

One of the most progressive calculations for highlight determination is the hereditary calculation. This is a stochastic technique for capacity enhancement dependent on the mechanics of common hereditary qualities and natural development. In this article we show how hereditary calculations can be connected to upgrade the presentation of a prescient model, by

choosing the most important highlights. In nature, the qualities of living beings will in general develop over progressive ages to more readily adjust to the earth. The Genetic Algorithm is a heuristic enhancement technique enlivened by that strategy of regular development.

Result: A set of k candidate solutions

1. Generate a random generation (x_1, x_2, \dots, x_k)
2. While there is time to compute do
3. For each pair of individuals x_i and x_j produce their offspring by crossover
4. For some offspring mutate some of their bits
5. Sort the offspring pool by the fitness $c \cdot x$
6. Choose k fittest for the new generation (x_1, x_2, \dots, x_k).
7. End
8. Return (x_1, x_2, \dots, x_k)

IV. BASIC STEPS IN GENETIC ALGORITHM:

Hereditary calculation is set in the learning based data framework or transformative processing. Fundamentally two techniques are there for Genetic calculations. A hereditary portrayal of the arrangement area. A wellness capacity to assess the arrangement area. A hereditary calculation is a part of transformative calculation that is broadly utilized. To comprehend Evolution of Genetic Algorithms Justify various parameters are identified with Genetic Algorithms. This Table gives a rundown of various articulations, which are basic in hereditary qualities with their proportionate in the structure of Genetic Algorithm's: 1 Natural Evolution Genetic Algorithm 2 Genotype Coded String 3 Phenotype Encoded Point 4 Chromosome String 5 Gene String Position 6 Allele Value at a Certain Position 7 Fitness Objective Function Value Table 1: GA Expressions The Figure underneath gives the Hierarchy of Knowledge based Information Systems: Steps of Genetic Algorithms 2.1 Simple generational hereditary calculation strategy: a. Pick the underlying populace of people b. Assess the wellness of every person in that populace c. Rehash on this age until end (time limit, adequate

wellness accomplished, and so on.): d. Select the best-fit people for proliferation e. Breed new people through hybrid and change tasks to bring forth posterity f. Assess the individual wellness of

	A	P	Q	R	S
C					
A	-		✓	-	✓
B	✓	✓	✓	✓	✓
C	-	-	-	✓	✓
D	✓	-	-	-	✓
E	-	-	✓	✓	✓

new people g.

V. ALGORITHM:

The algorithm is written based on the activity which has to be given to the sensors for a secured infrastructure. It authorizes the access to the approved once, it also works on the surveillance where security in a wide range of areas are being hacked so simply together with different kind of hackers as all the sensors which are used for security inspection belong to the same network provider.

1. Generate a random operation (P, Q, R, and S)
Where P= Changing IP Address
Q= Signing off all the accounts
R= Alarm to other systems
S= Notify the user
2. While occurs any of the cyber attacks like Password access, system hacking, fake WAP, key logger and malware.
3. For each attack arises an operation
4. For some other issues other than that occurs a dialog box
5. Sort the issue if possible, else
6. Choose n number of operations (P, Q, R, and S).
7. End
8. Return the basic.

VI. OPERATION:

The conditions in the table represented as A, B, C, D and E are password access, system hacking, fake WAP, Key logger and Malware. The activity are declared as P, Q, R and S, where P is changing IP Address, Q is signing off all the accounts, R is an alarm to all the other systems associated with it and S is informing the particular user about the attack using mail or any other source based on the user's convenience. The user does not need to worry about the unauthorized access issues while the sensors work on behalf of the user.

VII. RESULT:

The result of this research paper for a single person would lead to secure system operations where the user need not worry about the access of extreme hacking of their personal information, in a company or organization the confidential data or information of the employees and management can be kept freely and not in 24-bit encryption. The users of single computer or a group of computers can store their information without any worries of unauthorized accessibilities. The malware being a large dispute may lead to an end with this solution.

VIII. CONCLUSION:

This paper has presented an effective method for solving cyber attack conflicts. The objective functions is taken as the minimization of the misuse of confidential information under normal operating condition and minimize/eliminate the high level security usage under contingency case. A new procedure has been used to place the data in the system branches in an attempt to alleviate overloads during contingencies and a GA based approach is proposed to identify the optimal control variable

Principal



setting. The simple algorithm and operation in the above paper is used to evaluate the performance of the proposed approach. The basic attack or complex attack being prevented would confirm the effectiveness of the proposed procedure in improving the security of the system.

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A SURVEY OF COMPUTER VISION –BASED HUMAN MOTION CAPTURE

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ABSTRACT:

A Comprehensive survey on **COMPUTER VISION BASED HUMAN MOTION CAPTURE** focuses mainly on the basis of Taxonomy/classification of the functionalities which can be divided into the processes: tracking, initialization, estimation & finally recognition each process is divided into several sub processes. The "IDEA" with this report is to present previous work in a structural manner with the help of taxonomies.

The study of human movement within sports biomechanics and rehabilitations have a high progress in recent years. It deals with developing a motion Analysis system that collects all the raw info and data.

KEYWORDS: Human Motion Analysis, Taxonomy, Human Motion Recognition, Tracking.

INTRODUCTION:


The human action based on computer includes more and more support. The main task is the "motion" called "human motion capture", it also includes moving head, arms and legs. Human motion is defined as capturing the body movement at some resolution. It enables the fields as biomechanics, machine vision, AI, image processing. AI has been design machines which work still more intelligently or natural human-like-understanding. In **kinesiology**, the model of human body explains how it functions mechanically and an increment in movement efficiency. In **CHOREOGRAPHY** there was long term interest in high level description of human movement notation of ballet, theatre and dance.

SURVEYS AND TAXONOMIES:

The fields of human action based on computer vision have grown up significantly. A taxonomy includes individual "papers, their purpose, algorithms" to define or arrange them into different categories having similar characteristics. The focus is on a general overview based on a taxonomy of system functionalities, broken down into four processes: initialization, tracking, pose estimation, and recognition. Cedras and Shah give an overview of methods within motion extraction prior to 1995, which are all classified as belonging to optical flow or motion correspondence. The human motion capture problem is described as action recognition, recognition of the individual body parts, and body configuration estimation.

CATEGORIES OF TAXONOMY:

- Tracking versus recognition
- 2D versus 3D
- Model based versus non-model
- Post estimation versus recognition
- Mobile versus sensors


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- Person multiple versus person

The category depends on the purpose of the survey and also the survey that used different taxonomies.

PREVIOUS SURVEYS:

It gives an overview of methods used in 1995 [Articulated and elastic non grid motion]. Agarwal in which various types of motion with/without models are described, it is further more categorized into with shape model and without shape model. Each and every processes are discussed and divided into sub-processes and/or categories of methods to provide a reference to describe and compare more than 130 publications covered by the survey. Every survey provides a new view or description about Computer Vision –Based Human Motive Capture to explore it to the most of the innovation. A number of general assumptions used in this research field are identified and the character of these assumptions indicates that the research field is still in an early stage of development. To evaluate the state of the art, the major application areas are identified and performances are analyzed in light of the methods presented in the survey.

APPLICATION:

i) MECHANICAL MAN:

Human motion analysis includes mechanical man such as robotics for humanoid control to copy the motions of human beings. The robotics being used in the technology gives a new height to the human motive based captures

ii) BIOMETRY:

Human motion analysis in the fields of biometry has become eminent because of the gait (i.e.) patterns of movement of limbs, locomotion. The biometry is a highly secured encrypted activity which gives prevention to the invention.

iii) MEDICAL:

Human motion analysis is used in medical fields such as fitness, posture, neuro, orthopedics.etc... Thus, the ailments are reduced and almost being extinguished by the computer vision based human motive capture.

iv) GESTICULATE POSE:

It is the interface of the computerized system with human gesture, posture recognition. It is applicable in Gaming, sign language, device control etc.... The gaming activities are providing a huge contribution in the world of imagination where people will to live .

v) RELAXATION

It is useful for Art and entertainment purpose that includes learning, arts like dance movements. It improves the effectiveness of scene & impact of acting.

Human Motion Estimation & Recognition:

The Taxonomy is a basis of both motion estimation and recognition which are divided into subclasses:

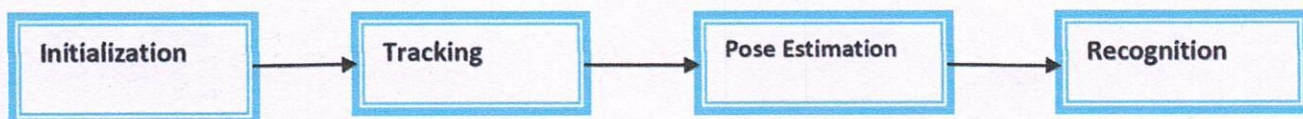
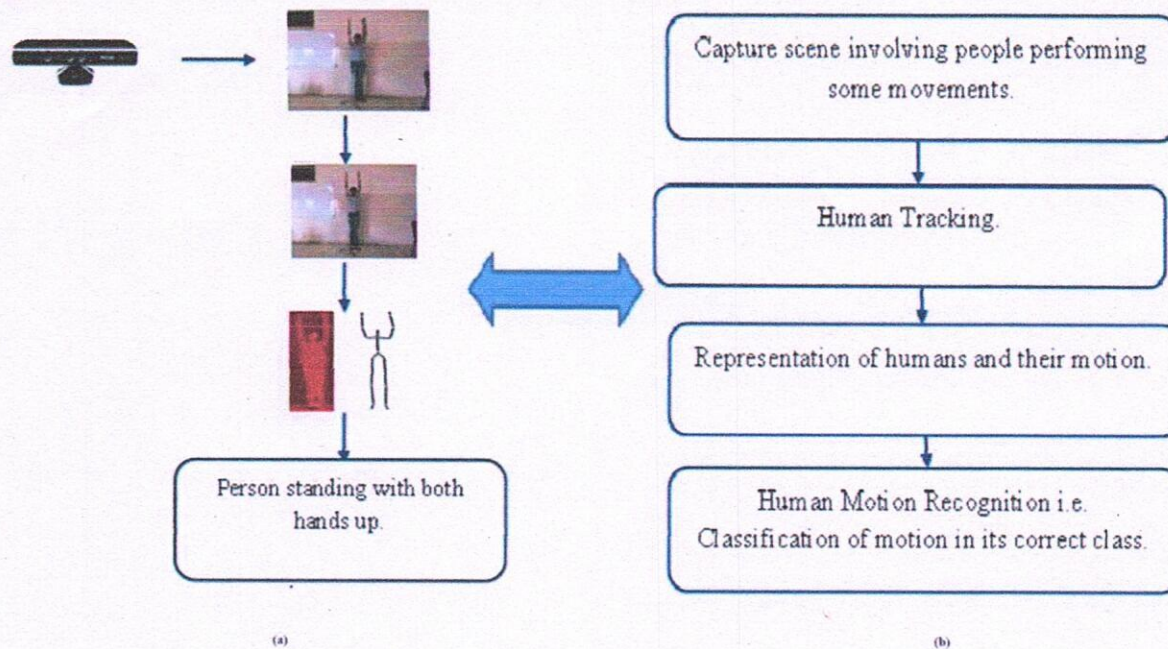


FIG. A general structure for systems analyzing human body motion.

