



The South Indian Association's
The S.I.A. College of Higher Education
Affiliated to University of Mumbai
Accredited B+ by NAAC
P-88, MIDC Residential Area Dombivli Gymkhana Road,
Near Balaji Mandir, Dombivli (East), 421203.

Criteria III- Research Details

ACADEMIC YEAR
2016-17

Total Contribution

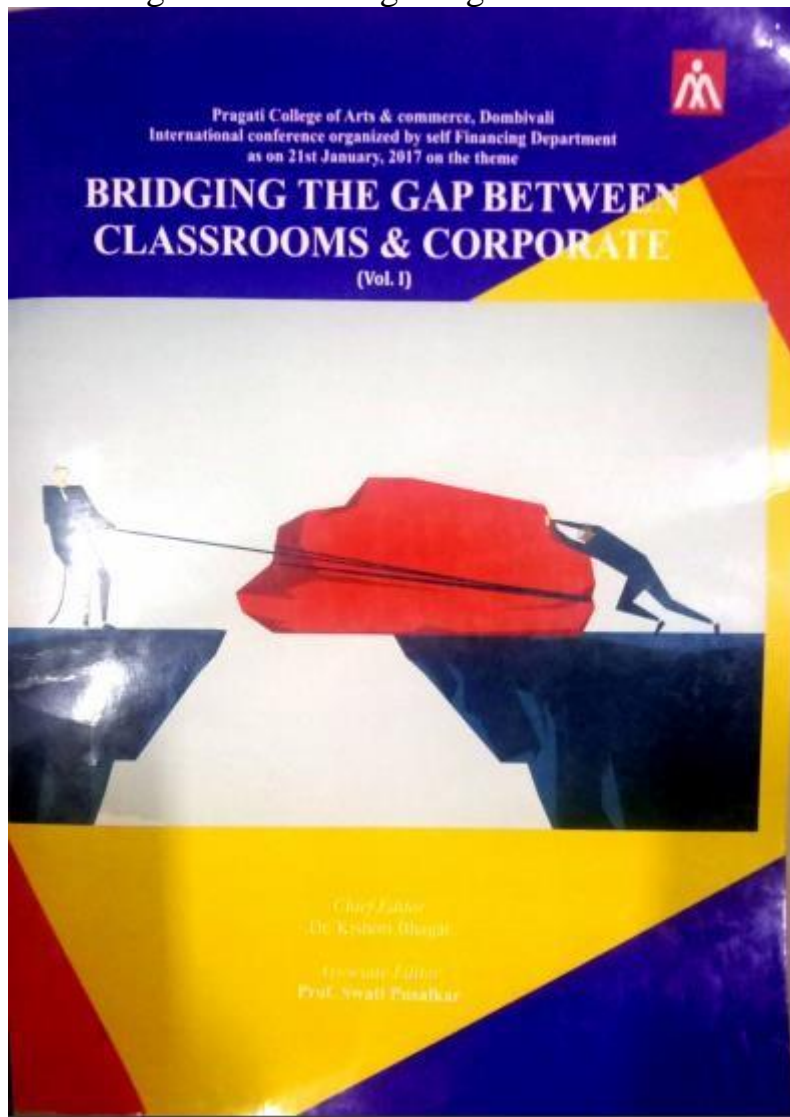
Research Papers: 10
Book Publications:
NIL

Name of the Faculty	Renu Vijay Verma
Department	Banking & Insurance
Academic Year	2016-17
Type of Work	Paper Presentation

Name Of the Conference : Bridging the Gap between Classrooms and Corporate

Title of the Paper :“Women Empowerment : Make in India : Government Perspective”

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15.
**EMPOWERMENT OF WOMEN: MAKE IN INDIA A GOVERNMENT
PERSPECTIVE**

Renu Vijay Verma

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Dept. of Banking and Insurance,
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ABSTRACT

"There is no tool for development more effective than the empowerment of women" as said by **Kofi Annan** we are at the threshold of the 21st century during the past half century, India has witnessed a positive transformation in women empowerment and economic development while retaining a great diversity in political and social system. Though women represent 50% of the world population but they receive only 10% of the world's income and not even less than one percent of the world's property. There is a need to improve the women's status and it should start with the economic empowerment along with the government initiative for the same.

The present study analyses the growth and challenges of women empowerment and evaluate the role of the Government.

INTRODUCTION

The principle of gender Equality is enshrined in the Indian constitution in its preamble, fundamental rights, fundamental duties and directive principles. The constitution not only grants equality to women, but also empowers the state to adopt measures in favour of women. In keeping with this principle of equality and inclusive growth, every effort is made to empower the women and nurture children, which together constitute 70 per cent of the total population of our country. Various legislation, have been enacted and amended and plans, policies and programmes formulated towards producing tangible outcomes that positively impact the lives of women.

As women's empowerment is a complex issue with a myriad of indicators, the present paper focuses on key interventions of the government that have been undertaken with the aim of women's economic as well as social transformation. Empowerment, as an enabling process will only be achieved when in terms of health, education, safety and security including financial security is achieved.

Key words: Women, Empowerment, Government initiative, Make in India

OBJECTIVE OF THE STUDY:

1. To analyse the growth and challenge of women empowerment
2. To study the need for women empowerment in India.

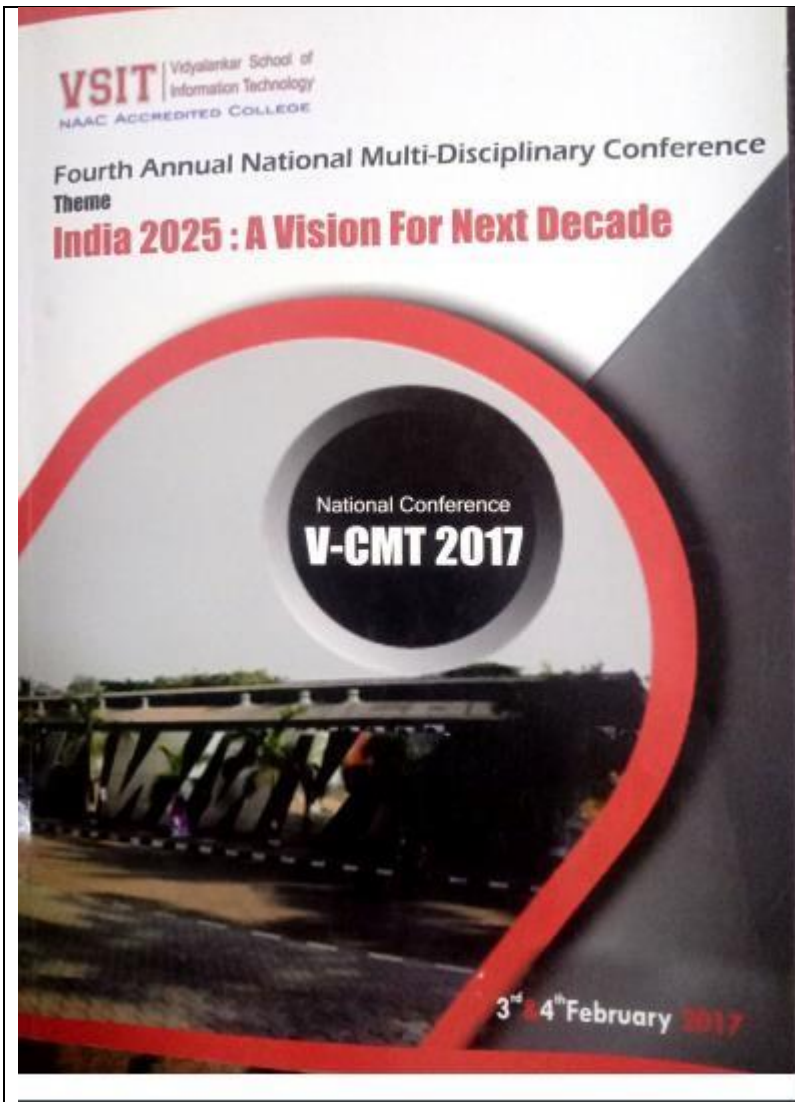
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Name Of the Conference :4th Annual National Multi Disciplinary Conference V-CMT 2017 organised by Vidyalankar school of Information Technology

Title of the Paper : "An Analysis of E-Learning and its impact on teaching learning in higher education "

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AN ANALYSIS OF E-LEARNING AND ITS IMPACT ON TEACHING AND LEARNING IN HIGHER EDUCATION

Renu Vijay Verma

Assistant professor, Dept. of Banking and Insurance, The S.I.A college of Higher Education, Daabivili, Thane, Email: renu.verma201@gmail.com, Mobile: 8976634745

Abstract

E-Learning is defined as learning via electronic means such as the internet, video, audio or multi media. Students may access learning material any time of the day and anywhere in the world as long as they have access to the server which houses the material. With globalization and technological advancement, e-learning has manifested the traditional mode of instruction in higher education. It is apparent that the trend in higher education is to incorporate e-learning in the curriculum. E-Learning can be viewed as computer assisted learning, and as pedagogy for student centred and collaborative learning. Early developments in e-learning focused on computer assisted learning, where part or all of the learning content is delivered digitally. More recently the pedagogical dimension of e-learning has become prominent. E-learning comprises all forms of electronically supported learning and teaching. The information and communication systems, whether networked learning or not, serve as specific media to implement the learning process. This study presents aspects related to e-learning solutions including the educational context of e-learning and pedagogical principles which inform e-learning approaches, examples of e-learning approaches and technologies, and the rapid changes being experienced in educational systems. It then provides a summary of what is known about the impacts of e-learning on education.

Keywords: E-Learning, Digitalization, Virtual Learning Environment (VLE)

1. INTRODUCTION: No generation is more at ease with online, collaborative technologies than today's young people digital natives, who have grown up in an immersive computing environment. Where a notebook and pen may have formed the tool kit of prior generations, today's students come to class armed with smart phones, laptops and iPods. Teaching in a traditional face-to-face setting is a very complex activity. The complexity is even further extended when teaching is delivered online or electronically due to the lack of standard cues such as tone of voice, eye contact, body language, and so forth, which are key tools for human communication. Technology-enhanced learning is at the core of using innovative and emerging technologies to facilitate and support learning in both online and blended settings. The success and promotion of effective learning is dependent on a range of factors: the learner's ability, sound pedagogy, the nature and alignment of the curriculum, assessment, sociocultural and accessibility issues, and so on. Indeed, the success of technology-enhanced learning is underscored by sound pedagogy and promotion of the effective use of technology in teaching and learning by scholars and practitioners like Betty Collis, Hirumi, and Pall off and Pratt. The present study focuses on developing, teaching, and assessing online programmes, academic development, the use of technology for collaborative learning, and the potential of learning technology for developing skills transferable to students future professions.

With the exponential progress of technological development comes a strong sense that events are moving too quickly for our colleges and that teachers may be losing control of them in the process. This paper examines the impact of e-learning and e-teaching in Higher education, from both the student and teacher perspective.

Objectives of Study:

1. This study aims to help pre-service teachers consider the possibilities for embedding technology in to teaching.
2. To understand the role of technology in education.

Certificate (image) :

4th Annual National Multi Disciplinary Conference

V-CMT 2017

on

'India 2025 : A Vision For Next Decade'

*This is to certify that Prof. Renu Vijay Verma
from The S.I.A college of Higher Education, Dombivili, Thane*

Presented Paper

*titled An Analysis of E-Learning and its impact on Teaching and Learning in Higher Education
in the conference held on Friday 3rd and Saturday 4th February, 2017 at
Vidyankar School of Information Technology, Mumbai - 37.*



Ms. Prachi Mahajan
Convener



Ms. Prathma Nemane
Convener



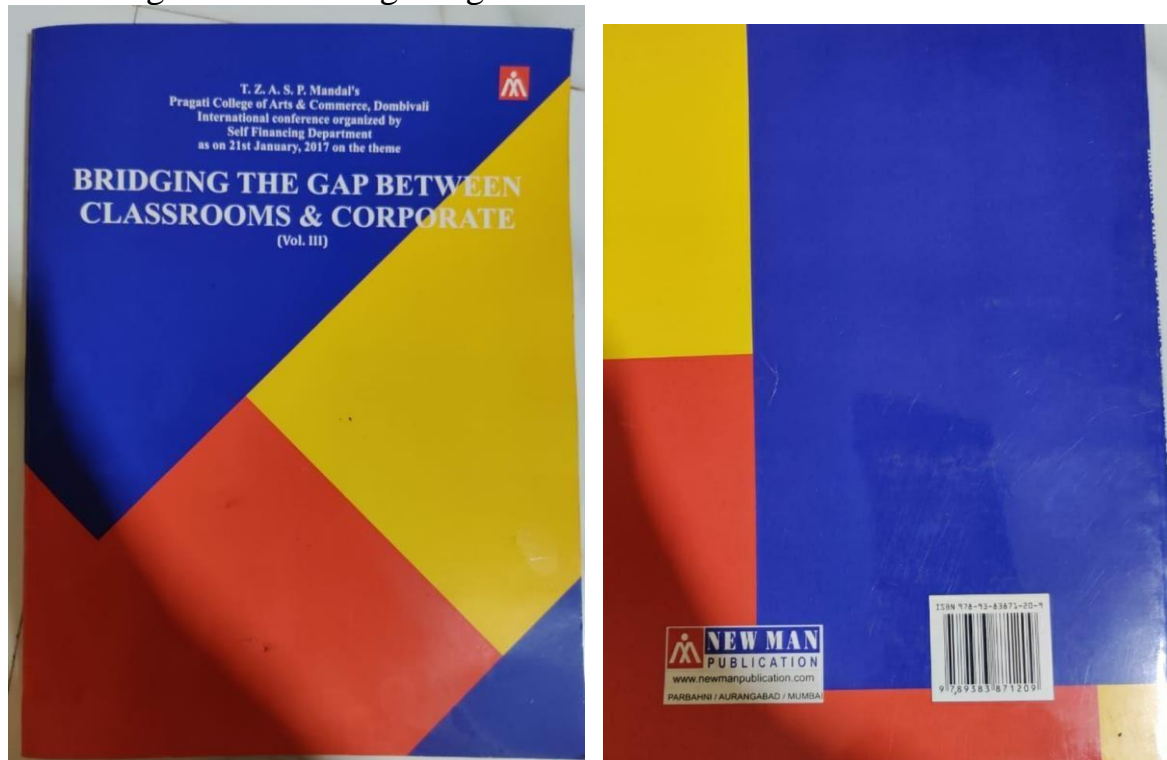
Dr. Mrs. Rohini Kelkar
Principal

Name of the Faculty	Sandhya Pandey
Department	Information Technology and Mathematics
Academic Year	2016-17
Type of Work	Paper Presentation

Name Of the Conference :
 Bridging the gap between Classroom and Corporates

Title of the Paper :
 E-Learning in Higher Education

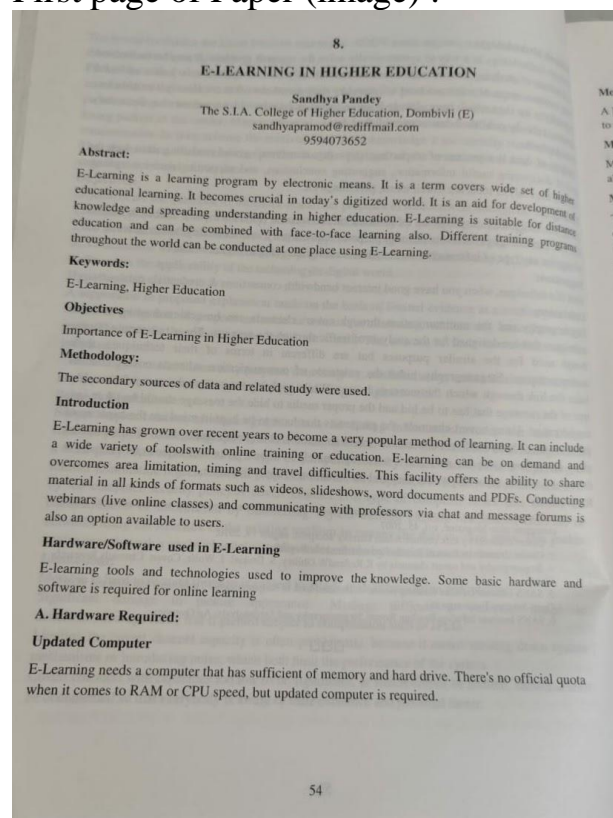
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T. Z. A. S. P. MANDAL'S
PRAGATI COLLEGE OF ARTS & COMMERCE
(Permanently Affiliated to University of Mumbai)
Pragati College Road, Dombivli (E), Dist. Thane, Pin-421201 (Maharashtra)

One-Day International Conference on
"Bridging The Gap Between Classrooms & Corporates"
on 21st January, 2017

CERTIFICATE

This is to certify that,
Dr. / Prof. / Mr. / Ms. PANDEY SANDHYA
of The S.I.A. College of Higher Education Dombivli (E)
has participated / presented paper in One-Day International Conference on **"Bridging The Gap Between Classrooms & Corporates"** organised by Self Financing Department, Pragati College, Dombivli (E), on 21st January, 2017.

The Title of the Paper is E-learning in Higher Education


DR. KISHORI BHAGAT
Vice-Principal


DR. A. P. MAHAJAN
Principal



Name of the Faculty	Sandhya Pramod Pandey
Department	Department of Information Technology & Mathematics
Academic Year	2016-17
Type of Work	Paper Presentation

Name Of the Conference :
India 2025: A Vision for Next Decade

Title of the Paper :
Data Mining using Big Data Tool in Higher Education

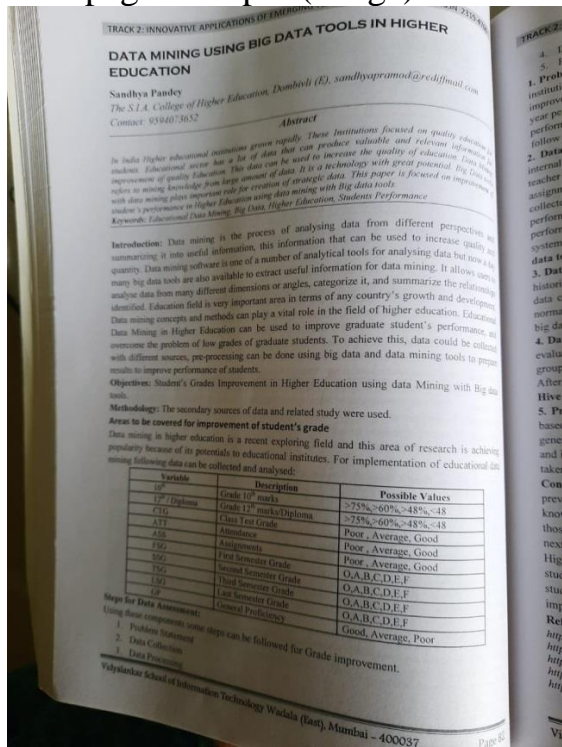
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V-CMT 2017
on
'India 2025 : A Vision For Next Decade'

This is to certify that **Ms. Sandhya Pandey**
from **The S.I.A. College of Higher Education, Dombivli East**

Presented Paper

itled Data Mining using big data tools in Higher Education
in the conference held on Friday 3rd and Saturday 4th February, 2017 at
Vidyalankar School of Information Technology, Mumbai - 37.

Ms. Prachi Mahajan
Convener

Ms. Prathma Nemane
Convener

Dr. Mrs. Rohini Kelkar
Principal

Date : 22nd July, 2017

Dear Participant,

Greetings!!!

Congratulations on getting your article published in proceedings
of V-CMT 2017 with impact factor SJIF(2015) - 5.403 and ISSN
2319-4766. We are also glad to inform you that the journal is
listed under UGC .

We are thankful to you for your participation in V-CMT 2017. We
would like to have your presence in the programmes organised by
our college during the days to come.

We are working on V-CMT 2018 on the broad theme "Role and
Contribution of Women by 2025". The conference will be
organised tentatively during the last week of January 2018. We
will send you the details soon. Hope you will be a part of the
same as usual.

Looking forward to interact in future.

Thanks and Regards,

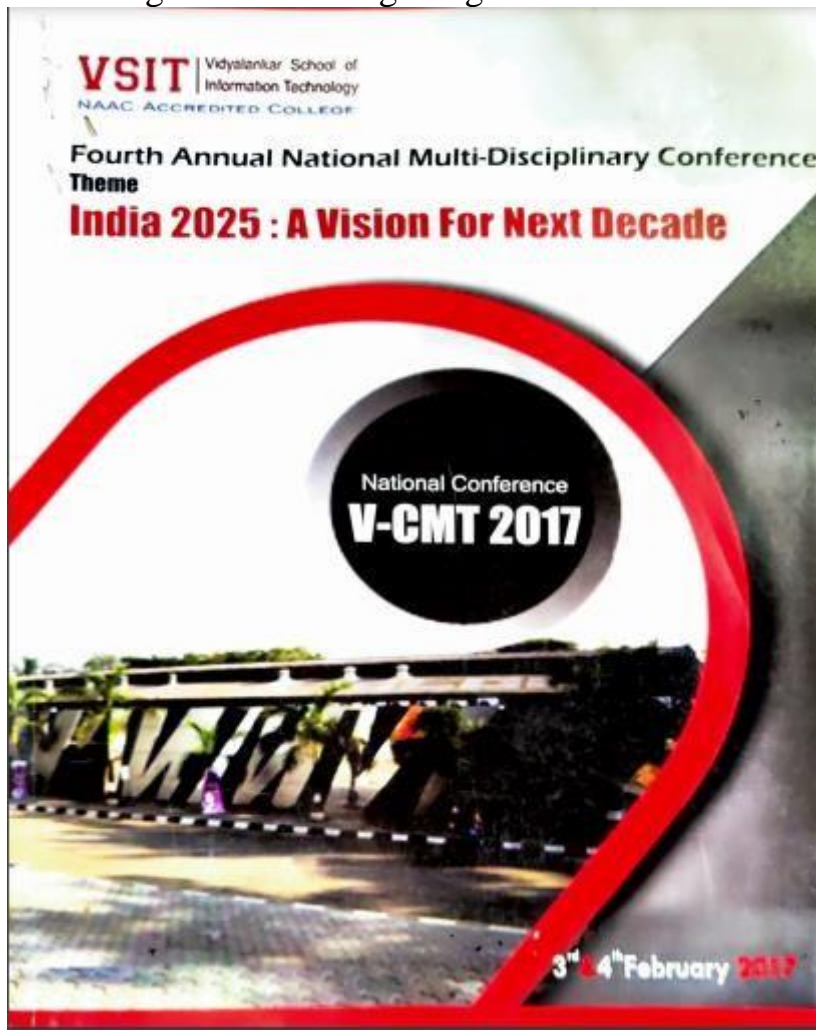
Dr. Rohini Kelkar
Principal

Name of the Faculty	Booma Vijay Halpeth
Department	Department of Management Studies
Academic Year	2016-17
Type of Work	Paper Presentation

Name Of the Conference :India 2025 - A vision for next decade

Title of the Paper : Crisis Communication-Case Study

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ROLE OF COMMUNICATION IN CRISIS MANAGEMENT

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Abstract

Crisis is an inseparable part of any organisation. Crisis can be a turning point for an organisation as it may result in the betterment of the organisation if it is able to handle it efficiently. Organisation must use crisis as an opportunity for developing insights about their performance. During Crisis organisation should ensure that the stakeholders are given proper information about the situation and the measures that are being taken by the organisation to overcome the crisis. Maintaining continuous communication with the stakeholders especially during crisis goes a long way in building and retaining relationships. Communication builds and maintains corporate goodwill and credibility. Corporate Communication is an intrinsic part of an organisation which plays a vital role in protecting and rebuilding the image of the organisation during the crisis. The advent of technology has brought a lot of changes in the way communication takes place within and outside the organisation. During crisis technology has been found to play a positive as well as negative role in either rebuilding or tarnishing the image. This paper focuses on three major organisational crisis and the role of Corporate Communication in overcoming and rebuilding the faith and trust of the stakeholders.

