

# **ACADEMIC YEAR**

**2023-24**

<b>Research Publications and Awards</b>
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<b>3.3.1 Number of research papers published per teacher in the Journals notified on UGC care list during the last five years</b>
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Year	2023-24	2022-23	2021-22	2020-21	2019-20
Number	16	6	6	19	20



S.No.	Name of the author/s	Department of the teacher	Name of journal	Year of publication	ISSN number
1	Dr. Siddharth Vyas	Computer Applications	International Journal for Research Trends and Innovation	2023-24	2456-3315
2	Dr. Siddharth Vyas	Computer Applications	International Journal of Novel Research and Development	2023-24	2456-4184
3	Dr. Bushra S. P. Singh and Dr. Aneet Bedi	Management & Commerce	ABS International Journal of Management	2023-2024	2319-684X
4	Dr Tarandeep Singh Dr Shiv Kumar	Computer Applications	Lecture Notes in Network System	2023-2024	2367-3389
5	Ms. Joshna Sanolia	Management & Commerce	Swadeshi Research Foundation: A Monthly Journal of Multidisciplinary Research	2023-2024	2394-3580
6	Ms. Joshna Sanolia	Management & Commerce	International Journal of Social Science & Management Studies	2023-2024	2454-4655
7	Dr. Bushra S. P. Singh	Management & Commerce	IITM Journal of Business Studies	2023-2024	2393-9451
8	Dr. Bushra S. P. Singh	Management & Commerce	Gyan Management	2023-2024	0974-7621
9	Ms.Neelam Sharma, Dr.Sakshi Khanna and Dr. Amit Srivastava	Management & Commerce	Asian Journal of Applied Economics Development Review (AJAE)	2023-2024	2985-1610
10	Dr Tarandeep Singh	Computer Applications	Journal of Interdisciplinary Mathematics	2023-2024	2169-012X
11	Dr Shiv Kumar	Computer Applications	IEEE Xplore	2023-2024	
12	Neelam Sharma and Chandni Rani	Management & Commerce	Madhya Bharti-Humanities and Social sciences (MBHSS)	2023-2024	0974-0066
13	Ms.Chandni Rani and Ms.Neelam Sharma	Management & Commerce	RabindraBharati Journal of Philosophy (RBJP)	2023-2024	0973-0087



14	Ms. Neelam Sharma, Dr. Amit Srivastava and Ms. Sakshi Khanna	Management & Commerce	International Journal of Development and Conflict (IJDC)	2023- 2024	2010-2690
15	Dr. Dipneet Saini	Management & Commerce	LBS Journal of Management & Research	2023- 2024	0972-8031
16	Ms. Preet, Navdeep; Dr. Neeraj Sharma, Mr. Manish Arora	Management & Commerce	IEEE Journal	2023- 2024	2640- 074X



# Ethical Balance – A hedge for entrepreneur’s success in Turbulent Times

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**ABSTRACT:**Entrepreneurs seek marketing success. Critical factor enabling marketing success is understanding customer requirements. Business cannot survive without effective marketing. Environment is ever-changing & turbulent. In these turbulent times, where entrepreneurs are juggling with the marketing strategies and changing trends, Ethical balance is now a need for them to consider at every step. In this research study, qualitative & quantitative tools were used to study hand-in-glove relationship between entrepreneurship, marketing, environment of business, and ethics – from the perspective of top entrepreneurs that were also marketing heads at their enterprises. Consensus findings concluded persona of successful entrepreneur, successful marketer, state of current day environment, and ethics. Consensus view indicated customer understanding, adherence to good ethics (will build customer trust) is a pre-requisite (not easy – and quite difficult) for building long term success.

## LITERATURE REVIEW

Extensive literature research supports and reveals the importance of many variables that are central to success of any marketing effort. Be it customer expectations or any others. According to *Roy Hollister Williams* - "The first step in exceeding your customer's expectations is to know those expectations." To find out the key insights for customer expectations, a study by *Parasuraman* analyses the factors like services quality, swiftness, courtesy, competence, commitment, understandings, relationship & promises.

*Davidow and Uital (1989)* proposed that customer expectation is formed by many "uncontrollable factors", which include previous experience with other companies, and their advertising, customers' psychological condition at the time of service delivery, customer background and values and the images of the purchased product.

According to *Carman, (1990)* research on "expectation and perceptions" says that expectations assessed after the experiential encounter may be swayed by the perceived level of product performance. In addition, *Zeithaml et al. (1990)* stated that customer expectations are built on complex considerations, including their own pre-purchase beliefs as well as other people's opinions. *Parasuraman et al. (1991)* refers to the "zones of tolerance" which is the difference between what is desired and what is considered adequate in terms of customer requirements.

The desired level of customer expectation in a product is what the customer hopes to receive, a blend of what 'can' and 'should' be. Customer expectations and aspirations are important. According to *Hubbert, Garcia Sehorn & Brown (1995)* expectations for performance represent a priori standard which consumers bring to a consumption experience. Consumers compare perceived performance against this preconceived, often subconscious, standard when evaluating a product. One's evaluative criterions become standard specifications of expectation in a seller's product, and require to be ascertained. According to *Hubbert et al. (1995)* expectations represent the consumer's expectations about what will happen in his/her next interaction in the exchange process. Measuring performance expectations in service contexts has been problematic but requires to be identified. Expectations and perceived performance are often measured at the same point in time, following product consumption, even when a difficulty has arisen.

*Pine and Gilmore (1998)* define experience design as an approach to create emotional connection with guests or customers through careful planning of tangible and intangible events.

According to them it can also be argued that every touch point that the customer has with the organization is "an experience", no matter how mundane the product or service that is being delivered. This experience can be positive or negative, and to a greater or lesser extent, memorable. There is a case for compelling experience – based on understanding of customer requirement.

*Park, Robertson and Wu (2000)* found that the expectation of a customer is an important factor in the analysis of customer satisfaction, and perception. Satisfaction will be adversely impacted when this factor has been found to be neglected. Customer satisfaction is found to be based upon the customer's comparison between prior expectation, and actual product performance. The centrality of understanding customer requirements becomes key to delivering satisfaction to customers. *Robledo (2001)* founded that expectations are pre-experienced beliefs of an actual experience. He said they play an important role in decision making regarding the uncertain future. These uncertainties pose a major challenge and require to be addressed by marketers. *Barnes (2003)* also highlights that to create real meaning for customers, marketers must have a better understanding of the expectations of customers. This becomes the key to marketing success. *Bjorlin-Linden and Skalen (2003)* state that customer's expectations are





# Understanding Customer Expectations – An empirical direction to better business decision making

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**Abstract :** One of the major challenges faced by business decision-makers is – “understanding customer expectations”. Success or failure in business may be a function of due importance given to this very basic understanding of the underpinning required to succeed. This study has investigated whether business firms are cognizant of the critical importance of understanding customer requirements; how do they go about this: and why? Empirical research to ascertain this was illuminating and pointed. Implications of not paying attention to customer requirements are discussed.

**Keywords –** Customer Expectation, Business decisions

## INTRODUCTION

Customer satisfaction is inextricably tied to the idea of customer expectations.

Businesses have a great need to “acquire customers” and to “retain customers”. Success in marketing rests heavily on masterly execution of two processes - customer acquisition processes and customer retention processes. Business decision makers need to understand customer expectations to successfully execute the two processes. If one understands customer expectations, the business /marketing decision-maker in business can address consumer concerns and expectations better. Armed with knowledge of customer expectations he/she can communicate pertinent and relevant information to target audiences in target market. This understanding of customer expectations will feed well into the decision-maker’s decisions as regards building quality (conformance quality and performance quality) into the firm’s product services – to acquire and to retain customers better.

## LITERATURE REVIEW

Excellent customer service and high customer satisfaction must start with understanding customer expectations. When measuring customer satisfaction, companies generally ask customers whether their product or service has met or exceeded expectations. This is an important question to ask and is a key factor behind developing a firm’s ability to deliver satisfaction to target market customers. Customer expectations set the bar for customer satisfaction which also affects repurchase decisions and leads to customer loyalty.

According to Roy Hollister Williams - “The first step in exceeding your customer’s expectations is to know those expectations.”

A study by A. Parasuraman, Leonard L. Berry and Valarie A. Zeithaml which was posted by the MIT Sloan Review, found these key insights when they were researching customer expectations. Those include service basis, swiftness, courtesy, competence, commitment, understandings, relationship & promises. They found that expectations are related to two levels: the desired level and the sufficient level. The desired level is the service the customer hopes to obtain while the sufficient level is the service which the customer finds acceptable.

Gorb and Dumas (1987) outline several companies made a point of avoiding distinct design departments for the intangible parts of a customer experience. They argue that such departments might lose touch with reality and do not have the same understanding of customers’ needs and wishes as the people who are actually involved with delivering the service. Therefore, design and innovation were part of each functional area, which were required to fulfill customer’s expectation.

Davidow and Uttal (1989) proposed that customer expectation is formed by many uncontrollable factors, which include previous experience with other companies, and their advertising, customers’ psychological condition at the time of service delivery, customer



## Motivating Potential Scores in Higher Education: Insights from a Job Diagnostic Survey Among College Teachers

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### ABSTRACT:

Job enrichment has emerged as a critical strategy in enhancing employee motivation and satisfaction, particularly among college teachers. This study explores the impact of job enrichment on college teachers' job satisfaction, motivation, and overall performance. Through a comprehensive quantitative analysis, we examine how elements such as increased autonomy, task variety, meaningful work, and opportunities for professional development contribute to job enrichment. The study employs a survey method to gather data from college teachers across various disciplines. Findings indicate that job enrichment significantly enhances job satisfaction and intrinsic motivation, leading to improved teaching performance and reduced turnover intentions. Additionally, the study highlights the role of institutional support and leadership in fostering a conducive environment for job enrichment. These insights provide valuable implications for higher education institutions aiming to enhance teacher engagement and performance through strategic job design. By focusing on the specific needs and challenges faced by college teachers, this research offers a nuanced understanding of job enrichment's potential to transform the academic work environment, thereby contributing to the broader discourse on educational quality and teacher well-being.

**Keywords:** *Job Enrichment, Teacher Motivation, Job Satisfaction, Higher Education, Job Characteristics Model, Motivating Potential Score*

### INTRODUCTION:

#### Background and Context

Job enrichment plays a vital role in organizational behavior, involving the enhancement of a job's scope to foster greater intrinsic motivation, responsibility, and growth opportunities. In the educational sector, where teachers are essential in shaping future generations, job enrichment can significantly impact job satisfaction, performance, and retention. Understanding the influence of job enrichment on teachers can aid in developing strategies to improve their work environment, leading to better educational outcomes.

In higher education, job enrichment is particularly pertinent due to the distinct nature of academic work. College teachers encounter various challenges, such as balancing teaching, research, and administrative duties. Their job satisfaction and motivation are influenced by factors like autonomy in their research and teaching methods, the significance of their contributions to

student learning and academic knowledge, and the feedback they receive from peers and students.

The higher education sector has undergone substantial changes in recent years, including increased expectations for research output, teaching excellence, and administrative responsibilities. These changes have intensified pressures on faculty members, impacting their job satisfaction and motivation. Addressing job enrichment in this context involves understanding how these pressures interact with job characteristics to affect faculty well-being.

Job enrichment among college teachers is critical for several reasons:

**Retention and Recruitment:** Higher job satisfaction correlates with lower turnover rates. Colleges that offer enriching job experiences are more likely to retain their faculty and attract

top talent. Retaining experienced and skilled teachers is essential for maintaining high educational standards. **Quality of Education:** Motivated and satisfied teachers are more likely to engage deeply with their students and provide high-quality education. Enhancing job enrichment can improve teaching effectiveness, leading to better learning outcomes for students.

**Faculty Well-being:** Job enrichment contributes to the overall well-being of faculty members. Teachers who find their work meaningful and satisfying are less likely to experience burnout and stress, improving their overall health and job performance.

**Institutional Success:** Enriched faculty members contribute positively to the institution's success through their involvement in research, departmental activities, and institutional initiatives. Their increased motivation and satisfaction can lead to enhanced





## Gender Discrimination and Women Empowerment: 'How Empowering Women and Eradicating Gender Disparity Can Change Women's Lives in India?'

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**ABSTRACT** :- Globally, women's empowerment and gender equality have been at the top of the agenda. And to address these issues like gender inequality, numerous global, regional, and local initiatives and attempts have been made. Because of the presence of patriarchal mentality, women in India have faced discrimination and stereotypes from ancient times. The Central and State Governments have introduced several programs aimed at empowering women. Nonetheless, gender bias and the patriarchal attitude persist, and women continue to face discrimination in both public and private settings. The goal of the article is to analyse inequalities faced by an Indian woman in various domains, the degree of women's empowerment in the various Indian states and how empowering women can bring an impact their lives in a positive way. In contemporary Indian society, women are discriminated against and denied equal opportunities yet being venerated as goddesses. This is a paradox. As per the Gender Gap Report, 2023, India ranks 127 out of 146 countries in terms of gender parity.

### **INTRODUCTION** :-

**Women empowerment** is the process of giving women more authority over their lives and the capacity to make their own decisions. This involves giving women the freedom to make decisions regarding their own health and well-being as well as to fully engage in the political and economic spheres. Every nation's future is significantly shaped by its female population. As a matter of the fact, every country must appropriately acknowledge the power and position of women in their communities. Therefore, empowering

women is essential to the country's progress.

**Gender discrimination** means when someone is treated unfairly or given less opportunity because of their gender. Discrimination in the job, in the classroom, and in other spheres of life are just a few examples of the various shapes this can take. It may include receiving uneven compensation, not having access to resources such as education, or experiencing harassment or violence based only on one's gender. In India, gender discrimination is a serious problem. Women are particularly vulnerable to various forms of injustice and discrimination.

This research study examines the various facets of women's empowerment in India. The role of women in education, the workforce, and governance in the Indian context, three crucial empowerment indicators, is examined in this study along with their relationships. The empowerment of women, with an emphasis on recognizing and redressing power disparities and allowing women more agency to manage their own lives, is therefore a crucial component of advancing gender equality. Gender equality simply means that people's access to opportunities and life changes are not limited or reliant on their gender. It does not mean that men and women become the same. To ensure that access to resources and decision-making at both the public and private levels are no longer biased in favour of males and that men and women can engage equally as partners in the reproductive and productive life, gender equality must be achieved through the empowerment of women. In contemporary Indian society, women are discriminated against and denied equal opportunities yet being venerated as





## WOMEN'S GLASS CEILING BELIEFS AS MEDIATORS IN THE RELATION BETWEEN WORKPLACE SPIRITUALITY AND SUBJECTIVE SUCCESS

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### ABSTRACT

**Objective:** To determine whether glass ceiling beliefs mediate the relationship between workplace spirituality and subjective success among women managers serving in Banks in India.