Figure 1. General framework for human motion recognition and its pictorial repres



Skeleton based Approach:

Skeleton Based Approach can be demonstrated that a large set of action can be managed from the position of the joints. The main reason is the natural correspondence of the Skeletons, Meanwhile. It is difficult to establish for general data. The main objectives of the skeleton:

- Monocular or Multitier color images
- Active motion capture
- Single view depth maps

They are usually adapted for color images providing Stability. Skeleton Based Sequential Approach represents human action as curves in low dimensional phase via 3D joint trajectories. **SKELETON BASED SPACE TIME VOLUME APPROACHES** generally extract global features from the joints sometimes combined with point cloud data. This line of research is relatively new and only few methods are available.

Recent Development in Human Motion Analysis:

It has been investigated under huge research project. For Example: **DARPA** (Defense Advanced Research Projects Agency) whose aim was to develop an automatic video understanding technology which enables a human operator to peer activities over complex areas. Example: Battle Field. The recent trends in human motion analysis are Globalization, Strategic HRD and talent management, Electronic, mobile and social learning, Management and leadership development, Performance consulting, Career and performance management, Proactive learning needs identification, Learning design, Evaluation of training, Employment equity and diversity training and Learning organization.

Tracking:

Tracking is key issue in Human Motion Analysis since it serves as a source of data for, post estimation & recognition of data, considered to be equivalent for coherent relation of the feature of the image and its Position, Velocity, Shapes, Colors, Texture etc., The tracking of Human Motion Capture consists of various basis in tracking such as Characteristics, Active Profile and Domain or Region.

Characteristic based Tracking:

This Tracking method uses features such as classified points or lines on the object to review the tracking. The benefit is the presence of partial occlusions, some of the features are visible. It includes feature matching & feature extraction. It is also an issue for successful MULTICAMERA tracking system.

Active profile based Tracking:

Active profile based Tracking is adopted the differential equivalent to describe complex motion and combine those approach with template, statistical frame work which observed inter frame difference density function using mixture model. Active profile based Tracking is also called as Active contour or snakes aim of extracting the shape of the subject.

Domain or Region Based Tracking:

Domain or Region Based Tracking is widely used to identify the connected region linked with the moving object in an image and track it over time with the help of cross correlation measure. Meanwhile both the background scene and human body were modeled with distribution. The solution may require tracking using multiple cameras.

DISADVANTAGE:

- When there is problem, it is easier to retry the scene rather than manipulating the data, only few systems allow real-time view of the data to decide the need of radio.
- The results are limited to the performance within the capture volume without any manipulation.
- A movement that does not follow the laws of physics cannot be represented.
- The real life performance may not translate on to the computer models as per expectation.
- The cost of software equipment, personal can be prohibitive for small productions.

CONCLUSION:

The Human Motion Analysis is a prominent area of Research. The Paper is classified according to the complexity of the action. Field like Machine Learning, Artificial Intelligence needs to be applied for Human Motion Capture. The success is by commercial systems that estimate full body poses for computer games, hand poses for gesture interfaces. Expected that more approaches will make the transition from the lab to a business.

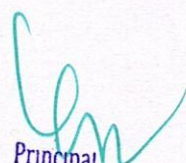
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HOLOGRAPHIC MASS STORAGE SYSTEM

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ABSTRACT

Holographic data storage is a potential technology in the area of high capacity data storage currently dominated by magnetic data storage and conventional optical data storage. Holographic memory is a technique that can store information at a high density inside crystals. It can store up to 1TB in a sugar cube size crystal. Data from more than 1000 CDs can fit into a holographic memory system. It has more advantages than a conventional storage system.

This paper provides a description of holographic data storage system (HDSS), a three dimensional data storage system which has a fundamental advantage over conventional read/write memory systems. A brief overview of properties of holograms will be presented first. Applications to computer systems are then covered, with the future of holographic memory presented as a conclusion.

INTRODUCTION

Holographic memory system is a technique that can store information at high density crystals or photopolymers as a current storage techniques such as DVD reach the upper limit of possible data density (due to diffraction) holographic storage has the potential to become the next generation of storage media. The first step in understanding holographic memory is to understand what "holographic" means, holography is a method of recording patterns of light to produce a 3D object. The recorded patterns of light are called memory system.

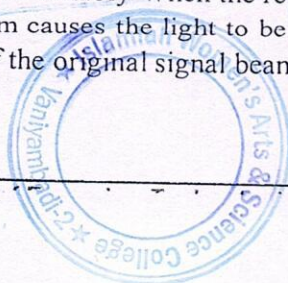
METHODOLOGY

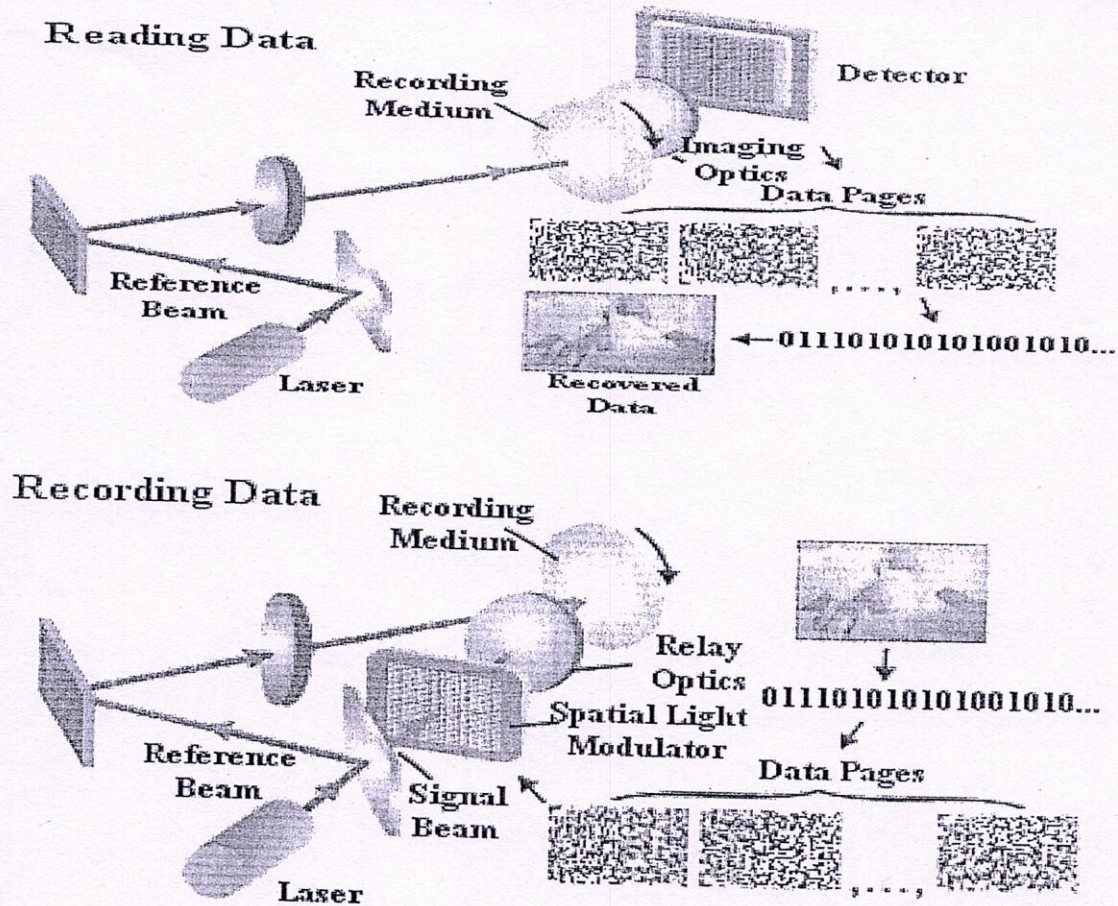
WORKING OF HDSS

Creating holograms is achieved by means of 2 coherent beams of light split from one laser source, one being the reference beam and the other signal beam. When both the beams interfere with one another, a resulting interference pattern is formed which encompasses the pattern both in amplitude and phase information 2 beams, when an appropriate photorefractive material is placed at the point of interference, the interference patterns are recorded inside the material. The beam's angle is crucial and it can't vary by more than a fraction of degree. The apparent flaw in the recording process is actually an asset it's how holographic storage achieves its high data densities. By changing either the angles of the reference beam or its frequency we can write additional data pages into the same volume of crystal, the dynamic range of the medium determines how many pages it can hold reliably. When the reference beam illuminates the material in the absence of the signal beam, the hologram causes the light to be diffracted in the same direction of the initial signal beam and all the information of the original signal beam is reconstructed.

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MULTIPLEXING

The properties of hologram provide a unique solution. Holographic memories store information throughout their whole volume. The way of sorting multiple pages of data in the hologram is called multiplexing. The thicker the volume becomes smaller the modifications to the source can be.

IMPLEMENTATION

A holographic data storage consists of a recording medium, an optical recording system, a photo detector. The recording medium is usually a photorefractive crystal. A hologram is simply the 3D interference pattern of the perpendicular to each other. The most common holographic recording system uses laser light a beam splitter to divide the laser light into reference beam and signal beam, various lenses and mirrors to redirect the light, a photoreactive crystal and an array of photo detectors around the crystal to receive the holographic data. The possibility of the hologram that has the property that if it is illuminated by either of the beams used to record it, the hologram causes light to be diffracted in the direction of the second beam that was used to record it, thereby recreating the reflected image of the object if the reference beam was used to illuminate the hologram

POSSIBLE APPLICATIONS

There are many possible applications of holographic memory. Holographic memory systems can potentially provide the highspeed transfer and large volumes of future computer system.