Keywords: Crisis management, Technology, Media, Stakeholders, Corporate image

Introduction: Crisis is an unexpected turn of events that disrupts the normal functioning of the organisation. It sends the organisation out of gear and the organisation need to undertake measures to protect the image and retain the credibility or rebuild the trust. In this regard, the Public Relations play a very prominent role. The communication that is made by the PR department during the crisis will determine whether it is going to build or the break the relationship with the stakeholders. This paper examines three such cases where the corporate communications has played a strong role in addressing the concerns of the stakeholders and the resultant effect.

Objectives

- To understand the role of communication during crisis
- To analyse the different tools used by the companies for communication during crisis

Research Methodology: This study is a case study method where the news articles regarding 3 major crisis that shook the Indian market and how these firms used PR communication to handle them. The information has been collected from different sources like internet, Mint and other newspapers and the same has been analysed and interpreted.

Scope of the study: This study gives an insight into the actual history of the cases and the events surrounding it and has opportunity for future research

Limitations of the study: The study has been done using secondary research method due to paucity of time.

Conclusions and findings

Case Study I – Cadbury Dairy Milk

Cadbury has dominated the Indian chocolate market as it holds more than 70% of the total share of the market. It has enjoyed a good reputation among stake holders. But it was doubted because of some controversy on October 2003, just a month before Diwali. The worst controversy revolved in Cadbury's brand image taking a beating and had taken a toll on Cadbury's bottomline. The Food and Drug Administration commissioner received complaints about infestation in two bars of Cadbury.

Certificate (image) :

4th Annual National Multi Disciplinary Conference

V-CMT 2017

on

'India 2025 : A Vision For Next Decade'

This is to certify that *Prof. Booma V Halpeth*
from *The SIA College of Higher Education*

Presented Paper

titled Role of Corporate Communication in Crisis Management
in the conference held on Friday 3rd and Saturday 4th February, 2017 at
Vidyalankar School of Information Technology, Mumbai - 37.



Ms. Prachi Mahajan
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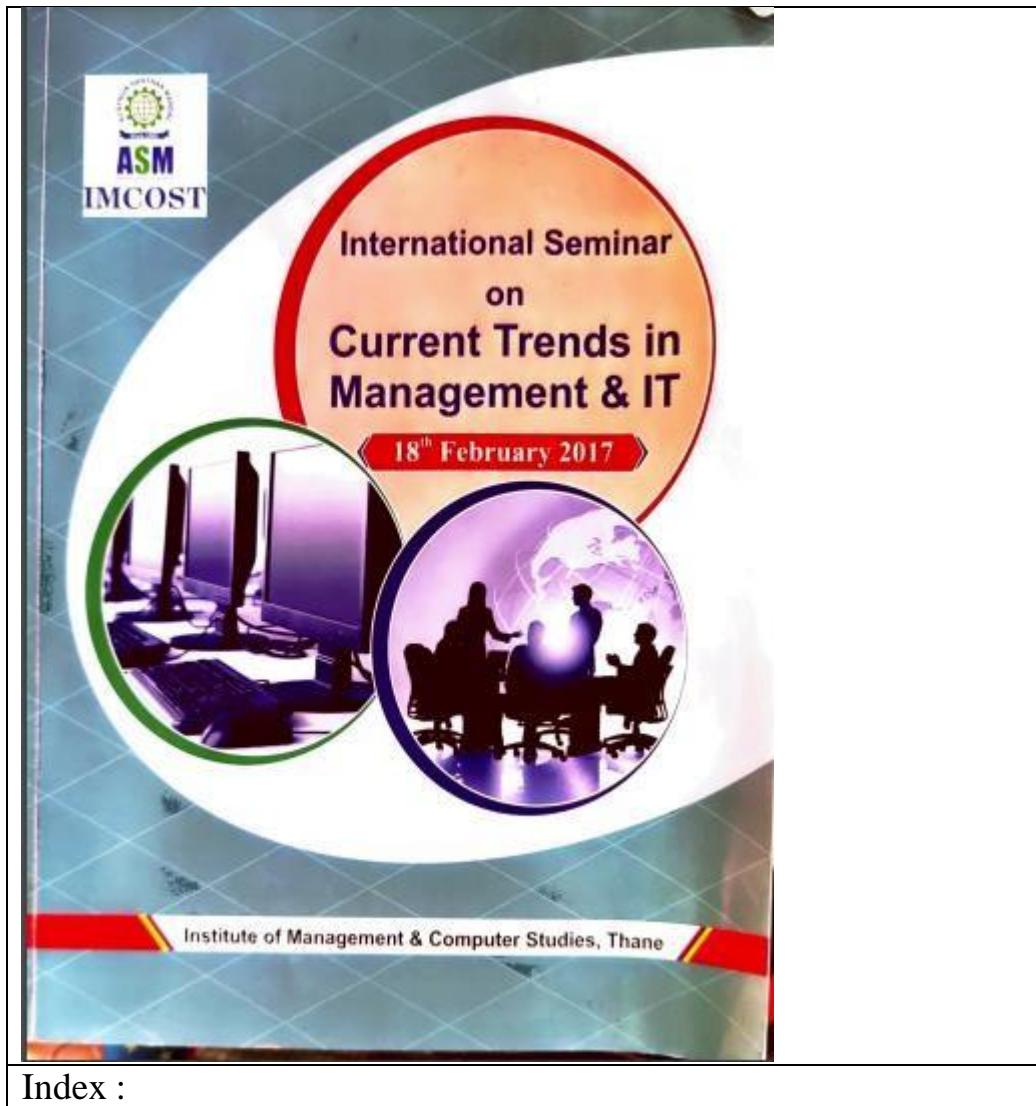


Dr. Mrs. Rohini Kelkar
Principal

Name Of the Conference :Current Trends in Management & IT

Title of the Paper : Facebook as a tool for marketing – A case study

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FACEBOOK AS A TOOL FOR MARKETING – A CASE STUDY

Ms. Booma V Halpeth

The SIA College of Higher Education

Ms. Sandhya Thakkar

The SIA College of Higher Education

ABSTRACT :

Services marketing, like goods marketing focuses on building credibility, image and goodwill. However, due to its unique characteristics it is difficult for a marketer to use standard marketing practices to reach the end user. The advent of technology has played a significant role in the development of services marketing. Services marketing has moved from the phase of people oriented marketing to process oriented marketing. In addition, the technology has resulted in opening up new avenues for the marketers. The emergence of social media platforms like Facebook, Snap chat, Instagram, twitter, Whatsapp etc. has eased the reach of their services to the consumers.

Today, face book is being widely used by the marketers around the globe. Organisations irrespective of their products and services use facebook to connect with their consumers. Educational institutions too have realised the importance of using facebook to market their services. Many higher educational institutions like colleges have significantly used facebook to create awareness about the activities going on in their colleges and to attract students to their institution. The myth that service organisations cannot promote themselves and it is unethical is long bygone. This paper focuses on the usage of social media platforms especially for marketing the services with reference to the educational institution.

Key words : Social Media platform, Promotional tool, Services Marketing, Facebook

Introduction :

With well over 1.86 billion active Facebook accounts used to communicate with friends or to extend the network there are many reasons for companies to use Facebook as an advertising and promotional platform. Facebook has more monthly active users than WhatsApp (500 million), Twitter (284 million) and Instagram (200 million)—combined. According to '2010 Social Media Marketing Industry Report', Facebook, Twitter and LinkedIn are the top three social media tools used by businesses. Although Facebook and Twitter are almost same percent of the interviewees using it as a business tool most of the companies use Facebook for starting their social media marketing. Facebook is more multi-functional than Twitter. If we consider targeting

Certificate (image) :



Certificate
OF PARTICIPATION

Institute of Management & Computer Studies (IMCOST)

INTERNATIONAL SEMINAR ON MANAGEMENT & IT
INSEMIT

This Certificate is awarded to
Ms. Booma Halpeth

For Paper Submission/Presentation in
International Seminar on Management & IT
for the topic titled

*"Facebook as a Tool for
Marketing - A case Study"*

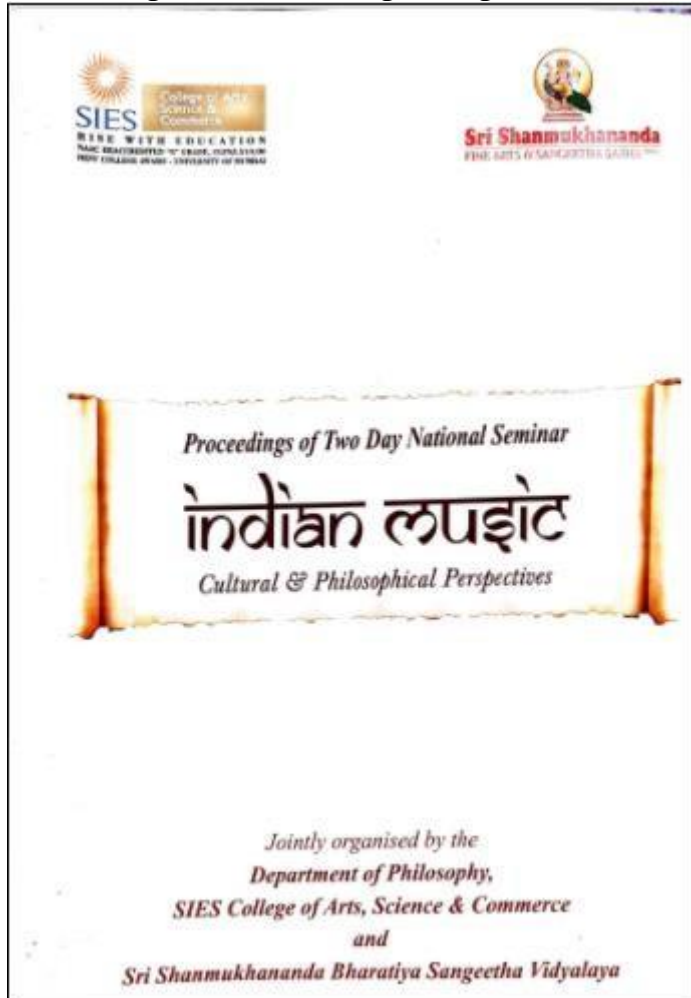
at
Institute of Management & Computer Studies
Thane, Mumbai.

Director
IMCOST

Name of the Conference :Indian Music – Cultural and Philosophical Perspectives

Title of the Paper : A Case Study on Music for Entertainment with reference to film Industry

Cover Page of Proceeding (Image) :



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A Case Study on Music for Entertainment with reference to Film Industry

Dr. Padmaja Arvind
&
Booma V. Halpeth

Introduction

Music is food for the soul. As the saying goes, music touches the soul of every individual and appeals to every age group. Music makes one forget their worries and transports them to a different world. Music has no religion, language, age or social status. India is a homeland to different types of music. Whether the Folk music from Rajasthan, Carnatic music from Tamilnadu, Hindustani music from Uttar Pradesh; each one strikes a chord with the listener. India has given different forms of music to the world and some of the noted musicians across the globe are from India. It is also believed by some that the Western music has traces of Indian origin. Indian music today is noticed by the world and especially Film music from Bollywood has a large audience worldwide. Some of the eminent musicians such as A. R. Rahman, Ilaiyaraaja etc. have worked with some of the famous musicians in the world. Music connotes different meanings to different people. For some it is passion, for some profession, for some it may be a therapy while for many entertainment. Today, music has cut across all age groups and the different genres are being liked by people of all generations. This paper tries to explore the compositions of Ilaiyaraaja with reference to Parson - structural functionalism theory and its functional perspective in entertainment sector.

Ilaiyaraaja's Enthralling Compositions

Indian Music and Musicians are being applauded around the world for their contributions. Indian Musicians' contribution in the film sector is noteworthy. Films are a great source of entertainment, and music & films go hand in hand. Ilaiyaraaja, a renowned musician from the Tamil film industry, has carved a niche for himself through his compositions. The music created by him carries an aura, appeals to all age groups and is borderless. He has created symphonic orchestration by fusing traditional Indian instrumentation, which is being performed by Budapest Symphony Orchestra. This paper has taken a case study of Ilaiyaraaja's compositions from different genres and its appeal among the audience from the functional perspective.

What are the various roles played by music in the entertainment sector?

- To identify the various roles played by music in the entertainment sector

How music acts as functional requisites needed for the survival of the entertainment sector?

- To understand the functional requisites needed for the survival of the entertainment sector

Four songs of Ilaiyaraaja from four films have been taken as a unit of analysis for the study.

Case study approach is used by using descriptive design to understand the facts underlying in the music and entertainment sector with reference to film industry.

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Name of the Faculty	Dr. Padmaja Arvind
Department	Department of Management Studies & Economics
Academic Year	2016-17
Type of Work	Paper Presentation

Name Of the Conference : Indian Music – Cultural & Philosophical Perspectives

Title of the Paper : A Case Study on Music for Entertainment with reference to film Industry

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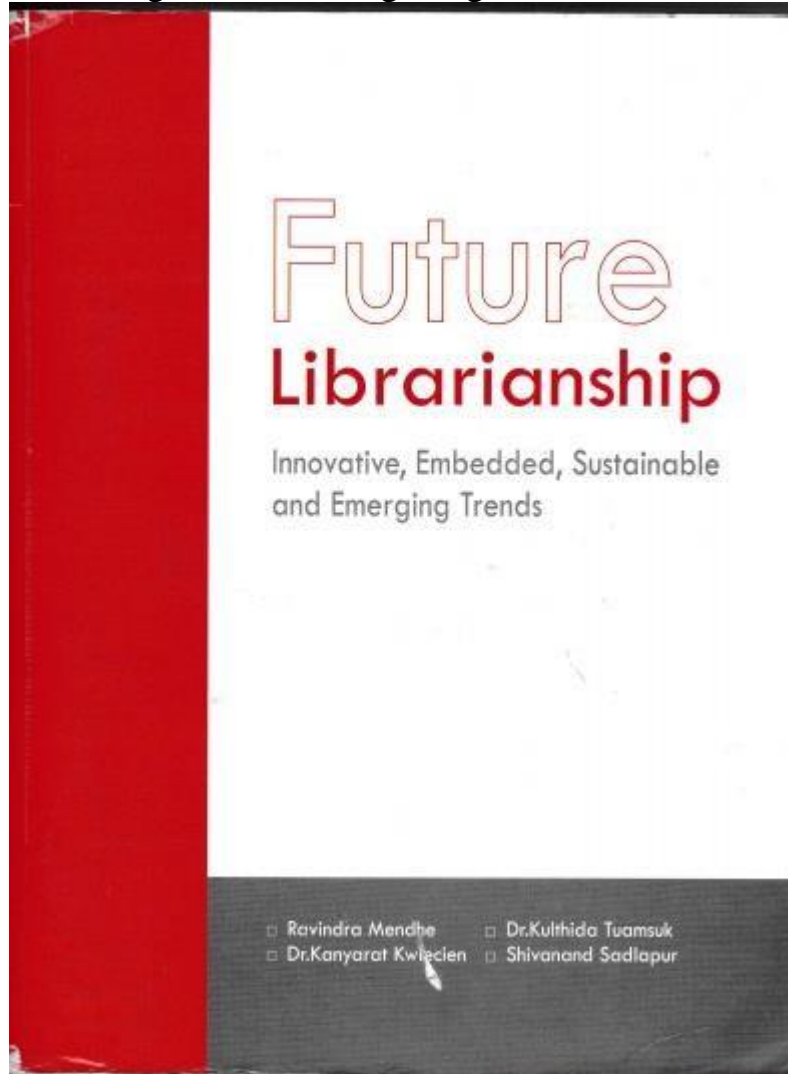
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Department	LIBRARY
Academic Year	2016-17
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Name Of the Conference : Future Librarianship Innovative, Embedded, Sustainable and Emerging Trends

Title of the Paper : Knowledge Building through Knowledge Management

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Knowledge Building through Knowledge Management

Bharathi V Rao
Librarian
The SA College of Higher Education
Dombivli (E), Mumbai

Abstract:

The library will play a very crucial role in the extension and modification of knowledge. The growing needs for knowledge management has influenced every component and operation of a library. Knowledge management requires more effective methods of information handling, speedy transfer of information and linking of information with individual and their activities. The development of knowledge management in recent years has become the key concern for libraries and librarians. This paper will review the development of knowledge and knowledge management. It will also discuss the role of knowledge management in their respective organizations in order to leverage the intellectual assets and to facilitate knowledge creation.

Key words: Knowledge, Knowledge transfer, Knowledge sharing, Knowledge Management.

Introduction:

Knowledge is the most important resource needed in organization. Proper knowledge is a basic prerequisite for any effective organization. Knowledge is a competitive asset constructed through adaptation of cognitive structures to the environment. Organizations are created with certain objectives and goals to achieve. In order to achieve those objectives there are rules, procedures and processes to follow. The organization therefore, has multiple features consisting of people, infrastructure, culture, technology, resources, rules and procedures. All these features are integral part of the organization. When it comes to acquire knowledge it may be seen in this perspective that every organization needs to build knowledge for its existence. For keeping the organization performance level high it requires to draw upon the strengths of both convergence driven and divergence oriented systems that combined the flexibility and ability of the people ensuring efficiencies. Knowledge management involves a large number of activities that include:

- Creation of database
- Information and content management processes
- Knowledge networks
- Learning events
- Knowledge harvesting etc.

Knowledge management is the deliberate and systematic coordination of an organization's people, technology, processes, and organizational structure in order to add value through reuse and innovation. This coordination is achieved through creating, sharing, and applying knowledge as well as through feeding the valuable lessons learned and best practices into corporate memory in order to foster continued organizational learning.

Knowledge management is the process of capturing, distributing and effectively using knowledge. Knowledge management is a discipline that promotes our integrated approach to identifying, capturing, evaluating and sharing all of enterprises information assets. These assets may include databases, documents, policies, procedures and previously un-captured and experience in individual workers. The concept

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of knowledge management was started and popularized last 20th century. Daniel Bell defines knowledge as a set of organized statements of facts or ideas, presenting a reasoned judgment or an experimental result, which is transmitted to others through some common medium and in some systematic form. With the growing interest in knowledge management, many questions have been raised in the minds of librarians regarding the difference between information and knowledge; between information management and knowledge management; who should be in charge of information and knowledge management.

Concept of Knowledge:

In order to comprehend knowledge management, it is necessary to first understand the concept of knowledge. What is knowledge? How is it different from information? And how is information different from mere data? A mere collection of data is not information. This means that if there is no relation between the pieces of data, then it is not information. What makes a collection of data information is the understanding of the relationships between the pieces of data or between the collection of data and other information. In other words, what is essential in making data or a collection of data information is the context that is the relation between the pieces of data. There are two major types of knowledge, Tacit Knowledge and Explicit Knowledge. Tacit knowledge is difficult to articulate and also difficult to put into words, text, or drawings. In contrast, explicit knowledge represents content that has been captured in some tangible form such as words, audio recordings, or images. Moreover, tacit knowledge tends to reside within the heads of knowers. Whereas explicit knowledge is usually contained within tangible or concrete media.

According to Russell Ackoff, the content of the human mind can be classified into five categories

- Data is discrete content and does not make much sense by itself. Data is raw. It simply exists and has no significance beyond its existence.
- Information is processed and collected data. Information is data that has been given meaning by way of relational

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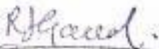
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Type of Work	Paper Presentation

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Title of the Paper : Facebook as a Tool for Marketing-A Case Study

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FACEBOOK AS A TOOL FOR MARKETING – A CASE STUDY

Ms. Booma V Halpeth

The SIA College of Higher Education

Ms. Sandhya Thakkar

The SIA College of Higher Education

ABSTRACT :

Services marketing, like goods marketing focuses on building credibility, image and goodwill. However, due to its unique characteristics it is difficult for a marketer to use standard marketing practices to reach the end user. The advent of technology has played a significant role in the development of services marketing. Services marketing has moved from the phase of people oriented marketing to process oriented marketing. In addition, the technology has resulted in opening up new avenues for the marketers. The emergence of social media platforms like Facebook, Snap chat, Instagram, twitter, Whatsapp etc. has eased the reach of their services to the consumers.

Today, face book is being widely used by the marketers around the globe. Organisations irrespective of their products and services use facebook to connect with their consumers. Educational institutions too have realised the importance of using facebook to market their services. Many higher educational institutions like colleges have significantly used facebook to create awareness about the activities going on in their colleges and to attract students to their institution. The myth that service organisations cannot promote themselves and it is unethical is long bygone. This paper focuses on the usage of social media platforms especially for marketing the services with reference to the educational institution.