**Method:** Data was collected from 500 women managers serving in 3 public sector, 3 Indian private sector and 4 foreign banks in India. Structural Equation Modelling was run to determine the relationship among the constructs.

**Result:** It was found that Workplace Spirituality significantly predicted Subjective Success. Additionally, two glass ceiling beliefs viz., denial and resilience mediated the relationship between workplace spirituality and subjective success.

**Conclusion:** Organisations must employ workplace spirituality interventions to improve the subjective success of women.

**Originality:** The findings offer a novel perspective on improving women's chances of career advancement by enhancing workplace spirituality. This is the first in-depth study to focus on the mediating effect of glass ceiling beliefs and study the perception of women regarding the glass ceiling in Banks in India.

**Keywords:** Workplace Spirituality, Glass Ceiling Beliefs, Subjective Success, Women Managers, Banks.

### INTRODUCTION

Women officers comprised 11% of the workforce in banks (Khandelwal, 2010) and less than 3% of the executive cadre in banks (Bandyopadhyay, 2013). Since banks have a pyramidal structure, very few women rise to the top. According to Manisha & Singh (2016), female bankers lead imbalanced personal and professional lives, face harassment, unfair treatment from bosses, and discrimination in promotions leading to job insecurity. Women also experience more career interruptions than men due to family reasons (Beblo & Wolf, 2002; Hayter, 2014; Cebrian & Moreno, 2015). 70% of women believed that men in senior roles halt the progress of women in banks (Institute of Leadership & Management, 2012). This quagmire that most working women accidentally stumble upon is called the 'glass ceiling' (Hymowitz & Schellhardt, 1986). It refers to the difficulties faced by women when advancing in their careers.



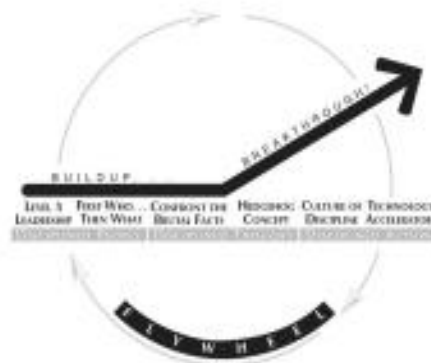
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## Good to Great

Author: Jim Collins  
Publisher: Penguin Random House  
Year: 2001  
Pages:300  
ISBN: 9788 0712 67609 0  
Language: English  
Average Reading Time: 9 hours

In this book, Jim Collins is set out to differentiate between the good companies and great companies. The author explains how and why very few good companies are able to make the leap to excellence. Collins along with his research team identified 11 American Corporations that can be considered to be good-to-great examples. They studied the makeover process that each company went through to become great. This work is truly a masterpiece. Collins gives the idea of a flywheel at the core of a company that can take off a mediocre or good company from status-quo to great company.



Flywheel from Good to Great by Jim Collins

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## Exploring the Efficacy of Euler's Method using different Computational Techniques

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### Abstract

This paper presents an exploration of the Euler's Method, a numerical approximation technique widely used for solving ordinary differential equations (ODEs) using different programming languages like C++, Python and Java. The values of variables required to solve the equation must be provided at run-time or can be made static in the program. In this paper the study has shown the approach to solve Euler's method in database using Oracle. With this technique the runtime variable values can be store in a database table that can be used again as many times. This study compares the time utilization to solve Euler's method using C++, Python, Java and Oracle Database. The code of solving Euler's method by each approach, the output and the time utilization using an example is also provided for further study and comparison.

**Keywords:** Euler's Method, Execution time, step length, etc.

### INTRODUCTION

The research has been made to represent solution of Euler method using Oracle database. This research have recreated this task in Database to represent data selection from tables rather than inserting at run-time or use static values as in many programming languages like C++, Python and Java. The terminology generally used for database is only that it stores data. The solution for Euler's method using Oracle database is to represent that complex calculation can be performed at back-end with data selection which is stored in a table, this table data can be use of multiple times which saves time and computer system resources. The data stored in the table can be selected and given to the function to perform calculations, and the calculations can be performed using less time of execution. The study also represents calculation of Euler's method in programming languages like C++, Python and Java and compares the time execution of various programming languages.

### METHODOLOGY

#### A. Creating Code in Oracle Database:

##### A1. Creating Function in Oracle Database

The function with name "STPV" has been created as shown in the Table 1.

Table 1

```
CREATE OR REPLACE Function STPV (IN number, x
IN number, y IN number) RETURN number
IS
k number;
dt number;
of number;
h number;
l number;
BEGIN
l:=0;
k:=1-(k/x);
dt:=0;
of:=1;
loop
dbms_output.put_line('L = '||l||' x = '||x||' y = '||y||);
k:=k*(1+(k*(y*(1+of)));
of:=0;
dt:=of+k;
l:=l+1;
exit when dt=0;
end loop;
RETURN k;
END;
```



## A Novel Approach To Auto Dipping System Of Vehicles Based On LiDAR

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**Abstract**— Automation is part of life these days. Every gadget in our routine lives is part of artificial intelligence these days. Vehicles are also part of this update these days. Almost all the automations around us that concern vehicles are useful. From the auto-engine-check system to the automatic cleaning of the wind screen and the auto-door-lock system to the anti-lock-braking system and the auto-air-bag system, all are useful and are part of vehicle safety these days. Furthermore, the auto-dip system is important in vehicle automation. Nearly 50% of accidents these days are due to bad driving at night. Dipping headlights play a vital role in visibility at night. Several papers have been published in response to this concern about the course of scarcity. Some are widely used in the market, but they have limitations, such as not being able to provide legally required removal or working in every climate. The framework is required and won't influence the exhibition of vehicles. This paper proposes an innovative system of auto-dipping using LiDAR that is accurate and will work in every atmospheric condition. Moreover, the auto-dipping system that is proposed is handy and innumerable in terms of weight.

**Keywords**— LiDAR, auto dipping, head light, artificial intelligence, ABS

### I. INTRODUCTION

In India, limit of the Public Roadways are perfect. The Public Roadways likewise are very great nowadays. Yet, in any case the pace of mishaps is developing consistently a result of terrible driving abilities. To handle these abilities Legislature of India had opened Driving Schools, which isn't generally adequate to control the pace of mishaps because of awful driving abilities. In this line the Plunging of Head Light is a fundamental part. After twilight or in the evening, not all streets are well lit. This causes the drivers to activate their high profundity radiates in order to blast long reach perceptibility [1]. High shaft from the front light reasons a dangerous situation throughout evening driving. It reasons transient visual deficiency for the drivers that can bring about crash or some of the time it can bring about mishap [2]. The majority of explores in the field of Auto Scoop Framework depend on LDR (Light-Subordinate Resistor) Framework. The primary entanglement of LDR is that the framework depends on force of light [3]. In foggy days or in Stormy days LDR framework flopped as the force of light is excessively low. Aside from that, the photoresistor, or LDR, is dependent on light power rather than item distance, which is important to avoid mishaps on the street. The light from a streetlamp and a vehicle's tail light both fall on the LDR, causing the changing circuit to alternate between high and low radiation [4]. Li-Fi Procedure, for example, has a short distance range of 10 metres [5]. Dimensions in a paper framework were determined by shaft

width, point, and power. The way a parkway is built is just one example of how things like day/night cycles and glare from opposing headlights can change how bright a car's headlights are [6]. This paper proposes an auto-plunging framework based on LiDAR to overcome the noted shortcomings and disadvantages in general.

### II. LITERATURE SURVEY

Aslam Muthafa et al. [7] developed a programmed front lamp pillar regulator. The high bar will be switched to a low bar when it senses the light force of opposite vehicles, reducing the glare impact. A programmed front lamp dimmer for vehicles using a light-dependent resistor (LDR) sensor was proposed and implemented by Williams, E. A. et al. [8]. As soon as the light-dependent resistor senses that the fog light is off, the device will turn it off automatically.

Programmable fog light scoops based on the reactions of approaching vehicles are depicted by Mali P.S. et al. [9]. This maker employs a light-dependent resistor (LDR) to determine whether or not the source of illumination is low or high in the shaft. The setups imply a transition from upper mode to scoop mode for the LDR.

The authors of [10] (Malhotra S. et al.) propose a programmed brightness control using an LDR sensor. They used Drive and LDR in this architecture. Diode that operates on the basis of electro radiation theory. As per the programming, the Drive will shine. If they do not require light during the day, the drive will automatically turn off.

Sarma, C., et al. [11] provided techniques for controlling the power of lights during evening hours in their work on the limits of likely vehicle front lamp advancements. Ghossein Maan Salim et al. [12] proposed an ideal light power utilisation. Based on the impact of the light on the environment, the LDR sensor will adjust the lighting levels in the room.

Kaur, K., et al. [13] proposed an ingenious auto-plunging framework to be installed in the car's dashboard. Plunging the high-light-emission vehicle and showing a hint of a scoop to the oncoming car when it detects its headlights is one way to prevent accidents. When every car is equipped with this auto-scoop, the entire system will function optimally. This framework would aid in preventing mishaps caused by the incredible descent made by approaching high bars. The proposed framework utilizes a Raspberry Pi and USB webcam for constant handling. The approval of the framework has been completed, utilizing both recreation and genuine equipment.

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**STATUS OF HUMAN WELL-BEING IN INDIA: A HUMAN DEVELOPMENT INDEX  
PRESPECTIVE**

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**Abstract:**

*Human development indicators are significant measurements for assessing well-being among areas throughout the world; they are often used to recognize the degree of human welfare via the proper methodological framework, i.e. Human Development Index (HDI). This research has two key objectives (i) to examine the HDI methodological framework, and (ii) to explore human well-being in India via the HDI perspective. The results showed a medium HDI rank for India. Where the country is still on the progressive path (in HDI rank) whereas some necessary changes are still required to gear up the progress in the desired areas. During the pandemic (Covid-19), India as a nation felt discouraged by the improvement of human well-being a more economic disruption happened throughout this period. The study advised for adequate welfare policy conception and execution, which could also define national and international objectives.*

**Keywords:** Human well-being, Human Development Index (HDI), Methodological framework and Welfare policy.

**I. Introduction-**

Human capital has a greater emphasis on investment in human beings to improve life expectancy with an appropriate skill set to support business activity and to assist in the development of an economy's innovative capacity and entrepreneurship. The development objective is to enhance people's lives by not just raising income but also widening the range of opportunities available to them, such as being healthy and well-nourished, capable, and involved in social activities. The Nobel laureate Dr. Amartya Sen and Dr. Mahbubul Haq formulated the concept of human development in the early 1990s. In human development, people are prioritized over economic growth and wealth, with economic progress and riches viewed as a means to an end rather than an end themselves. The United Nations Development Programme (UNDP) Human Development Report Office has updated and released it to calculate HDI. In 1990, the United Nations Development Programme (UNDP) issued the initial Global Human Development Report.





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## EVOLUTION OF ARTIFICIAL INTELLIGENCE IN HUMAN RESOURCES: CURRENT TRENDS AND APPLICATIONS

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Neelam Sharma<sup>2</sup>, Assistant Professor, Gian Jyoti Institute of Management and Technology, Mohali

### ABSTRACT

In the competitive world, industries collect and analyze the data to keep check upon company's growth and daily working. Artificial Intelligence (AI) helps the industries to work in efficient and effective manner. It is a computer system theory and implementation capable to perform task that involve human intelligence, such as visual perception, speech recognition, decision making and language translation. HR is facing a transformation challenge with AI. AI's position is larger in various human resource functions where robotics companies are able to handle recruiting, employ, analyze data, collect data, reduce workplace workload and improve workplace performance. HR department is heading towards the digital revolution using various methods to simplify the resources by using big data analytics, artificial intelligence and cloud computing. Most of the organizations has been using artificial intelligence or digital technologies in human resources like recruitment, selection, human resource planning, career development, performance management, training, orientation, compensation and benefit. This chapter will cover the application of artificial intelligence in human resource management. Hence, this chapter provides the analysis of the general potential of artificial intelligence in managing human capital.

**Keywords:** - Artificial Intelligence, human resource, digital technology, recruitment, selection

### 1. Introduction

#### 1.1 Artificial Intelligence and HR

Artificial Intelligence (AI) is the technology that mimics the intelligence of human brain. In other words, it is the technique to make machines work and behave like humans (Tayarani N., 2021). It is the major source of innovation and efficient working in the organizations. AI is the umbrella term comprising of the various technologies such as machine learning, deep learning and natural language processing (Di Vaio et al., 2020). Therefore, it can be apprehended that AI is the constellation of different technologies working in synergy to produce human like output for complex problems with multiple inputs. There is a misconception that AI is solely used by robots, however in reality, the AI technology has been embedded in our daily lives. AI is being extensively used by the social media platforms like Facebook to give the customised feed to their users. Google used AI to optimise the query results on their search engine. AI combined with information systems, analytics and intelligence helps business organizations in achieving solutions to the complex tasks such as understanding the perceptions of the customers or automating the monotonous tasks requiring less human intervention



**DOES ECONOMIC GROWTH ACT AS A MEDIATOR BETWEEN  
GOVERNMENT SPENDING AND HUMAN DEVELOPMENT?  
AN INSIGHT FROM NORTHEASTERN INDIA**

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Government Spending initiatives are accountable for the country's overall performance, which can be quantified through Economic Growth. However, in the modern environment, a country's prime objective is not only to secure Economic Growth but also to accomplish Human Development. The government ensures basic necessities as well as other services such as health care, education, and a decent standard of living. As a consequence, the focus of this study is to shed light on the association between Government Spending and Human Development via mediation effects of Economic Growth for NER of India. The results show that the direct effect exists among Government Spending and Human Development for the majority of NER states. However, partial mediation is found for two NER states. Therefore, it could be said that the Government Spending should be done strategically that it regulates the distribution of income in order to achieve economic efficiency first and thereafter to accomplish Human Development.

*Keywords:* Government Spending, Economic Growth, Human Development, Mediation and NER States.

*JEL codes:* E62, E63, F4, O11





Conferences > 2021 Sixth International Conf...