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Data mining – It's the processes of finding patterns in large amounts of data it is used greatly in large databases.

Petaflop computing – A petaflop is a thousand trillion floating point operations per second holographic memory could be utilized in a petaflop architecture.

CONCLUSION

The future of holographic data storage is very promising; HDSS provides a window into next generation computing by adding another dimension to stored data. Current magnetic storage devices remain far more cost effective than any other medium on the market. The parallel nature of HDSS has, many potential gains on serial storage methods, however, many advances in optical technology and photosensitive materials need to be made before finding optical technology and photosensitive materials need to be made before finding holograms in our computer system.

POTENTIALS AND PROBLEMS

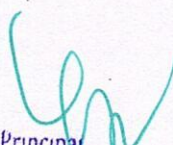
Unlike current storage technologies that record one data bit a time, holography allows more than a million bits of data to be written and read in parallel with a single flash of light. High 3D storage densities, fast transfer rates and durable media make holography the most likely choice for next generation data storage and processing needs. Only magnetic tape can compete with holographic storage capacities to some extent, but tapes are less durable and harder to access. A prototype holographic system has lately been demonstrated to have a recording capacity of 515 GB per sq inch, the prototype could store up to 150 million pages, which is more than the capacity of 60 DVDs or 1000 CDs.

- Per megabyte cost of the media is low.
- The life expectancy of recorded data is 50 years.
- Random access to stored data is the standard method.
- Capabilities for improving information security are higher than current technologies.
- The cost levels are not yet competitive for large scale market acceptance of holographic memory products.
- Despite these and similar negative points, the researchers and producers of the holographic technology are confident about the success of HDSS in the near future.

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DIGITAL IMAGE PROCESSING TECHNIQUES-A REVIEW

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ABSTRACT

In today's scenario image processing is one of the vast growing fields. It is a method which is commonly used to improve raw images which are received from various resources. It is a kind of signal processing. This paper provides an overview of image processing methods. The main concern of this paper is to define various techniques used in different phases of image processing.

Keywords: Image processing, Segmentation, Threshold, Acquisition, Enhancement.

I INTRODUCTION

Image processing is a method which is commonly used to improve raw images which are received from various resources. It is a technique to transform an image into digital form. It is a kind of signal. It is a dispensation where image is an input and output is also an image or features related with image. The purpose of image processing is distributed into several groups.

Image retrieval: By image processing user can detect only that portion of the picture which is relevant to the user.

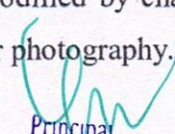
Image recognition: Image processing use mathematical procedures for processing of images.

Image sharpening and restoration: In image processing various techniques are applied on the picture to produce a better image.

II ANALOG IMAGE PROCESSING:

This processing method use electrical signals for any change required in the picture. Analog processing includes two dimensional analog signals. In this approach images are modified by changing the electrical signal. It is mainly used for hard copies like as for printing purpose and for photography.




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III DIGITAL IMAGE PROCESSING:

In this technique processing of images are done by digital computers. Firstly via scanner-digitizer images are converted into digital form and then further processing is done on the images. Digital image processing uses many techniques like as correction, formatting of the data, enhance procedure to create picture with better quality. Basically, there are mainly four operations used in digital image processing like as image preprocessing, segmentation of image, feature extraction. Figure 1 shows the image processing methods to process a required image data.

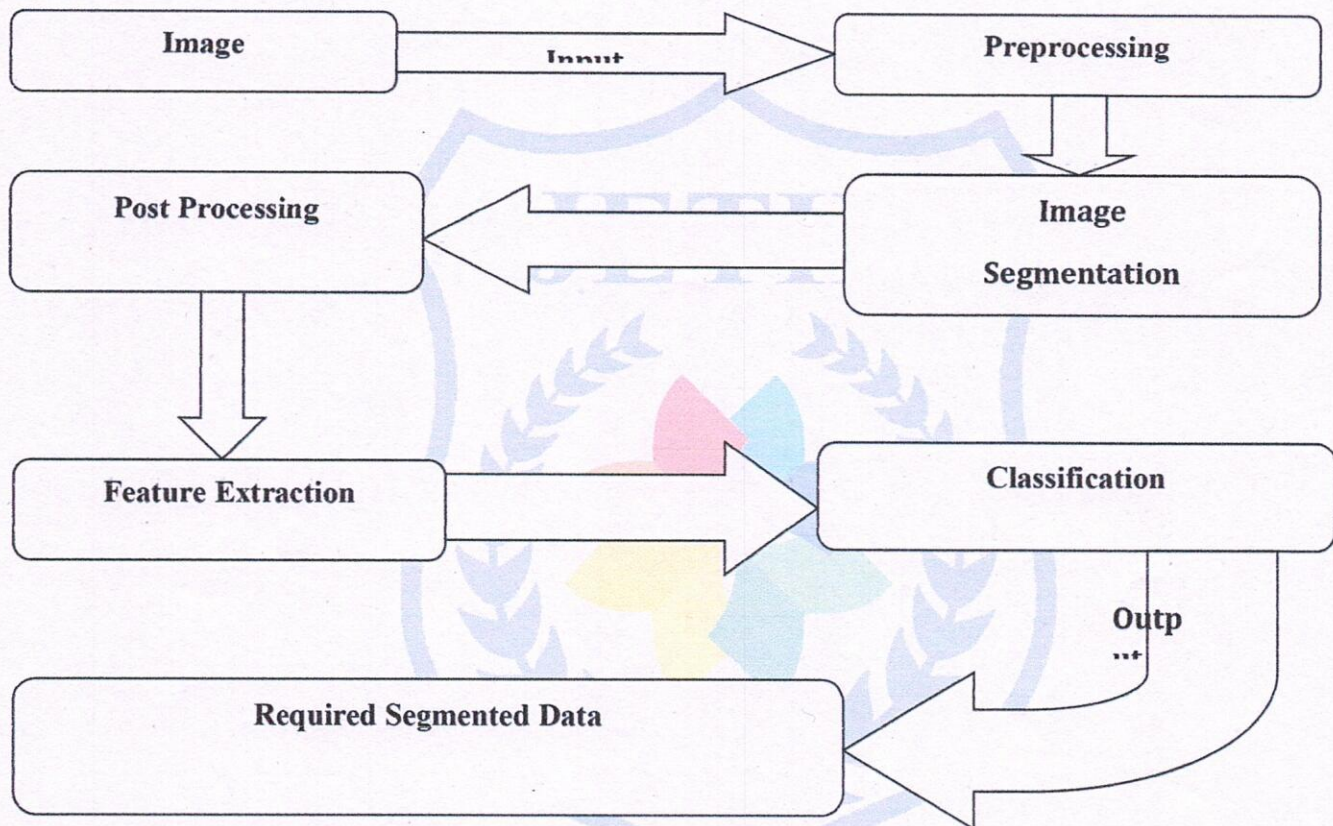


Figure 1 Image Processing Methods for Required Image Data

IV IMAGE ACQUISITION:

The first phase of every visualization scheme is the image acquisition phase. Basically, and image acquisition is a process through which images are retrieved from various resources. The most common method for image acquisition is real time acquisition method. This method creates a pool of files which are processed automatically. An image acquisition method creates 3D geometric data.

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V IMAGE ENHANCEMENT:

Image enhancement improves the picture displaying quality. Sometimes one picture is captured from various resources then the quality of image is not very good due to obstacles. Image enhancement modifies components of the pictures so that clarity of images can be increased. This technique is used for analyzing the image, for feature extraction and displaying the images. There are some improvement methods namely contrast stretching, noise filtering and histogram modification. Spatial domain techniques are work with pixels. In this technique the values of pixels are altered in desired enhancement. It contains various techniques whose working directly dependent on the pixels of the images. Frequency domain methods are appropriate with images which are based on frequency mechanisms and it works on the orthogonal conversion of the image. Figure 2 shows the image enhancement techniques.

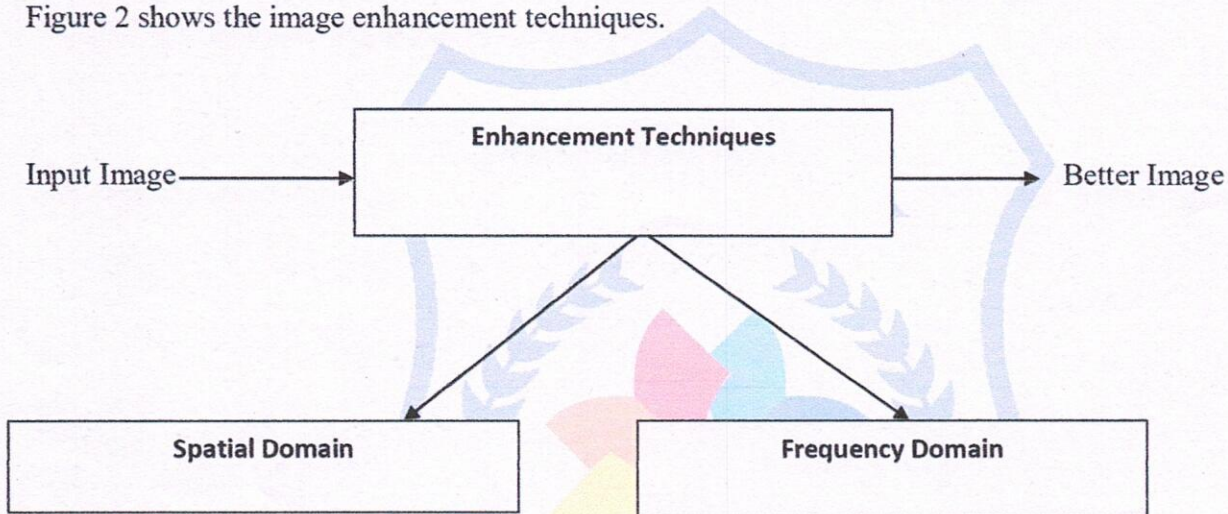
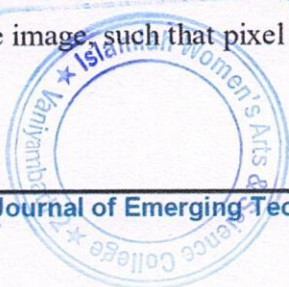


Figure 2 Image Enhancement Techniques

VI IMAGE SEGMENTATION:

In image segmentation, an image is divided into subparts according to the requirements of the user of the problem. It divides the image into pixels. Image segmentation divides the image in such a way so that it becomes very accurate. Basically this approach is used for analysis for substances, borders and additional records processing. The outcome of image segmentation is a set of sections that together cover the total image or group of contours removed from the image. The objective of segmentation is modifying the demonstration of picture in such a manner that is more significant and easy to evaluate. It produces the better appearance of image. Segmentation of images is done for compression of image, recognition of objects and for editing purpose. For image segmentation image thresholding methods are applied. Some segmentation allocates label to each pixel in the image, such that pixel having similar label.