Key words : Social Media platform, Promotional tool, Services Marketing, Facebook

Introduction :

With well over 1.86 billion active Facebook accounts used to communicate with friends or to extend the network there are many reasons for companies to use Facebook as an advertising and promotional platform. Facebook has more monthly active users than WhatsApp (500 million), Twitter (284 million) and Instagram (200 million) combined. According to '2010 Social Media Marketing Industry Report', Facebook, Twitter and LinkedIn are the top three social media tools used by businesses. Although Facebook and Twitter are almost same percent of the interviewees using it as a business tool most of the companies use Facebook for starting their social media marketing. Facebook is more multi-functional than Twitter. If we consider targeting

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Criteria III- Research Details

ACADEMIC YEAR
2017-18

Total Contribution

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Book Publications:
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Department	Department of Management Studies
Academic Year	2017-18
Type of Work	Paper Presentation

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Television Viewing- A paradigm Shift – Impact of Advertisement a Case study of SunNXT app

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The S.I.A. College of Higher Education, Dombivli (EAST), Mumbai
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I. INTRODUCTION

The Indian population is highly diversified into metropolitan, sub-urban and rural regions: The urban population of India is highly active on the internet whereas the rural people are gradually emerging on the modern media platform. Initially, radio was the primary source of entertainment in India. The emergence of television boosted the entertainment industry and people got highly engaged on it. Television as a medium has played a significant role in the entertainment sector. The growth of private channels has brought greater impact among the viewers. Variety of programmes are organised and it has reached millions of audience. The rapid growth of technology facilitates the viewers the all new digital to see programmes though they are not able to view during the actual telecast. Kalanithi Maran-owned Sun TV has recently launched a new digital content platform called Sun NXT. The app is compatible with every screen format, ranging from smartphones to living room TV. Keeping the global future of digital content in mind, it is available on both Android and iOS. It creates platform through "Sun NXT" enabling audience to watch their popular TV programmes in Tamil, Telugu, Malayalam and Kannada anytime and anywhere on their favourite devices. The Sun NXT app has brought changes in the world of entertainment for its audiences. Compatible with every screen format, from smartphone, through tablet and desktop to the living room TV, and available globally via Android and Apple Appstore, Sun NXT has been among the top trending apps.

With a film library of over 4000 titles, over 40 channels streaming live, catch-up TV and everything else that a viewer looks for in a world class digital content platform, Sun NXT is shaping up to be the global destination of choice for content in Tamil, Telugu, Kannada and Malayalam.

On Sun NXT, people can watch Live TV, movies, kid's shows, news, comedy clips, catch-up, and video on demand (VOD), originals, music and much more in all four South Indian languages. The apps that have been created should reach to the mass.

For this, advertisement plays a key role in creating the awareness. The advertisements hold a major role to transform and create awareness. Particularly, the message in the advertisement should connect the audience. In this regard, the advertisement of Sun NXT informs and attracts the audience to adopt the new apps for the ENTERTAINMENT purpose. In fact, AIDA model, coined by St.Elmo Lewis Coulson, which stands for attention, interest, desire and finally stimulates action, is used for the advertising of "Sun NXT" app. Entertainment today play significant role. This is one sector which is universal in nature and popular irrespective of class, age and gender. The "Sun NXT" app advertising starts with attention and finally leads to decision of purchasing it. In this aspect, the advertisements reflect the social, cultural and psychological aspects of the audience.

Objective: To understand the role AIDA model in "Sun NXT" apps advertising.

Scope: Six Advertisements of SunNXT app is analysed to bring the relevance of AIDA in advertising.

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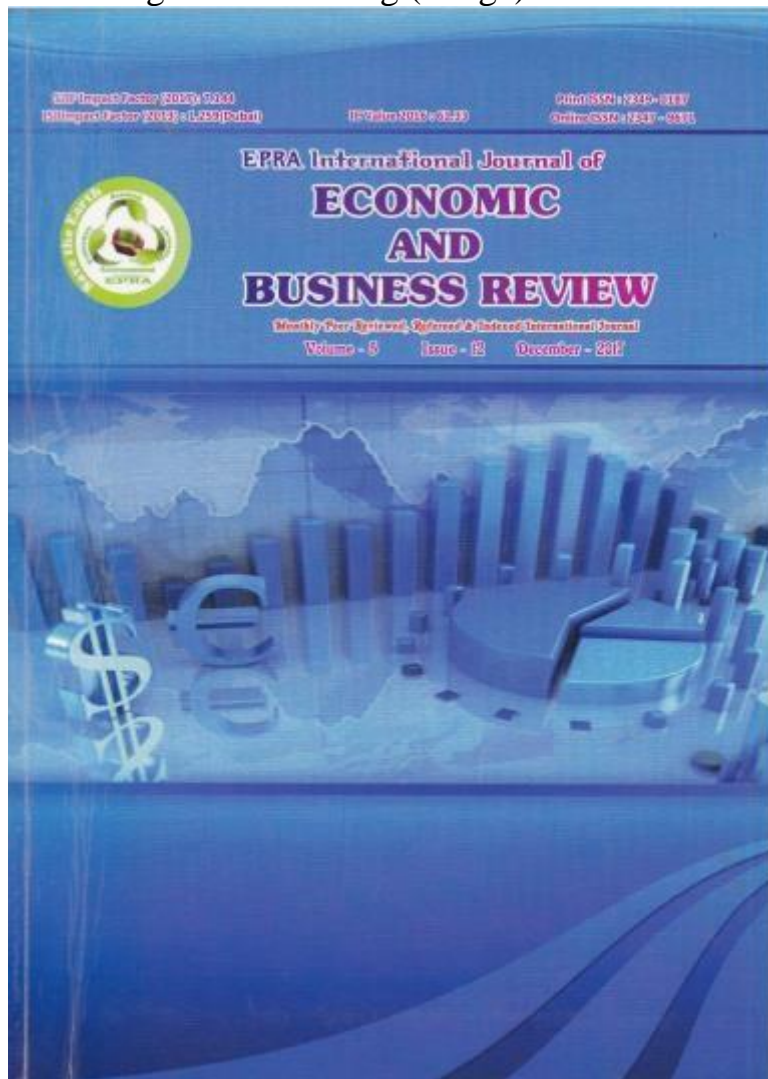


Name of the Faculty	Dr. Padmaja Arvind
Department	Department of Management Studies
Academic Year	2017-18
Type of Work	Paper Presentation

Name of the Conference : EPRA Journal of Economic and Business Review

Title of the Paper : Advertising as Social Construction for Business HAMAM

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Research Paper



ADVERTISING AS SOCIAL CONSTRUCTION FOR BUSINESS: A CASE STUDY OF HAMAM

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¹Professor, The DA College of Higher Education, Dombivli (East), Mumbai, Maharashtra, India

ABSTRACT

In the contemporary society, the products are placed in the market not only from the economic point of view but also from the social aspect also. The product reaches the mass when socio cultural aspect of the society is depicted in the advertisement. Business houses associate their product and reach to the masses through social construction. The communication bridge the gap between the business and mass. Advertisement reflects social and cultural aspects of the society. In this regard, the advertisements can be perceived from the perspective of social construction. Social Constructionism or the social construction of reality is a theory of knowledge of sociology and communication that examines the development of reality constructed by understanding of the world. Advertisements also provide knowledge and understanding about the society. The social construction deals with how we see the world and whether it is dynamic or static. In static aspect it reflects the reality-as-it appears, in its dynamic aspect it deals with the process of reality-construction. The advertising messages play a vital role in understanding the product and create interrelationship to understand society from wider perspective.

KEYWORDS: Society, products, market, Business, construction, advertisements

INTRODUCTION

To understand the role of social constructionism in advertising few advertisements related to Hamam is analysed for the study.

Hamam was launched in 1931 as a 'mild family soap'. It soon drew a large natural following long before it was trendy or fashionable to use products with natural ingredients. Perhaps, it is the only Indian-made natural soap of the time. Hamam was embraced by mothers and doctors alike, for its purity and safety on skin. It protects the individuals from 10 skin problems like rashes, pimples, prickly heat, body odour etc.. It is made up of Neem, Tulsi and Aloe Vera which gives an effective protection. It is popular in Tamil Nadu and has a long standing heritage of using traditional ingredients. The advertisement of the product has social constructionism perspective.

DISCUSSION

The visual aspect of advertisement refers to static aspect of social construction. The product is displayed along with the ingredients i.e. Neem, Tulsi and Aloe Vera.



The dynamic part of the advertisement refers to cultural, psychological and social aspect of the society which is relevant at the particular time. It associates with the reality of life and provides knowledge about the society.

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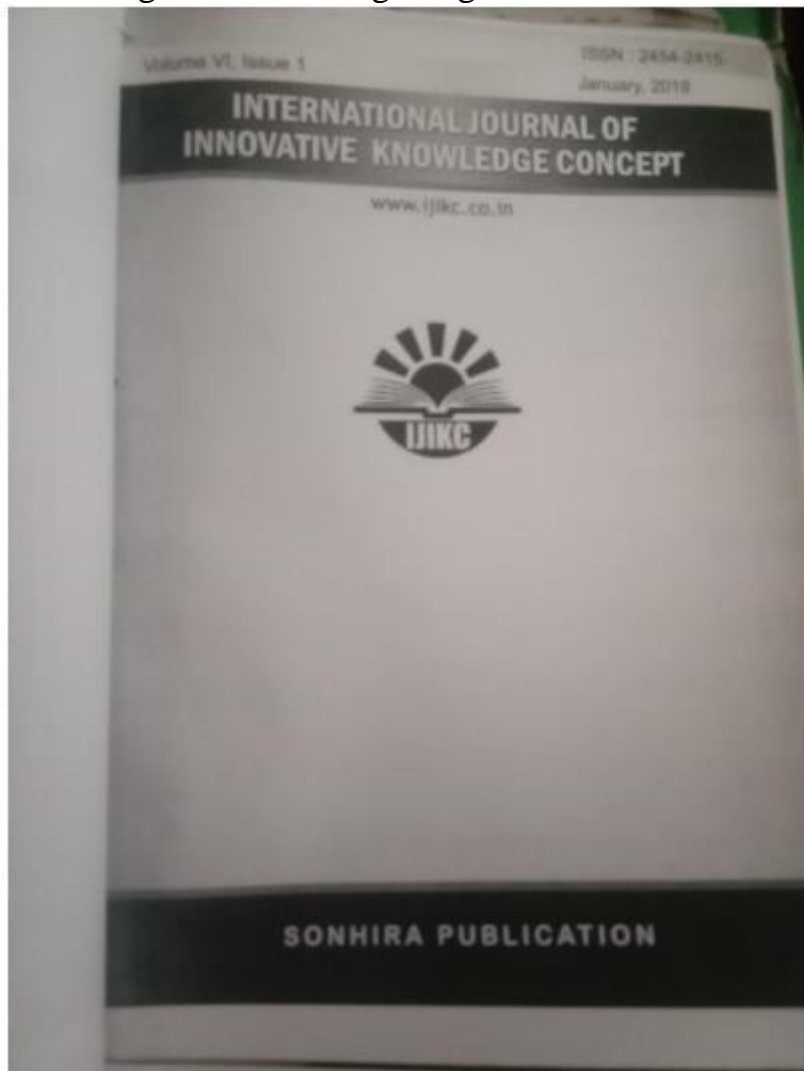


Name of the Faculty	Hasitkumar Nagariya
Department	Department of Management Studies
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Type of Work	Paper Presentation

Name Of the Conference :International Journal of Innovative Knowledge Concept, Volume VI, Issue 1

Title of the Paper :Analysis of Role of Govt. and its agencies in providing satisfactory support to the Entrepreneurs at Thane MIDC

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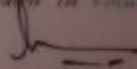
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Editor in Chief

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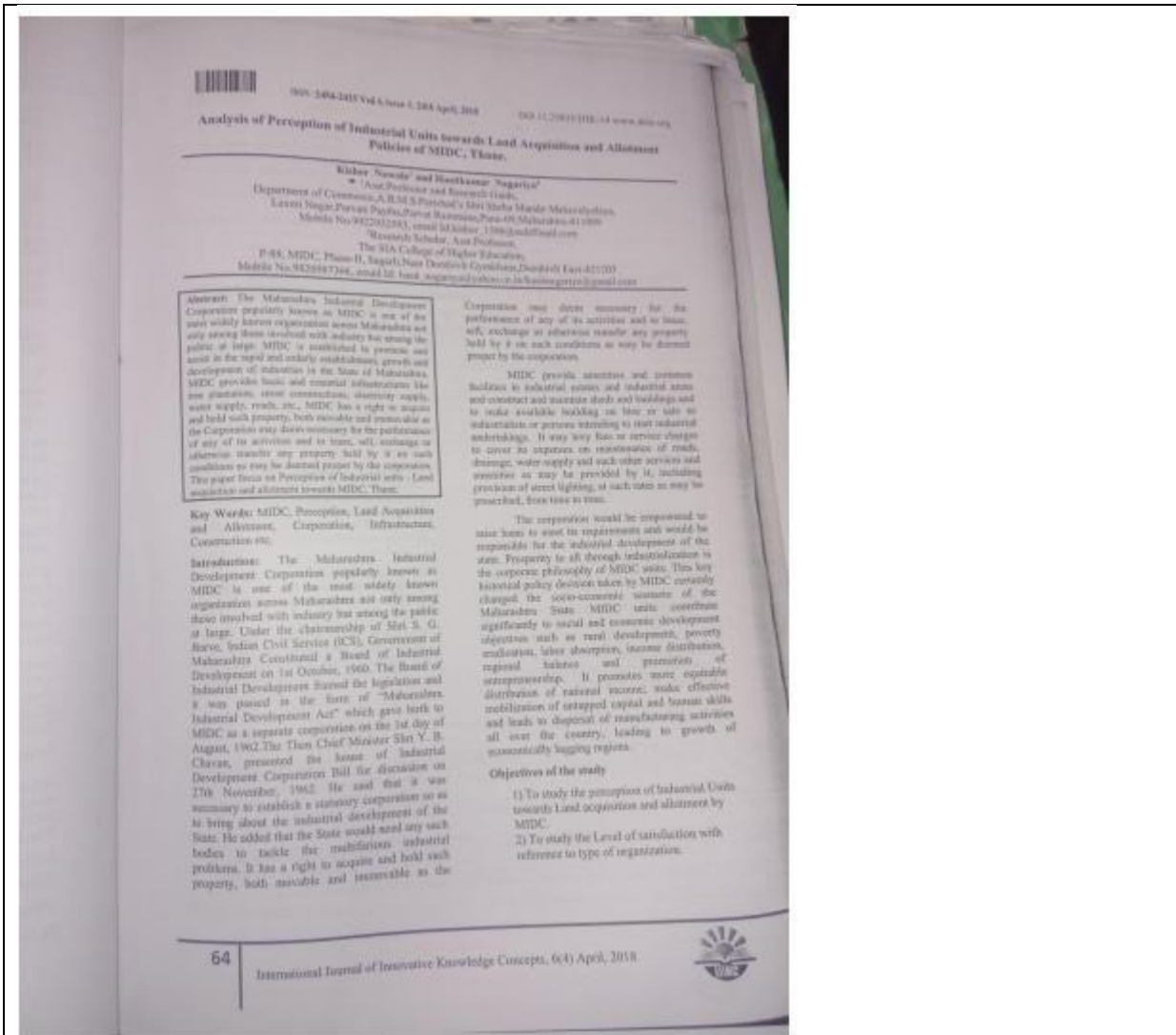
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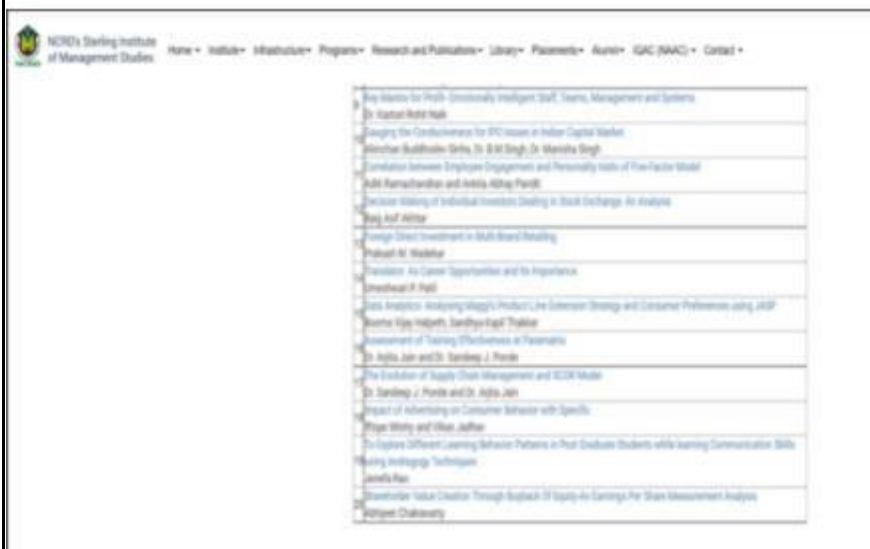
Name of the Faculty	Sandhya Thakkar
Department	IT and Mathematics
Academic Year	2017-2018
Type of Work	Paper Presentation

Name Of the Conference : NCRD's Sterling Institute of Management Studies NCRD's Business Review Annual Online Peer Reviewed Journal

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DATA ANALYTICS- ANALYSING MAGGI'S PRODUCT LINE EXTENSION STRATEGY AND CONSUMER PREFERENCES USING JASP

Bonma Vijay Halpeth
Assistant Professor,
The SIA College of Higher Education,
Dombivli (East)

Sandhya Kapil Thakkar
Assistant Professor,
The SIA College of Higher Education,
Dombivli (East)

Abstract: The word two minutes is synonymous with the brand Maggi. Maggi a flagship brand of Nestle has grown with times and has witnessed acceptance across all age groups. Be it a school child, mother or loving grandmother it has been in the shopping list of all. However in the recent past Maggi has seen accusations, ban and has been on headlines for all wrong reasons. Maggi as a brand has always been the favourite of consumers and post the crisis has recovered and is back in the market with full range of flavours. Maggi classic masala has been the most preferred flavour among the consumers.

Maggi comeback after the crisis with full range of product line extensions. The introduction of many new flavours in Maggi pushed behind the bad memories of the ban and the crisis. Consumers were targeted with full line promotions. The retailers were well stocked with all flavours anticipating demand. However, whether was it a wise move on the part of Nestle to introduce so many flavours?

The articles cited in Harvard Business review indicates that such an aggressive tactic may not really work. With the comeback Nestle has to be more careful about the brand and has to

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NCRD's Sterling Institute of Management Studies
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International Conference 2018
Global Transformation
Challenges and Opportunities
Friday 9th & Saturday 10th March 2018

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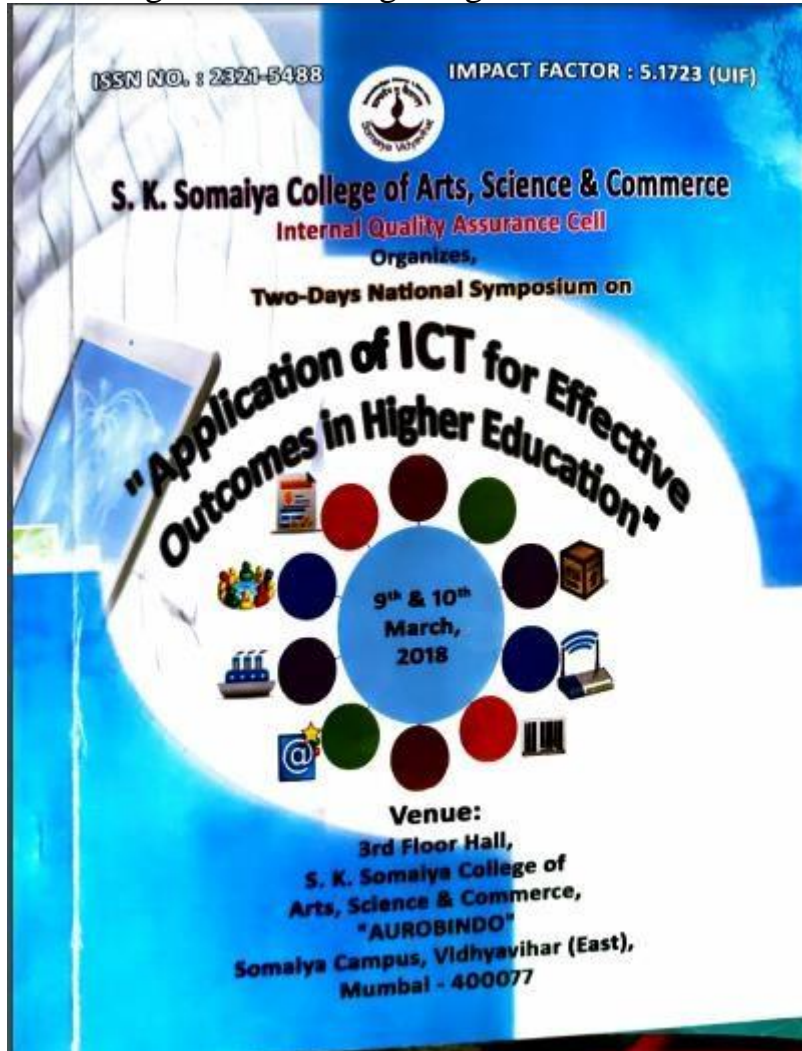

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RESEARCH DIRECTIONS

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INNOVATION IN TEACHING – IMPACT ON LEARNER'S PERFORMANCE

Mrs. Booma Vijay Halpeth¹ and Mrs. Sandhya Kapil Thakkar²
¹Assistant Professor, Department of Management Studies and Economics,
The SIA College of Higher Education, Dombivli (East)
²Assistant Professor, Department of Information Technology and Mathematics,
The SIA College of Higher Education, Dombivli (East)

ABSTRACT:

The Indian higher Education today is undergoing tremendous change owing to the changes that are happening worldwide towards education. The changing expectations of the corporate world has necessitated the change in approach towards higher education. The industry expectations from the new recruits seems to be higher and this has fostered the need for blended learning. The teachers can no longer afford to take lectures only using chalk and board method. Modern teaching involves guided teaching, flip classrooms, student centric classroom, audio visual based teaching, and discussion oriented learning and practical learning through live examples and case discussions. The ICT tools facilitates teachers to bring better class room engagement and evoke interest among the audience. This study focuses on the use of ICT tools and innovative teaching methods and the student's perception towards the teaching methods.



KEYWORDS: Blended learning, Flip classrooms, ICT tools, class room engagement and Audio Visual based teaching.


INTRODUCTION

Higher Education in India has been under the criticism due to the olden methods of teaching and evaluation. This has necessitated the change and several measures have been taken around the nation to empower the teaching faculty with the tools that can facilitate active learning among the learners. The modern age teaching focuses more on creating equal classroom rather than just delivering the subject in the classrooms. Traditional systems of learning had its drawbacks where the teacher had to handle a batch of many students with little resources to support her. Modern teaching focuses on student centric classrooms equipped with modern facilities and technology to support her. The teachers of higher education has moved from being a teacher to a facilitator by encouraging participation of every single student in the class by adopting innovative teaching methods. Say it be a group discussion on a particular topic or case study on a specific issue or use of audio visual technique to explain a topic the classroom is no longer a four walled structure but a open world for the students to explore upon. The innovative teaching methods supported by ICT tools has empowered teachers to progress from teacher centric teaching to student centric learning with ease. In addition, the innovative approaches not only evoke interest and participation it also facilitates the teachers to recognise the students' specific skills and encourage them to hone it. However, as teachers it has become imperative to adapt to modern methods of teaching but the question that arises is whether the students really feel that the new methods benefit them and help in improving the academic performances. This paper focuses

"Applications of ICT for Effective Outcomes in Higher Education"

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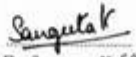
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This is to certify that, Mr./Ms./Dr. Sandhya Thakkar of The SIA College of Higher Education, Dombivli (East) has participated/ Presented a paper titled "Innovation in Teaching – Impact on Learner's Performance" in National Symposium on "Applications of ICT for Effective Outcomes in Higher Education" organised by Internal Quality Assurance Cell, S. K. Somaiya College of Arts, Science & Commerce on 9th and 10th March, 2018.