## Computational Learning Based Facial Emotions Recognition: A Review

Publisher: IEEE

[Cite This](#)

[PDF](#)

Preet Navdeep; Neeraj Sharma; Manish Arora [All Authors](#)

106  
Full  
Text Views



<b>Abstract</b>	<b>Abstract:</b>	
Document Sections	Facial Emotion Recognition (FER) is an essential research topic in the science of human-computer interaction. When it comes to successful communication, facial expressions are a powerful way of revealing one's intentions and feelings to others. In the perception of human articulations, facial emotions such as sadness, happiness, anger, disgust, and fear play an important role. Hence, the study of such facial expressions is a fascinating and intriguing topic to investigate. In this review article, we will describe the methods proposed by many researchers in terms of facial expression recognition utilising machine and deep learning models, as well as their contributions and the problems that still exist in this field. In order to draw some conclusions, we have provided our assessment of the various techniques that were given.	
I. INTRODUCTION		
II. RELATED WORK		
IV. ANALYSIS		
IV. DISCUSSION		
V. CONCLUSION	Published in: 2021 Sixth International Conference on Image Information Processing (ICIIP)	
Authors	Date of Conference: 26-28 November 2021	DOI: 10.1109/ICIIP53038.2021.9702829
Figures	Date Added to IEEE Xplore: 10 February 2022	Publisher: IEEE
References	▶ ISBN Information:	Conference Location: Shimla, India
Keywords	▶ ISSN Information:	
Metrics		

### I. INTRODUCTION

Facial expressions are a universal signal used by all humans to indicate emotion. Humans utilize facial expressions to transmit a variety of meanings in various circumstances, and facial emotion identification is the act of identifying human emotions through these expressions. Humans employ facial expressions in numerous settings, ranging from reactions to environmental events to specific linguistic constructs within sign languages [1]. As a carrier of information, facial expressions may transmit a great deal of information that cannot be conveyed verbally during interpersonal contact [2]. Changes in facial expression can be caused by small wrinkle/bulge deformations or severe deformations (e.g., mouth, nose, etc.). Geometric and appearance-based techniques, action unit (AU)-based approaches, and non-AU-based processes, and local versus holistic approaches are feature extraction and facial expression categorization methodologies [3]. Geometric approaches consider the position of face components and their movement and distortion, whereas appearance methods apply a filter. To achieve this goal, automatic recognition of natural facial expressions is necessary [4]. Facial expression is a nonverbal way of

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# **ACADEMIC YEAR**

## **2022-23**

<b>Research Publications and Awards</b>
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<b>3.3.1 Number of research papers published per teacher in the Journals notified on UGC care list during the last five years</b>
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Year	2023-24	2022-23	2021-22	2020-21	2019-20
Number	16	6	6	19	20



S.No.	Name of the author/s	Department of the teacher	Name of journal	Year of publication	ISSN number
1	Naresh	Management & Commerce	National Research Journal of Human Resource Management	2022-2023	2349-2015
2	Naresh	Management & Commerce	Rajasthali Journal	2022-2023	E-ISSN: 2583-1720
3	Naresh	Management & Commerce	National Research Journal of Sales & Marketing Management	2022-2023	2349-512X
4	Surinder Kumar Mourya and Dr. Tarandeep Singh	Computer Applications	Gyan Management	2022-2023	0974-7621
5	Chandni Rani	Management & Commerce	Gurugram University Business Review (GUBR)	2022-2023	2582-9718
6	Chandni Rani	Management & Commerce	Orissa Journal of Commerce	2022-2023	0974-8482



## **A STUDY ON EMPLOYEES' SATISFACTION: REVIEW**

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**Divya Jyoti Thakur**

Professor, Department of Business Management and Commerce, IEC University, Baddi, H.P.

---

### **ABSTRACT**

This research paper aims to investigate the concept of employee satisfaction and its implications for organizational success. It explores the factors influencing employee satisfaction, identifies the causes and problems associated with low employee satisfaction levels, and proposes potential solutions. The study adopts a mixed-methods approach, combining qualitative and quantitative data collection methods to obtain comprehensive insights. The findings reveal the significance of employee satisfaction in enhancing productivity, reducing turnover, and improving overall organizational performance. The paper concludes by highlighting the importance of prioritizing employee satisfaction and suggests practical recommendations for organizations to foster a positive work

**KEYWORDS:** Employee Satisfaction, Organizational Success, Factors, Causes, Problems, Solutions, Findings

### **INTRODUCTION**

The introduction provides an overview of the research paper, stating the significance of studying employee satisfaction in relation to organizational success. It outlines the objectives of the study and presents an overview of the subsequent sections.

### **SIGNIFICANCE OF THE STUDY**

1. Employee satisfaction is closely linked to employee engagement, productivity, and overall organizational performance.
2. High levels of employee satisfaction contribute to reduced turnover rates and increased employee retention.
3. Satisfied employees are more likely to exhibit higher levels of commitment, loyalty, and discretionary effort.
4. Employee satisfaction has a positive impact on customer satisfaction and loyalty, influencing organizational reputation and success.





**IMPACT OF HUMAN RESOURCE MANAGEMENT ON ORGANIZATIONAL PERFORMANCE AND EMPLOYEES' DEVELOPMENT**

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**ABSTRACT**

*The practice of Human Resource Management is created with the sole purpose of creating a strong bond between the organization and the employee. A company can easily use these techniques to help employees develop their skills. These skills are then used for the intellectual development of the company. In this paper we can understand the impact of human resource management on organizational performance and employees' development. Leadership Styles are providing many innovative techniques for employees' development as well as organisational performance. This is a secondary study based on previous studies like research papers, books, articles and some online sources. HRM technology is good source to measure the employees' development and growth.*

**Keywords:** Human Resource Management, Organisation Performance, Employees' Development, Leadership Techniques.

**INTRODUCTION**

Human resource management (HRM) has become increasingly popular in recent years and is now the practice of most large companies and many smaller ones. One reason for this stability is that human resource management can be a strategic asset that can have a profound impact on an organization's performance and effectiveness. This study provides a deeper understanding of the relationship between human resource management and performance. Human resource management (HRM) is a new field that is developing rapidly. Since her start in recruitment, hiring and pay, she has worked her way up the ranks and includes negotiation/job avoidance, employee retention and execution as key goals and skills. There is currently a movement to cut costs and upgrade the HR function (K.V. Sridhar, D.D. Aggarwal).

Human resource management is the practice of managing and managing an organization's employees to help improve the effectiveness and performance of an organization. The right and appropriate tools help to create a better plan and find the right way to improve the business. The main aim or objective of this study is to discuss the impact of human resource management on efficiency and productivity during global business expansion. In this sense, the company provides clarity of facts and priorities. This company plans

and buys capital based on the needs and specifications of the project.

**OBJECTIVES OF STUDY**

- To know functions of Human Resource Management.
- To measure the main aspects of Human Resource Management, Organizational Performance and Employees' Development.
- To understand the relationship of Human Resource Management and Organizational Performance.

**LITERATURE REVIEW**

Schuler, R., & Jackson, S. E. (2014) Study shows that the relationship between HRM and OE compared to the previous and current job, the relationship between HRM and OE is very different. The main reason for this is that the current OE work uses a multi-stakeholder model that involves more stakeholders than previous work. Human Resource Management is an internal process, an organization focused on recruitment, management of employees and providing directions/leadership. The people who work in the organization are strategic and versatile managing people, culture and work environment. Effective Human Resource Management enables employees to contribute effectively and efficiently for general direction of the company and the implementation of organizational goals and objectives (Susan 2012).



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## **A REVIEW PAPER TO UNDERSTAND THE THEORETICAL ASPECTS OF MARKETING & MARKETING MIX**

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**Naresh Kumar**

Student, Department of Hotel Management, Travel and Tourism, IEC University, Baddi (HP)  
India.

---

### **ABSTRACT**

This paper is based on secondary study which reviewed many papers, articles and journals etc. Marketing Mix is a fundamental concept of marketing which contains 7P's of Marketing Mix. This study explains the elements of marketing mix through literature review. The marketing mix or 7Ps is aptly named because it is how the combination of strategy and alignment is implemented that keeps our team clearly on the customer's mind. This helps us stand out from the competition with an offer that meets the customer's needs, i.e., sales. The objective of the article is to analyze the theoretical aspects of the marketing organization. All promotional materials are interrelated and must be seen in his actions. Sometimes there may be more relative importance; It depends on the company's policies and activities. In this paper we can also understand the difference between Marketing vs Advertising & Marketing vs Branding

**KEYWORDS:** Marketing, Marketing Mix, Customer, Promotion, Advertising, Branding.

### **INTRODUCTION**

#### **Marketing**

The definition of marketing refers to the actions taken by a company or an individual to promote its services and products. Marketing includes advertising, promoting and selling products and services to consumers. Marketing is an important part of any business and includes product reviews, web design, excellent customer service, market segmentation and business creation, and market research. Marketing includes strategies that help grow your business. The marketing organization handles the product, promotion, promotion and price make changes to reach your customers. "Marketing Mix - Related Practices and". Solutions that meet customer needs and overall business goals (Sereikienė-Abromaitytė, 2013).





## Effective ways of using Technology in Teaching

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Distt. Kapurthala India

\*Corresponding author: [tarandeepshs@gmail.com](mailto:tarandeepshs@gmail.com) (Tarandeep Singh)

### ARTICLE INFO

*Key Words: Technology Teaching, Effective technological, Students easily, Diverted misuse, Technology frequent*

### ABSTRACT

During last two decades, technology has evolved and is still evolving. Many people are becoming technologically adept and digital citizens. Technology is essential to the creation and exchange of knowledge in the teaching sector in the current digital era. When technology is used in the classroom, it may improve teacher knowledge and aid in the learning and motivation of the students. Social networking has been used to support teaching over the past ten years, including its integration with online games and educational content (Johnson & Germain-Froese, 2016). Technology has also demonstrated its efficacy in the classroom, serving as a source of inspiration and creating an environment conducive to real learning. But there are still drawbacks to using technology in the classroom. Students might misuse technology and easily become distracted. In addition, excessive use of technology may impair students' ability to think (Fetylyana Nor Pazilah, 2019). This study looked at the best practices for integrating technology into the classroom. It aims to identify the most efficient online platforms and technological resources that teachers can use in their line of work. For creating educational content, many of these tools are free and simple to use. The purpose of this study is to determine how much awareness there is among teachers and students at various colleges regarding the use of technology in the classroom.



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# GURUGRAM UNIVERSITY BUSINESS REVIEW (GUBR)

An International Bi-Annual Peer-Reviewed Journal

**GURUGRAM UNIVERSITY, GURUGRAM**

(A State Govt. University Established Under Haryana Act 17 of 2017)

VOLUME 3

ISSUE 1

JAN–JUN 2023

- Linkages between Digital Transformation of Workplace and Work-Life Balance: A Conceptual Framework  
*Aqsa Khan and Shefall Nandan*
- Linking Experiential Marketing and Brand Advocacy: A Conceptual Framework on the Moderating Role of Brand Trust and Brand Engagement  
*Sweety Das and Neha Gupta*
- Determining Key Factors for Improving Service Quality of Restaurants: A Segment Wise Analysis  
*Tania Mengi*
- The Impact of COVID-19 Pandemic on Different Sectors of the Indian Economy  
*Sakshi and Krishan Kumar Boora*
- Poverty Reduction through Entrepreneurship: A Review  
*Kamal Preet Kaur, Arti Gaur, Anita Devi and Pushplata*
- Economic Shock and Indian Agriculture Sector  
*Sabnam Jahan and Mahesh*
- Karma Yoga and Management Practice  
*Parul Nagar*
- Human Resource Planning: A Systematic Review  
*Sonali Ghai and Chandni Rani*
- Evaluation of Nutritional Status of Elderly Residents in Old Age Homes in Punjab using Mini Nutritional Assessment (MNA) Tool and their Desire for Longevity Amid COVID-19 Pandemic  
*Sanchit Arora, Rohit Kumar, Naveen Kumar and Neelam Vashist*
- Factors of Women Entrepreneurship: A Bibliometric Analysis of Scopus Publications (1976–2023)  
*Sanjna*
- Overcoming Challenges in Omni-Channel Retailing  
*Parul*
- Job Burnout among Bank Employees: Impact of Age, Gender and Experience  
*Arti Gaur and Mehak Jindal*

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PEN TO PRINT PUBLISHING



## Work-Life Balance of Nurses and Its Antecedents: A Systematic Literature Review

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Rani, C., Kaur, R., & Goel, P. (2022). Work-Life Balance of Nurses and its Antecedents: A Systematic Literature Review. *Orissa Journal of Commerce*, 43(2), 161-175.

### Keywords

Work-life balance, Health care, Work-life interference, Antecedent-consequence framework

### JEL Classification

D23, M12, O15, I10

**Abstract:** The present work intends to collate the existing research on work-life balance (WLB), particularly in the healthcare industry. This paper provides an antecedents-outcome theoretical framework of WLB. The current review extracts the studies from Scopus and Web of Science databases. The period of this review paper is from 2011 to 2021. This study synthesizes various antecedents affecting WLB, such as demographic, socio-economic, organizational, and individual factors. Additionally, the prominent outcomes of WLB namely emotional exhaustion, turnover intention, job stress, burnout, organizational cynicism, organizational effectiveness, and psychological health were identified. This study is an attempt to present an antecedent-outcome framework of WLB in the healthcare industry. By synthesizing the literature, this study aims to suggest future research for academicians.

## 1. Introduction

The healthcare sector is facing major manpower challenge, with a high attrition rate and high levels of burnout among nurses. According to the report, "the majority of frontline workers (seventy-seven percent of the nurses and eighty percent of the doctors) wanted a better work environment, with more effective communication". WLB is the established reason for attritions, it becomes important to understand the factors impacting work-life balance.