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Threshold Based Segmentation:

The easiest method for segmentation is thresholding. These points are below and on upper side of the definite threshold value. The value of the histogram is calculated by detection of edges. So threshold value is accurate only if the detection of edges is accurate.

Edge Based Segmentation:

Another technique for segmentation is edge detection method. To recognize pixel values edges are drawn and these edges are compared with other pixel. The edges are not closed with each other so there are some gaps among the edges.

Region Based Segmentation:

This technique groups together certain objects used for segmentation. Region based segmentation technique used with this method. The region must be together with each other. It is also known as similarly based segmentation. After applying the process color and texture of the image is altered and then vector is created from the edge flow.

Clustering Based Segmentation:

Clustering can be considered the most important unsupervised learning problem. Other kind of problem, the clustering deals with finding a structure in a collection of unlabeled data. The clustering is a process of organizing objects into groups whose members are similar in some way. A cluster is therefore a collection of objects which are 'similar' between them and are 'dissimilar' to the objects belonging to other clusters.

Model Based Segmentation:

Model based segmentation method is used to segment the objects from image. This method includes an initial guess and an iterative process that modifies the initial guess. Model based segmentation framework provides the infrastructure for fully automatic segmentation of features and their substructures in multi model images. The segmentation is performed in very efficiently in this model.



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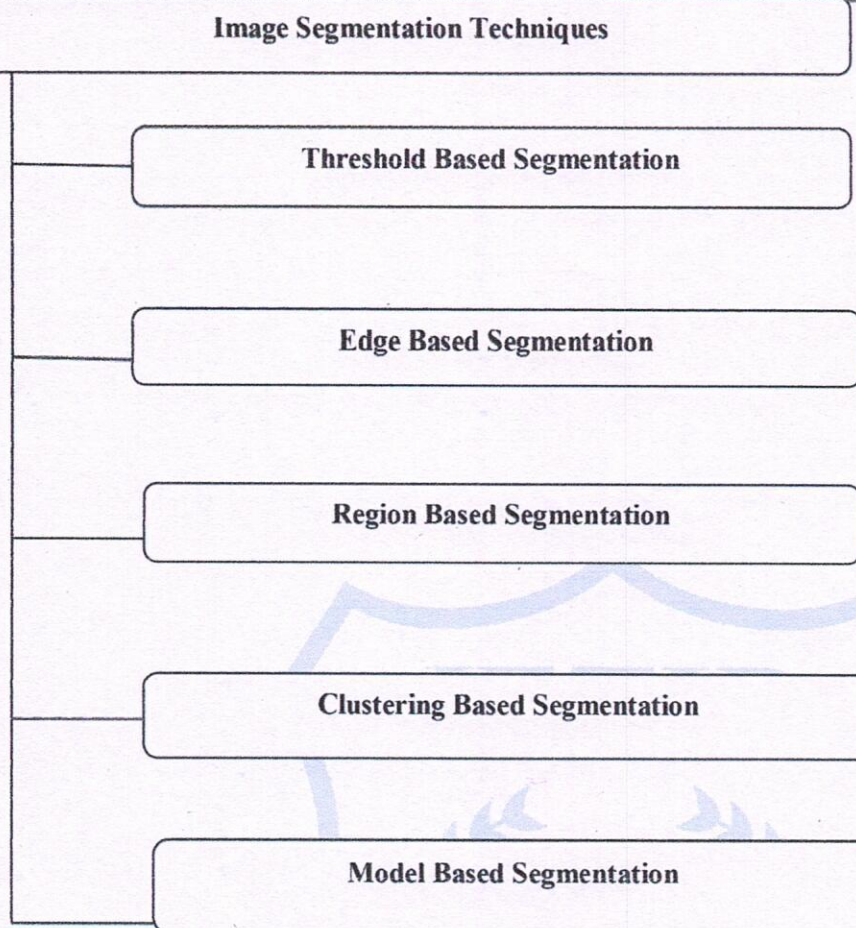


Figure 3 Image Segmentation Methods

VII CONCLUSION:

Image processing is used to enhance the quality of the picture that is taken from various resources. This paper discusses various image processing like image representation, segmentation, compression, acquisition, image enhancement etc. These techniques are used in numerous areas. The method that we are choosing depends upon the application area. This research can be extended to develop some more image processing technique in future.

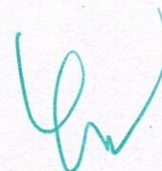
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A STUDY ON SMART DUST TECHNOLOGY

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ABSTRACT:

The rise of little registering components, with sporadic network and expanded connection with nature, gives enhanced chances to reshape cooperation's among individuals and PCs and prod universal figuring inquires about.

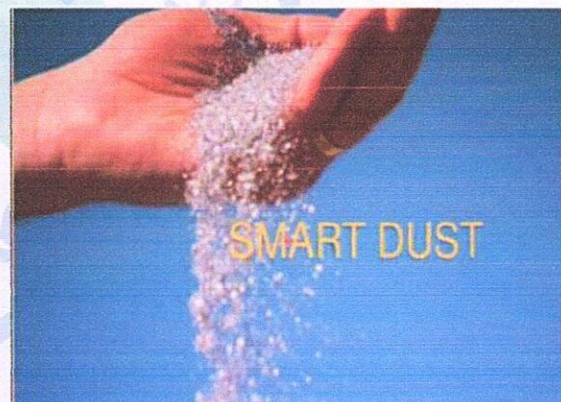
Brilliant residue is minor electronic gadgets intended to catch heaps of data about their environment while truly gliding on air. These days, sensors, PCs and communicators are contracting down to strangely little measures. On the off chance that these are pressed into single small gadgets, it can open up new measurements in the field of interchanges.

The thought behind 'brilliant residue' is to pack modern sensors, little PCs and remote communicators in to a cubic-millimeter bit to shape the premise of incorporated, greatly dispersed sensor systems. They will be light enough to stay suspended in air for a considerable length of time. As the bits float on wind, they can screen nature for light, solid, temperature; synthetic piece and a wide scope of other data and bar that information back to the base station, miles away.

The Recently Emerging Trends consistently experiences some sort of disadvantages; the downsides occurring in Smart Dust are the protection issues, control issue and the expense. This paper manages these disadvantages and changes over it to an Advantage. The privacy issue is managed through IPv4 protocol and the control issue is brought to track by the Intrusion Detection System.

I.INTRODUCTION:

Smart Dust is a minor residue size gadget with remarkable abilities. Shrewd Dust joins detecting, processing, remote correspondence abilities and self-governing force supply inside volume of just couple of millimeters and that too requiring little to no effort. These gadgets are proposed to be a little and light in weight that they can stay suspended in nature like a common residue molecule. These properties of savvy residue will render it valuable in checking genuine wonder without irritating the first procedure to a recognizable expands. Directly the attainable size of Smart Dust is about 5mm block, yet we trust that it will in the long run be as little as pack of residue. Singular sensors of shrewd residue are frequently alluded to as bits as a result of their little size. These gadgets are otherwise called MEMS, which represents Micro Electro-Mechanical Sensors.



II.ARCHITECTURE:

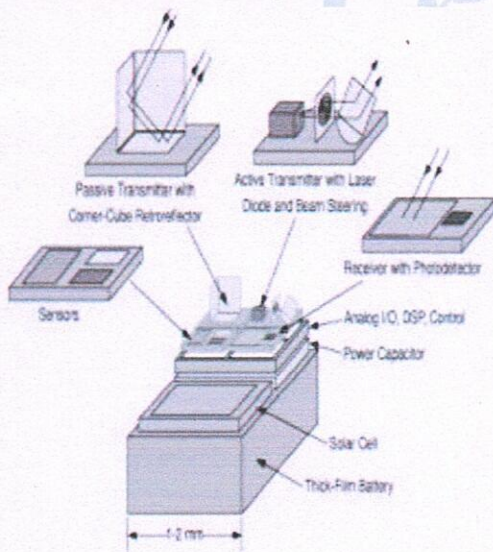
A noteworthy movement is to gather every one of these capacities and keeping up with low control utilization, at that point expanding the life of bit in the restricted volume accessible for vitality stockpiling. In the structure objective of a cubic millimeter volume, utilizing the best accessible battery gear, the absolute put away vitality is by and large of 1 J. On the off chance that this vitality is expended consistently more than one day, the keen residue bit control utilization can't surpass around 10W. This is

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named as "Shutdown control" of individual low power Integrated Circuits (ICs) found in late PCs. The usefulness for Smart residue can be accomplished just if the absolute power utilization of a keen residue bit isn't surpass to microwatt levels, when ordinary power the executives techniques are utilized. To empower dust bit to initiate over some time of days, at that point the sunlight based cells could be attempting to look however much vitality as could reasonably be expected when the sun sparkles (about 1 J for every day).

A solitary brilliant residue bit has:-

- A semiconductor laser diode and MEMS bar directing mirror for dynamic optical transmission.
- A MEMS corner 3D square retro-reflector for aloof optical transmission.
- An optical recipient.
- A sign handling and control hardware.
- A power source dependent on thick-film batteries and sunlight base cells.



III. MAJOR COMPONENTS AND REQUIREMENTS:

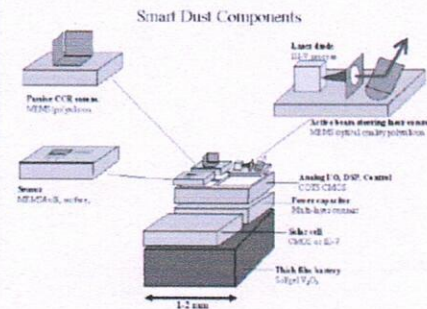
Smart Dust requires evolutionary as well as the revolutionary advances in miniaturization, integration, and energy management. The power framework comprises of a thick-film battery, a sun based cell with a charge-incorporating capacitor for times of dimness, or both. The Smart Dust contingents upon its target, the structure coordinates different sensors, including light, temperature, vibration, attractive field, acoustic, and wind shear, onto the bit. A coordinated circuit gives sensor-signal handling, correspondence,

control, information stockpiling, and vit board. A photodiode permits optical information gathering.