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Convener


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Principal

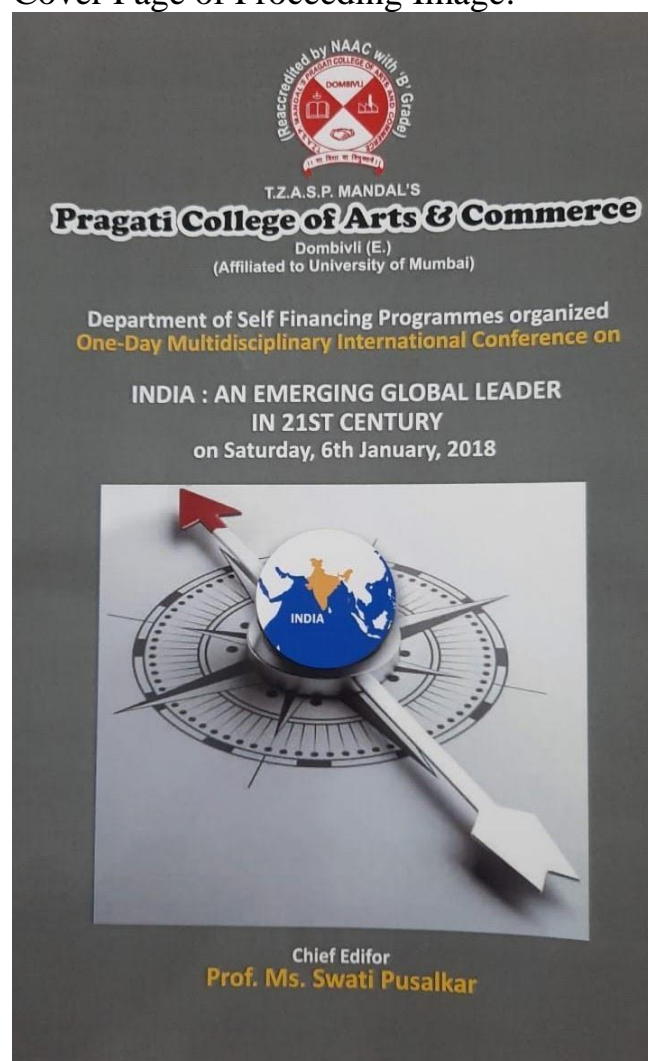


Name of the Faculty	Mrs. Sandhya Pramod Pandey
Department	Department of Information Technology & Mathematics
Academic Year	2017-18
Type of Work	Paper Presentation

Name Of the Conference :
India:An Emerging Global Leader in 21st Century

Title of the Paper :
Digital Transition in Higher Education

Cover Page of Proceeding Image:

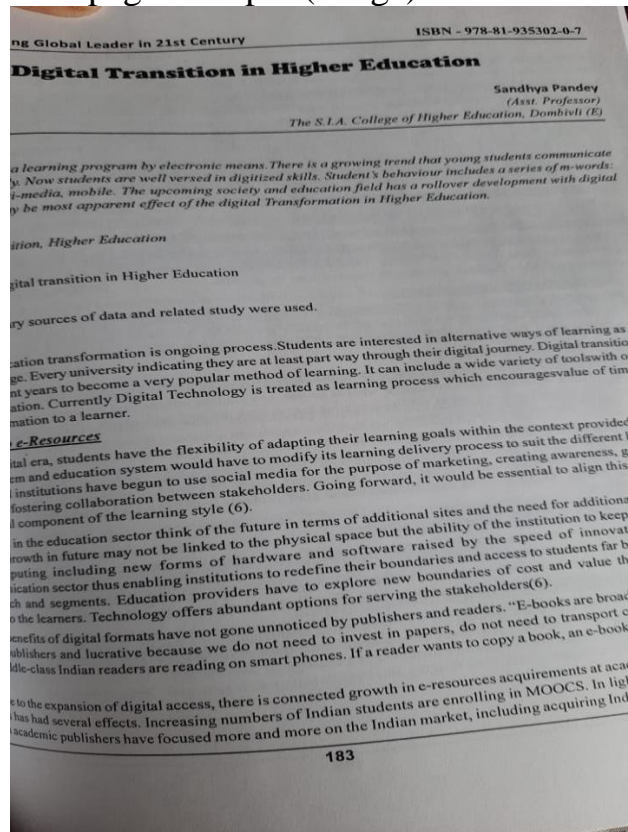


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PRAGATI COLLEGE OF ARTS & COMMERCE,
(Permanently Affiliated to University of Mumbai)
Pragati College Road, Dombivli (E), Dist. Thane. Pin: 421201. (Maharashtra).



2nd One-Day Multidisciplinary International Conference on
"INDIA : AN EMERGING GLOBAL LEADER IN 21ST CENTURY"
on 6th January, 2018

Certificate

This is to certify that,

Dr. / Prof. / Mr. / Ms. **PANDEY SANDHYA P.**

of **The S.T.A. College, Dombivli (E)** has
participated / presented paper in 2nd One-Day Multidisciplinary International Conference on **"India :
An Emerging Global Leader in 21st Century"**, organised by Department of Self Financing
Programmes, Pragati College of Arts & Commerce, Dombivli (E), Dist. Thane, Maharashtra, India,
on Saturday, 6th January, 2018.

The Title of the Paper is **Digital Transition in Higher Education**

PROF. SWATI PUSALKAR
Co-ordinator, B&I &
Convener of the Conference

DR. AVINASH B. SHENDRE
Vice-Principal &
Co-Chairperson of the Conference

DR. A. P. MAHAJAN
Principal &
Chairperson of the Conference

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Title of the Paper : YouTube as a Learning Tool

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Renu Vijay Verma
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Dombivli, Thane, email: sandhyapramod@rediffmail.com

Abstract
Social media tools have become ubiquitous. We can see students use social media all the time. Among them most popular tools are Facebook, Wikis, YouTube, bulletin board, LinkedIn, blogging, and twittering. The advancement of modern technologies tries its best to accommodate the needs from people, especially the younger generation. The instructional potential of video technology in the classroom is promising, especially in light of the 21st Century Learning Framework (Siegle, 2008; Siegle, D. 2009. Literacy in the 21st century: The fourth video recording. Gifted Child Today, 32(2), 14-19.). Studies show positive gains in student outcomes as a result of the integration of video technology in instruction. This Paper explores potential uses of YouTube as an instructional aid in lessons and in planning. Emphasis is placed on using YouTube directly in learning as an instructional aid in lessons and in planning. The study investigated student's use of YouTube as more for learning purpose, their perception and attitude towards usage of YouTube and their preference for the same.

Introduction: Technology is everywhere. Some people are addicted to it and refuse to live without it. College students will say that their laptop, phone, and iPod are necessities comparable to food. Through another form of widely used technology: YouTube. Students enjoy viewing and sharing visual content online. Visual tools create a connection between the content and viewer (McKenzie, 2008). Many videos on YouTube are academic and professional in nature and when used properly will reinforce students learning process and also make learning effective for the college students due to the images and audio used (Cardine, 2008). YouTube also expose students to new material, or to have them create debates on the topic. Of course a combination of resources is optimal to use but visual aids always seem to make a great impact in conjunction with traditional learning tools. With videos, students can see a scenario, hear from an expert, see images, and listen to conversations that will make the content they are learning more understandable and relevant. In many instances, students experience the "Ah Ha" moment when YouTube is able to facilitate them with the fuel require for learning. Videos from YouTube for marketing management, information technology and entrepreneurial courses are used and students found them interesting, informative, and funny. When learn, more. Hence, learning becomes more enjoyable for the students. This study focuses on usage of YouTube by the college students in order to enhance the learning process.

Keywords: YouTube, Learning, Education, Tool, internet, Technology, strategies.
Objectives of the Study
1. To study the importance of Digital media with respect to Knowledge.
2. To understand, to what extent students make use of YouTube in context to learning.
3. To analyse the outcome expected by the students from the use of YouTube.

Research Methodology

Sample Size : 6)

Data Sources : Secondary sources includes newspapers, magazines, websites

Primary Data : Survey method with a structured Questionnaire

Sampling Method : Convenience Sampling Method

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Name Of the Conference : Global Transformation Challenges and opportunities

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STUDENT GRADE IMPROVEMENT IN HIGHER STUDIES

Sandhya P. Pandey

Assistant Professor,

The S.I.A college of Higher Education, Dombivili(E), Thane, Maharashtra.

Abstract: In India Higher educational institutions grown rapidly. These Institutions focused on quality education for students. Educational sector has a lot of data that can produce valuable and relevant information for improvement of quality Education. This data can be used to increase the quality of educational institutions. Big Data tools plays important role for creation of strategic data. This research is focused on improvement of student's performance in final year of Higher Education based on previous performance using Big data tools. In different courses different heads are there for marks and grades. In this research data assumption is based on one specific BSc(Information Technology of Mumbai University) course.

Keywords: Higher Education, Grades, Big Data

INTRODUCTION

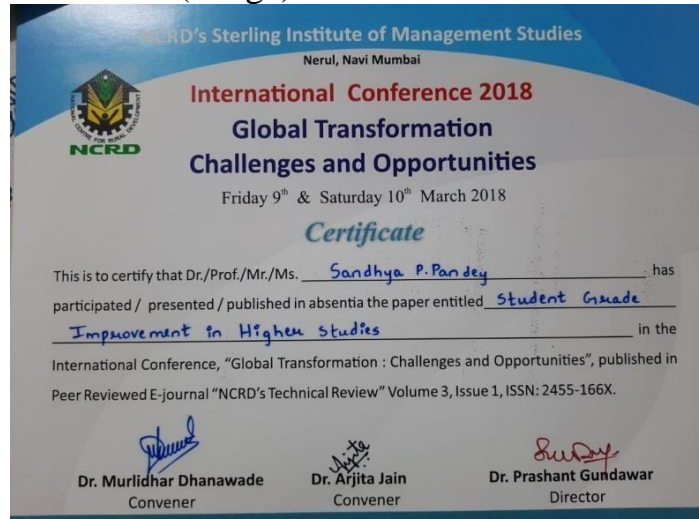
Now a days many big data tools are available to extract useful information. It allows users to analyse data (which is huge in number) from many different dimensions or angles, categorize it, and summarize the relationships identified.

Education field is very important area in terms of any country's growth and development. To achieve this, data could be collected with different sources, pre-processing can be done using big data and data mining tools to prepare results to improve performance of students. This research is focused on improvement of student's performance in Higher Education using Big data tools. It is continuation (with data analysis tool) of research paper which published earlier (without using any tool).

REVIEW OF LITERATURE

Search engines helps to study to find out current trends of results and future scope for improvement in this. After searching Grades improvement in education, all data was related to

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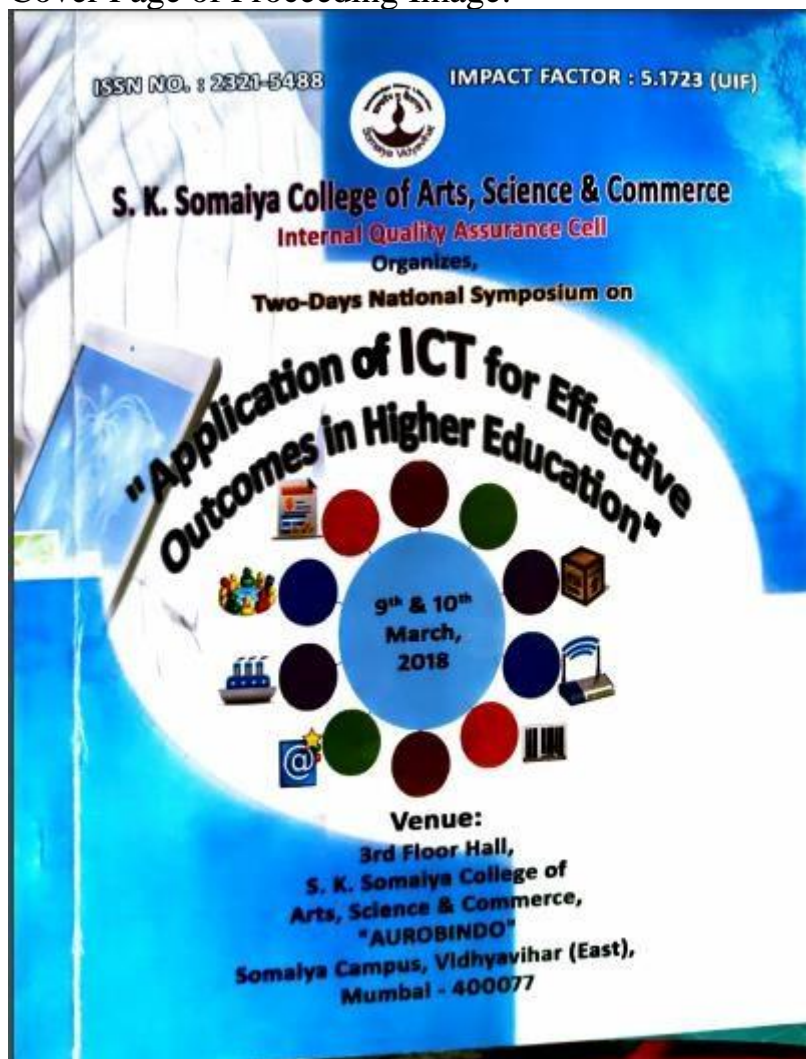


Name of the Faculty	Booma Halpeth
Department	Department of Management Studies
Academic Year	2017-18
Type of Work	Paper Presentation

Name Of the Conference :Application of ICT for Effective Outcomes in Higher Education

Title of the Paper :Innovation in Teaching – Impact on Learner’s Performance

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Mrs. Booma Vijay Halpeth¹ and Mrs. Sandhya Kapil Thakkar²
¹Assistant Professor, Department of Management Studies and Economics,
The SIA College of Higher Education, Dombivli (East)
²Assistant Professor, Department of Information Technology and Mathematics,
The SIA College of Higher Education, Dombivli (East)

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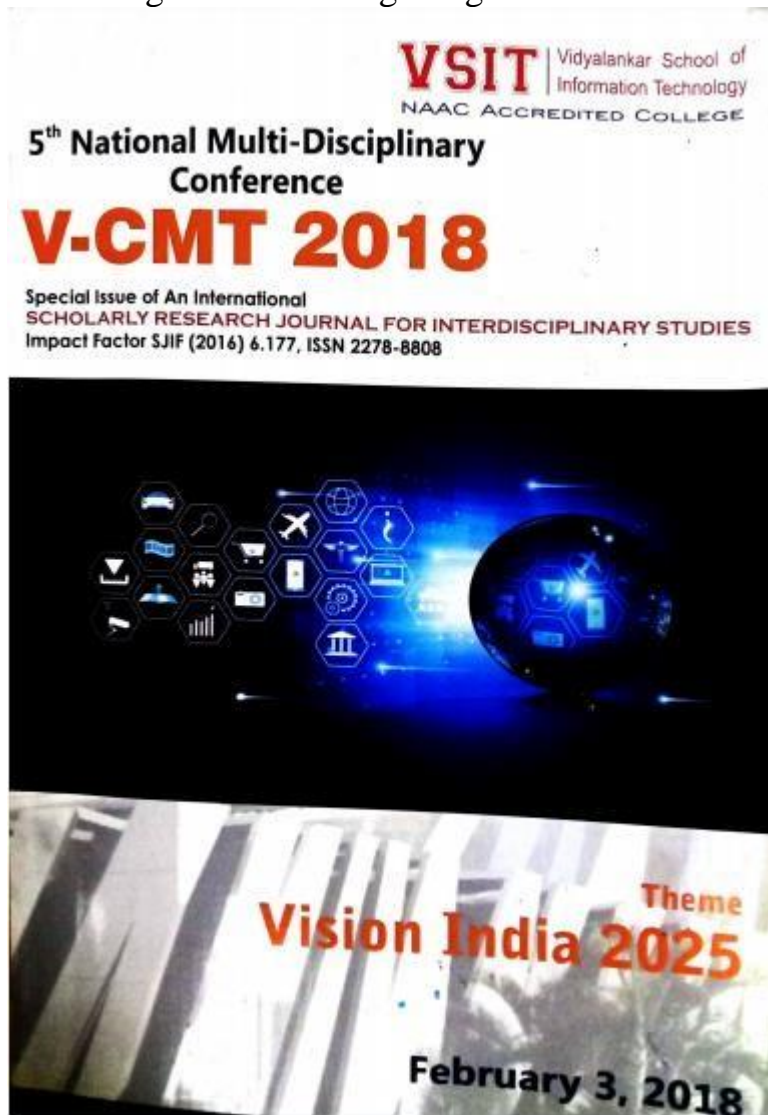


Name of the Faculty	Renu Verma
Department	Banking and Insurance
Academic Year	2017-18
Type of Work	Paper Presentation

Name Of the Conference :5th Annual National Multi-Disciplinary Conference V-CMT 2018

Title of the Paper :“You Tube as a Learning Tool”

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Sandhya P. Pandey

Assistant professor, Dept. of IT and Mathematics, The SJA college of Higher Education,
Dombivli, Thane, email: sandhyapramodh@rediffmail.com

Abstract

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Introduction: Technology is everywhere. Some people are addicted to it and refuse to live without it. College students will say that their laptop, phone, and iPod are necessities comparable to food. Through another form of widely used technology, YouTube, students enjoy viewing and sharing visual content online. Visual tools create a connection between the content and viewer (McKenzie, 2008). Many videos on YouTube are academic and professional in nature and when used properly will reinforce students learning process and also make learning effective for the college students due to the images and audio used (Cardine, 2008). YouTube also expose students to new material, or to have them create debates on the topic. Of course a combination of resources is optimal to use but visual aids always seem to make a great impact in conjunction with traditional learning tools. With video, students can see a scenario, hear from an expert, see images, and listen to conversations that will make the content they are learning more understandable and relevant. In many instances, students experience the "Ah Ha" moment when YouTube is able to facilitate them with the fuel require for learning. Videos from YouTube for marketing, management, information technology and entrepreneurial courses are used and students found them interesting, informative, and funny. When videos incorporate humor, they usually are even more effective making the student eager to see, and learn, more. Hence, learning becomes more enjoyable for the students. This study focuses on usage of YouTube by the college students in order to enhance the learning process.

Keywords: YouTube, Learning, Education, Tool, internet, Technology, strategies.

Objectives of the Study

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Certificate (image) :

5th Annual National Multi-Disciplinary Conference

V-CMT 2018


*on
'Vision India 2025'*


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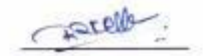
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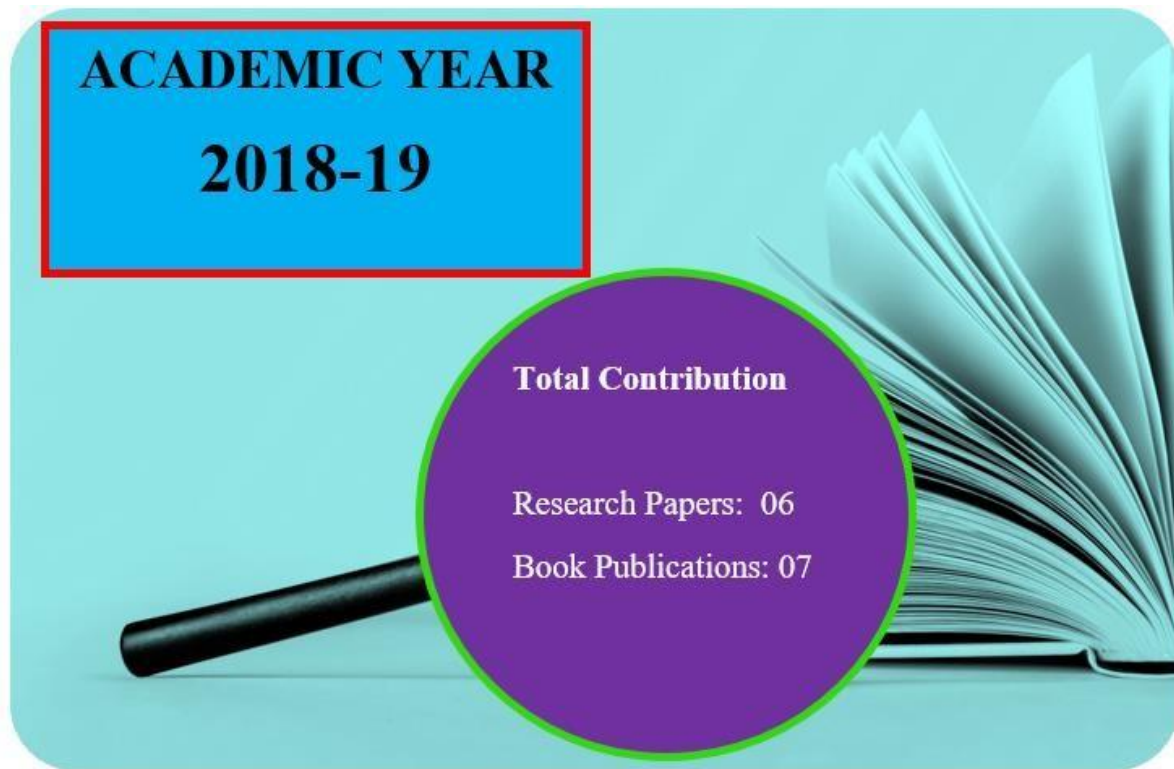