Today's environment is highly driven by competition and strives for excellence and quality, which often puts undue pressure on employees working in organizations to perform beyond their capacities ultimately leading to burnout, anxiety, and failure to achieve work-life balance. To worsen the situation further, the ongoing situation of Covid-19 has caused undue work pressure on frontline workers with



# **ACADEMIC YEAR**

## **2021-22**

<b>Research Publications and Awards</b>
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<b>3.3.1 Number of research papers published per teacher in the Journals notified on UGC care list during the last five years</b>
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Year	2023-24	2022-23	2021-22	2020-21	2019-20
Number	16	6	6	19	20



S.No.	Name of the author/s	Department of the teacher	Name of journal	Year of publication	ISSN number
1	Dr. Ramanpreet Kaur	Management & Commerce	Brazilian Annals of Tourism Studies (ABET)	2021-2022	2238-2925
2	Dr. Ramanpreet Kaur	Management & Commerce	The Journal of Oriental Research Madras	2021-2022	0022-3301
3	Dr. Ramanpreet Kaur	Management & Commerce	Punjab Institute of Management and Technology (PIMT)	2021-2022	2278-7925
4	Dr. Rakhee Deewan	Management & Commerce	Journal of the Asiatic Society of Mumbai	2021-2022	0972-0766
5	Dr. Bushra S. P. Singh and Dr. Aneet Bedi	Management & Commerce	Vidyabharati International Interdisciplinary Research Journal	2021-2022	2319-4979
6	Ms. Nidhi Goyal, Dr. Neeraj Sharma, Dr. Sanjay Sood	Management & Commerce	Journal of the Maharaja Sayajirao University of Baroda,	2021-2022	0025-0422



## SPILL OVER OF NOVEL COVID-19 PANDEMIC ON PUNJAB TOURISM

Ramanpreet Kaur\* & Manju Mittal\*\*

### Abstract

The paper purposes to describe the spread of Covid-19 in Punjab, pre Covid-19 period, its effects on Punjab Tourism, and also put forwards a set of recovery measures for tourism sector. The data used is secondary in nature, collected from news broadcasted by several media outlets, various journals, newspapers, articles and official website of Punjab Tourism, Ministry of Tourism, WHO. The study investigated that the outbreak of the global pandemic Covid-19 (Corona Virus Disease -2019) pandemic is an unprecedented shock to the state's tourism industry. The Punjab Tourism was in a prospering state before Covid-19 struck. With the prolonged country-wide lockdown, global economic downturn and associated disruption of movement of tourists, the Punjab tourism industry is facing an extended period of decline. The study indicates the effects of Covid-19 in Punjab Tourism and also extends the preventive measures to tackle the pandemic. Although, the length of the impact will depend upon the duration and gravity of the health crisis, the duration of the lockdown and the manner in which the situation unfolds once the lockdown is lifted yet the situation can be tackled by adopting the suggestive recovery measures.

**Key words:** COVID-19 Pandemic; Punjab Tourism; Tourists Arrival; Spill Over; Recovery Measures.

## TRANSBORDAMENTO DA NOVA PANDEMIA DE COVID-19 NO TURISMO DE PUNJAB

### Resumo

O documento tem o objetivo de descrever a disseminação do Covid-19 no Punjab, período pré-Covid-19, seus efeitos sobre o Turismo do Punjab, e também apresentar um conjunto de medidas de recuperação para o setor turístico. Os dados utilizados são de natureza secundária, coletados de notícias transmitidas por diversos meios de comunicação, vários jornais, jornais, artigos e site oficial do Punjab Turismo, Ministério do Turismo, OMS. O estudo investigou que o surto da pandemia global da Covid-19 (Doença do Vírus Corona -2019) é um choque sem precedentes para a indústria turística do estado. O Turismo do Punjab estava em um estado próspero antes da epidemia de Covid-19. Com o bloqueio prolongado de todo o país, a retração econômica global e a consequente interrupção do movimento de turistas, a indústria do turismo do Punjab está enfrentando um período prolongado de declínio. O estudo indica os efeitos do Covid-19 no Turismo do Punjab e também estende as medidas preventivas para enfrentar a pandemia. Embora, a duração do impacto dependerá da duração e gravidade da crise sanitária, da duração do bloqueio e da forma como a situação se desenrolará uma vez que o bloqueio for levantado, ainda que a situação possa ser enfrentada adotando as sugestivas medidas de recuperação.

**Palavras-chave:** COVID-19 Pandemia; Punjab Turismo; Chegada de Turistas; Spill Over; Medidas de Recuperação.



**EVALUATING WORKFORCE EXPECTATIONS AND SATISFACTION WITH  
TRAINING PRACTICES OF PUNJAB TOURISM INDUSTRY**

\*Ramanpreet Kaur \*\*Manju Mittal

\*Research Scholar, Punjabi University, Patiala

\*\*Assistant Professor, GSSDGS Khalsa College, Patiala, India

---

**ABSTRACT**

Training plays a significant role in the tourism industry where quality is the most important characteristic creating uniqueness in an organisation. The present study is based on public sector organisation. The study emphasis the importance of workforce expectations and satisfaction from training. The purpose of this research is to analyze the gap between workforce expectations and satisfaction in Punjab tourism industry. Paired t-test was applied. Results of paired T-test showed that workforce expectations were met. This study suggests more understanding of the importance of workforce expectations and satisfaction from training and its consequences on workforce training practices in Punjab tourism industry.

**KEYWORDS:** Tourism Industry, Workforce Training, Training Expectations, Training Satisfaction





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Editor in Chief



**EMOTIONAL LABOR AND JOB-RELATED BURNOUT AMONG SELECT  
UNIVERSITY TEACHERS IN NORTHERN INDIA**

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<sup>1,2,3</sup>Gian Jyoti Institute of Management & Technology

**ABSTRACT**

**Purpose:** The aim of the study was to determine the effect of Emotional Labor on Job-Related Burnout among university teachers. **Design:** Cross-sectional data was collected using survey technique from select teachers serving in universities in Chandigarh, Punjab and Haryana. 9-item Emotions at Work Scale (EWS-9; Castro et al., 2006) and Teacher Burnout Scale (Seldman and Zager, 1987) were employed to measure emotional labor and teacher burnout respectively. 385 responses were received and analyzed using Descriptive analysis, Confirmatory Factor Analysis, Structural Equation Modeling and Independent Samples T-Test. **Findings:** It was found that emotional labor significantly predicts teacher burnout. Also, the level of emotional labor was higher among the select private university teachers as compared to the government university teachers. **Limitations:** Results are not generalizable to the whole of India. Larger samples from across the country may be selected for more accuracy. **Practical Implications:** The model of emotional labor and teacher burnout offers a practical approach to eliminating stress associated with teaching career. **Social Implications:** The findings of the study indicate that emotional labor positively affects teacher burnout. This means that teachers who modify or mask their true feelings to display organizationally desirable behavior are more exhausted than those who display genuine behavior. Thus, this study helps to highlight the role of emotional labor in the experience of burnout among university teachers. **Originality/Value:** This study is one of the few that explores the linkages between emotional labor and burnout among university teachers in northern India. It also draws a comparison between the emotional labor of government and private university teachers.

**Keywords:** Emotional Labor, Burnout, Job-Related Burnout, Teachers, Surface Acting, Deep Acting, Career Satisfaction, Perceived Administrative Support, Coping with Job-Related Stress, Attitude towards Students.

**1. Introduction**

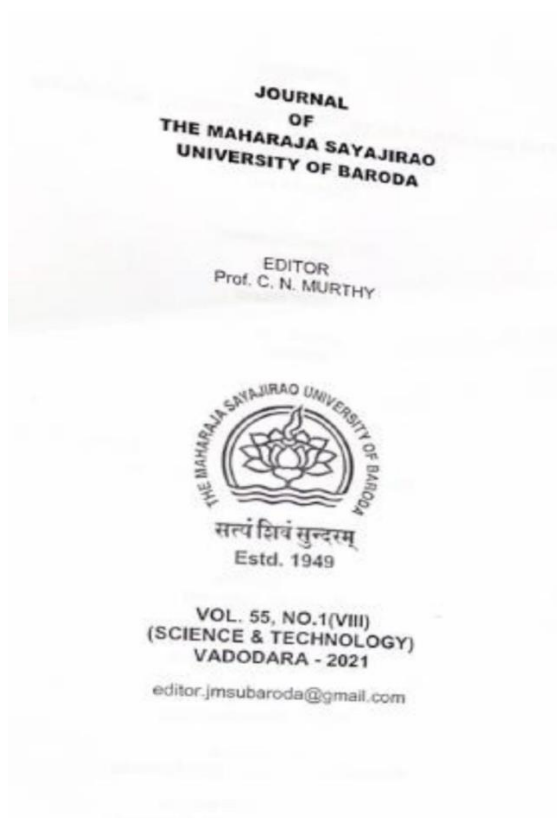
In 2019, the world population reached 7.67 billion of which 3.46 billion (45%) were a part of the labor workforce (United Nations, 2019). In India, out of a population of 1.36 billion in 2019, 494 million comprised the labor workforce and 20% of this workforce comprised women (United Nations, 2019). The world is today more globalized than ever before. With the momentum of globalization continuing to mount, competition related to products and services, costs, prices, target markets, labor, technology etc. has also increased. This world-wide phenomenon has led the leadership to create a competitive workplace and maximize production. Globalization is recognized as an important antecedent of job-related stress (Kaewanuchit et al., 2015).

Emotional labor has emerged as the latest job stressor (Jeung et al., 2018). Employees are performing emotional labor when they are required to suppress or modify their emotions to display required behavior. The concept of emotional labor is more relevant than ever in today's scenario where employees are always expected to deliver their best in high-pressure

jobs. This involves self-control and emotional management adding to their burden as they get paid for work but not emotional work. As the employees face unrealistic expectations from the management, it affects their mental and physical well-being and performance. Subsequently, employees who are high on emotional labor undergo deterioration in their well-being, personality, and lifestyle.

Emotions are psychological states that involve thoughts, feelings, moods, behaviors and tendencies to behave in a certain way. Emotions are difficult to measure and for this reason, the psychological concept was till date largely ignored by researchers (Al-Serkaal, 2006). However, since the last few decades, the research on emotions has gained pace and the antecedents and outcomes of emotions in the workplace are being thoroughly investigated.

Emotional labor is mainly performed by the service industry workers as they are in direct contact with the clients or customers. It is most prominent in the service industry professions such as teaching, hospitality, nursing, call centres, aviation, banking, administrative services, social services etc.



INDEX		
S.NO.	TITLE	PAGE NO.
1	HUMAN RESOURCE MANAGING AND ITS IMPORTANCE FOR ENTERPRISE DEVELOPMENT USING PERFORMANCE ANALYSIS TECHNIQUE	1
2	TOTAL QUALITY MANAGEMENT ANALYSIS ON FACTORS AFFECTING AN ORGANIZATIONAL DEVELOPMENT	6
3	A COMPARATIVE ANALYSIS OF VARIOUS CLOUD BASED E-LEARNING PLATFORMS: EVOLUTIONARY ANALYSIS	13
4	EXCELLENCE ARCHITECTURE: A STUDY OF VARIOUS CLOUD BASED M-LEARNING SYSTEM	20
5	BIO-SURFACTANTS, ITS TYPES, QUALITATIVE AND QUANTITATIVE ANALYSIS OF RHAMNOLIPIDS	29
6	BHOPAL GAS TRAGEDY: AN ANALYSIS OF LEGAL LOOPHOLES AND LENIENCY	37
7	ROLE OF SPIRITUAL INTELLIGENCE ON EMPLOYEE ENGAGEMENT IN INSTITUTES: MEDIATING EFFECT BY KNOWLEDGE MANAGEMENT	40
8	CSR SPENDING AND FINANCIAL PERFORMANCE- AN IMPACT ANALYSIS	54
9	ECONOMIC FACTORS AND E-COMMERCE - A STUDY ON INDIAN ECONOMY	61
10	PREDICTION OF TEMPOROMANDIBULAR JOINT DISORDER USING SURFACE ELECTROMYOGRAPHY WITH ADABOOST CLASSIFICATION TECHNIQUE	70
11	A STUDY OF PSYCHOLOGICAL EFFECT OF COVID-19 ON SPORTSMEN PERFORMANCE	75
12	EMOTIONAL INTELLIGENCE AND COACHING EFFICACY - AN IMPACT ANALYSIS	84
13	REASONS FOR MENTAL STATUS AND SPORTSMAN SPIRIT - AN EXPLORATORY STUDY	91
14	AN EFFECTIVE METHOD FOR ANCIENT MARATHI SCRIPT READABILITY ENHANCEMENT	99
15	A STUDY ON SOFTWARE MECHANISM TO ENHANCE THE SECURITY OF IOT AND ANDROID SOFTWARE FOR SMART HOME IN REAL WORLD SCENARIO	103
16	RING-CHAIN TAUTOMERISM WITH PARTICIPATION OF PYRIDINE NITROGEN: THE INTRAMOLECULAR CYCLIZATION	108
17	SIMULATION AND ANALYSIS OF BLAST RESISTANT STRUCTURE DESIGN USING MATLAB	112
18	POWER TRANSFORMER PROTECTION: USE OF ARTIFICIAL INTELLIGENCE VIEW ONE	122

# **ACADEMIC YEAR**

## **2020-21**



<b>Research Publications and Awards</b>
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<b>3.3.1 Number of research papers published per teacher in the Journals notified on UGC care list during the last five years</b>
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Year	2023-24	2022-23	2021-22	2020-21	2019-20
Number	16	6	6	19	20



S.No.	Name of the author/s	Department of the teacher	Name of journal	Year of publication	ISSN number
1	Dr. Manu Chaudhary	Management & Commerce	Indian Police Journal	2020-2021	0537-2429
2	Dr. Bushra S. P. Singh	Management & Commerce	Gyan Management	2020-2021	0974-7621
3	Mr. Harish Premi	Management & Commerce	Gyan Management	2020-2021	0974-7621
4	Ms. Nibha Partap	Management & Commerce	Gyan Management	2020-2021	0974-7621
5	Mr. Nitish Kumar	Management & Commerce	Gyan Management	2020-2021	0974-7621
6	Dr. Neeraj Sharma and Kanav Saraf	Management & Commerce	Gyan Management	2020-2021	0974-7621
7	Ms. Harpinder Kaur	Management & Commerce	Gyan Management	2020-2021	0974-7621
8	Dr. Bushra S. P. Singh	Management & Commerce	Studies in Indian Place Names	2020-2021	2394-3114
9	Lt. Jagvinder Thakur	Management & Commerce	Gyan Management	2020-2021	0974-7621
10	Dr. Neeraj Sharma	Management & Commerce	Studies in Indian Place Names	2020-2021	2394-3114
11	Preet Navdeep; Dr. Neeraj Sharma, Manish Arora	Management & Commerce	International Journal of Control and Automation	2020-2021	2005-4297
12	Dr. Neeraj Sharma	Management & Commerce	Springer Lecture Notes in Networks and Systems	2020-2021	2367-3370
13	Dr. Tarandeep Singh	Computer Applications	Gyan Management	2020-2021	0974-7621
14	Mr. Tarun Kumar	Computer Applications	Gyan Management	2020-2021	0974-7621
15	Ms. Archan Upadhyay	Management & Commerce	Gyan Management	2020-2021	0974-7621
16	Ms. Amandeep Kaur	Computer Applications	Gyan Management	2020-2021	0974-7621
17	Dr. Dipneet Saini and Dr. Manjit Singh	Management & Commerce	International Journal of Leisure and Tourism Marketing	2020-2021	1757-5575



18	Ms. Nidhi Goyal, Dr. Neeraj Sharma, Dr. Sanjay Sood	Management & Commerce	Journal of Computational and Theoretical Nanoscience	2020-2021	1546-1963
19	Dr. Neeraj Sharma, Rejil Rajan	Management & Commerce	Studies in India Place Names	2020-2021	2394-3114



# Online Radicalization- Threats, Challenges and Proactive Measures



The Indian Police Journal  
@BPRD, MHA  
BPRD Publication  
www.bprd.gov.in

**Manoj Kumar<sup>1</sup>**

**Dr. Manu Chaudhry<sup>2</sup>**

## ABSTRACT:

The paper discusses the challenge of radicalization in context of internet and possible solution which might be helpful in keeping control on spreading of radicalization through internet. The radicals and political extremists have chosen internet as their favorite tool for spreading their propaganda and recruitment purposes. The internet sans the national and international boundaries has started to affect even the developed nations in continents like Europe and Asia. There is a need to have an international solution in form of international regulatory framework for identification and prosecution of such perpetrators who originates such radical content on internet. Counter narrative is an important factor in de-radicalization, it is also suggested that whenever identified radical content is searched then it can be made possible that counter narrative will be consequently uploaded for the search contents. International organizations, NGOs and corporations may also make collaborative efforts in checking menace of online radicalization.