There are directly two transmission plans:

- Passive transmission utilizing a corner-3D square retro reflector
- Active transmission utilizing a laser diode and steerable mirrors.

Components of Smart Dust



The bit's infinitesimal size makes vitality the executives a key segment. The incorporated circuit will contain sensor sign molding circuits, a temperature sensor, and A/D converter, chip, SRAM, interchanges circuits, and power control circuits. The IC, together with the sensors, will work from a power source coordinated with the stage. The bit's infinitesimal size makes vitality the executives a key segment. The incorporated circuit will contain sensor sign molding circuits, a temperature sensor, and A/D converter, chip, SRAM, interchanges circuits, and power control circuits. The IC, together with the sensors, will work from a power source coordinated with the stage.

IV. WORKING OF SMART DUST:

The splendid buildup bit is constrained by a microcontroller that not simply chooses the task performed by the bit, yet includes the capacity to the various pieces of the structure to direct imperativeness. It furthermore turns on optical authority to check whether anyone is endeavoring to talk with it. This correspondence may join new ventures or messages from various bits. In light of a message or upon its very own drive, the microcontroller will use the corner strong shape

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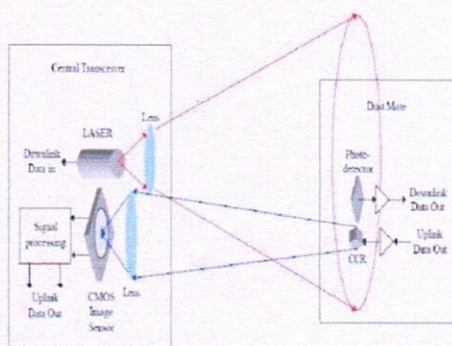
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retro reflector or laser to transmit sensor data or a message to a base station or another piece.

As a rule, a large portion of the bit is controlled off with only a clock and two or three timekeepers running. Right when a clock ends, it powers up a bit of the bit to finish an occupation, by then powers off. Two or three the timekeepers control the sensors that measure one of different physical or substance overhauls, for instance, temperature, including light, vibration, reviving, or pneumatic power. When one of these tickers slips, it powers up the relating sensor, takes a model, and changes over it to an electronic word.

Free Space Optical Network



The essential requirement in the plan of the Smart Dust bits is volume, which thus puts a serious limitation on vitality since we don't have much space for batteries or enormous sun powered cells.

V. CHALLENGES:

1. The optical authority for the adroit buildup undertaking is being made. The beneficiary distinguishes moving toward laser transmissions at up to 1Mbit/s, for a power use of $12\mu\text{W}$. In spite of the way this is absurdly high for constant use in splendid buildup, it is a reasonable figure for the download of constrained amounts of data, for instance, a 1Kbit program.

2. For data transmission, the gathering is using corner 3D shape retro-reflectors (CCRs) fabricated using MEMS frameworks. CCRs are conveyed by setting three mirrors at right edges to each other to outline the edge of a box that has been silvered inside. The key property of a CCR is that light entering it is reflected back en route it entered on. For the sharp buildup structure, the

CCR is being founded on a MEMS metl with the two vertical sides being assembled by hand. Right when a light is shone into the CCR, it reflects back to the sending position. By changing the circumstance of one of the mirrors, the reflected bar can be directed, making a low-imperativeness withdrew transmission.

3. The straightforward propelled convertor (ADC) the 8bit ADC has so far shown with a data extent of 1V, equal to the power supply, and a 70 kHz investigating rate. The converter draws $1.8\mu\text{W}$ when reviewing at that rate, or 27pJ for a 8bit model.

4. The latest splendid buildup bit, with a volume of essentially 16cu mm, has been attempted. It steps through exams from a photo locator, transmits their characteristics with the CCR and continues running off sun arranged cells. So sharp buildup is on the way.

5. It is difficult to fit all of these devices in a little sagacious buildup both size quick and essentialness keen.

6. As the contraptions are pretty much nothing, batteries present a gigantic extension of weight.

7. High control usage.

8. Tangled structure and instrument.

VI. COMMUNICATION TECHNOLOGIES:

There are two sorts of correspondence innovations which are utilized by the Smart Dust to transmit the data caught. They are

Radio Frequency Transmission:-

- Based on the age, spread and recognition of electromagnetic waves with a recurrence run from several kHz to many GHz.
- Multiplexing methods: Time, recurrence or code-division multiplexing.

Optical Transmission:-

There are various kinds of interchanges.

a) Passive Laser based correspondence:

Downlink correspondence (BST to tidy)- the base station to Arts and Science College, Vanivambadi - 635 752

hub. Residue utilizes a basic optical recipient to decipher the approaching message.

Uplink communication (dust to BST) - the based station focuses an un-regulated laser bar at a hub, which thus adjusts and reflects back the pillar to the BST.

b) Active Laser based correspondence:

Have a semiconductor laser, a collimating focal point and a shaft directing smaller scale reflect.

Utilizations a functioning guided laser-diode based transmitter to send a collimated laser bar to a base station.

c) Fiber optic correspondence:

Utilizes semiconductor laser, fiber link and diode recipient to create, move and recognize the optical sign.

It is like detached optical correspondence.

Generally little size of the optical handset is utilized with low-control activity.

VII. SMART DUST IN FUTURE:

The Smart buildup is size of cubic millimeter, which contains power, Exchanges and estimations. According to various asks about "Splendid buildup will be one of the fundamental methodologies in future". Huge endeavors like GE General Electric and Cargill and Emerson

Electric are placing assets into the progression of Smart buildup. IBM, CSCO are sponsoring for specific improvement of this advancement. The first Smart buildup things are going to hit the market. These sensors used to screen structures, control pipelines, helpful, and security systems. The advancement of keen buildup relies upon optical and fiber optic correspondences. The micro electromechanical sensors are one of the crucial developments which can improve correspondence and optical system. The wise buildup can bring an emotional switch up in coming quite a while in correspondence system because of its little sensors. It similarly needs less upkeep. With the utilization of smart residue the bewildering limits ends up being basic.

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VIII. PRIVACY ISSUES:

The Major disservice of Smart residue is protection. This innovation takes note of each little change in nature; it might hurtful to receive in each circumstance. The Smart Dust is generally utilized for military locale where it is utilized to gather data from the adversary area to be set up about the forthcoming assaults and afterward we can make anticipation or it's survived. It can likewise spy us for some other individuals on their guidance. The smart dust innovation sends its data through IP convention. As a cure, in some sort of profoundly verified associations the IP of normal incomers can be put away and remaining IP sending data can be set for approval. As the Smart Dust transfers information through IP address, the highly secured encrypted areas can use IPv4 and bind a framework where only authorized IP Addresses are allowed to enter and work. If new IP Address arrives it may track location and inform the authority.

IX. IPv4 and IPv6:

Internet Protocol Version 4 (IPv4) is the fourth revision of the Internet Protocol and different kinds of networks are widely using a protocol in data communication. IPv4 is a connectionless protocol and it is being used in packet-switched layer networks, such as Ethernet. A logical connection is provided by IPv4 in between network devices by providing identification for each device. The IPv4 provides many ways to configure with all kinds of devices like manual and automatic configurations – depending on the network type. IPv4 is classified as the best-effort model. But this model guarantees neither delivery nor avoidance of duplicate delivery; all of the aspects are handled by the upper layer transport called Application Layer.

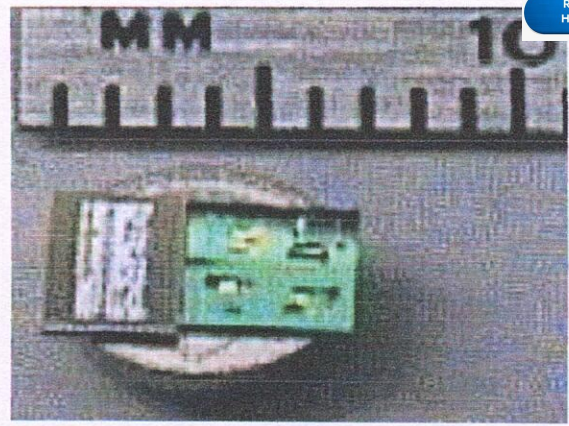
Internet Protocol Version 6 (IPv6) is the latest adaptation of the Internet Protocol (IP), the interchanges convention that gives an ID and area framework for PCs on systems and courses traffic over the Internet. IPv6 was created by the Internet Engineering Task Force (IETF) to manage the since quite a while ago foreseen issue of IPv4 address fatigue. IPv6 is expected to supplant IPv4. In December 1998, IPv6 turned into a Draft

Standard for the IETF, who in this way confirmed it as an Internet Standard on 14 July 2017.

Gadgets on the Internet are doled out an interesting IP address for distinguishing proof and area definition. With the fast development of the Internet after commercialization during the 1990s, it wound up clear that unquestionably more delivers would be expected to interface gadgets than the IPv4 address space had accessible. By 1998, the Internet Engineering Task Force (IETF) had formalized the successor convention. IPv6 utilizes a 128-piece address, hypothetically permitting 2128, or around 3.4×10^{38} locations. The genuine number is somewhat littler, as various reaches are saved for exceptional use or totally barred from use. The all out number of conceivable IPv6 addresses is more than 7.9×10^{28} occasions the same number of as IPv4, which uses 32-piece addresses and gives roughly 4.3 billion locations. The two conventions are not intended to be interoperable, and therefore direct correspondence between them is incomprehensible, confusing the transition to IPv6. Be that as it may, a few progress systems have been formulated to amend.

X. CONTROL PROBLEM:

Sensor hubs are arbitrarily conveyed and don't observe any standard guidelines. The irregular sensors makes powerless for unordinary topology. There will be no extraordinary support to the sensors once introduced. The size and weight of the Smart Dust is excessively minute and extremely less. This causes it to go into anyplace and all over. Be that as it may, as it is too moment and less weighted the administrator finds a great deal of challenges in working it. This control issue can be counteracted by including exceptionally weighted interior particles which would make it solid and abstain from being blown in air. There is no unique edge work to the sensors. With the goal that it is anything but difficult to course every directing calculation so following of the sensors become exceptionally simple and it prompts security issues. The Intrusion detection System (IDS) can be used to program the sensors to follow their instructions by programming it in the software or sensor.