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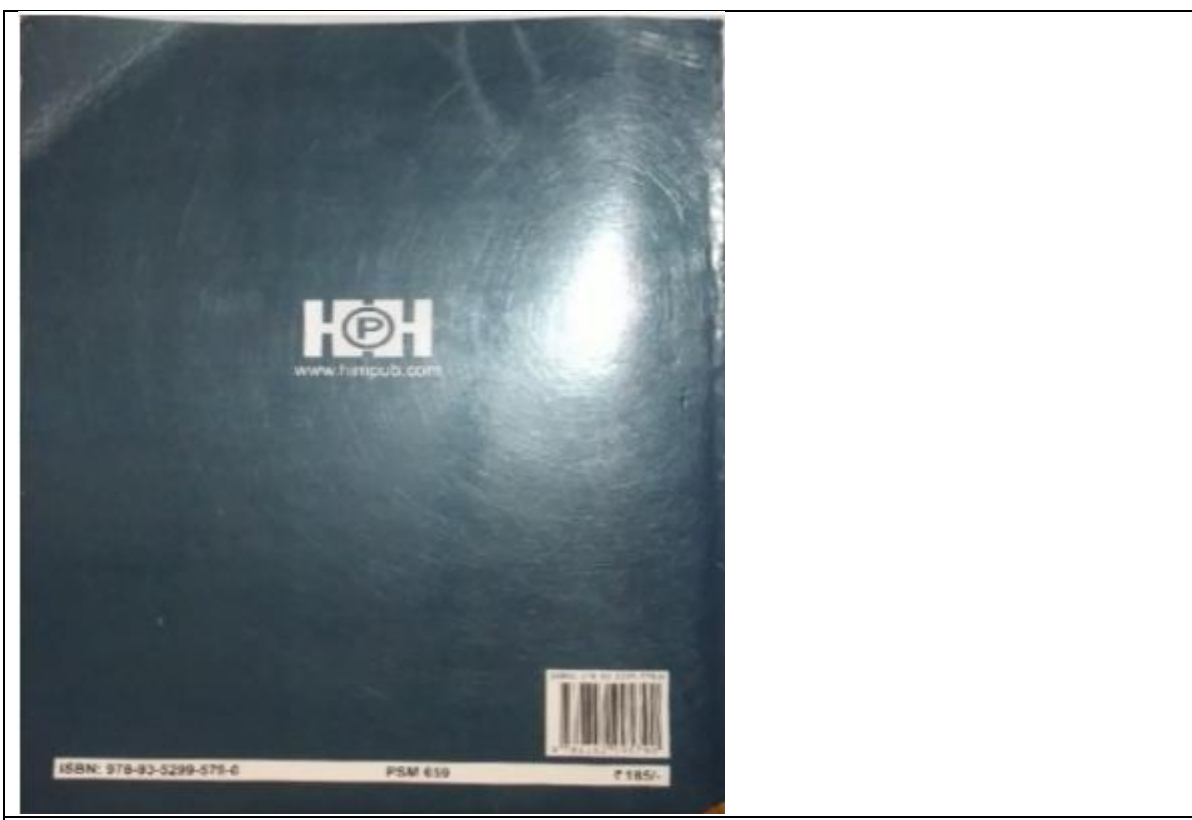
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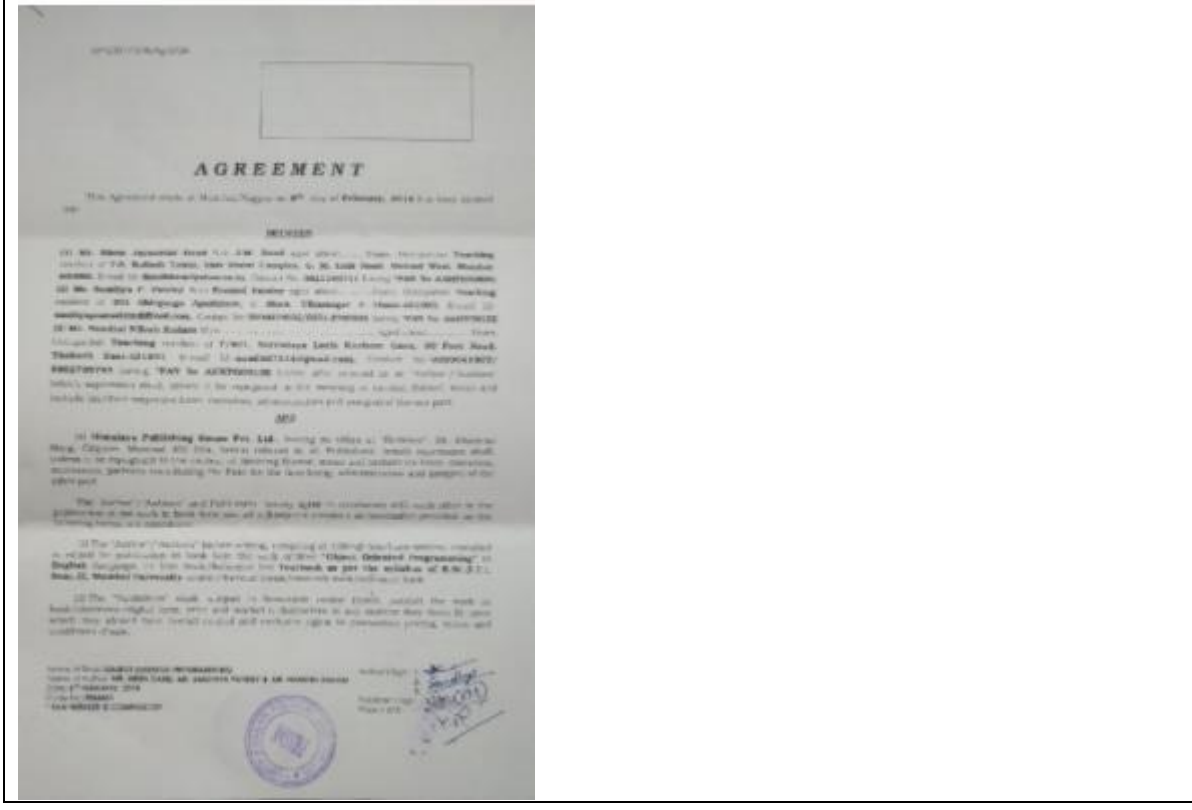
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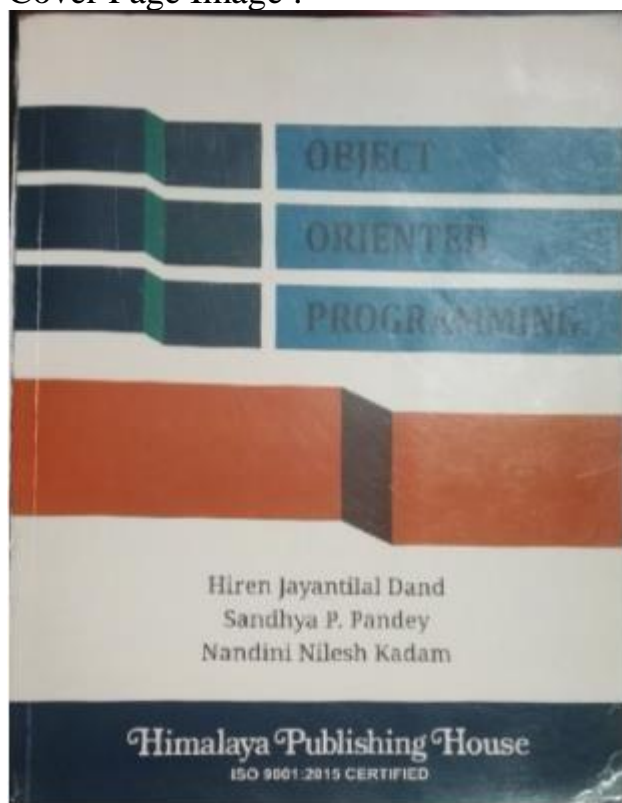
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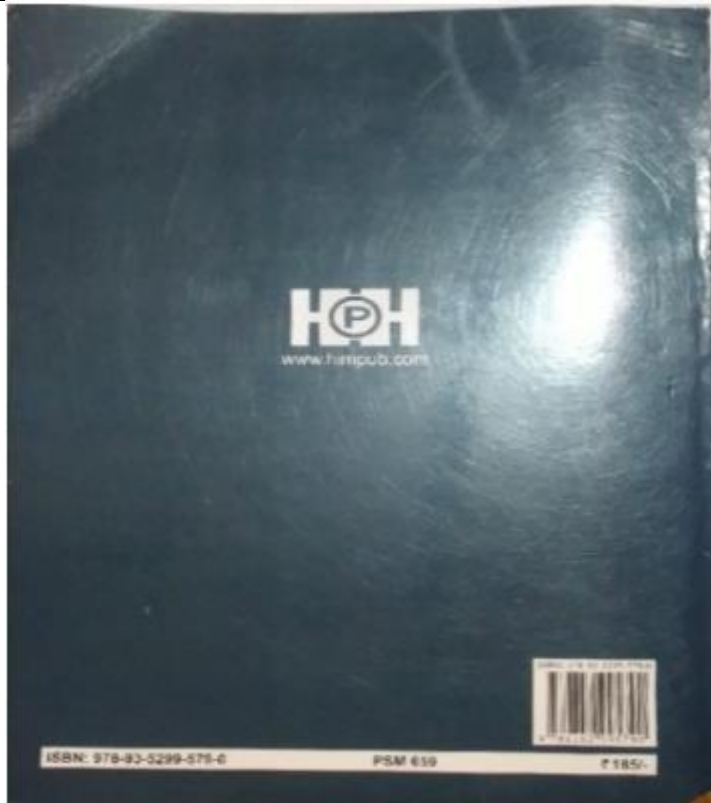
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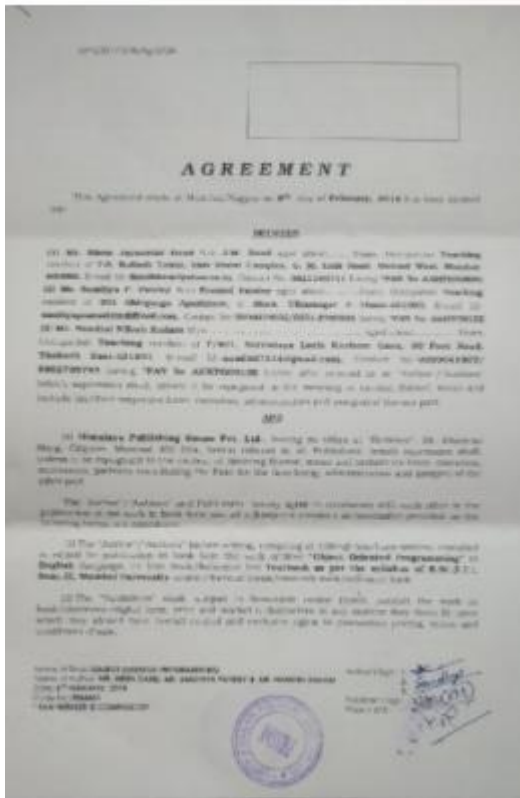
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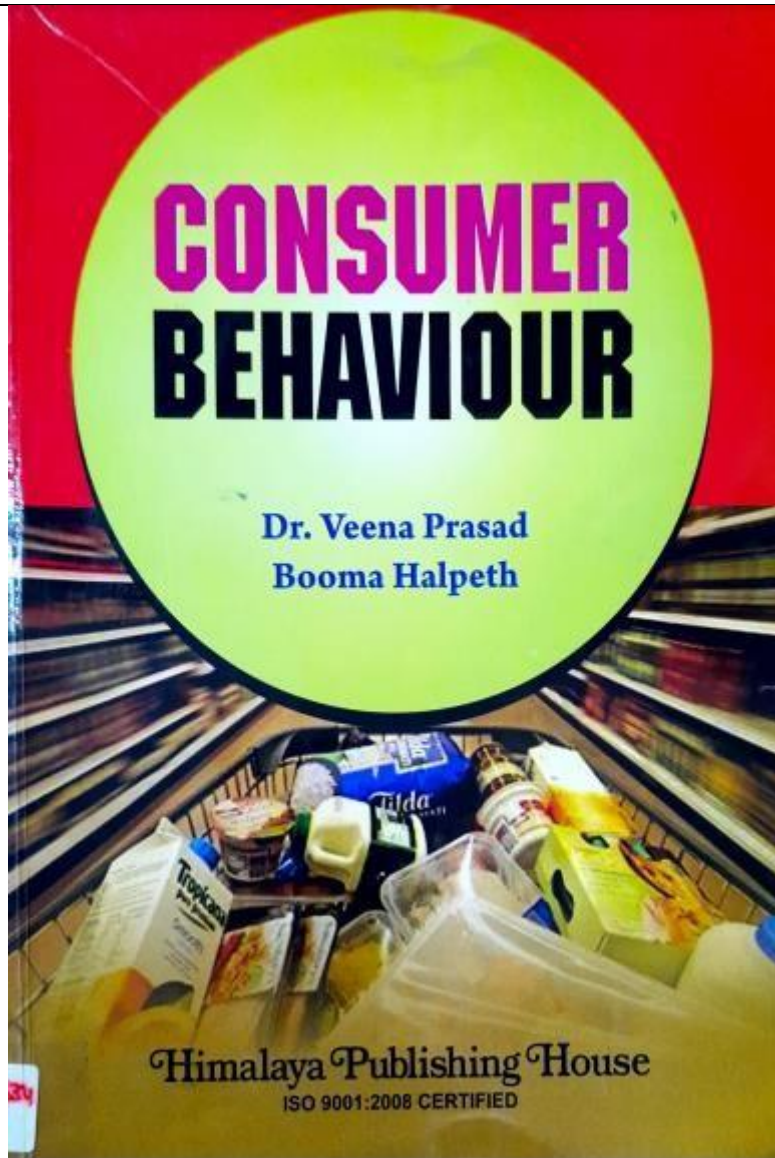
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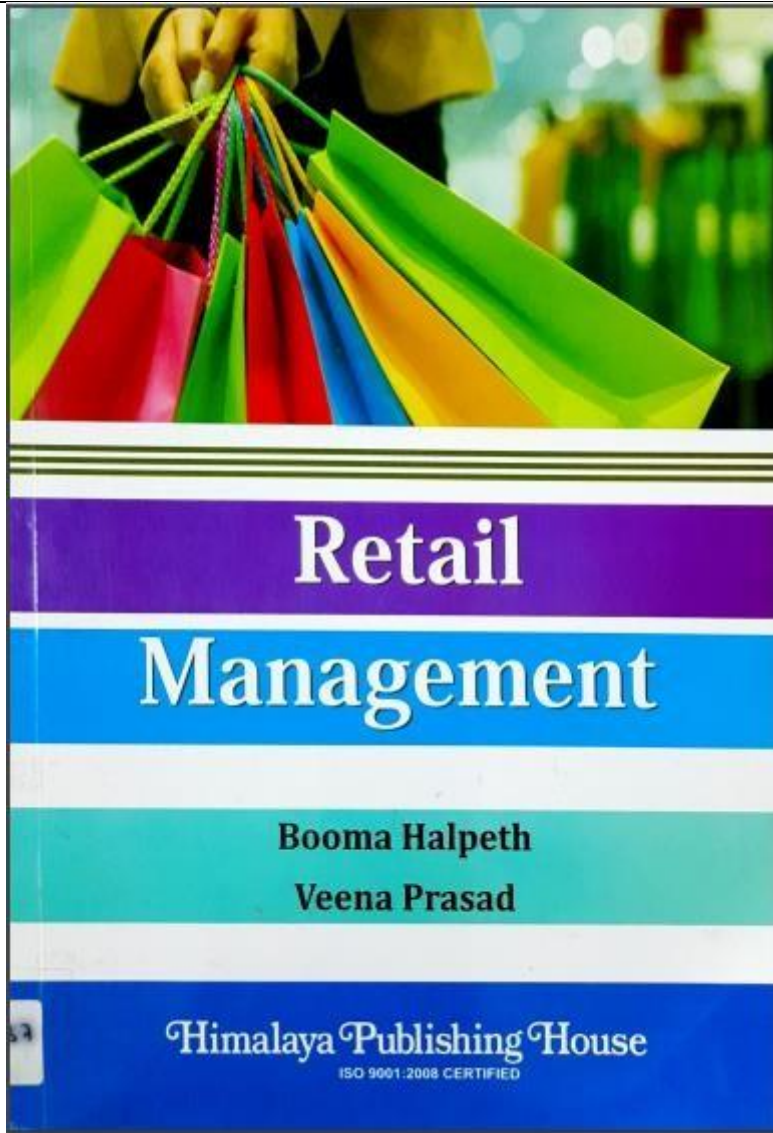
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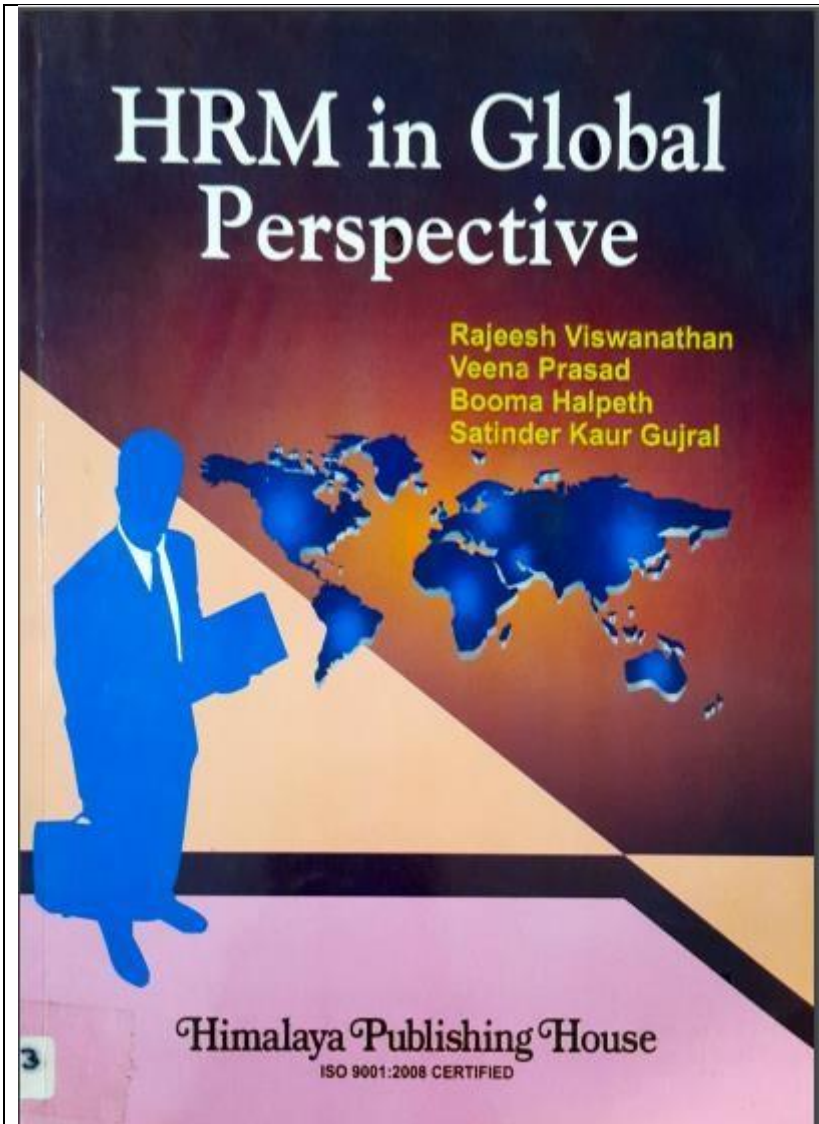