**Keywords:** Internet, Radicalization, Counter narrative, Transnational, Online, Website.

We've only begun to think about the strategic implications of how a connected world changes the balance of power among states and we need to put a lot more thought into how to manage that, just as we did after the invention of chemical weapons, nuclear weapons, and drones.

**DAVID SANGER, NEW YORK TIMES JOURNALIST.**

In the last decade the internet has become an integral part of our life, nearly every group or social entity which forms any important

ingredient of our life is now represented online. This will not come as a surprise that political and religious radicals and terrorists also have used the internet in reaching out to people across different geographical regions. Extremists and radicals are using the internet tools for radicalization and recruitment purposes. "The Internet provides a great opportunity for terror groups to radicalize youth as it is an inexpensive way to connect, communicate, validate by finding out that the thoughts are widely shared and create a collective identity

## Author's Intro:

<sup>1</sup> Deputy Commandant, BSF

<sup>2</sup> Assistant Professor, Govt. Agriculture Management College, Chakur, Maharashtra





## Physical Vs. Virtual Classroom: A Comparative Study of Teacher Effectiveness Before and During Covid-19 Pandemic

Dr. Bushra S. P. Singh \*

### Abstract

*In the wake of the Covid-19 Pandemic, it became mandatory for educational institutions to shift operations online and resume classes. In order to capture the difference in the quality of teaching arising due to the use of online platform, this study collected perceptions of teachers on their teaching effectiveness in the physical setting and the virtual environment. For this purpose, data was collected from 224 teachers using the Teacher Effectiveness Scale (Jani, Shahid, Thomas, Francis & Francis, 2018). Descriptive Statistics, Paired Samples T-Test and Independent Samples T-Test were used for analysis. It was found that quality of teaching was significantly higher in traditional settings. Also, it was found that the teaching quality of female teachers was more severely affected than male teachers due to the use of online platforms. No differences in teaching quality between real and online classrooms were found across age groups and tenure. Suggestions for improvement include online training sessions for teachers where technical skills and online pedagogical skills may be imparted. This study has bridged an important gap by presenting a comparison of physical and virtual classrooms from the teacher's perspective.*

**Keywords:-** Teacher Effectiveness, Quality of Teaching, Covid-19 Pandemic, Teachers, Lockdown, Online Teaching, Physical Classroom, Virtual Classroom.

### 1.1 Introduction

The Covid-19 Pandemic has led to the temporary closure of educational institutions all over the world. The global lockdown has affected 70% of the world's student population as per a UNESCO report. Most schools and colleges have resumed teaching online and minor assessments have been

cancelled. In India, most of the examinations for public qualifications have been deferred or cancelled. It has been decided that students of all grades excluding the 10th and 12th standard shall be promoted without exams.

In colleges, online assessment tools like time-bound quiz and oral exams are being used as



## A study on Cultivating Learning Culture as a Strategy for Organization Success

Harish Premi\*  
Mohit Pahwa\*\*

### Abstract

*Success is a subjective and comprehensive concept and so is the learning. This paper is aimed at studying the importance of learning culture and to identify the drivers to cultivate learning culture and further to develop a conceptual framework as a strategy for Organization Success. Today's business environment is becoming more and more dynamic and complex impacted by various factors such as rapid change in technology, creative destruction and reinvention. The fast paced technology is affecting every industry and area of life, and work is no exception to this. To become successful in changing times, work must become more meaningful and must include constant learning. An organization learning culture is referred to 'a set of norms and values that define the functioning of an organization which motivates individuals as well as the organization for continuous learning'. The present study aims to identify the variables that affect the learning culture in an organization. Based on the literature review and subsequent study, six main independent variables are identified i.e. growth oriented mindset, lead by example, reflective mindset, test-and-learn culture, feedback and reward mechanism, while the mediating variables are increased job satisfaction, lower turnover rates, increased profitability, profits and flexibility and 'Organization Success' is taken as the dependent variable. This study is significant for an organization to identify the most valuable driver that can contribute to cultivate a learning culture as a strategy. After all, it's the learning of each and every individual which helps an organization to grow not only in terms of physical resources but also in terms of intellectual capabilities which is the only fundamental requirement to achieve the success in real terms.*

**Keywords:** Keywords: Learning Culture, Continuous Learning, Growth Oriented Mindset, Test-and-learn culture, Reflective Mindset

### Introduction

Learning has been a man's inner most urge since time immemorial. Following this urge,

man has constantly been engaged in learning about various aspects of human life; say

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## **IMPACT OF PSYCHOLOGICAL CONTRACT ON EMPLOYER-EMPLOYEE RELATIONSHIP IN CORPORATE SECTOR**

**Nibha Pratap\***

### **Abstract**

*The objective of paper is to review the concept of psychological contract and study its impact on employee-employer relationship. Typical employer-employee relationships will vary on the scale of closeness and familiarity but it is typically guided by formal agreements, be they individual letters of understanding, management contracts or the government legislation that sets the standards for fair and im-partial work. But there is another contract that can be even more important called the psychological contract. A psychological contract, a concept developed in contemporary research by organizational scholar Denise Rousseau, represents the mutual beliefs, perceptions, and informal obligations between an employer and an employee. It sets the dynamics for the relationship and defines the detailed practicality of the work to be done. The psychological contract may be very well understood as an informal understanding of the relationship between an employer and employee. It is a belief that there is a promise between both parties and hence agree to abide by, such as mutual expectations of honesty, respect, fairness, loyalty and dedication. It is an unwritten and unlike the written contract, it is constantly at change. By nature it is generally unspoken and hence dependent on the interpretation of all parties. The paper will help us to understand the concept of psychological contract and employee-employer relationship and impact of psychological contract on employee-employer relationship.*

**Keywords:** Psychological Contract, Employee-Employer Relationship.

### **Introduction**

Employee-employer relationship is quite crucial for any organization. Employment flexibility has become a management mantra, and there is evidence that the various forms of employment flexibility have been widely applied in advanced industrial societies and organisations in recent years. Although

employment flexibility has many forms, contract flexibility has been an attraction for organizations. This includes the use of fixed-term or temporary contract arrangements as a foundation on which to employ any workforce. There are benefits through the ability to adjust the workforce size rapidly as demand for the

\* Assistant Professor Management Department, Gian Jyoti Institute of Management & Technology, Mohali



## **AMBUSH MARKETING: WHETHER A BLESSING OR CURSE -FOR A BUSINESS**

**Nitish Chawla\***

### **Abstract**

*The article gives an insight into the marketing of ambushes; this type of marketing has a different aspect to the marketing strategies used by companies. It is commonly used for companies facing a high degree of competition.*

*The accompanying report presents readers with extensive details on the methods used, forms of ambush marketing, their evolution, various viewpoints on their usage, laws and regulations, and ethical beliefs and expectations. The article also gives examples of the ambush marketing and its effects, pros and cons by companies. Events around the world may have led to laws concerning ambush marketing, but in India, despite a number of activities in ambush marketing in India, there is no specific law dealing with ambush marketing. The article focuses on ambush tactics, the effect of these actions on sponsors, event managers and consumers as well as regulations to discourage such practices.*

**Keywords:** AMBUSH MARKETING: WHETHER A BLESSING OR CURSE -FOR A BUSINESS

### **Introduction**

Throughout the field of intellectual property there is another area, known throughout recent years as "Ambush marketing," also known as "guerrilla" or "parasitic marketing" as well as patents, Copyright, design and labels. As far as intellectual property is concerned. In the 1980s, advertisement designer Jerry Welsh of the American Express Corporation coined the word Ambush marketing. The words "ambush" used in Ambush Marketing involve attack from the unseen location. Ambush Marketing has appeared on the market in the contemporary

age as an active weapon in industries seeking to connect with sports events without the authorization or official agreement of the organizer of events.

At first, the term "ambush marketing" was introduced to represent the exercises of those organizations that sought to collaborate with an opportunity, without charging the opportunity proprietor the imperative fee. In this way, they trapped honest support for goodness to the point of giving the shoppers the impression that they-the ambusher-were

\* Lecturer in Management, Gianjyoti Institute of Management and Technology, Phase-2 Mohali





## Consumer Behavior regarding Food Ordering Applications in and around Chandigarh

By: Dr. Neeraj Sharma\*  
Kanav Saraf\*\*

### Abstract

Significance of utilizing the Internet in marketing mix is being recognized by numerous marketers. But only few researchers has experimentally tested the critical variables that impact an individual's decision while purchasing items or services on the web. Based on the aperture in the literature, the motive of the study is to comprehend the impression of Electronic Online Food Ordering. The main consideration that represents the person who has never ordered anything through web is a mental barrier regarding usage of Internet for Food Ordering and discomfort in using the apps on mobile for food ordering. Another reason for not ordering food through internet is fear of hacking of financial data or its misuse. Consumers' Perceptions of Online Ordering varies from person to person. The intention of this research work is to help food service providers to better design their electronic ordering channels. The most significant attribute while ordering on web is order exactness. After that it is convenience and simplicity of placing an order. Telephone calls are most widely recognized medium for placing an order, in spite of availability of the internet and phone apps. Electronically placing an order is developing; however the respondents said they place little more than 38 percent of their orders on the restaurant's website or app. A main ramification is that restaurateurs should give guarantee that their ordering systems give impression of control and convenience to the user. Another factor that needs to be focused is that clients prefer restaurants with home delivery service for online ordering. It is found in this research that there is a growing tendency among youth to order food only more frequently through online apps available on Mobile phones.

**Keywords:** : Online Food Ordering, e-wallet, Consumer Perception, e-commerce

### Introduction

In the past decade, E-commerce has developed exceptionally for a variety of reasons such as changes in the lifestyles of consumer,

advancements in technology, increments in purchaser salary and training, and fast budgetary advancement all through the world.

\* Dean Academic, GJMT, Mohali

\*\* Student, MBA, GJMT, Mohali



## Study of Green Movement in Indian Corporate Houses For Sustainable Growth

Harpinder Kaur \*

### Abstract

*The Green Management is the requirement of 21st century because of over consumption of non-renewable resources as raw material by the organizations. Industrialization and urbanization has put tremendous pressure on non-renewable resources alarming the ecological and environment imbalances in the world. Green management is the organization-wide process of creating and implementing innovative techniques and initiatives to achieve long run sustainability, social responsibility, waste reduction and to build competitive advantage on the basis of green products, services. It also include integrating environmental sustainable goals and strategies with objectives of organization. This research paper tries to explore the ways how Indian Corporate organisations of modern times are taking initiatives to become green organizations. Setting green goals and actions make a responsible, good business sense. Data has been collected for Twenty four Indian companies from journals, websites, research papers and newspapers. The paper describes the current scenario of the green movement initiatives taken by Indian corporate houses in various industries.*

**Key words :** Sustainability, Green initiatives, Competitive advantage

### Introduction

Green Movement has become green management philosophy in today's business world which is simply rethinking, becoming more aware, exploring practices, process, products that are environmentally friendly. It is a balanced approach between human development and natural environment which aims to replace the traditional management practices that ignore environmental issues. Green management help the organizations to

direct their efforts towards sustainable development for long run. It improve long term performance of business. Green movement initiatives requires willingness on the part of corporate houses to operate in an environmentally responsible manner and it's process, products should have minimum environment footprint. All the developed and developing nations of the world are becoming serious about environmental issues and

\* Assistant Professor, GJIMT, Mohali



## **Corporate Entrepreneurship and Organizational Citizenship Behavior among Professionals in Select Telecommunication Firms in and Around Chandigarh**

**Dr. Bushra S. P. Singh**

*Assistant Professor, GianJyoti Institute of Management & Technology, Mohali*

### **Abstract**

The purpose of this study is to assess the effect of Corporate Entrepreneurship (CE) on Organizational Citizenship Behavior (OCB). Data collected from 101 professionals serving in the five largest telecommunication companies in and around Chandigarh were analysed. The participants completed the Corporate Entrepreneurship Assessment Instrument (CEAI; Hornsby et al. 2002) and Organizational Citizenship Behavior Questionnaire (OCBQ; Podsakoff et al., 1990). The CEAI measures the aspects of corporate entrepreneurship namely management support, work discretion/autonomy, rewards/reinforcement, time availability and role clarity. Regression Analysis showed that all dimensions of CE had a significant effect on OCB. Independent Samples t-test showed that male professionals perceived a significantly higher level of corporate entrepreneurship than female professionals.

*Keywords: Corporate Entrepreneurship, Intrapreneurship, OCB, male, female, professionals, telecommunication, industry*

### **1. INTRODUCTION**

Corporate Entrepreneurship is also known as Intrapreneurship and is characterized by entrepreneurial orientation of the organization. Corporate entrepreneurship basically involves entrepreneurial behavior such as innovativeness, creativity, risk-taking and pro-activeness exhibited by the employees leading to enhanced productivity and organizational success. Corporate Entrepreneurship promotes growth and financial performance of the organization. Innovation is a major driver of economic growth and is the key to competitive advantage especially in the Telecommunication sector. Nowadays, Intrapreneurship has emerged as the most prominent factor in the success of any company in the Telecommunication industry.

Few studies have found a positive relation between entrepreneurial culture and OCB of employees. Organizations that engage employees through participative management, positive reinforcement and work discretion create an empowering culture where employees can thrive and this enhances their OCB.