XI. INTRUSION DETECTION SYSTEM:

An Intrusion Detection System (IDS) is a framework that screens system traffic for suspicious movement and issues cautions when such action is found. While irregularity identification and detailing is the essential capacity, some interruption discovery frameworks are equipped for taking activities when vindictive action or peculiar traffic is recognized, including blocking traffic sent from suspicious IP addresses.

Instead of the fact that interruption discovery frameworks screen systems for conceivably vindictive action, they are additionally inclined to false cautions (false positives). Thusly, associations need to adjust their IDS items when they initially introduce them. That implies appropriately designing their interruption location frameworks to perceive what typical traffic on their system resembles contrasted with possibly vindictive movement.

An Intrusion Prevention System (IPS) additionally screens organize parcels for possibly harming system traffic. Be that as it may, where an interruption location framework reacts to possibly malevolent traffic by logging the traffic and issuing cautioning warnings, interruption avoidance frameworks react to such traffic by dismissing the conceivably malignant parcels.

XII. CONCLUSION:

Shrewd residue is comprised of thousands of sand-grain-sized sensors that can gauge surrounding light and temperature. The sensors everyone is known as a "bit" which has remote specialized gadgets connected to them, and on the


off chance that you put a lot of them close to one another, they'll arrange themselves naturally. These sensors, which would cost pennies each if mass-created, could be spread all around places of business and homes. This paper has exhibited an audit on presently accessible Smart Dust, its exercises, working and an exploration on its downsides. For these various classes, arrangements have been considered, to be specific processor, memory, conventions, cost, control utilization and applications.

Fashioners can utilize miniaturized scale electromechanical frameworks to fabricate little sensors, optical correspondence parts, and power supplies, while microelectronics gives expanding usefulness in littler regions, with lower vitality utilization. The MEMS business has significant markets in car weight sensors and accelerometers, restorative sensors, and procedure control sensors. Ongoing advances in innovation have put a considerable lot of these sensor forms on exponentially diminishing size, power, and cost bends. Consequently it is generally utilized and can likewise be utilized much viably by conquering the downsides with the assistance of this paper.

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ONLINE SHOPPING BEHAVIOUR AMONG UNDER GRADUATE STUDENTS OF ARTS AND SCIENCE COLLEGE FOR WOMEN IN VANIYAMBADI

Dr. M. Sadiya Sarvath

Assistant Professor of Commerce.

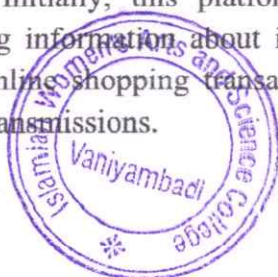
Islamiah Women's Arts & Science College, Vaniyambadi.

Abstract

E-commerce is one of the fastest growing industries in the global economy. We live in a very integrated world, where physical boundaries are overcome by trade and technology. There's a constant exposure of information about products and brands on social networks. Brands use their social networks channels to publish images and features about what they are offering. The consumer's experience and reviews is shared through online and this can affect the brand image, either positively or negatively. This exposure enables people to be aware of purchasing options, converts the buying process into a well-informed decision, which allows the reduction of the search costs and increase the probability of buy. This paper entitled "Online Shopping Behaviour Among Under Graduate Students of Arts and Science College for Women in Vaniyambadi" clearly states the shopping behaviour of students through online.

Introduction

Online shopping is a form of electronic commerce which allows consumers to directly buy goods or services from a seller over the Internet by using a web browser. Consumers find a product of interest by visiting the website of the retailer directly or by searching among alternative vendors using a shopping search engine, which displays the same product's availability and pricing at different e-retailers. As of 2016, customers can shop online using a range of different computers and devices, including desktop computers, laptops, tablet computers and smart phones. A typical online store enables the customer to browse the firm's range of products and services, view photos or images of the products, along with information about the product specifications, features and prices. The emergence of online shopping as we know today was developed with the emergence of the Internet. Initially, this platform only functioned as an advertising tool for companies, providing information about its products. It quickly moved on from this simple utility to actual online shopping transaction due to the development of interactive Web pages and secure transmissions.



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Online Shopping Behaviour

Online shopping has grown in popularity over the years where people find it convenient and easy to shop with comfortably through their homes or offices. Online stores do not have space constraints and a wide variety of products can be displayed on websites. It helps the analytical buyers to purchase a product after a good search. Online customers must have access to the Internet and a valid method of payment in order to complete a transaction. Advances in technology and the emergence of digital media are bringing a new wave of consumerism. For many consumers, a shopping trip includes relaxation, a source of entertainment or a chance to socialize and share experiences. Consumers are progressively seeking shopping options that offer increased convenience and flexibility. Firms are responding to these evolving consumer needs through the introduction of relevant innovative solutions and the integration of online experiences. Today online consumers have more control and bargaining power than consumers of physical stores. The Internet offers more interactivities between consumers and product/service providers as well as greater availability of information about products and services.

The following are the factors that motivate the students to buy products through online:

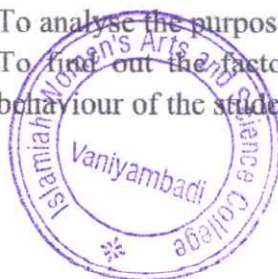
- Saves time and effort
- Convenience of shopping at home
- Wide variety / range of products are available
- Good discounts / lower prices
- Information about the product
- Compare various models / brands

Statement of the Problem

Due to rapid growth of technology, business organizations have switched over from the traditional method of selling goods to electronic method of selling goods. Business organizations use internet as a main vehicle to conduct commercial transactions. Increased exposure to technology has increased the probability of developing favourable attitudes towards new shopping channels. The marketing around the digital environment has influenced the students to make buying decisions by the interaction with the search engines, recommendations, online reviews and other information. The digital devices such as mobile phones, computers, tablets and other digital devices are more likely used by the students to gather information regarding the products they desire to purchase. In other words, the digital environment has a growing effect on student's mind and buying behaviour. Hence, the study aims to know the "Online Buying Behaviour Among Under Graduate Students of Arts and Science College for Women in Vaniyambadi".

Objectives of the Study

- ✓ To analyse the purpose of browsing through online.
- ✓ To find out the factors and the type of advertisements that influences the buying behaviour of the students.



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- ✓ To know the frequency of shopping habits of the students.
- ✓ To ascertain the problems faced by the students through online shopping.
- ✓ To give suggestions based on the findings.

Research Methodology

1. **Data collection:** The data was collected from primary and secondary sources. Primary data was collected through questionnaire and the secondary data was collected from books, magazines and websites etc.
2. **Sampling size:** 80 respondents were selected after considering time and cost.
3. **Sampling method:** Convenient sampling method is used to collect the data from the respondents.
4. **Tools of analysis:** Simple percentage analysis has been used for the study.

Limitation of the Study

- The study is restricted to Vaniyambai town only.
- The study is purely based on the opinion of the respondents which might be biased.
- Opinion of the respondents may change from time to time and the responses were based on the situation and attitude of the respondents at the time of survey.

Results and Discussions:

1) Websites Used for Online Shopping

E-commerce is a commercial transaction which is happened over the internet. Online stores like Amazon, Flipkart, Snapdeal, Myntra, Clubfactory and Nykaa are some of the websites in which the students prefer to do online shopping.

Table No – 1

Websites Used for Online Shopping

Websites	No. of respondents	Percentage
Amazon	32	40
Snapdeal	6	7.5
Flipkart	24	30
Myntra	5	6.3
Clubfactory	8	10
Nykaa	5	6.3
Total	80	100

Source: Primary Data

2) Internet Usage Pattern

The internet pattern used by the students is classified into mobile network and broadband connection.



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Table No – 2
Internet Usage Pattern

Modes	No. of respondents	Percentage
Mobile Network	72	90
Broadband Connection	8	10
Total	80	100

Source: Primary Data

3) Frequency of Shopping

E-commerce provides the sellers with a global reach. It removes the barrier of place. The buyer and seller can meet in the virtual world, without the hindrance of location. The frequency of shopping habits among the students is classified into very often, often, sometimes and rarely.

Table No - 3
Frequency of Shopping

Frequency Type	No. of respondents	Percentage
Very Often	6	7.5
Often	16	20
Sometimes	52	65
Rarely	6	7.5
Total	80	100

Source: Primary Data

4) Products Shopped Through Online

The website is functional at all times and it does not have working hours like a shop. The consumers get to know the list of products that are available through online by browsing the websites.

Table No - 4

Products Shopped Through Online

Products	No. of respondents	Percentage
Beauty Products	8	10
Household Goods & Personal Care	13	16.3
Fashion Jewelry	12	15
Clothing	10	12.5



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Watches	22	27.5
Footwear	5	6.3
Electronic Items	4	5
Books	6	7.5
Total	80	100

Source: Primary Data

5) Information Provided by the Websites

In this digital age, there are millions of websites and an unending flow of information on the internet. Information about the products are collected and compiled on the websites.

Table No - 5
Information Provided by the Websites

Reasons	No. of respondents	Percentage
Yes	52	65
Never	5	6.3
Sometimes	23	28.7
Total	80	100

Source: Primary Data

6) Type of Advertisements that Attracts

The type of advertisements that attracts the students to make purchase through online is classified into discount ads, festive ads, sales ads and others.

Table No - 6

Type of Advertisements that Attracts

Type	No. of respondents	Percentage
Discount Ads	42	52.5
Festive Ads	13	16.3
Sales Ads	14	17.5
Others	11	13.7
Total	80	100

Source: Primary Data

7) Factors Influencing Online Shopping

Modern consumers are attracted to online shopping by numerous advantages it offers. The factors that influence the students to make online shopping is classified into wide variety



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of products, shop at any time of the day, no need to travel to the shop, and heavy discounts & deals.

Table No - 7

Factors Influencing Online Shopping

Factors	No. of respondents	Percentage
Wide variety of Products	39	48.7
Shop at any time of the day	18	22.5
No need to travel to the shop	16	20
Heavy discounts & deals	7	8.8
Total	80	100

Source: Primary Data

8) Mode of Payment

A payment is the trade of value from one party to another for goods or services, or to fulfil a legal obligation. Payment can take a large variety of form. The mode of payment used for online shopping by the students is classified into cash on delivery and debit / credit / ATM card.