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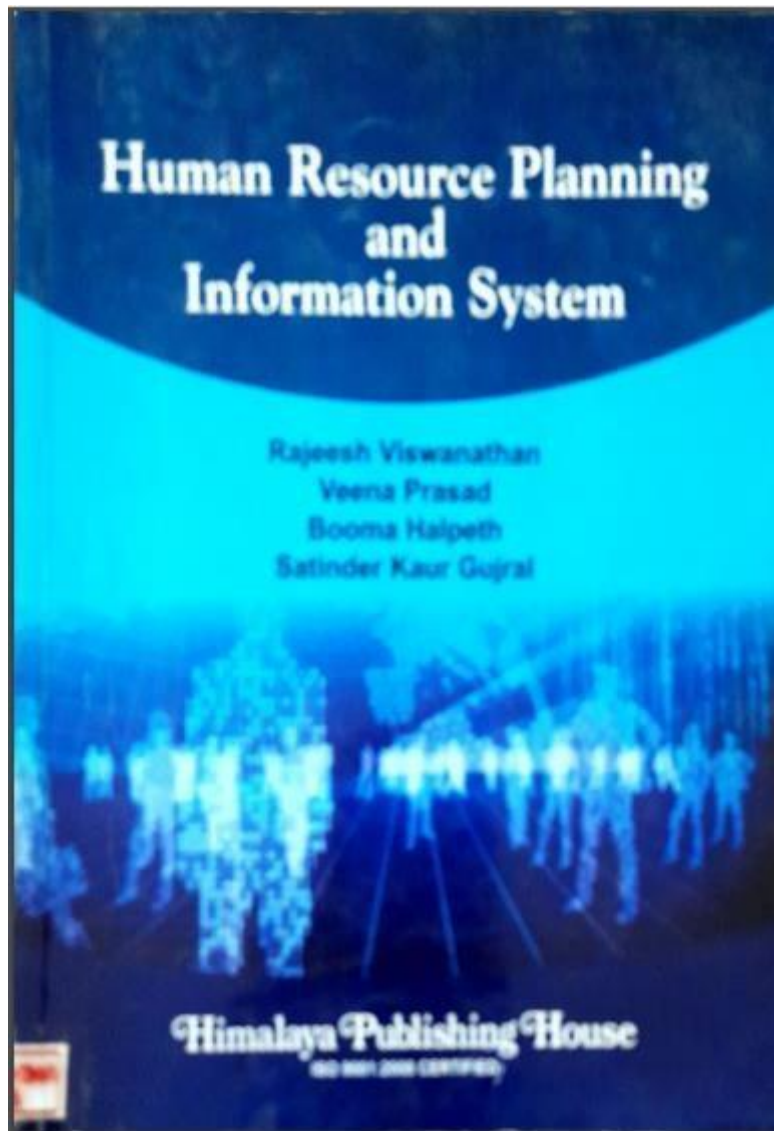
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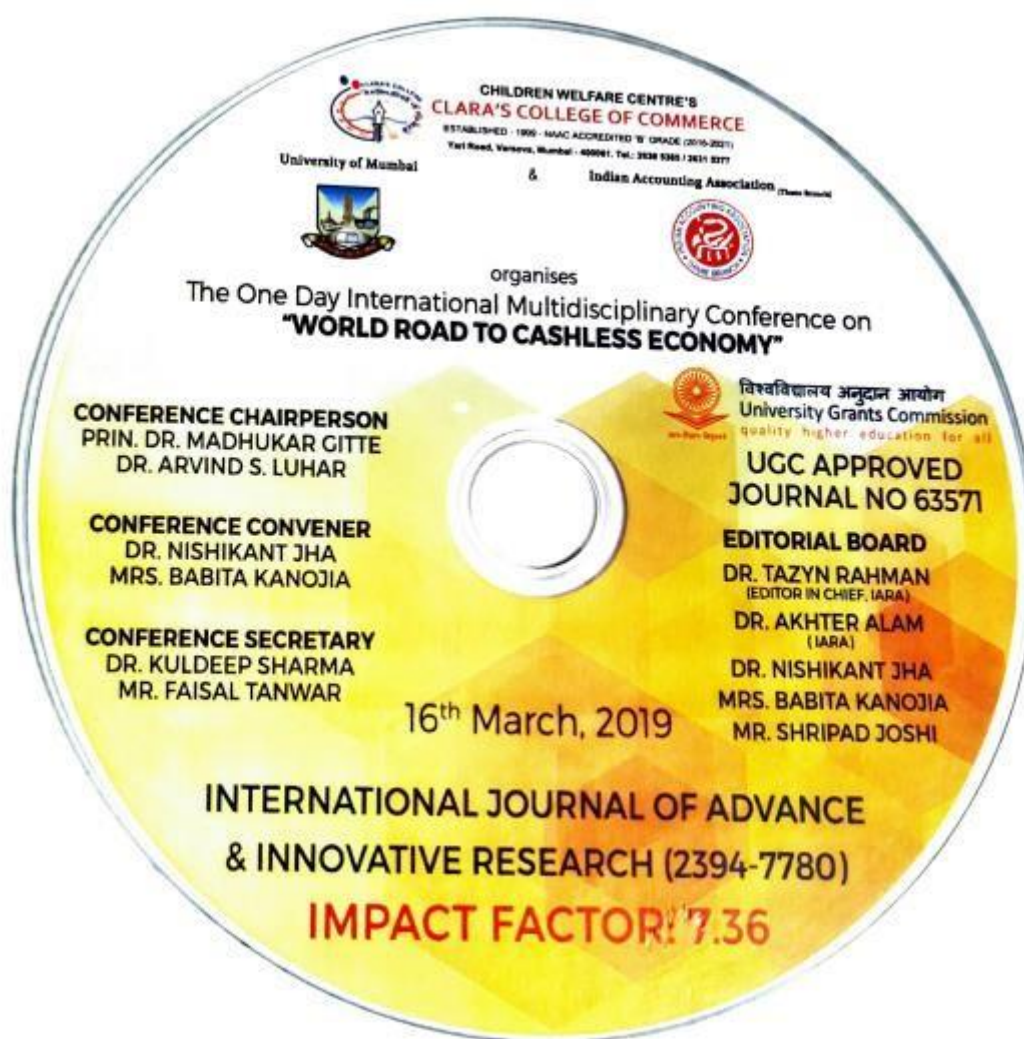
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
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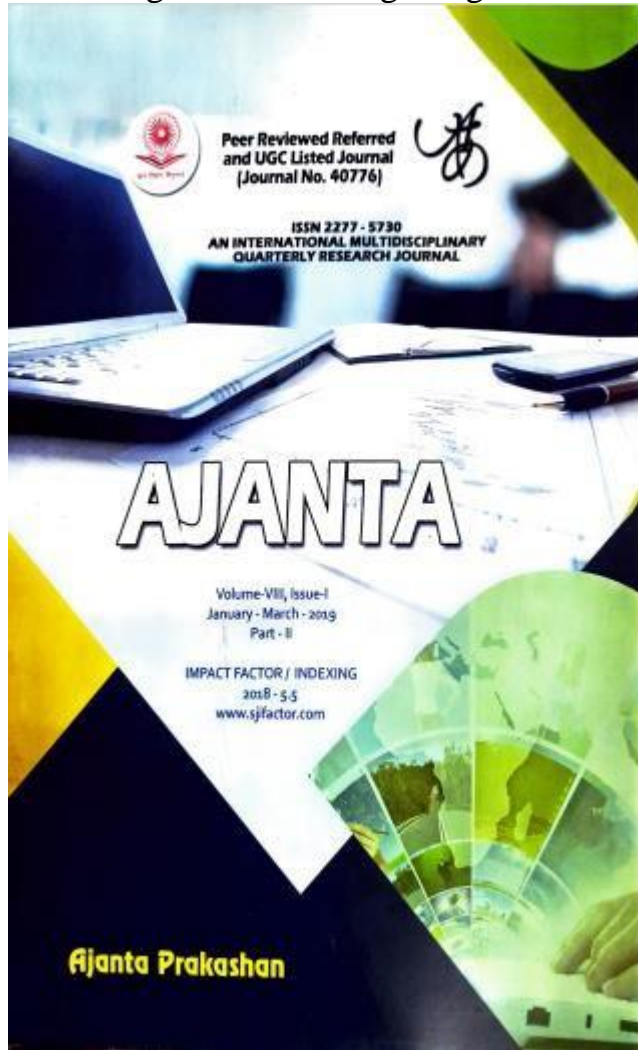

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14. Zeroth Moment of Truth - A Changing Consumer Behavioural Pattern

Booma V. Halpeth

Assistant Professor, Department of Management Studies and Economics,
The SIA College of Higher Education, Dornbivli (e).

Abstract

The traditional Indian consumers being a touch and feel types preferred to visit the store and experience the product while purchasing. When the first time the consumer visit the store and sees the product he experiences the reality of what the product is all about. This moment is called the first moment of Truth. This lead to further stages in buying decision process when he eventually decides to buy the product. The consumer buys the product and experiences it when the second moment of Truth occurs. But with the advent of Social Media Marketing the customer even before he purchases he experiences the product through reviews from websites and e-commerce platforms, sharing of experiences on the social media sites, product blogs etc. This phenomenon is called the zeroth Moment of Truth. This is where the marketers have to ensure he creates positive reviews and feedback. The role of marketer has undergone a sea of change where just creating awareness and motivating the customer is not enough but he need to maintain constant communication and relationship with the consumers. This paper focuses on the changes in consumer behavioural pattern and to what extent Zeroth moment impacts the buying decision process.

Keywords: Zeroth moment of Truth, Social Media Marketing, Blogs, Buying Decision process

Introduction

The development of internet technology has necessitated the marketers to be present on the web in order to gain support and build relationship with the customers. Internet platform not only provides a virtual market to sell the products but also facilitates the marketers to interact, discuss and debate upon the changing needs and preferences of the consumers. This platform enables the marketers to understand the consumer views and also their aspirations. On the other hand, web presence of the marketers has become a criteria for consumer product selection. It

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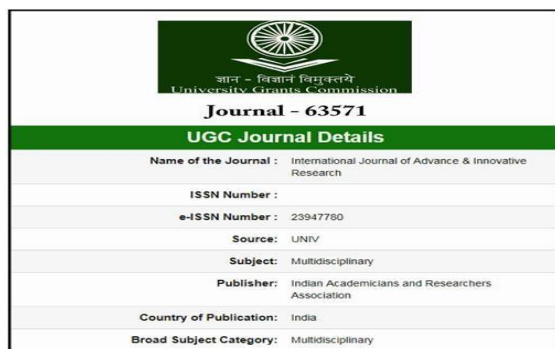
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Name of the Faculty	Sandhya Pandey
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Volume 6, Issue 1 (XI), January - March, 2019

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GEOGRAPHIC INFORMATION SYSTEM: - A HELP TOWARDS HEALTHCARE EMERGENCY

Sandhya P. Pandey

Assistant Professor, Department of I. T. and Mathematics, The S. I. A college of Higher Education, Thane

ABSTRACT

Geographic Information System (GIS) is very powerful tool and have touched many industries; like urban planning, agricultural applications and many more. Public health is one important area among this. Today's healthcare sector has transformed a lot in terms of quality, affordability and specialized caring. But in India the concern is how to felicitate right treatment at right time to patients with ease. In this regard Geographic Information System with data informatics can be helpful tool.

Keywords: Geographic Information System, healthcare, Hospitals

INTRODUCTION

Healthcare is most important aspect of human life. With the rise in technology, there is a high demand for quality and affordable healthcare in India. In last decade hospitals and medical facilities have grown rapidly. Despite progress, sometimes it is difficult to get medical aid in time. In case of Heart Attack or Major Accident timely help can reverse or minimize its effect. For this many problem may be there i.e. traffic Jam, lack of knowledge of Proper Hospital, Room availability, Admission availability in emergency cases and so on. In solution to this Geographic information systems and informatics jointly solve the problem.

OBJECTIVES OF THE STUDY

Main aim of this research is to focus and try to find solution for the problems faced by common public at the time of medical emergency.

RESEARCH METHODOLOGY

Secondary data sources including web references.

SCOPE OF THE STUDY

Electronic health records are obviously critical tools for healthcare improvement, but they alone aren't enough to fill gap between hospital and patients. When patient have medical emergency, they can use some tools which will give them idea about which hospital they should reach in minimum time, suitable for their disease with their affordability.

PROBLEMS IN MEDICAL EMERGENCY

Today's large urban hospitals are not clear for many and not familiar with how they work. In general, there are two major types of hospital admissions: emergency and elective. In case of emergency when patient need urgent medical help as early as possible, synchronisation of information about various factors can be helpful in making him to reach the correct place (hospital) for meaningful treatment. Some of them are narrated below: -

1. Transportation to the right hospital in minimal time

In case of exigency when the person needs to be transported to nearby appropriate hospital, the information about the nearby suitable/appropriate hospital that too in minimum time shall be available. Time being an important aspect, distance and time required to reach there needs to be available in real time.

2. Hospital readiness for the support

The support required for the patient within time frame from the hospital side is very crucial that too when hospital does not have any information about the patient. Apart from this the availability of specialised doctors, bed for the patient also plays vital role basis the patient needs to search another hospital for treatment. Such information shall be available beforehand.

3. Mediclaim Insurance or Financial Support

Nowadays most of us are covered under Mediclaim as Medical treatment is very expensive thing, the information to the Mediclaim agency and their co-ordination with the hospital is in real time is most desirable thing for the patient in need. The formalities consume some vital time which can be managed with this.

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
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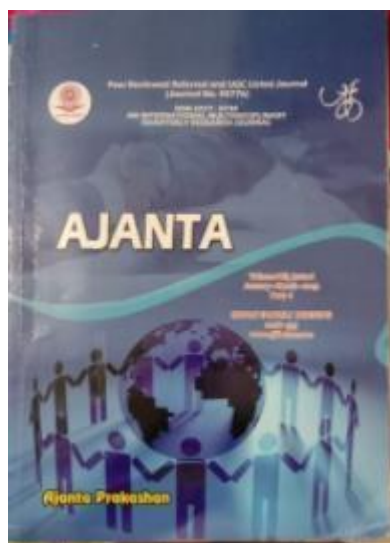
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Title of the Paper : Awareness of investment Avenues among working women- A step towards financial empowerment of women

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The image shows a page titled 'CONTENTS OF PART - I'. It contains a table with columns for 'Sl. No.', 'Title & Author', and 'Page No.'. The entries include various research papers and their authors, such as 'The Role of Financial Literacy in the Financial Inclusion of Special Education' by Dr. Pooja Arora, and 'Awareness of Investment Avenues among Working Women - A Step Towards Financial Empowerment of Women' by Renu Verma.

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02	Impact of Financial Literacy on the Financial Inclusion of Special Education Dr. Pooja Arora	06-10
03	Financial Literacy and Financial Inclusion of Special Education: A Step Towards Financial Empowerment of Women Renu Verma	11-15
04	Financial Literacy and Financial Inclusion of Special Education Dr. Pooja Arora	16-20
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First Page of the Paper (Image) :

12. Awareness of Investment Avenues among Working Women-- A Step towards Financial Empowerment of Women

Renu Vijay Verma

Assistant Professor, Dept. of Banking and Insurance, The S.I.A College of Higher Education, Dombivli, Thane.

Ranjana Mhalgi

Assistant Professor, Dept. of Banking and Insurance, The S.I.A college of Higher Education, Dombivli, Thane.

Abstract

Women are important part of the economy and are managers of financial and economic health of family. Women Empowerment means increasing women's resources and competencies to participate in economic decisions, achieve goals for development and sustainability and improve the standard of living for women and society. Being financially educated means having knowledge of spending the money. But being financially empowered means having control over money. Women should learn about savings, investment and financial planning. The basics remain the same for both women and men, however, the approach differs as we know that the habit of savings is embedded in women much more than men. Also women have higher life expectancy and a relatively less knowledge of finance and investment.

This paper examines financial empowerment of women in terms of awareness of investment alternatives, skill enhancement and assistance required.

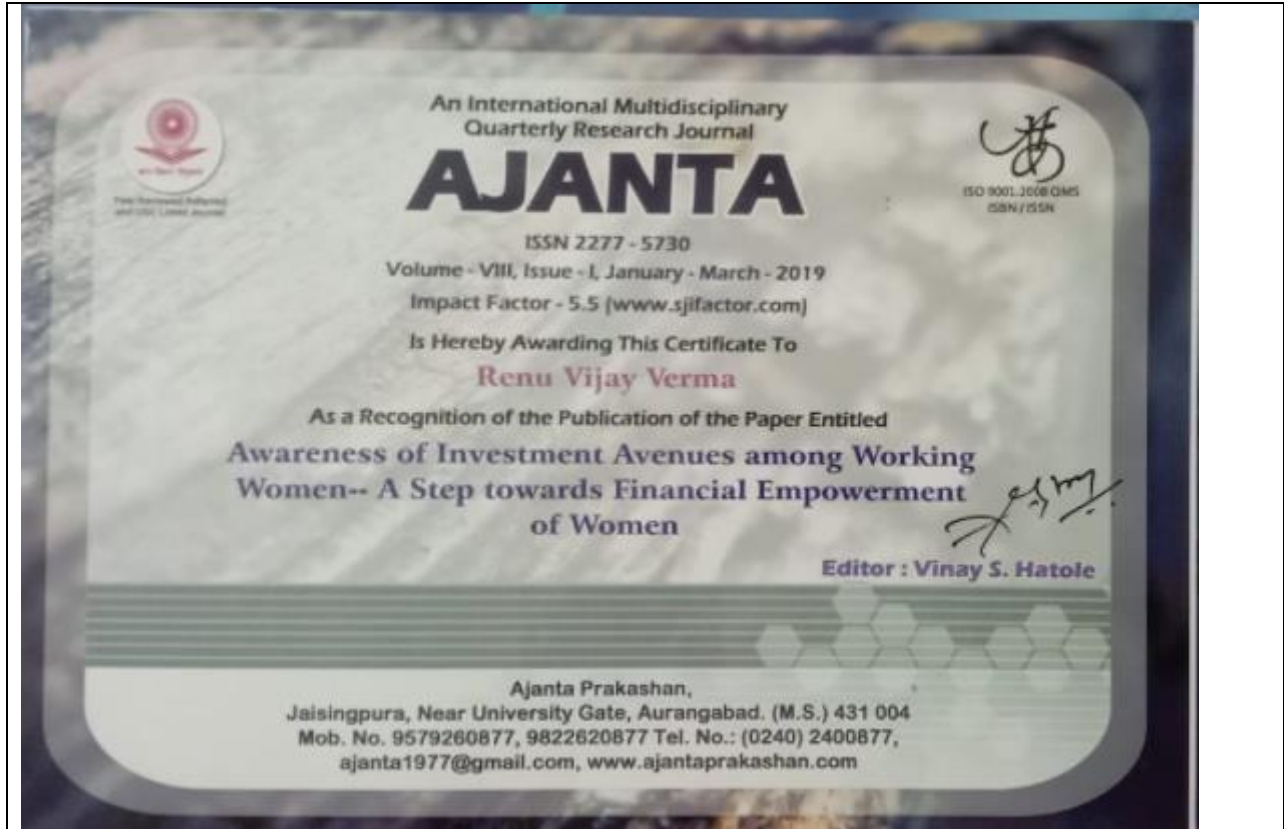
It is noted that access to finance and control do have impact upon the social and financial empowerment of women leading to their overall empowerment.

Keywords: Financial empowerment, Investment avenues, skills and assistance

1. Introduction

For many women, achieving financial independence is a great victory. They have concerns about handling money matters and trusting any financial information. Therefore, they can be uncomfortable talking about money with unknown people. This lack of communication

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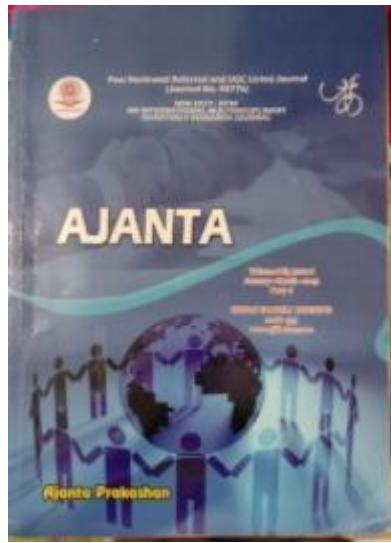


Name of the Faculty	Ranjana Mhalgi
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Type of Work	Paper Presentation

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Title of the Paper : Awareness of investment Avenues among working women- A step towards financial empowerment of women

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Renu Vijay Verma

Assistant Professor, Dept. of Banking and Insurance, The S.I.A College of Higher Education, Dombivli, Thane.

Ranjana Mhalgi

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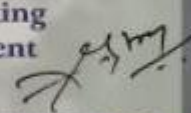
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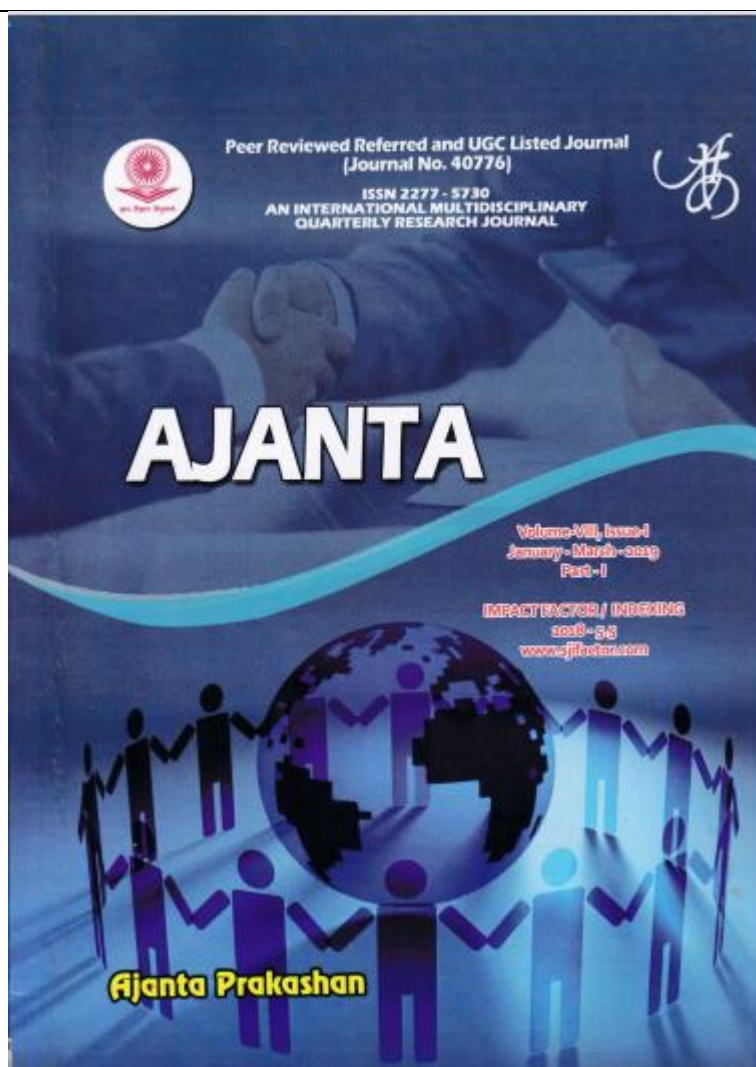

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Title of the Paper : The role of Films in Globalised era with special reference to Tamil movies



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10. The Role of Films in the Globalised Era with Special Reference of Tamil Movies

Dr. Padmaja Arvind

The S.I.A. College of Higher Education, Dombivli, University of Mumbai.

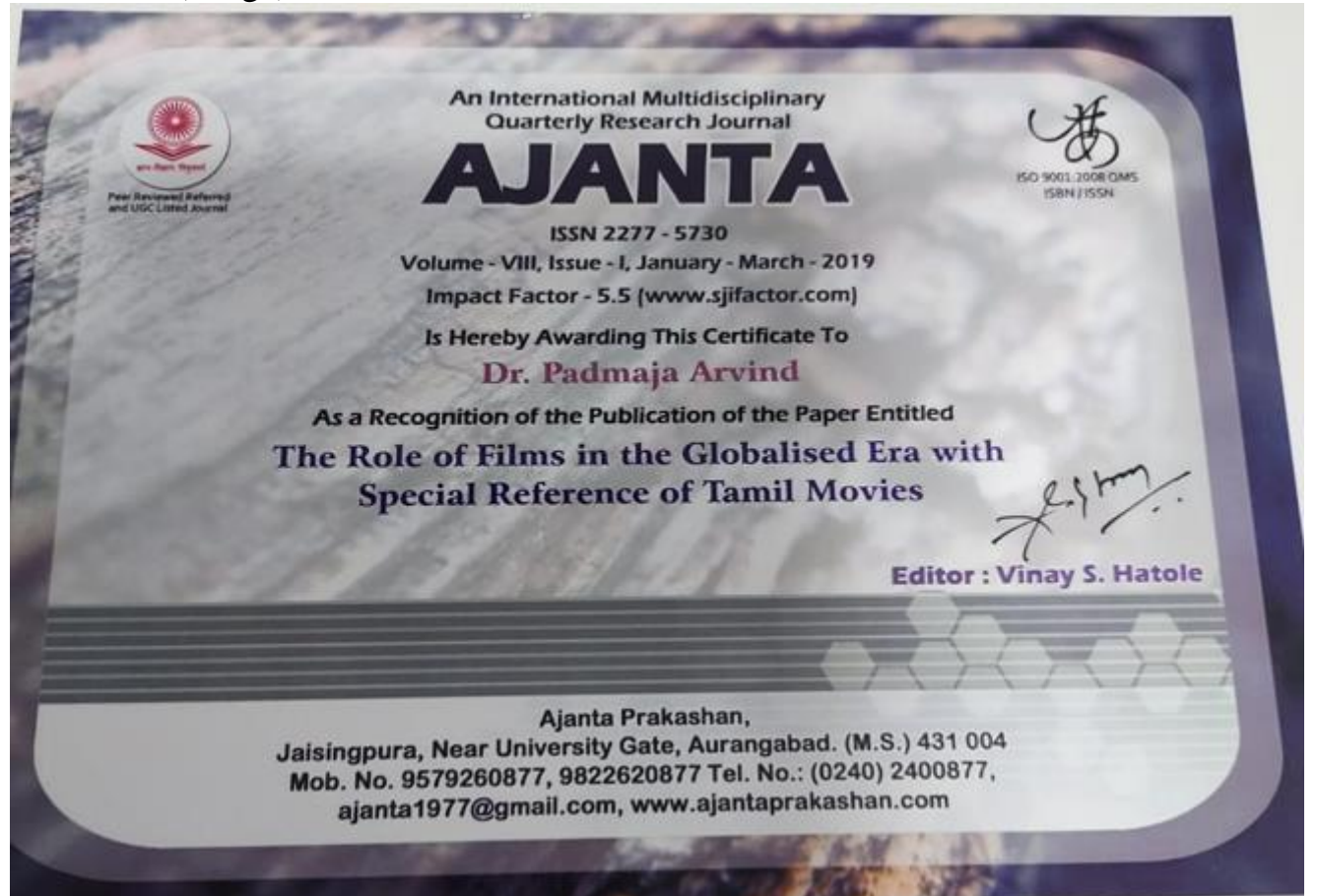
Abstract

One of the popular media in south which connects the audience with social issues and challenges is the film. The Film industry capitalises the audience with its strength to create emotional and rational bondage with the audience on various aspects of the society. As far as Indian cinema is concerned it educative and as well as entertainment. Be it is cultural, social, political, economy, etc., the film roots itself with mass to bring out attitude transformation. In the early times films which were focusing on the religious-oriented stories would concentrate on the beliefs, ideas and thoughts of the cultural aspect of the society. Slowly Indian cinema concentrated on the problems related to labour, social, women issues, etc. has become the main focus. In the globalized era Tamil movies played a vital role focusing various spheres of social system and voiced out aggressively to address public concern which affects the social environment and development of the society. The theme, songs and actors in the film empathised with the public to bring out the reality in the reel.