## Study of Challenges for Higher Educational Institutions during COVID-19 pandemic

Mr. Jagvinder Thakur \*

### Abstract

*COVID-19 is a recently discovered strain of coronavirus family that have never seen in human beings before. Due to its contagious nature or human to human transfer ability, it is officially declared as the worldwide pandemic by World Health Organization. During this pandemic time, it is necessary to shut down all the human activities to contain the spread and educational institutions are no exception. In this article, I will highlight some of the key challenges that are being faced by higher educational institutions while containment of the spread of this virus without disrupting the studies of its students.*

**Keywords:** COVID-19, contagious, online teaching, Higher Education

### Introduction

A pandemic is a disease that is prevalent worldwide and affecting millions of people. COVID-19 is the recently declared pandemic by World Health Organisation due to its worldwide presence and deadly effects. COVID-19 is a new strain of coronavirus family that has never seen in the human being before. Its other close relatives are SARS (Severe Acute Respiratory Syndrome) and MERS (Middle East Respiratory Syndrome) where former originated from Guangdong China and latter originated from Saudi Arabia and transmitted to human beings from infected camels and bats and claimed thousands of lives in the past decade. Now this novel corona virus which was originated in the Wuhan province of China took its center stage first in

China itself then Europe and USA. Like its relative coronavirus, it is also a contagious i.e. it is transmitted from human to human thereby causing sharp rising of infected cases within few months. In case of COVID-19, the transmission rate and number of death are exponentially high and due to its worldwide presence, it affected almost all the countries in the world.

Since this virus is contagious, and no vaccine is discovered until now for its treatment, the only way to contain its spread is through social distancing. Social distancing can only be enforced by limiting the human activities and impart awareness among the masses to keep a reasonable distance from each other. To

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## **A Study on Consumer Perception Regarding the Usage of E-Wallet Services among the Youth in Punjab**

**Dr. Neeraj Sharma**

**Professor & Dean, Gian Jyoti Institute of Management & Technology, Mohali,  
Punjab, India.**

**Mr. Rejil Rajan**

**MBA Research Scholar, Gian Jyoti Institute of Management & Technology, Mohali,  
Punjab, India.**

### **INTRODUCTION**

An electronic wallet can be described as a digital cashless provider that can update difficult coins notes. For buying whatever, the individual do now not must rush in front of ATMs or banks to withdraw coins, as an alternative transaction can be executed there after which in a fraction of seconds. It has emerged as an upcoming way of purchasing objects and services without any physical motion of coins. The critical goal of e-wallets is to make short transactions thereby discouraging people to utilize use cash. This boom is the after outcomes of Demonetization. A virtual pockets also diagnosed as "e-wallet" refers to an digital device or online provider that allows an character to make virtual transactions. This can encompass buying objects on line with a computer or the use of a smartphone to buy some thing at a store. Money may be deposited inside the virtual pockets prior to any transactions or, in different cases, an person's financial institution account can be linked to the virtual pockets. Users may additionally have their driver's license, health card, loyalty cards and special ID documents stored in the wallet. The credentials can be surpassed to a product owner's terminal wirelessly through near subject communication. Increasingly, digital wallets are being made not handiest for fundamental economic transactions however to additionally authenticate the holder's credentials. For example, a digital wallet could verify the age of the purchaser to the shop even as buying alcohol. The device has already won reputation in diverse nations, where e-wallets are referred to as "cellular wallets".

### **LITERATURE REVIEW**



## A Wide-Ranging View of Face Emotion Recognition System

Preet Navdeep, Dr. Neeraj Sharma, Dr. Manish Arora



### Abstract

Facial expressions contribute in revealing the emotional state of an individual. For an effective communication, facial expressions act as vital means of unveiling intentions and emotions to others. The system has an immense popularity in the area of fraud detection, health care and gaming. Although, many techniques have been developed to recognize facial emotion, but still there exist challenges in applicability of facial expression detection system. In this paper, we present panoramic view of the existing approaches and methods for correctly recognizing the facial emotion of humans. Main Phases for carrying out facial emotion recognition process includes feature extraction and classification. Various types of emotions are studied in this paper.

### How to Cite

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Conference paper

# Empirical Analysis on Parameters for Adoption of Cloud-Based e-learning in Indian Higher Education System: A User's Perspective

Conference paper | First Online: 27 July 2021

pp 977–991 | [Cite this conference paper](#)

[Nidhi Gupta](#), [Neeraj Sharma](#) & [Sanjay Sood](#)

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 Part of the book series: [Lecture Notes in Networks and Systems](#) ((LNNS, volume 191))

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 1092 Accesses  [6 Citations](#)



## **Comparative Study on Digitization of Prepaid Recharges Using IVR and M-Commerce**

**Dr. Tarandeep Singh**

### **Abstract**

*Interactive Voice Response (IVR) systems play an important role in collecting and disseminating information in developing regions. Recently, researchers have used IVR technology to build voice forums, in which callers leave messages that can be heard over the Internet and over the phone. However, despite their appeal, voice forums remain difficult to set up, and difficult to scale due to the overhead of moderating content and the cost of phone calls. Internet technology is regarded as the third wave of revolution after agricultural and industrial revolution. After phone technology is heralding the era of mobile in India. The growth of Mobile is phenomenal compared to previous deliver channels. It took approximately more than twenty years for Mobile to become popular for online services. More so, with India all set to emerge as the second largest mobile subscriber base in the world after China, the telecom operators are raring to use this medium to offer online services including fund transfers to all sorts of people. Mobile can be categorized as the latest advancement in digitization. The paper describes the rapid growth and development of payment systems and how there has been a slow shift from IVR e-payment systems to m-payment systems. The key mobile payment systems described in the paper includes but not limited to, the m-Paisa, Airtel money, ICICI pocket etc. The business models described in the paper have been analyzed by considering a few key factors and analysis results depicted that the biggest challenge of deploying mobile payment systems is initiated by uncertainties in the environment.*

**Keywords:-** Teacher Effectiveness, Quality of Teaching, Covid-19 Pandemic, Teachers, Lockdown, Online Teaching, Physical Classroom, Virtual Classroom.

### **INTRODUCTION**

Most of the world's 3.6 billion mobile subscribers [2] live in the developing world, and they use their phones primarily for voice

calls. As companies seek to enable this population to access, report, and share information using the phone, the HCI and





## Use of Waste & Recycled Material in Construction & Its Applications

Mr. Tarun Kumar \*

### Abstract

*The primary objective of this research review is to find the possible utilization of different reused and waste material and for final supply of those materials for Construction. As we are producing waste in tones day by days so we need to utilize that waste in some different and efficient manner so that we can reduce that threat to environment. We are increasing loads on nation's landfills as well. For economic viability and to find best solution for environment we can utilize the waste products and can reuse them after suitable modification in their properties we can use them as some foreign to enhance the mechanical, chemical and other properties of the building in addition to construction material. By using these materials in construction we can reduce load on Nations landfills as well. Reuse of waste materials helps to preserve natural resources, save energy, helps in to decrease solid waste, reduction in pollution levels and other factors which effects our environment directly. Construction companies can being aware and they can take the advantage by using these waste and recycled material. This review paper discusses the implications caused due to various waste products and features their reusing possibilities and conceivable use for producing good construction material. This paper deals with proper use of waste and recycled material in construction and application in this field.*

**Key words :** Recycled material, Solid Waste, Environment, Construction Material.

### INTRODUCTION

Waste material generally produced by from different sources like from power plants, from demolition sites domestic waste and from commercial waste. Waste can be blast furnace slag, silica fumes recycled aggregate from demolished buildings sites, solid waste, plastic waste and rubber waste depending upon the types of source.

India generally generates around 1,00,000 metric tonnes of solid waste in a day , which is higher than numerous nations, Several issues exist with respect to diminishing waste. A key natural issue is Waste incinerators, furnaces to burn waste materials, trash and cinders. These incinerators produce 210 distinctive dioxin mixes in addition to mercury, cadmium,



## **A Study on Women Entrepreneurs running Small Enterprises in and around Chandigarh**

**Ms. Archan Upadhyay\***

### **Abstract**

*Entrepreneurship is the only key that provides more job providers than seekers. The role of this concept is manifold in the increased economic activity within the country. Women entrepreneurs are leading their way to success but have to pass various hurdles in their path to success. This study was conducted on fifty women entrepreneurs through Judgemental sampling in Tricity. The enterprises selected for study were Handicrafts, Designer clothes, Bakery Business, Organic Dairy Business, Chocolate Business, Designer Jewellery Business boutiques etc. Female Entrepreneurs faced financial problems, problems in managing personal and work life etc. The study suggests that the problems can be solved if the budding female entrepreneurs get support from all fronts be it societal, professional, government and family.*

**Keywords:** Women entrepreneurs, social achievement, retail business, motivators, seed capital, MSME.

### **Introduction**

Jawahar Lal Nehru has remarked "when a woman moves forward, the family moves, the village moves and the nation moves."

Women have struggled in all spheres of life be it personal or professional. They have to prove themselves every day as Mothers or Sisters or Wives or Daughters or Girlfriends or Entrepreneurs. All eyes are always judgemental. In spite of all odds WOMEN ENTREPRENEURS have done wonders with their ventures. Many opportunities come but these are always accompanied with big obstacles and challenges.

Balancing work life with family life is very difficult for women entrepreneurs as they have big responsibility of Home Managers too. The way they manages internal and external forces for networking business is beyond imaginations, it feels like as if they have some magic wand that does wonders for them... But the magic wand is their undying spirit, unmatched energy, In-depth knowledge, visionary insights, proactive behaviour and the list is never ending that Build dynamic "WOMEN ENTREPRENEURS".



## Internet of Things Applications, Challenges and Related Future Technologies

By: Amandeep Kaur\*

### Abstract

*Nowadays Internet of Things (IoT) gained a great attention from researchers, since it becomes an important technology that promises a smart human being life, by allowing a communications between objects, machines and every things together with peoples. Io Trepresents a system which consists a things in the real world, and sensors attached to or combined to these things, connected to the Internet via wired and wireless network structure. The IoT sensors can use various types of connections such as RFID, Wi-Fi, Bluetooth, and ZigBee, in addition to allowing wide area connectivity using many technologies such as GSM, GPRS, 3G, and LTE. IoT-enabled things will share information about the condition of things and the surrounding environment with people, software systems and other machines. by the technology of the IoT, the world will becomes smart in every aspects, since the IoT will provides a means of smart cities, smart healthcare, smart homes and building, in addition to many important applications such as smart energy, grid, transportation, waste management and monitoring. In this paper we review a concept of many IoT applications and future possibilities for new related technologies in addition to the challenges that facing the implementation of the IoT.*

**Keywords:** : IoT Applications, Future Technologies, Smart Cities, Smart Environment, Smart Energy and Grid, Smart Manufacturing.

### INTRODUCTION

The Internet can be described as the communication network that connects individuals to information while The Internet of Things (IoT) is an interconnected system of distinctively address able physical items with various degrees of processing, sensing, and actuation capabilities that share the capability to interoperate and communicate through the Internet as their joint platform [1]. Thus, the

main objective of the Internet of Things is to make it possible for objects to be connected with other objects, individuals, at any time or anywhere using any network, path or service. The Internet of Things (IoT) is gradually being regarded as the subsequent phase in the Internet evolution. IoT will make it possible for ordinary devices to be linked to the internet in order to achieve countless disparate goals.



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## Emotional labour and its psychometric outcomes on the service providers of the hotel industry

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**Abstract:** The study intends to investigate the process of emotional labour and its impact on the mental health of workers of hotel industry. It was also proposed to study the relationship of emotional labour with job satisfaction in employees. Adhering to quantitative approach in data collection, the questionnaire package was provided to the employees of three, four and five-star hotels located in Northern India. For statistical measurements of the key variables, three standardised scales had been employed. The results indicated that surface acting has a significant positive association with the emotional exhaustion in employees. On further investigation, it was also found that job satisfaction has significant relation with deep acting. It was inferred that management's concern for employees would not only act as a catalyst for an improved job satisfaction but would also improve their wellbeing. Some stress handling strategies were posited like 'wellness' rooms, peer support programs, sessions of stress management, counselling, meditation and emotional release that can be inculcated into the system to improve the mental health of the employees.

**Keywords:** surface acting; dissonance; deep acting; burnout; service delivery; emotional display rules; wellness programs; job satisfaction.

**Reference to this paper should be made as follows:** Saini, D. and Singh, M. (2020) 'Emotional labour and its psychometric outcomes on the service providers of the hotel industry', *Int. J. Leisure and Tourism Marketing*, Vol. 7, No. 1, pp.44–66.

**Biographical notes:** Dipneet Saini completing Engineering in Biotechnology and MBA in HR and Marketing. She is pursuing her PhD in Management from a renowned government university – Punjabi University, Patiala. Also, she has a job experience of 5.5 years in education sector.

Manjit Singh is the Head of the Department of Commerce in SGTB Khalsa College, and he is a PhD guide/mentor to Dipneet Saini.





## Cloud Based e-Learning Platform: An Effective Virtual Learning Environment for Higher Education Institutions

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**Authors:** Gupta, Nidhi<sup>1</sup>; Sharma, Neeraj<sup>2</sup>; Sood, Sanjay<sup>3</sup>;

**Source:** Journal of Computational and Theoretical Nanoscience, Volume 17, Numbers 9-10, September/October 2020, pp. 4585-4592(8)

**Publisher:** American Scientific Publishers

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References

Citations

Supplementary Data



Abstract



References



Citations



Supplementary Data

The teaching-learning process, especially in higher education has always been a matter of great concern in developing countries as it makes the nation's youth capable and is a mainstay towards its development. With the introduction of ICT, it has become even more important to change the learning methodology using the latest technologies like e-Learning, m-Learning, Cloud Computing etc., to match with the education standards of developed countries. This aim of this paper is to provide an insight about the use of e-Learning and cloud computing in HEIs. The paper also discusses the various cloud based adoption technologies used for HEIs and illustrates the comparative analysis of the web based and cloud based e-Learning system.