Table No - 8

Mode of Payment

Modes	No. of respondents	Percentage
Cash on Delivery	69	86.3
Debit/Credit/ATM Card	11	13.7
Total	80	100

Source:

Primary Data

9) Purpose of Browsing

Internet is a nice medium to connect with the entire world. People use it as a medium to connect with other people, sharing files, entertainment, information and lot of other activities that are useful and beneficial in many terms. The purpose of browsing by the students through online is classified into time pass, actual shopping, seek new trends, and product information.





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Table No - 9
Purpose of Browsing

Purpose	No. of respondents	Percentage
Time Pass	20	25
Actual Shopping	48	60
Seek New Trends	5	6.3
Product Information	7	8.7
Total	80	100

Source: Primary Data

10) Problems Faced by the Students

Even though online purchasing saves time, energy and effort of the students, they still feel unhappy and dissatisfied. The problems faced by the students through online shopping have been classified into poor quality, delay in shipment, necessity of having bank account, credit card create difficulty, and risk of losing privacy.

Table No - 10
Problems Faced by the Students

Problems	No. of respondents	Percentage
Poor quality	44	55
Delay in Shipment	21	26.3
Necessity of having bank account	4	5
Credit card create difficulty	3	3.7
Risk of losing privacy	8	10
Total	80	100

Source: Primary Data

Findings

- 40 % of the students use Amazon website for online shopping.
- A majority of 90 % of the students use Mobile networks for shopping through online.
- 65 % of the students reveal that their frequency habit of shopping online was sometimes.
- A majority of 27.5 % of the students shopped watches through online.
- Out of 80 respondents, 65 % of the students reveal that the websites provide them with sufficient information.



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6. It is evident that a majority of 52.5 % of the students exhibit that discount advertisements attract them to purchase through online.
7. Out of 80 respondents, 48.7 % of the students reveal that 'Wide variety of products' is the factor that influences them to purchase through online.
8. 86.3 % of the students make payment through cash on delivery.
9. A majority of 60 % of the students reveal that the purpose of browsing through online is to make actual purchase.
10. It is evident that a majority of 55 % of the students faced the problem of poor quality through online purchasing.

Suggestions

1. Even though some of the students have personal bank accounts, they are afraid to share their personal and financial information in social media. Online trading organizations should take measures to protect such information.
2. Sellers should use techniques such as money back guarantee, better after sales service, replacement of damaged products, 24 x 7 customer complaint receiving cell etc. to boost confidence in the mind of consumers.
3. The largest driving factor for online shopping is convenience. Hence, the retailers should provide good quality products in such a way that it creates confidence among the students to rely on online products.

Conclusion

E-commerce has become a significant network of consumer knowledge that influences the buying behaviour of students towards online shopping. The World Wide Web is rebuilt around people where social circles influence and lead to online buying. Today's consumers are widely using online technologies for shopping and prefer to shop online. Various attitudes of the students toward online purchasing are catered in the study which reveals that shopping online are easy, comfortable and better than real time shopping due to various reason. Even though people hesitate, they do want to shop online. Hence, social media should provide secure, reliable, and safe marketing platform.

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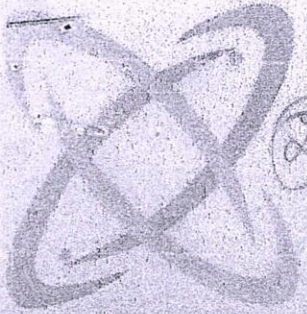
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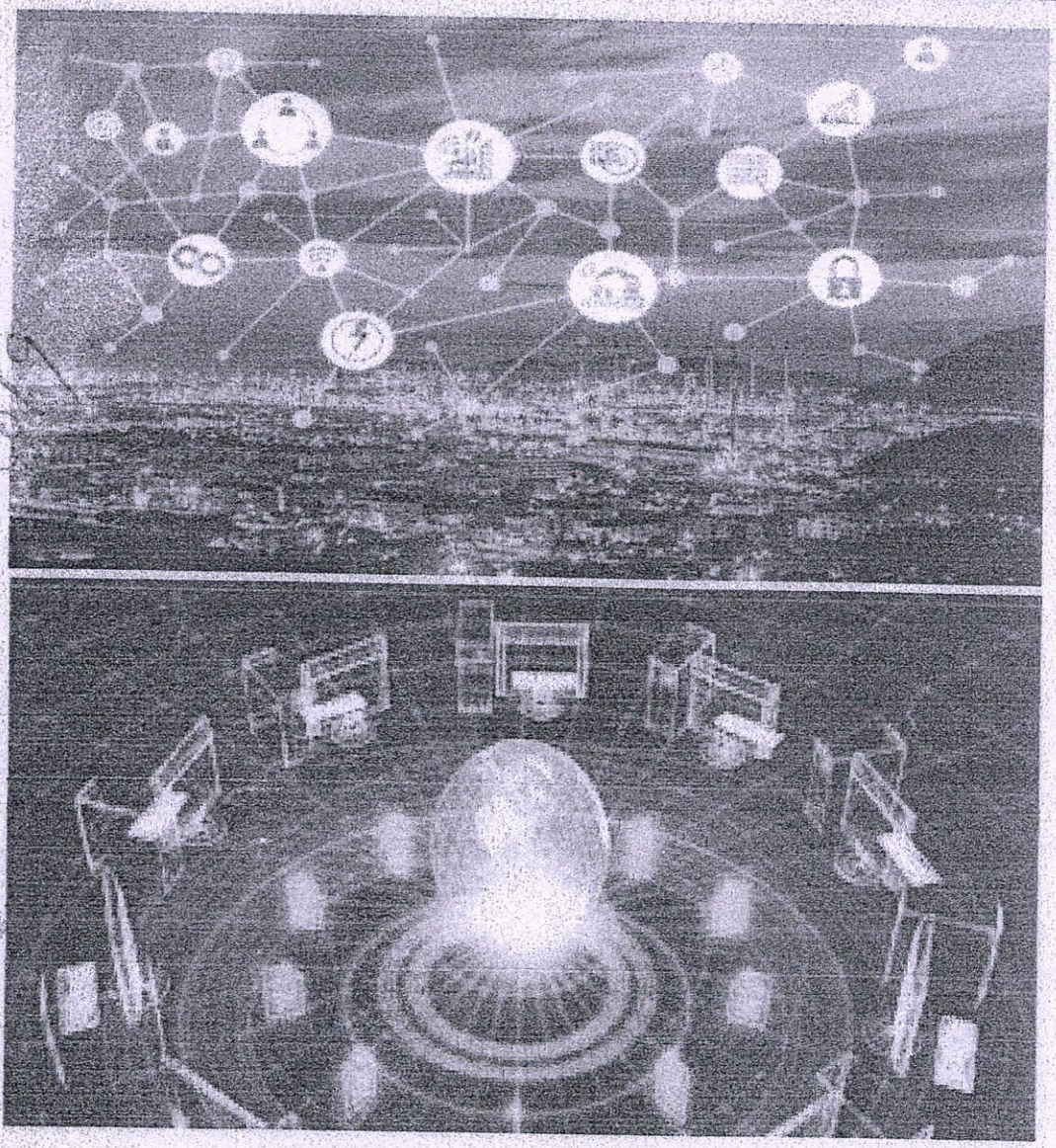
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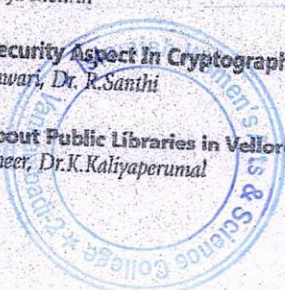
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Analysis of Ontology Development, Editing, Mapping, Prompting, Visualizing and Analyzing Tools Based On Different Paradigm

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Abstract: Ontologies are helpful for to enable the interoperability across different systems and semantic web applications. It plays a vital role for capturing domain knowledge as well as the knowledge of the domain that can be recycled and distributed across many applications and groups. Appropriate tools are available to develop ontology more efficiently and effectively. But finding those tools are quite difficult and some tools might be available as open source while some may be commercial. There are varieties of tools that can be used to make user more comfortable with their features. Each and every tool might provide best feature when compared with other tools. To build the ontology, tool support is must. So, developers or users should know the different tools that are available to build the ontology more efficiently. But, the users should know the different tools which are available, most of the tools are not currently in existing. The users also do not know the information of the tools that can be available in ontology. The tools can be used to build proficient ontology. Some of the tools are open source which can be used to work with the tool and some tools are commercial. In all recent survey, only particular tools are compared to find out the best tool. This survey will be helpful to know about different set of ontology tools that are currently available. Each tool may be used for different purposes. Therefore, this survey will be helpful to find the better tool when compared with other tools. The comparison table helps to find the best tools from other tools. Graph and pie charts are drawn that helps to find the best tool based on the numbers of paradigm the tool satisfies. It also tells the overall paradigms satisfied by set of tools. Therefore, this survey will be useful to find the best tool in all the set of tools.

Keywords: Ontology, Semantic web, Editing tools, etc.

I. Introduction

The word ontology was taken from philosophy; where it means a systematic explanation of being. In last decade, this word has become relevant for the Knowledge engineering community. Guarino and giavetta 1995 propose to use the words 'Ontology' (with capital 'o') to refer to the philosophical and knowledge engineering senses respectively. We have read many definitions about what ontology is and have also observed how such definitions have changes and evolved over the years. Ontology is a formal, explicit specification of a shared conceptualization of a domain of interest. It is one of the most popular representation model used for knowledge representation, sharing and reuse. Ontology may also be defined as, the vocabulary which consists of essential terms and relations of area and also it combines the terms and relations with the help of rules which can be used to define extensions to the language.

In the last decades, many implementation languages are developed for Ontologies. Those language include AI- based ontology language, KIF, Ontoligua, OCML, FLogic for First order logic; LOOM for description logic. Therefore with the help of these languages, Ontologies are implemented. The main purpose of this comparison is, to make known to the user about different set of tools available as well as to find the best tool from the set of tools. The tools include Ontology tools, Ontology development tools, Ontology editing tools, Ontology mapping tools, Vocabulary prompting tools and Ontology visualization / Analysis tools. Each and every tool is taken survey and about ontology editing tool is explained briefly in this paper.