This article focus on the issue addressed in the India cinema with special reference to Tamil film in the globalised era-with specific reference 2017-2019 films. The case-study approach is used in the form of content analysis on digitalization, theme, music, and various other elements that were focussed in different films that were screened in above specified period.

Tamil cinema has maintained its position by focussing on diversified theme addressing on various social entities. The films though it has been commercial and as well as entertainer, yet it has established itself in the minds of audience as "echo of reality". In this regard, the Tamil movies has always set a trend to portray the story through the actors informing the various ideologies and thoughts to shape the political, cultural, social and economic aspect of the society. Tamil movie has captured the attention at global level too. The movies started focussing on various aspects of the dynamic society in the era of globalisation.

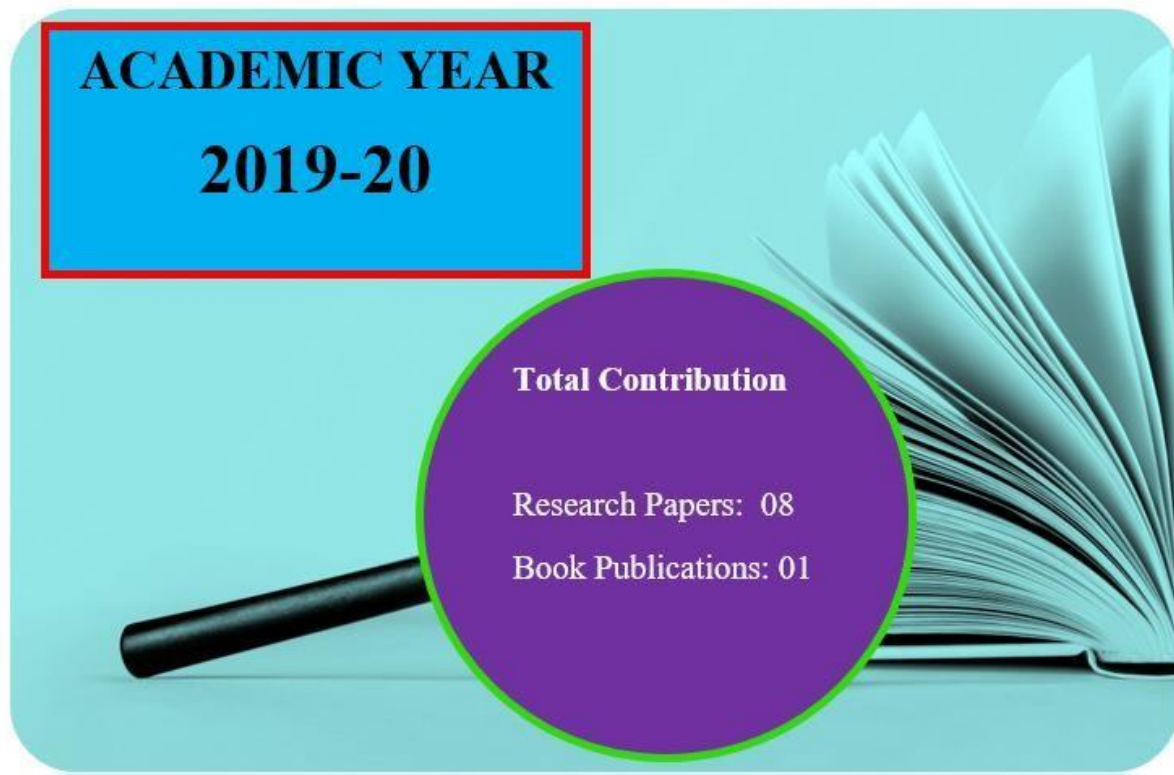
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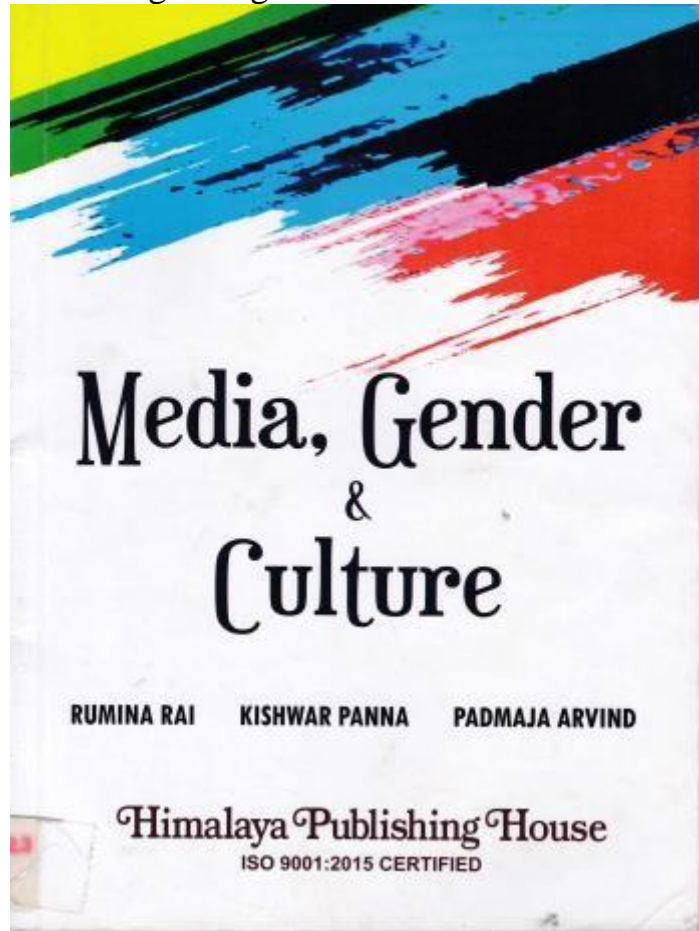
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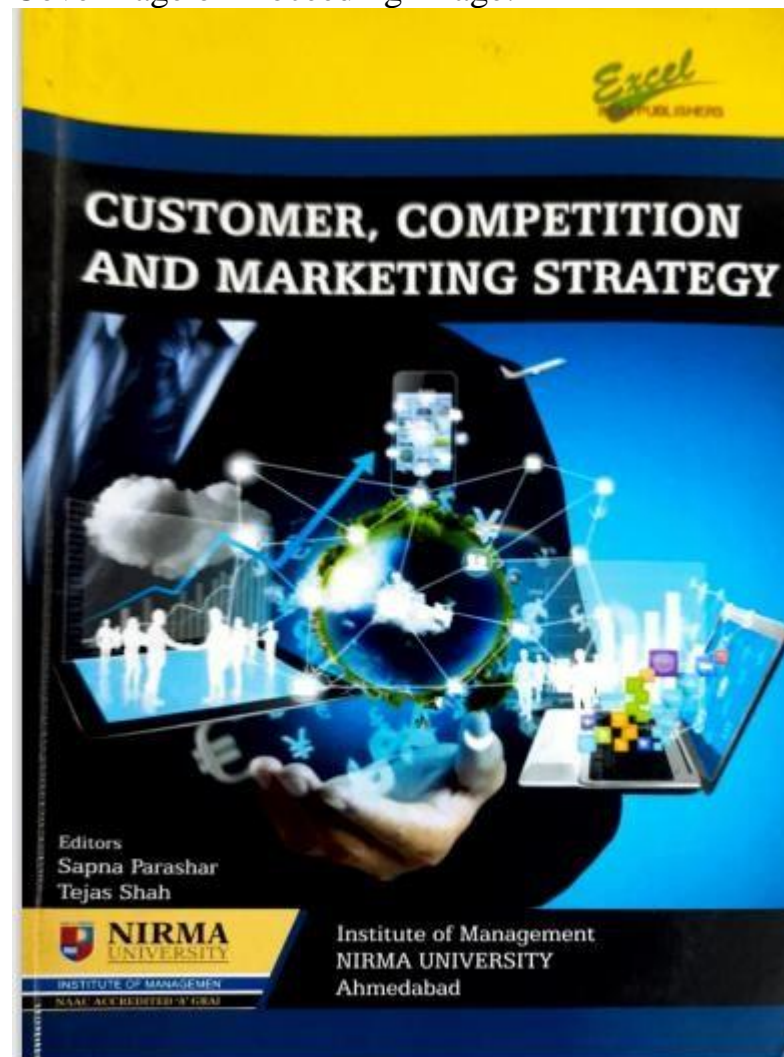
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Title of the Paper : Paradigm Shift in Retail Marketing: An ongoing journey from 4Ps to Customer Engagement

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Paradigm Shift in Retail Marketing: An Ongoing Journey from 4Ps to Customer Engagement

Booma V. Halpeth and Paneerselvam

Sri Dhanya Institute of Technology, Visvesvaraya Technological University, Tumkur

ABSTRACT

The Indian retail sector which is estimated to be around \$641 billion in 2016 is registering a compounded annual growth rate of around 7.5 per cent since 2000 and it is expected to grow to \$1.6 trillion by 2026. The modern trade like organised retailing is expected to grow at a rate of 20 per cent per annum. The food and grocery retail accounts for the largest share of revenue amongst the overall retail industry. In India 16 per cent of the GDP is represented by the food and grocery retail followed by the apparel. The changing landscape of business has created a need for retailers to move from traditional conservative methods of marketing towards a more customer centric, approach wherein creating experiences that would bring better customer engagement thereby resulting in a positive response towards the marketing efforts. There is a diversion in the customer's attention due to the mushrooming organised retailers therefore the retailers should identify better approaches to garner the customers' attention and influence their buying behaviour. Also a number of customers have chosen to buy from organised retailers over the traditional retailers in the last few years possibly due to the novelty of the experience as well as the exposure to buying from these outlets abroad. This study would focus on the factors that are important for the consumers while selecting a particular retailer and also the elements that would create a better customer experience and enhanced engagement with these organised retailers.

Keywords: Customer Engagement, Customer Experience Management, GDP, Organised Retailing

INTRODUCTION

Retailing is the process through which the product reaches end users for consumption. Organised retailing in India has shown phenomenal growth in the recent few years. Organised food and grocery retailing has seen increasing number of consumers shifting their buying preferences from traditional kirana stores. One of the main factors that contributes to this phenomenon is the development of one stop shopping malls. It is estimated that the Indian retail sector is growing with a compounded annual growth rate of 46.34%. In addition the retail sector contributed 10 % to the GDP and also facilitates employment generation. (Mehta and Chugan, 2013). The organised grocery retail offers consumers a variety of goods under one roof. They carry product range that is not usually easily found in the traditional kirana store. However, with the mushrooming growth of organised food and grocery retail it is important for the retailers to distinguish themselves from the competitors in order to attract the consumers to the outlets. The key to this is

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
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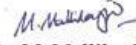
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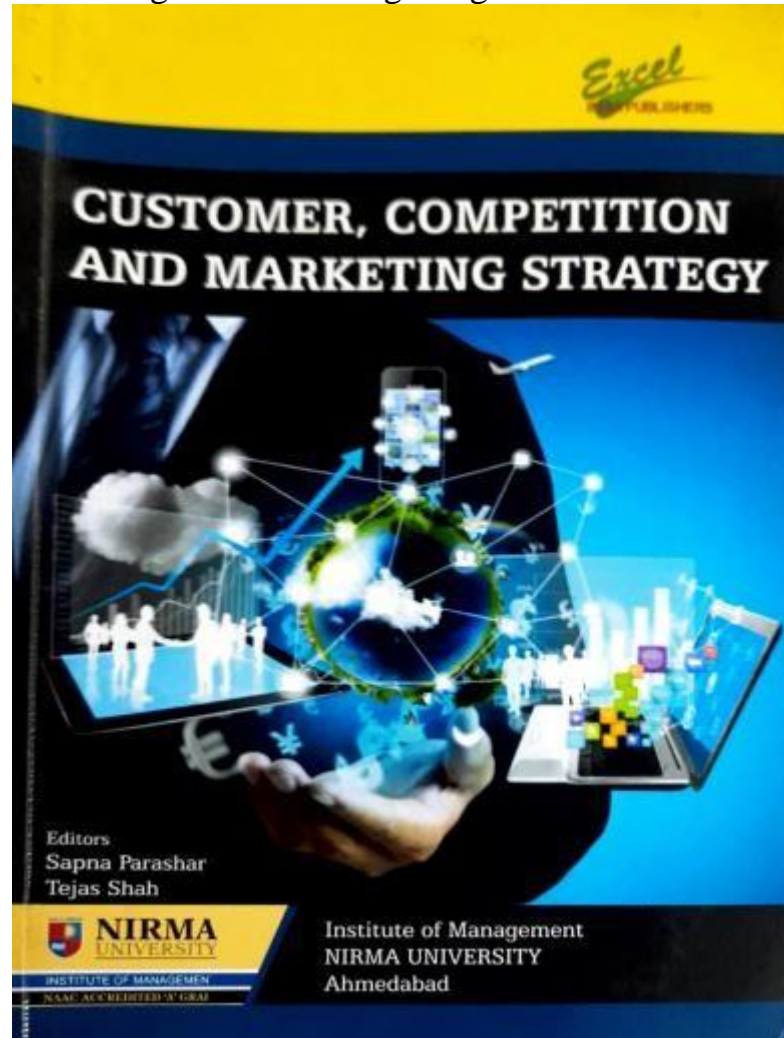

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Title of the Paper : A Study on exploring factors influencing online buying behaviour

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Dr. Tejas Shah is MBA and Ph.D. in management. He is faculty in the area of Marketing and has more than 14 years of experience in teaching and research at post graduate management programs. He has presented papers at national and international conferences. He has published research more than thirty papers in journals of national and international repute and published two books. He has conducted several faculty development programs in area of research methodology and data analytics. He has also conducted few consultancy work for evaluation of NGOs funded by CAPART. He is registered Ph.D. guide and two students have been awarded Ph.D. under his guidance. His areas of interest include Digital and Social Media Marketing, Services Marketing and Retail Marketing.



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A Study on Exploring Factors Influencing Online Buying Behavior

Roopa V. Halpeth and Deepika Iyer
Institute of Higher Education, Dombivli

ABSTRACT

The emergence of electronic commerce has changed the shopping behaviour of Indian Consumers. The mode of buying goods through online once in a while has been replaced by habitual buying. Consumers find online shopping attractive due to the convenience, ease, product range, price offers and variety all available at one place. In addition, these online sites facilitates comparison between the various offers. Also the ongoing marketing strategy of daily and hourly sales also motivates the audience to visit these sites. However, do consumers really buy after visiting these sites, a something that needs to be understood? In addition, unlike brick and mortar retailing sites, do online retailing force consumers to buy goods impulsively is a point to be considered. This study aims to explore the online shopping habits of consumers from various age group and gender and also understand does these factors stimulate impulsive buying from online portals. The researchers have used survey method to collect the data and the same is analyzed using statistical techniques. The findings of the research can help marketer to design age and gender specific strategies to stimulate buying behaviour.

Keywords: Brick and Mortar Retailing, Online Buying, Impulsive Buying, E-commerce

INTRODUCTION

Indian consumers being physical about their purchase are slowly shifting towards online buying these days. According to Alba et al. (1997), the Physical stores namely department and specialty stores give the buyers the opportunity to touch and feel the merchandise and to as well as get information directly from sales persons. On the other hand, the online shopping environment is highly intangible wherein the buyer does not get the opportunity to touch, feel or smell the product while buying (Childers et al., 2001). Consumers make online purchases for both convenience and enjoyment (Childers et al., 2001, pp. 421-42). The emergence of various online retail formats with attractive offers and availability of all products at one place is also a factor contributing to the shift. At the same time the penetration of internet into the Indian market is another factor that has contributed for this phenomenon. Majority of the retailers have also created user friendly interface so even those users who does not have computers can take advantage of the mobile shopping. In addition, mobile phone applications that are developed by the sellers makes it handy for the users to shop in one touch. The retailers have also been taken efforts in designing offers that would attract the buyers to the site. However, with all the efforts taken by the retailer on one end and the emergence of new online retailers has created strong competition pulling the consumers from all ends.

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
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Women Entrepreneur and their challenges

Ms. Babita Nagdev

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Introduction:

Entrepreneurship has been a male-dominated phenomenon from the very early age, but now the situation is changing due to globalization, liberalization and urbanization. All this has brought women as most successful entrepreneurs. Women are putting their footsteps at par with the men in the field of business. No one can ignore the role of Women entrepreneur in economic development. Women have already entered in professions like trade, industry and engineering. Women are also willing to take up business and contribute to the Nation's growth. The number of women entrepreneurs is increasing and the number is likely to grow in the coming years. More and more women are occupying significant positions in industries - traditional and non-traditional. Government is also taking the measures to promote women entrepreneurship. Still women entrepreneurs in India face so many problems and challenges which a man entrepreneur doesn't face.

There is need to change the mind set of society and to develop entrepreneurial traits among women to meet the challenges faced by women entrepreneurs.

Key Words: Entrepreneur, Women Entrepreneurs, Indian Economy, Socio-economic status.

Objectives of the Study:

1. To know about the socio-economic status of women entrepreneurs in India.
2. To understand the problems faced by women entrepreneurs in India.
3. To give some suggestions how to convert challenges faced by women entrepreneurs into opportunity.

Research Methodology:

The research paper is based on secondary data collected from different scholars and researchers work published in different books, articles published in various journals, periodicals, conference papers and information collected from website.

Review of Literature:

- 1) Research Article **Women Entrepreneurs in India - Emerging Issues and Challenges***Dr. Vijayakumar, A. and Jayachitra, S. "Developing Countries Are Definitely In Dire need to encourage women entrepreneurship as women workforce is promptly available to exploit the unexplored dimensions of business ventures".
- 2) **Women Entrepreneurship And Innovations In India: An Exploratory Study** by Hemantkumar P. Bulsara Jyoti Chandwani 3 Shailish Gandhi. "Resurgence of entrepreneurship is the need of the hour emphasizing on educating women strata of population, spreading awareness and consciousness amongst women to outshine in the enterprise field, making them realize their strengths, and important position in the society and the great contribution they can make for their industry as well as the entire economy"
- 3) **Status of Women Entrepreneurship In India** G S N G Rama Mohan Rao Research Scholar & Guest Faculty Department of Education Andhra University Visakhapatnam. "Women entrepreneurship must be moulded properly with entrepreneurial traits and skills to meet the changes in trends, challenges global markets and also be competent enough to sustain and strive for excellence in the entrepreneurial arena".

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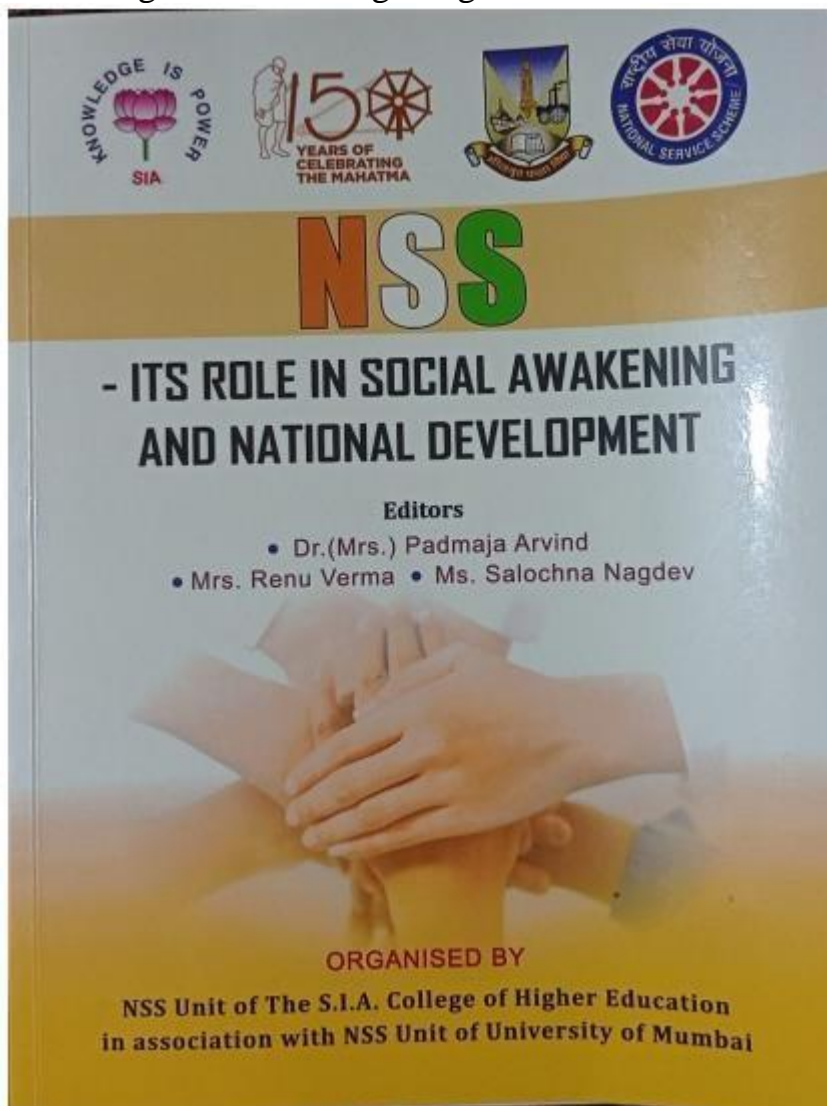
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First page of Paper (image) :

BAPU AND NSS: 50 YEARS OF REALISING GANDHIJI'S VISION FOR YOUTH

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Abstract

The year 2020 marks the golden jubilee year of the foundation of National Service Scheme. National Service Scheme or NSS was launched in 1969, the birth centenary year of Mahatma Gandhi. The Mahatma's ideas and vision for education, the role of youth, and an integrated system of learning that brings the college and community together finds its fulfillment in the myriad activities and programmes of NSS. Values and character building, community service, manual work, and service for the poor and the destitute are some of the core ideas that Mahatma Gandhi expressed time and again in the context of education and student life. The research paper attempts to bring forth the Mahatma's ideas on education, youth and student life as enumerated in his writings, speeches and correspondence with a view to compare and contrast them with the objectives and activities of NSS.