**Keywords:** Cloud Based e-Learning; Cloud Computing; Cloud Technologies; HEIs; e-Learning

**Document Type:** Research Article



## **Consumer Behavior regarding Food Ordering Applications in and around Chandigarh**

**By:Dr. Neeraj Sharma\***  
**Kanav Saraf \*\***

### **Abstract**

*Significance of utilizing the Internet in marketing mixes is being recognized by numerous marketers. But only few researchers has experimentally tested the critical variables that impact an individual's decision while purchasing items or services on the web. Based on the aperture in the literature, the motive of the study is to comprehend the impression of Electronic Online Food Ordering. The main consideration that represses the person who has never ordered anything through web is a mental barrier regarding usage of Internet for Food Ordering and discomfort in using the apps on mobile for food ordering. Another reason for not ordering food through internet is fear of hacking of financial data or its misuse. Consumers' Perceptions of Online Ordering varies from person to person. The intention of this research work is to help food service providers to better design their electronic ordering channels. The most significant attribute while ordering on web is order exactness. After that it is convenience and simplicity of placing an order. Telephone calls are most widely recognized medium for placing an order, in spite of availability of the internet and phone apps. Electronically placing an order is developing; however the respondents said they place little more than 38 percent of their orders on the restaurant's website or app. A main ramification is that restaurateurs should give guarantee that their ordering systems give impression of control and convenience to the user. Another factor that needs to be focused is that clients prefer restaurants with home delivery service for online ordering. It is found in this research that there is a growing tendency among youth to order food only more frequently through online apps available on Mobile phones.*

**Keywords:** : Online Food Ordering, e-wallet, Consumer Perception, e-commerce

### **Introduction**

In the past decade, E-commerce has developed exceptionally for a variety of reasons such as changes in the lifestyles of consumer,

advancements in technology, increments in purchaser salary and training, and fast budgetary advancement all through the world.



## A Wide-Ranging View of Face Emotion Recognition System

Preet Navdeep, Dr. Neeraj Sharma, Dr. Manish Arora



### Abstract

Facial expressions contribute in revealing the emotional state of an individual. For an effective communication, facial expressions act as vital means of unveiling intentions and emotions to others. The system has an immense popularity in the area of fraud detection, health care and gaming. Although, many techniques have been developed to recognize facial emotion, but still there exist challenges in applicability of facial expression detection system. In this paper, we present panoramic view of the existing approaches and methods for correctly recognizing the facial emotion of humans. Main Phases for carrying out facial emotion recognition process includes feature extraction and classification. Various types of emotions are studied in this paper.

### How to Cite

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### Issue

[Vol. 13 No. 02 \(2020\)](#)

### Section

Articles

# **ACADEMIC YEAR**

## **2019-20**



<b>Research Publications and Awards</b>
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<b>3.3.1 Number of research papers published per teacher in the Journals notified on UGC care list during the last five years</b>
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Year	2023-24	2022-23	2021-22	2020-21	2019-20
Number	16	6	6	19	20



S.No.	Name of the author/s	Department of the teacher	Name of journal	Year of publication	ISSN number
1	Simrat	Management & Commerce	Purakala	2019-2020	0971-2143
2	Gagandeep Chawla, Dr. Neeraj Sharma, Dr. Narender Kumar Rawal	Management & Commerce	International Journal of Scientific & Technology Research (IJSTR)	2019-2020	2277-8616
3	Chamkaur Singh, Dr. Neeraj Sharma, Dr. Narender Kumar Rawal	Management & Commerce	International Journal of Scientific & Technology Research (IJSTR)	2019-2020	2277-8616
4	Gagandeep Chawla, Dr. Neeraj Sharma, Dr. Narender Kumar Rawal	Management & Commerce	International Journal of Engineering and Advanced Technology (IJEAT)	2019-2020	2249–8958
5	Dr. Neeraj Sharma, Rejil Rajan	Management & Commerce	Journal of Emerging Technologies and Innovative Research (JETIR)	2019-2020	2349-5162
6	Gagandeep Chawla, Dr. Neeraj Sharma, Dr. Narender Kumar Rawal	Management & Commerce	Journal of Emerging Technologies and Innovative Research (JETIR)	2019-2020	2349-5162
7	Dr. Vineet Kumar	Computer Applications	International Journal of Management, IT & Engineering	2019-2020	2249-0558
8	Dr. Bushra S. P. Singh	Management & Commerce	Gyan Management	2019-2020	0974-7621
9	Dr. Vineet Kumar	Computer Applications	RESEARCH REVIEW International Journal of Multidisciplinary	2019-2020	2455-3085
10	Dr. Rakhee Deewan	Management & Commerce	Gyan Management	2019-2020	0974-7621



11	Dr. Muskaan Arora, Dr. Aneet Bedi	Management & Commerce	Gyan Management	2019-2020	0974-7621
12	Chandni Rani	Management & Commerce	Journal of Emerging Technologies and Innovative Research (peer-reviewed, refereed journal, UGC-approved journal)	2019-2020	2349-5162
13	Harjot Kaur	Computer Applications	International Journal for Scientific Research & Development (IJSRD)	2019-2020	2321-0613
14	Harjot Kaur	Computer Applications	International Research Journal of Engineering and Technology (IRJET)	2019-2020	2395-0072
15	Harjot Kaur	Computer Applications	International Journal for Research in Applied Science and Engineering Technology (IJRASET)	2019-2020	2321-9653
16	Dr Ramanpreet Kaur	Management & Commerce	International Journal for Research in Engineering Application & Management (IJREAM)	2019-2020	2454-9150
17	Dr Ramanpreet Kaur	Management & Commerce	International Journal of Applied Research	2019-2020	2394-7500
18	Chamkaur Singh, Dr. Neeraj Sharma, Dr. Narender Kumar Rawal	Management & Commerce	Journal of Emerging Technologies and Innovative Research	2019-2020	2349-5162
19	Renu Garg, Dr. Neeraj Sharma, Dr. Arunesh Garg	Management & Commerce	VSRD International Journal of Business and Management Research	2019-2020	2231-248X
20	Dr. Neeraj Sharma	Management & Commerce	International Journal of Recent Technology and Engineering	2019-2020	2277-3878



## **Review and Analysis of Reliance Jio and Facebook Deal**

**Hasrat & Simrat**

(Research Scholar, Department of Commerce, Punjabi University, Patiala)

(Teaching Assistant, IQ Institute, Chandigarh)

### **Abstract**

Global industries are seeking new markets and opportunities for growth. In recent times, India having the second largest population in the world has been an attraction for FDI, opening gates to further developments and improvements in different sectors of the economy. But the fastest growing sector in India and elsewhere is Technology, bringing new innovations in every part of business process. This study reviews the largest FDI in technological sector in India, which is, Facebook investing in the stakes of Jio Platforms. This deal will be the turning point in the digital and technological market with the goal to flourish and provide digital arm to the small businesses and local markets. The deal promises to enable innovative digital solutions to the economic participants. The study also aims to identify the need for Jio Platforms limited and Facebook Inc. partnership as well as to analyze the various strengths, weaknesses, opportunities and threats of such deal.

Keywords: Technological, Digital, Jio, Facebook, Business, SWOT analysis.

### **1. INTRODUCTION**

Technological advancement in every step of the business is not just an alternative, in fact, it is need of the hour. Businesses, be it big or small, need a technological hand for upward growth. It is not just technology but also digitalization that goes hand in hand, for which internet connectivity and data access needs to be available. Due to this reason, in India, the internet usage has increased many folds in the recent years with Reliance Jio providing internet access to the majority by being the largest telecom company in the country.

Facebook, one of the top five technological companies in the world has now signed the deal of 9.99% stake in Jio Platforms, marking it to be the largest investment for minority stake. This deal aims to go along with the idea of 'Digital India' policy launched by the Indian government. It targets to join hands with local businesses, providing them the technological back and innovative digital solutions to encourage them, so that they get a reach of a bigger customer base as well as a strong growth in today's competitive environment.

### **2. REVIEW OF LITERATURE**

**Curran, K., Graham, S., & Temple, C. (2011)** The study explores how Facebook embodies advertising and underlines the techniques used to help companies in outreaching customers. It has been observed that advertisements are targeted on the basis of active users' demographics and their personal information which has been shared on their profile. Also, Facebook modified their technique and started contributing more towards social ads so that they can expand their connection with the users.

**Fuchs, C. (2011)** The study aims to link online privacy of Facebook with political economy of capitalism showing an alternate perspective of studying the subject of research using theory of



# Ivsev: Improved Vulnerability Scoring Mechanism With Environment Representative And Vulnerability Type

Gagandeep Chawla, Dr. Heeraj Sharma, Dr. Narender Kumar Rawal

**Abstract**-A failure to make security a priority while developing software invites intruders to perform malicious activities like money laundering, social engineering attack and loss of other important business information. Computer systems such as Servers, Workstations and even mobiles are vulnerable to attack from many avenues. A single severe vulnerability that allows intruders to get root access to the system is probably more crucial than several low severe vulnerabilities. A successful recognition of vulnerability plays an important role in lowering down the risk of attacks. For years, researchers and other institutions are working for the betterment of vulnerability scoring systems. Numerous security measures and tools are available which makes the software much harder for intruders. Meanwhile security breaches and risk is also rising, which doesn't stop with the development of security techniques. Once vulnerability is detected, it is important to release a patch at the earliest before it makes any damage. Scoring systems like CVSS is used to produce numerical score of vulnerability reflecting its severity level. On the basis of evaluated score security team could assess the security situation of the system including host and network. CVSS uses three metric groups (Base, Temporal and Environmental) to calculate the severity of vulnerabilities. In this paper, we propose a mechanism IVSEV (Improved Vulnerability scoring system with 'Environment representative' and 'Vulnerability type') for the better assessment of vulnerabilities. The proposed IVSEV adds two new features ER 'Environment Representative' & VT 'Vulnerability type' into conventional CVSS-v2 base score equation.

**Index Terms:** CVSS, IVSE, IVSV, NVD, IVSEV, Base score, Vulnerability.

## 1. INTRODUCTION

Vulnerability detection is a critical issue in the community of Software security. Any tiny vulnerability or a small security mistake can cause a whole system to crash [1]. Due to raised complexity of software, it is difficult to completely avoid the vulnerabilities. Excessive use of automated equipment and hardware almost in every area is inviting companies to develop software to operate them [2]. The continuous dependency on software brings associated risks; cyber-attacks, threats and vulnerabilities. Hence, it is of high importance to identify these risks early in the requirement phase [3],[4]. CVSS (Common Vulnerability Scoring System) is a universal de facto standard that plays a significant role in lowering down the risk of vulnerabilities [5]. Basically, CVSS-v2 has three metric groups (Base, Temporal and Environmental). Base group is mandatory to use whereas the other two i.e. "temporal metrics" and "Environmental metrics" are optional to use. The first group of CVSS i.e. Base group consists of the characteristics of the vulnerabilities. These characteristics do not change or modify over time. The second group i.e. The temporal group also consist of characteristics but these changes over time. And finally the environmental group includes the characteristics that are exclusive to each user's environment. The score calculated by CVSS is numerical that ranges from 0.0 to 10.0. Where score 0.0 signifies the least severe value and score of 10.0 signifies the most severe value.

After extensive literature survey and detailed study we noticed that none of the analyst used 'Environment representative' and 'Vulnerability type' for base score improvement. As per our study we found that these factors

are very important to implement in CVSS-v2 base score equation as vulnerabilities have different impact on different operating environments. Ayodotai Oluwaseun Ibidapo, Pavel Zavarisky in their paper [6] suggested to use 'environmental metrics' to get true value of vulnerability. Georgios Spanos, Angeliki Siotziou in their paper [7] suggested to include a new factor 'Vulnerability type' to enhance the scoring mechanism. In this paper, we have proposed a new modified base score formula IVSEV (Improved Vulnerability scoring system with Environment representative and Vulnerability type). Environment representative contains three metric values i.e. Linux/Windows/Mac. Vulnerability type factor contains four most common types of vulnerabilities namely authentication weakness, buffer overflow, unvalidated input and race condition. Results obtained from IVSEV shows that the new scoring technique do impact on prioritizing vulnerabilities and helps security managers to release their patches. IVSEV takes 'environment representative' factor from our proposed model IVSE [8] and takes 'vulnerability type' factor from our proposed model IVSV [9]. Section 2 contains the brief description of the proposed IVSE and IVSV.

## 2. Brief Description of the Proposed IVSE and IVSV

### 2.1 Proposed IVSE (Improved Vulnerability Scoring System with Environment Representative)

Over the past several years, many security organizations and IT vendors are trying to improve the vulnerability scoring systems. Due to the continuous growth of vulnerabilities and bugs along with increase in demand of software, the improvement in scoring mechanism is a never ending process. The proposed IVSE is a scoring mechanism developed for the better assessment of vulnerabilities in software. This mechanism is basically an improvement over original CVSS-v2 base score formula as it includes the 'environment representative' in the base score calculation. CVSS-v2 base metric considers six factors to calculate the base score as given in fig 1.

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# Analysis Of Software Maintenance Cost Affecting Factors And Estimation Models

Chamkaur Singh, Neeraj Sharma, Narender Kumar

**Abstract:** Software maintenance is a very broad activity that includes improvements in capabilities, error correction, optimization, and removal of obsolete capabilities. Normal operate of basic work and accurate cost estimation is to ensure the normal maintenance of necessary software tools. Due to this various researchers have been attracted towards the research on various factors affective the productivity of software development. The motive behind the identification of those factors that affect productivity helps management to take steps for removing it and saving the maintenance cost of the software. The objective behind this work is to analyze the various activities in accordance with the current software development environment and understanding the key factors that affect the maintenance cost of the software. Along with types of software maintenance estimation, various software maintenance activities are classified into three categories. The other section contains the review on work done by various researchers on the maintenance cost of software and various factors that affects it. These factors are classified into technical and non-technical factors.

**Index Terms:** Software maintenance, Maintenance cost of software, Software development environment, Maintenance activities, Technical factors, Non-technical factors, Cost estimation Models.

## 1 INTRODUCTION

Software maintenance is a very broad activity that includes improvements in capabilities, error correction, optimization, and removal of obsolete capabilities. There is the need to develop a mechanism for evaluating, controlling and making changes due to the predictable nature of change [1]. So during usage of software, if work is done to amend it then it is considered as maintenance work. Over the period the new technologies are used to maintain the value of software. In this meeting additional requirements are expanded to make it more efficient. While developing software there is a need to prepare an appropriate plan for maintenance activity that is considered as important aspect of software maintenance, in which modifications are to be done as specified by their plan. Due to a change in any requirement cost should be included to develop the budget of software [2]. This means maintenance cost will increase, not only due to poor design but change in customer environmental and expectations needs in which system has been developed. Further software maintenance is a plan in which scope of maintenance, maintenance team or person and cost estimation of software maintenance is included in it. After delivery software can be modify comes under maintenance in which the faults are corrected and improves the performance or other attributes. Making products to adapt change in the environment also comes under it.

There is a very large workload of software maintenance even if there is variation in the costs of maintenance for different application. Even though for large software costs of maintenance is four times larger than the costs of software development. For maintaining the existing software around 60% of the manpower will be used by foreign countries software development organizations. This percentage is still getting an increase day by day in the number of software tools and manpower. Most of the time users and developers face the problem by software maintenance [3]. In understanding the software maintenance, prior arrangement and cost by developers and users played an important role in accurate estimation of software maintenance costs. In this paper, we have given a review on maintenance cost software estimation. In the second section of paper, a brief detail about maintenance cost estimation models is given that contains Phase, release and task level maintenance estimation models. The third section contains the type of software maintenance in which we have given an explanation of five activities related to the maintenance cost of the software. The fourth section contains a review on work done by various researchers in the field of maintenance cost. Before concluded a list of various factors that affect the maintenance cost of software is given by dividing it into technical and non-technical factors.