II. Problem Specification

2.1. Problem Statement

There are some problems that are to be noticed while doing survey on tools. Those problems are mentioned below.

- In recent survey papers, people have made survey on only the particular tools.
- The user or developer is not aware of various set of tools that are available for developing the ontology with efficient tool.
- Many tools are even not well known to the users.

VI. Conclusion

This survey will be very useful for the developers or users to know more information about different set of tools which are available for different purposes and it is focused on the comparison of tools with various paradigms. Totally 70 different set of tools are taken for this survey which includes ontology tools, ontology development tools, ontology editing tools, ontology mapping tools, vocabulary prompting tools, ontology visualization and analysis tools. In those 70 tools, only 14 ontology editing tools are explained briefly in this paper and the similar data collection is followed for all the different set of tools. After the comparison table is drawn, the details collected is represented in the form of bar graphs and this graph tells us the information about how many paradigms a set of tool has been satisfied. It also shows the paradigm which has not been satisfied by any of the tool. By representing the details in bar graph, helps to find the exact information about the tools. In future, a lot of developments can be made with this survey. It will be helpful for the developers as well as users to enhance the functionality of the tool. The details are represented in the form of graph; chart will be useful to understand better. Further, more paradigms can be included to make the tool more efficient while making comparison among the tools. Through this survey, the best tools is identified which will provide the better result while developing the ontology.

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Implementation of Research Scholar Utilizing Web Based References

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Abstract: Research is the work that implicates new idea and trying to discover facts happening in diverse organizations. The revolution in web nowadays helps the research scholars' in research preparation, research activity, research oriented skill development and to communicate between the research groups by using different aspects like online journals, web references, research forums and social networks. In this current scenario, most of the research scholars are using web for a better understanding and research outcome. The main purpose of this research work has been carried out to identify and analyze available internet facilities and its impact on research oriented productivity.

Keywords: Research, Social Networks and Web References etc.

I. Introduction

Research is an endless work of the world. Research is a way to identify efficient solution for critical problems, for the growth of the society and country. People do research to gain some knowledge, to provide best solution for society concerns. Evolution in technologies introduces social networks, online forums and free data access. The research scholars are also showing interest in accessing the web to identify their research problem, share and learn domain and technical knowledge. This study has been done to show the improvement in research productivity when practicing network facilities like online journals, web pages, network groups and mobile apps. Research is a way of systematic investigation to describe new fact, explain, predict new solution and control the observed result. Research has two types of methods as inductive and deductive methods. Inductive methods analyze as the identified solution and identify the common principles, samples, or processes underlying predicted phenomenon, deductive methods analysis the test hypothesis principles through prediction. The main thing is we have to gain new sense in research is the heart of the research is not on statistics.

II. Sample Questionnaire For Research Scholars

The Survey questionnaire is created in view of knowing the eminence and productivity of research scholars under various categories such as personal information, family and financial background, employment details, academic details, resource support from research Institute & Supervisor and Usage of web reference and social networks. The survey was carried out in two ways that is one in person and other using Google forms. The survey is initially carried out for research scholars from nearby colleges indifferent disciplines under Thiruvalluvar University. For prominence data the responses are also collected from VIT using Google forms.

2.1 Sample User Page For Google Forms

Research survey of PhD/M.Phil scholars

PG AND RESEARCH DEPARTMENT OF COMPUTER APPLICATIONS, SACRED HEART COLLEGE FOR WOMEN, VANIYAMBADI, TAMILNADU.

* @sangeetha

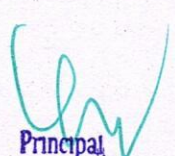
1. Enter your name

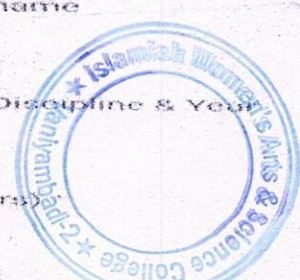
2. Enter your Discipline & Year

3. Age (in Years)

Below 25

Above 25-27


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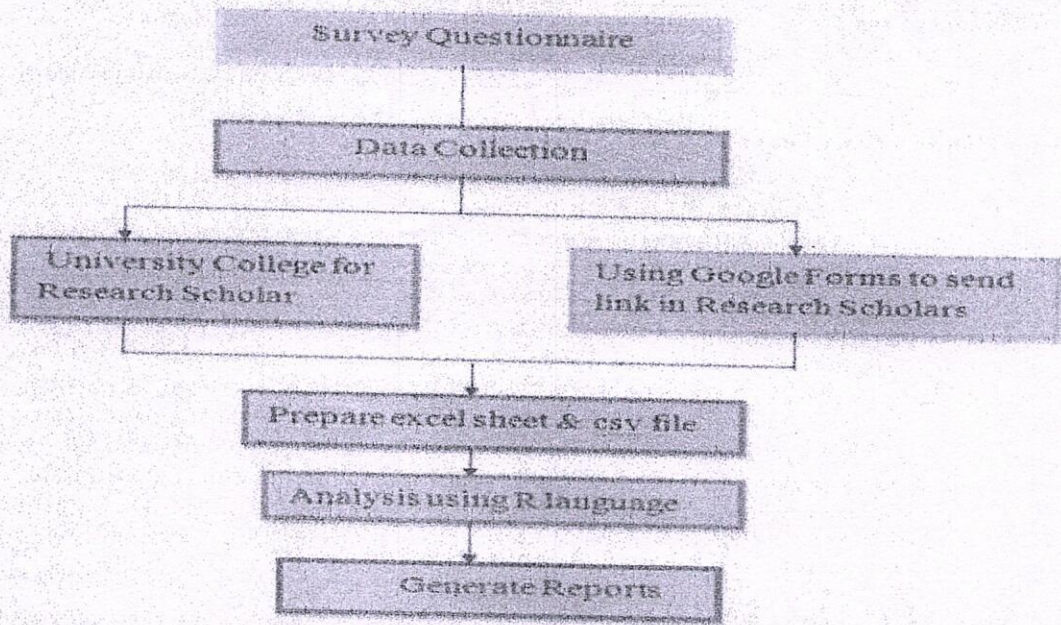
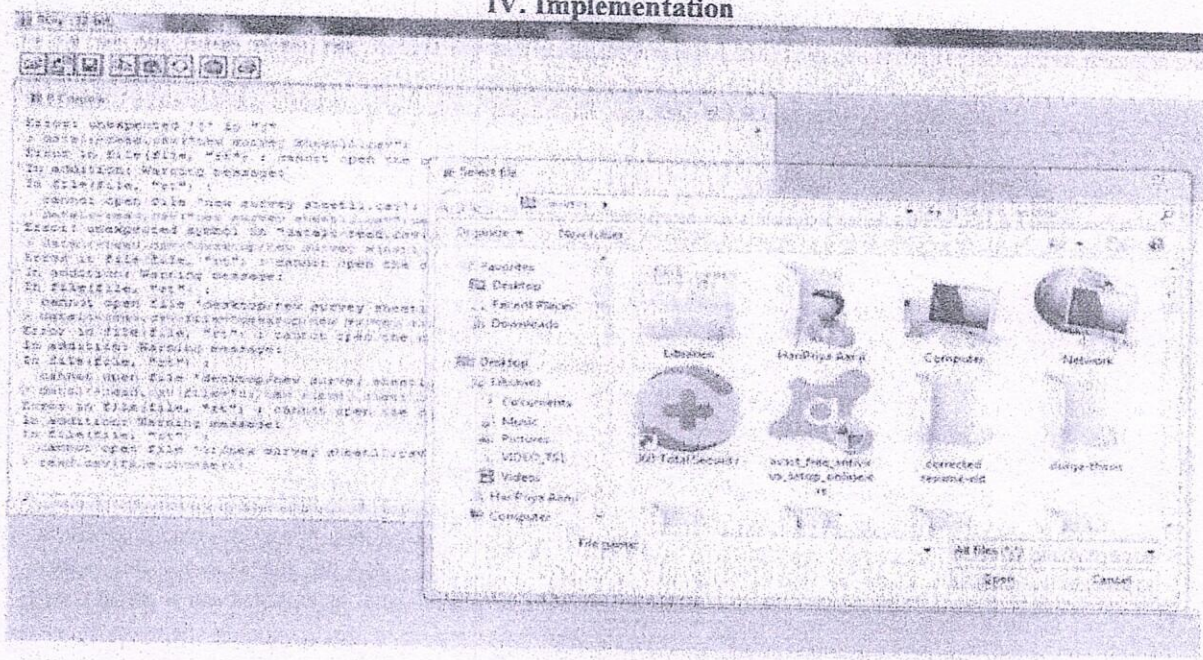


Figure 4.2 Methodologies and Analysis of Research Scholar

IV. Implementation



4.1. Table Of Internet Usage For Social Networks

Internet usage of social network						
S. No	Natural references	Arts	Science	Technologies	Total Respondents	Percentage
1	LinkedIn	154	186	200	530	50%
2	Blogs	20	54	174	248	24%
3	Mails	10	156	367	567	56%
4	Pdf	134	234	432	770	77%
5	Webpage	105	208	234	534	53%
6	PPTs	40	165	83	288	28%

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Implementation of Research Scholar Utilizing Web Based References

that nearly 77% respondents using the mobile apps and natural references and social network for all research scholar. Secondly, the research productivity is increased by the research scholars (53%) have the basic sense and efficient knowledge for using knowledge.

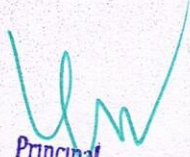
VI. Conclusion

Although, the present study is enlighten the online resources utilization by the research scholars of Thiruvalluvar University. The internet is being playing an essential role of information in search and propagates of information for research scholars. This study testament the researchers are most effectively utilizing social networks and online forums as well. This above study examines the year wise growth of internet facilities increased to the research scholars. The researchers make use of more information seeking and collecting data into online forums technologies. From this study, the most of the research scholars using internet daily in their research works. Internet and online social networks are the most famous resources of research materials. The study evinces the exploitation of internet based online resources to get better growth the research work among the research scholars and make to the positive thought of the futuristic research career. There is strong spotlight to using internet based resources are a largest strength and will carry out more new effective research innovation. As a future work it will be interesting to create new framework on research scholars, they are relate and sharing knowledge in online communication. The researchers find out resources easily and give the guidance of the research oriented processing.

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