Keywords: Mahatma Gandhi, NSS, Education, Student life, Youth

Introduction

No leader in modern history has so towered over the national conscience of a nation as Mahatma Gandhi has been on the Indian thought and way of life. From directing a nation's mind-set towards cleanliness- 'Swachhita', developing an ideology to fight oppression based on non-violence or 'Ahimsa' that gave birth to a mass or people's movement unlike any other seen before in this part of the world - 'Satyagraha', to influencing the role and responsibility that the newly formed Indian State would have over the citizens in the form of the Directive Principles of State Policy (in Part IV of the Indian Constitution); Gandhian thoughts have guided the Indian nation's policies, programmes and direction. NSS or the National Service scheme established on September 24, 1969 in the birth centenary year of Mahatma Gandhi was an effort to realise the Gandhian dream of a youth aware of the challenges before the nation, her social responsibility and debt towards the society and selflessly serving the village and community. A youth engaged in selfless service or 'Seva' to benefit the last person in the line, inspired by the Gandhian ideal of 'Sarvodaya' or welfare and upliftment of all.

Objectives of the Research: The objectives of the research paper are two fold:

Firstly, to study Mahatma Gandhi's vision and ideas on education, role of youth and system of learning as enumerated in his numerous writings and speeches.

And secondly, to compare and contrast Gandhiji's ideas with the programmes, objectives and activities of the National Service Scheme.

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
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NSS – ITS ROLE IN SOCIAL AWAKENING & NATIONAL DEVELOPMENT

Date: 8th February, 2020

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NSS PO
Area Coordinator, Dombivli


Ms. Salochna Nagdev
NSS PO


Mr. Sudhir Puranik
Director, N.S.S
University of Mumbai


Dr. Padmaja Arvind
Principal

Name of the Faculty	Salochna Nagdev
Department	Accountancy and Financial Management
Academic Year	2019-20
Type of Work	Paper Presentation

Name Of the Conference : NSS-Its Role in Social Awakening and National Development
Title of the Paper :Role of NSS in Personality Development and Social Consciousness
Cover Page of Proceeding Image:



NSS

- ITS ROLE IN SOCIAL AWAKENING AND NATIONAL DEVELOPMENT

Editors

- Dr.(Mrs.) Padmaja Arvind
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ROLE OF NSS IN PERSONALITY DEVELOPMENT AND SOCIAL CONSCIOUSNESS

Ms. Salochna Nagdev

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Department of Accountancy and Financial Management,
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Abstract

National Service Scheme (NSS) has been actively involved in the activities which are helping community in some or the other way. NSS volunteers actively participate in the activities and complete the designated hours. This process helps the volunteers to communicate with the fellow students, interact with them, develop team spirit and leadership qualities. This paper is an attempt to find out the role of NSS in personality development of students and creating social consciousness among volunteers.

Keywords: National Service Scheme, NSS volunteers, personality development and social consciousness

Introduction

National Service Scheme (NSS) was introduced in 1969 with the primary objective of developing the personality and character of the student youth through voluntary community service. Initially, it was launched in 37 Universities involving about 40,000 volunteers. However, with the passage of time and as a Pan Indian programme, the number of educational institutions covered under NSS has been increasing year after year.

Each NSS volunteer is required to put in minimum 120 hours of service per year for two years, i.e., total 240 hours. This work is undertaken in villages/slums adopted by NSS unit or in school/college campuses, usually after study hours or during weekends/vacations. Besides, each NSS unit organises a Special Camp of 7 days' duration in adopted villages or urban slums during vacations. Some specific projects, by involving the local communities. Each volunteer is required to participate in the Special Camp once during the 2-year period. Thus, about 50 percent of the NSS volunteer Unit participate in a particular Special Camp.

NSS units can take up any activity that has relevant to the community. The activities conducted evolve in response to the needs of the community. The core activities could be in the field of education and literacy, health, family welfare and nutrition, sanitation and cleanliness, environment conservation, social service programmes, programmes for improving status of women, production-oriented programmes, disaster relief and rehabilitation, campaigning against social evils, creating awareness about Flagship Programmes of the Government like Digital India, Skill India, Promotion of Youth

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Area Coordinator, Dombivli


Ms. Salochna Nagdev
NSS PO


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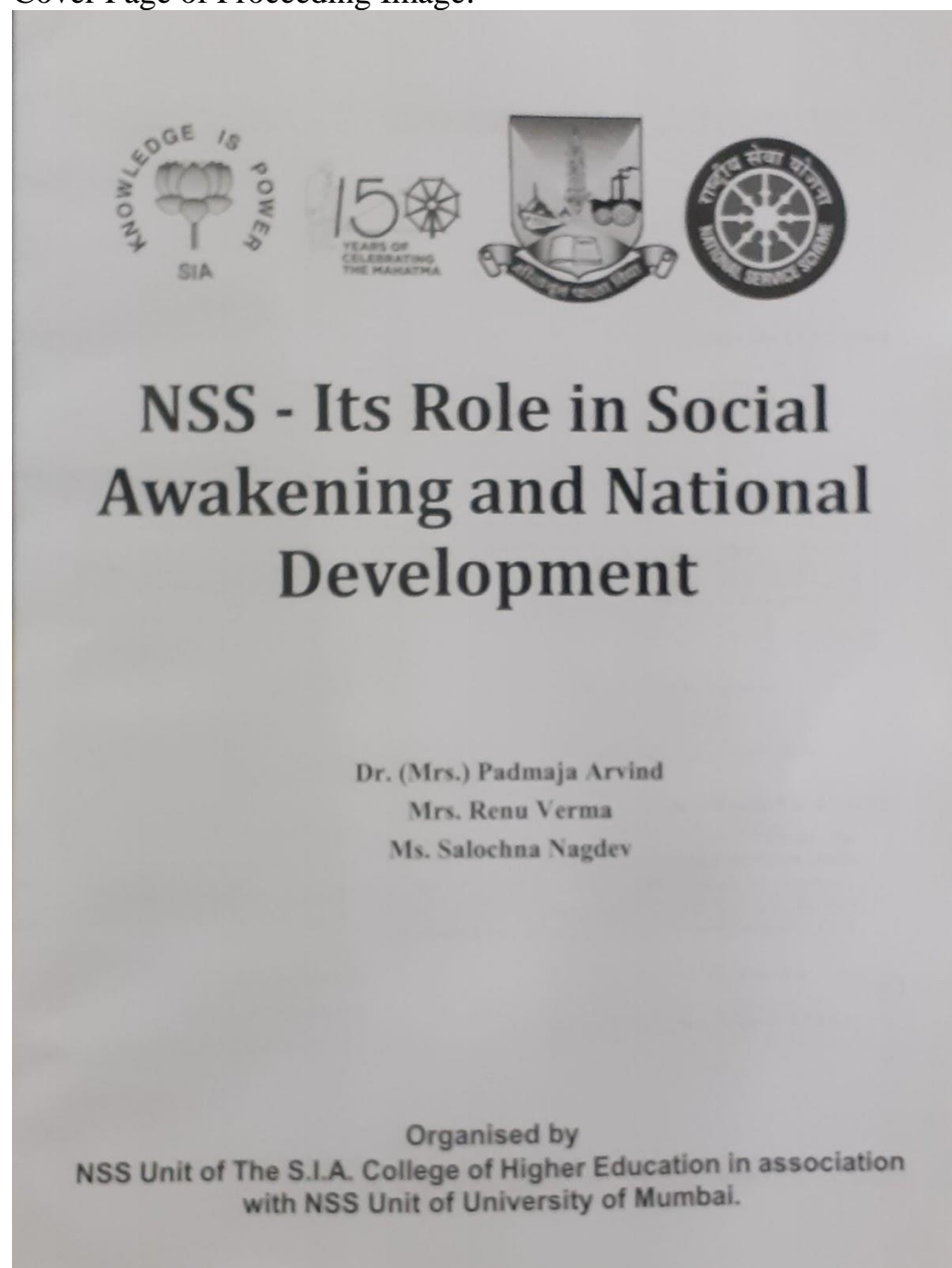

Dr. Padmaja Arvind
Principal

Name of the Faculty	Ranjana Mhalgi
Department	Banking & Insurance
Academic Year	2019-20
Type of Work	Paper Presentation

Name Of the Conference : NSS-Its Role in Social Awakening

Title of the Paper : Role of NSS in sensitizing Youth through Blood Donation

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ROLE OF NSS IN SENSITIZING YOUTH THROUGH BLOOD DONATION

Ranjana Mhalgi

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Abstract

The aim of the NSS is to sensitise youth towards the community issues and make efforts to improve their social life. It plays a vital role in sensitising youth by organising various programmes on social, psychological health, environment related issues. This paper reviews role of NSS in Sensitizing Youth through Blood Donation using descriptive method. The college has organised blood donation camps since last 8 years consistently. This study includes data collected from NSS Unit of the college showing analysis of how the students are made aware and sensitised through blood units donated by students, teachers, parents, alumni and other guests. The results clearly indicates that NSS plays a vital role in creating effective awareness among youth by organising blood donation camp in the college every year.

Keywords: NSS, Blood donation, sensitizing youth & students

Introduction

The National Service Scheme (NSS) is a Central Sector Scheme of Government of India Ministry of Youth Affairs & Sports. It offers chance to the student youth at colleges and University level to take part in various government led community service activities & programmes. The objective is to provide experience to young students and render service to community.

Motto:

The motto of National Service Scheme is NOT ME BUT YOU

Major Activities:

- National Integration Camp (NIC):
- Adventure Programs
- NSS Republic Day Parade Camp
- National Youth Festivals
- National Service Scheme Award
- 7 days camps
- Many other activities at college level

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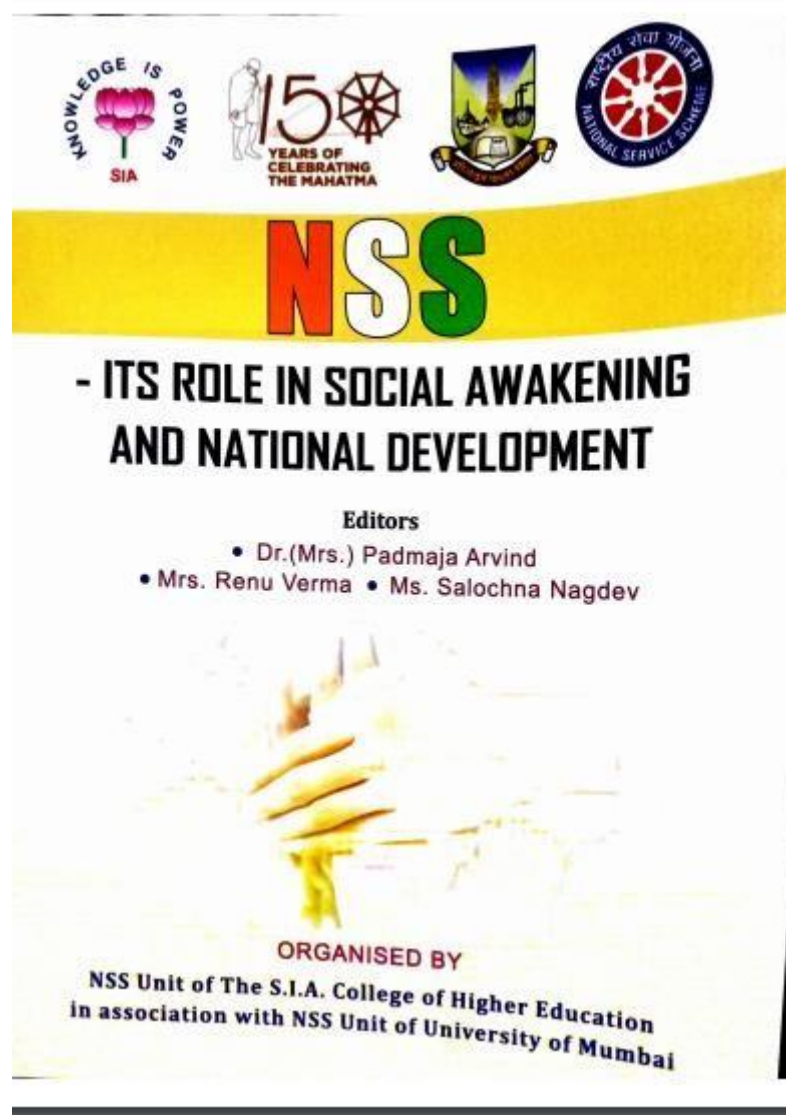
Dr. Padmaja Arvind
Principal

Name of the Faculty	Renu Verma
Department	Banking and Insurance
Academic Year	2019-20
Type of Work	Paper Presentation

Name Of the Conference :National Conference on NSS- Its Role in Social Awakening and National Development held at The S.I.A.College of Higher Education

Title of the Paper : "Hamara Paryavaran- Role of NSS volunteers to save our Environment

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"HAMARA PARYAVARAN" – ROLE OF NSS VOLUNTEERS TO SAVE OUR ENVIRONMENT

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Abstract

The present investigation aims to study the regular activities and special camping programme undertaken by NSS volunteers in degree colleges which directly or indirectly reduces Environment issues and problems. The study revealed that as many as 65 regular activities were organized such as cleaning works, health awareness, tree plantation, sanitation, environmental awareness, HIV/AIDS awareness, road repair, blood donation and eradication of illiteracy under NSS. Under Special Camping Programme of NSS plantation of trees, cleaning work, health camp, repair and construction of roads, sanitation work, women empowerment programme, Sarva Siksha Abhiyan and HIV/AIDS awareness were organized in communities. Out these activities most of the activities aimed at saving the environment, reducing the environment issues and problems. The study aims at the impact of NSS activities towards the environment protection.

Keywords: Environmental Protection, Environment Issues and problems, National Service Scheme, human health

Introduction

Man doesn't merely live within the environment encompassing him, however additionally keep interacting continuously with its varied parts. Man, and environment are closely interrelated with one another as well as inter-dependant on one another. On one hand, environment influences the life of people at large and everyone their activities in one or different side, simultaneously on the opposite hand people at large additionally through their growth & development; and activities, wishes & intentions for modification or adjustment influences the environment. A harmonious equilibrium within the relationship of man and environment would be helpful for each altogether aspects. Population explosion resulted in accumulated demand of basic amenities like air, water, food, housing and alternative economic activities at an exponential rate that leads to depletion of accessible limited stock of natural resources. Mahatma Gandhi has justly said that "Earth provides enough to satisfy each man's desires, but not every man's greed". Over the amount, this greed of man, ignorance of environment and its significance for therefore long and also the lack of respect for available natural

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Principal

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Type of Work	Paper Presentation

Name Of the Conference : NICOM 2020
Title of the Paper : Online Buying Decisions and Exploratory Factor analysis with regards Mumbai consumers
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Ranjeet Kumar
Santir Gopalan
Dharmil Patel

Online Buying decisions- An Exploratory Factor Analysis
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Analysis of Leadership Capital Development Initiatives
on the Performance of Employees in the IT Sector

Lucas M
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FACTOR ANALYSIS WITH REGARD TO MUMBAI CONSUMERS

* Booma V Halpeth
** Deepika Iyer

Abstract :

E-commerce or electronic commerce has changed the shopping behaviour of Indian consumers. Indian consumers who were accustomed to offline shopping are slowly migrating to online shopping. The novelty of buying goods online once in a while has been replaced by habitual buying. A number of factors may contribute to this shift of consumers from offline to online shopping. Traditional offline shopping involves direct interaction between buyers and sellers. However, consumers are restricted to what is available in the physical shop. Geographical boundaries also prevent buyers from accessing products that may not be available in local stores. In addition, smaller offline retailers may not offer discounted prices; and consumers have to shop according to retailers' store timings. Consumers may find online shopping attractive due to the convenience, ease, product range, price offers and variety available at one place. However, they may also be sceptical regarding the safety of their purchase and the information that is being shared on online shopping sites. Consumers like to search for

**Booma V Halpeth is an Assistant Professor at S.I.A College of Higher Education, Dombivli (east), Maharashtra*

***Deepika Iyer is an Assistant Professor at S.I.A College of Higher Education, Dombivli (east), Maharashtra*

NUJBMS, Vol. 3, Nos. 3 & 4, July - December 2020

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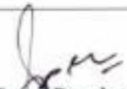
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
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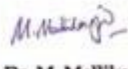
has participated in
23rd Nirma International Conference on Management (NICOM - 2020) on
Marketing Landscape: Change in the Making
at the Institute of Management, Nirma University, Ahmedabad, January 03-05, 2020.

He / She has presented the paper titled

A study on exploring factors influencing
online buying behaviour
Co-authored by


Dr. Sagna Parashar
(Conference Chairperson)


Dr. Tejas Shah
(Conference Chairperson)


Dr. M. Mallikarjun
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Name of the Faculty	Tejaswini Shivsharan
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Academic Year	2020-21
Type of Work	Paper Presentation

Name Of the Conference : International Journal of Advanced Research in Science, Communication and Technology

Title of the Paper : Simulating Mathematical Model of PID Controller for Power Control in Digital Applications

Cover Page of Proceeding Image: Online Journal

Index : <http://ijarsct.co.in/August1.html>

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Simulating Mathematical Model of PID Controller for Power Control in Digital Applications

Mrs. Tejaswini Shivsharan

Assistant Professor, Department of Information Technology and Mathematics
The S.I.A. College of Higher Education, Dombivli, India
tejaswini661@gmail.com

Abstract: *The PID controller is based on mathematical modelling of transfer function. This control system theory is very much useful in predicting the system responses in critical situations. The paper sums up with theoretical background for PID controller. This paper also reviews Scilab- COSX utility for designing simulation of PID controller. Simulation is one of easiest way to note the predictive response of the system as well as the changes has to be made in the system to bring it for stability level.*

Keywords: PID controller, low power, control system, transfer function.

I. INTRODUCTION

The microcontrollers are designed for efficient power usages. The controllers have various peripherals working on power at a time as well as there are certain peripherals which are idle too. This situation needs efficient execution of power usage loops. For such application of power, many solutions are the existing. This all solutions are designed with the help of strong mathematical modelling implemented by means of advance electronics technology.

The paper reviews a popular mathematical modelling of PID controller. The PID controller is a control system strategy which analyses stability of the system in all cases. The PID controller is based on mathematical model using Laplace transformation technique to convert frequency domain process analysis to time domain process analysis. The PID controllers used for maintaining stability of the system. The paper mainly focusses on simulating PID controller for mathematical modelling and executing it in virtual environment.

The PID is widely used in the application of robotics, power electronics, to control the temperature and to control the servo motor. Earlier it was implemented in solid state analog electronics, after that it was implemented using Microcontrollers, Microprocessor, Digital Signal Processors (DSPs) but it was not more flexible and performance was also poor. Sequential execution requires longer processing time to perform the task than DSP and Microcontrollers [2]. Now to realize digital control systems FPGA are used, which provides low power consumption, high computational speed, power efficiency, complicated functionality, accuracy and the capability to process real time function [3, 4]. In the industrial control systems, a common feedback loop is provided by PID controller component [5]. The process and other apparatus provide the calculated value to the controller. This value is compared with a value of reference point [6]. Then this variation is used as a signal to set the input to bring it at its desired set value. The PID can modify the output of process depending on the previous signal as well as on the rate of change of the fault signal, which provides very authentic and balanced control

II. BACKGROUND WORK AND THE REVIEWED LITERATURE FOR PID CONTROLLERS

The review papers for PID controller glance over theoretical prospective and tuning mechanism of it [1]. The reviewed paper presented a new model identification method for designing fractional order delay system based on the process step response. The proposed analysis method has represented with four defined identification method and two identification schemes on time scaling which is based on optimal searching method.

Simulation results shown in the paper for stable complex process such as higher order, under- damped /over-damped and minimum phase or no minimum phase processes.[2]

This paper has proposed a digital FO-PID controller to improve the positional accuracy and control efforts. the new method based on pole-zero approximation is proposed for realization of controller which provides the minimum phase

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SMART COMPUTING

Title of the Paper : Smart City Project: Government Prospective and
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IV

First page of Paper (image) :

Smart City Project: Government Prospective and Technology

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ABSTRACT - This paper is view of various technological approaches for developing the major project of Smart cities in India. This paper is based on comparative study of advancements in areas such as Internet of Things, sensors and processor inter actions, artificial intelligence, web technology and application development from reviewed literature. The paper also highlights the Internet of Things as a backbone technology behind developing Smart city projects. The paper lists all specific objectives of Smart city projects, types of developments and needed techno-infrastructure to attain development for scheme. The paper critically review challenges for development of smart cities in India.[15]

Index Terms: *Urban IoT, Smart City Project, Internet*

INTRODUCTION:

Smart City is an urban IoT network that uses information and communication Technology. This is built with the infrastructure made more interactive, accessible and efficient to lead.[15] The needs of smart City arise due to the rapidly growing urban population, fast depleting natural resources, the changes in environment and climate and better management of various available technologies to improve the standard of living. The smart City has many impacts over the sectors such as economy, governance, people, mobility, environment etc. This technology has accessed a wide variety of devices such as home appliances, surveillance cameras, monitoring sensors, actuators, displays, vehicles, and soon. IoT will cater the technology with huge generated data for administrators, data scientists, companies, services and manufacturing industries. This urban IoT system has wide applications such as home and industrial automation, medical aids, mobile healthcare, elderly assistance, intelligent energy management and smart grids, automotive, traffic management, and many others.

The Internet of things has many definitions but prominently is just a collection of everything that is connected with large and atomized brains. Embedded systems have ruled the common lives during last decade. It has experienced living atomization in the common people's lives.

IoT is a super set of embedded systems with advantage of access to network



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Friday, 5th March 2021

— CERTIFICATE —

This is to certify that

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paper in One Day National Web Conference on
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