## 2 MAINTENANCE COST ESTIMATION

### MODELS

As compared to new development less attention is received by area of software maintenance estimation. To estimate the maintenance costs various models are introduced and applied by giving importance of software maintenance [4]. Various sets of software maintenance work are addressed by these models that cover for instance, error rectifications, functional enhancements, technical renovations and re-engineering. On the basis of granularity level of estimation focus it is classified into three types:

- Phase maintenance estimation models
- Release maintenance estimation models
- Task level maintenance estimation models

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# IVSV: An Improved CVSS Base Score Mechanism with Vulnerability Type

Gagandeep Chawla, Neeraj Sharma, Narender Kumar Rawal



*Abstract: Increased demand of Software and Applications offer intruders to perform malicious activities and exploit user's personal data. Ignorance of security measures and tools while coding the software promotes the vulnerabilities and flaws. Developing a secure and bug free software is a big challenge for a developer and needs proper attention towards safety features. A single security mistake can lead to a loss of important information or confidential business data. Software companies and other organizations are looking for improved vulnerability security systems to narrow down the risk of vulnerabilities. Risks like social security attacks, bugs, phishing emails, vulnerabilities, virus attacks and more, hover over the IT industry. Threats are possible from all directions and in many different ways, so having an adequate vulnerability scoring mechanism is highly needed to reduce the risk of attacks. Identifying these threats before they get close enough to do damage is the most practical way to handle them. CVSS-V2 (Common Vulnerability Scoring System) is a standard for scoring the severity of vulnerabilities. CVSS-V2 uses three equations (Base, Temporal and Environmental) to capture and rate vulnerability severity. Numerous IT companies and government organizations rely on CVSS to evaluate and prioritize vulnerabilities. This paper proposes a method as an improvement over CVSS-V2 scoring system by introducing "Vulnerability type" in its base score equation.*

**Keywords:** CVSS-V2, Vulnerability type, NIST, NVD

## 1. INTRODUCTION

Software Vulnerabilities and bugs are the root cause of security issues in software and requires immediate attention in order to avoid loss. There has been a rapid rise in the number of vulnerabilities and cyber-attacks on the Internet in recent years [1]. Recognizing a bug or vulnerability quickly is a matter of great concern for developing bug free software. Software developers have to prioritize these bugs and need to remediate them as early as possible [2]. Implementation of certified security tools and an alert security team can raise the graph of successful software development. However, the

burden and pressure to complete software projects on time promote negligence of security checks. To overcome these issues, security organizations have developed numerous scoring schemes which cut down the risk of vulnerabilities in software and applications. CVSS (Common Vulnerability Scoring System) empowered by NIAC (National Infrastructure Advisory Council) is an open tool that is of

great help to the industry to overcome such security issues. CVSS consists of three metric groups. These are Base, Temporal and Environmental Metric groups. Of these, the latter two i.e. Temporal and Environmental are optional. Base metric group of CVSS-V2 basically holds characteristics that do not change over time. Temporal metric contains the features of vulnerabilities that change over time. Environmental metric contains the features of vulnerabilities that are dependent on user's operating environment [3].

After extensive literature review it has been found that none of researcher dealt with "Vulnerability type" which is an important factor to be considered in the base score equation. Spunar et al. in [4] proposed an approach for scoring vulnerabilities wherein they used the formula " $Score = round\ to\ 1\ decimal\ (Exploitability\ Score + Impact\ Score) * f(impact)$ " to compute the vulnerability score and recommended to use 'vulnerability type' to enrich the vulnerability scoring.

Risk associated with vulnerabilities can be better assessed by assessing the type of vulnerability. CVSS approach is the de facto standard used all around the world to evaluate the severity of vulnerabilities [4]. CVSS exploitability measure is criticized as it assigns static numbers based on expert knowledge without considering the vulnerability type [5]. To overcome this drawback, it is very important to consider "vulnerability type" into CVSS base score equation.

The objective of this paper is to propose a new base score formula which concludes better results while considering vulnerability types. Four most common vulnerability types are included in proposed base score formula including 'buffer overflow', 'race condition', 'unvalidated input', and 'authentication weakness'. These vulnerability types are given reference values 1.0/0.8/0.6/0.5 subject to their severity levels. The highest value 1.0 is given to buffer overflow as it is the most common error found in software while coding.

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# STUDY OF PERCEPTION OF CONSUMERS IN PUNJAB REGION REGARDING PURCHASE OF PRODUCTS THROUGH ONLINE MEDIA

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## Abstract:

There was a great expansion in the use of social media all over the world. India is one of the top most countries in the world on the basis of social media usage. Social Media Marketing is the process of exchanging goods and services with giving satisfaction to the customers. Now a days, Social media is became a market for the marketers and customers for buying and selling goods and services. The identification of the customers is the need of marketers that creates more opportunities for them. All marketers have their own objectives and ideas, so the social media creates an opportunity to express the ideas and achieve the goals. This study evaluates perception of consumers regarding Purchase of Products through Online Media. It also helps to study the consumers' behaviour for online purchase processes gender wise. This study talked about gender difference in perception of consumers regarding purchase of products through Online Media. It talked about perception of Youth in Punjab regarding purchase of products through Online Media. It is a study focused on Perception of Consumers in Punjab Region regarding Purchase of Products through Online Media. It is found in the study that there is no significant difference between buying preferences of Males and females through online process. It talked about product preferences of youth through online purchase. Certain e-commerce sites are more popular among people for buying their products online.

*Keywords: Social Media Marketing, Perception of males and females, Purchasing behaviour, Online Media.*

## Introduction

There was a great expansion in the use of social media all over the world. The number of internet users in India has reached to 627 million in the current year (2019) and the expectation in 2020 is 650 million. The active social media users in India are now at 376.1 million and it will be increased to 447.9 million users at 2023. India is one of the top most countries in the world on the basis of social media usage.

The social media helps the people to connect with one to another from whole over the world. It helps to keep up a good relationship with family members and friends. This connection may be through social networks, forums, blogs, or be in social media websites. Social media plays a vital role in decision making process. A research conducted by Deloitte say that, 47 per cent million people are influenced by social media for taking the purchase decision. Social Media Marketing is the process of exchanging goods and services with giving satisfaction to the customers. Now a days, Social media is became a market for the marketers and customers for buying and selling goods and services.





# Understanding the Vulnerability Scoring System through Comparative Analysis

<sup>1</sup>Gagandeep Chawla, <sup>2</sup>Dr. Neeraj Sharma, <sup>3</sup>Dr. Narender Kumar Rawal

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*Abstract: A successful cyber-attack can make a loss of confidentiality, availability and integrity of the organization. Almost all software are having vulnerabilities of one form or another. Increasing demand and use of software almost in every field invites attackers to crack the system and perform malicious activities. Some vulnerabilities causes system to crash and others may cause loss of connectivity. Vulnerabilities in software's such as Buffer Overflow, Race condition and Invalidated Input are the major source from an intruder that can enter in the system. To overcome these issues IT companies and developers are using different vulnerability scoring systems. These scoring systems are used to produce numerical scores of vulnerabilities reflecting their severity. One of the most famous scoring systems used by developers is CVSS (Common Vulnerability Scoring System). It is an open industry standard for rating IT vulnerabilities and helping developers to prioritize vulnerabilities. The purpose to use these scoring systems is to find out the fundamental characteristics of vulnerabilities so that issue can be resolved on severity basis. Most of the vulnerabilities found after use by millions of users. Even some vulnerabilities are never reported and these vulnerabilities are called zero-day vulnerabilities. In this paper, we presented a discussion on the three vulnerability scoring systems i.e. (CVSS, VRSS and CWSS) which will help developers to understand the scoring system so as to prioritize vulnerabilities.*

**Index Terms:** Vulnerability, CVSS, VRSS, CWSS, Threats

## I. INTRODUCTION

It is widely accepted that the ignorance of security measures while developing hardware and software's are offering intruders to attack and steal important information. This could be a serious issue which can cause financial loss to the company. Vulnerability is an error, weakness or a glitch in the software or an application, which when exploited results in a negative impact on confidentiality [1]. Intruders can enter the system through these loopholes and can perform malicious activities. Negligence of security measures and pressure to complete the projects on time are the major causes that can increase the presence of vulnerabilities. Security team of IT companies and individual developers always look for systems which can provide them clear image of vulnerabilities. Before using any scoring system a developer should understand the risk associated with the concerned software. A small security mistake can lead to a loss of important business data or confidential information. Threats can come from any directions, so having an



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**A CRITICAL STUDY ABOUT THE MODEL FOR CYBER LAW PROBLEMS AND  
CYBER CRIME PREVENTION AND ENHANCEMENT**

*Vineet Kumar, Research Scholar, Dept. of Computer Science, Himalayan Garhwal University,  
Uttarakhand*

*Dr. Harsh Kumar, Associate Professor, Dept. of Computer Science, Himalayan Garhwal  
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**ABSTRACT**

Cyber crime is rising at an exponential pace in the current scenario, as computer technology is growing at enormous high speed, which is why the cyber crime investigation process is also becoming a tedious process without a good model/framework for cybercrime investigation. A good model/framework for cyber crime investigation is critical because it offers an abstract reference framework/model that is independent of any specific technology or organisational context and promotes the development of new investigation techniques and tools. As all of their actions/activities are subject to judicial review should the case be brought in court, it is really very important for the cyber crime investigation to perform their work properly. There are several types of cyber crime or forensic analysis that are being proposed by different investigators. As per observation, most of the models incorporated either one feature or a few aspects of the cybercrime investigation process from different levels. Most of the exit model does not cover significant cyber crime problems or security risks that may impact the process of investigation. Only processing, such as selection and analysis, is concerned with the current models. While this is necessary and beneficial, it is not sufficient for the investigative process to be thoroughly explained in a way that helps to process the investigation. Many of the digital forensic investigation processes have been developed either by conventional forensic scientists focused on rigorous handling of evidence or by digital evidence capture technologists, making it difficult for law enforcement personnel to recognise and adopt them. Another downside of current models is that they have placed more emphasis on the compilation and analysis of evidence, which is essentially the middle stage of the model. For a good cyber crime investigation model, however the earlier and later phases must be taken into account. Overall, it can include the proposed model.

**Key Words:** cyber crime, Internet, Commercialization, investigation model





## “Masters Speak: Management Education In India”

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SECTION

Book Review

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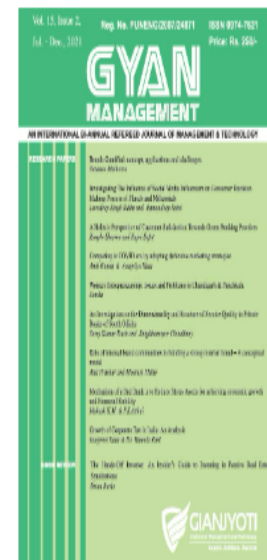
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### ABSTRACT

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## Quality of Work Life in Nursing Staff of Private and Government Hospitals

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### Abstract

*Quality Work Life is a multidimensional concept, and is a way of reasoning about people, work and the organization. It seems that the relationship between Quality of work life and the degree of the nurse's involvement in their work is a critical factor in achieving higher levels of quality of care delivery. In spite of the plethora of research on the subject, the efforts on the part of researchers to identify the factors of quality of work life in the Indian context have not been encouraging. In this study an attempt has been made to examine the quality of work life of Registered Nurses in private and public hospitals. The findings reveal that there are significant differences between nurses in private and public hospitals on Quality of work life dimensions.*

**Keywords:-** nurses, quality of work life, autonomy, adequate and fair compensation.

### 1.1 Introduction

Today, the Quality of work life is viewed an essential dimension of the quality of life. A high Quality of Work Life is essential for organizations to attract and retain workers. In its broadest sense, QWL means the sum total of values, both material and non-material, attained by a worker throughout his career life. QWL includes aspects of work-related life such as wages and hours, work environment, benefits and services, career prospects and human relations, which is possibly relevant to worker satisfaction and motivation.

The term Quality of Work Life was first

introduced by Davis (1972) at an international conference on the Quality of Working life, in the context of then prevailing poor quality of life at work place, he referred to the quality of relationship between the worker and his environment as a whole emphasizing more on the human dimensions. According to Walton (1973) "Quality of Work Life is a process by which an organization responds to employees needs for developing mechanisms to allow them to share fully in making decisions that design their lives at work". According to The American Society of Training and

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## Exploring Growth Prospects of Women Entrepreneurship in India: A Conceptual Study

Dr. Muskaan Arora \*

Dr. Aneet Bedi \*\*

### Abstract

*Entrepreneur is a person who wishes to become economically and financially independent and is also ready to accept challenges in order to meet their personal needs. Every woman has the ability to become an entrepreneur but they never got a platform to represent their forte. Although, the women in India are regarded both as source of power and also as weaker sex who is dependent on men folk. Although, in India it is always discussed that both the genders are equality however entrepreneurship in our nation is dominated by males. However, slowly and steadily with great efforts of government, changing socio-cultural environment and an increase in educational opportunities women entrepreneurship is making remarkable change. Therefore, the Indian women needs to go a long way to get their equal rights and position as social traditions are ingrained in the Indian society. The present conceptual paper endeavors to discuss about women entrepreneurship in India—Rational for women choosing career as entrepreneurship, challenges faced by women entrepreneurs in India, Government steps taken for the upliftment women entrepreneurship and suggestions for the overall development of women.*

### 1.1 Introduction

Women in India are regularly treated as weaker sex who throughout their life mostly depends upon men in their family as well outside the family. The power of decision making in the Indian Family culture lies only in the hands of males while the females only act as subordinates and executors of their decisions. Though the law makers in India talks about equality between genders but

entrepreneurship in India is mostly observed as a male dominated. The definition of women entrepreneurs' given by Government of India—an organization which is owned and controlled by women having a minimum financial interest of 51 per cent of the capital and giving at least 51 per cent of the employment generated in the enterprise to women (GOI, 2006).

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# HIGHER EDUCATION IN INDIA: CHALLENGES AND OPPORTUNITIES

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The world has realized that the economic success of the states is directly determined by their education systems. Education is a Nation's Strength. A developed nation is inevitably an educated nation. Indian higher education system is the third largest in the world, next to the United States and China. Since independence, India as a developing nation is continuously progressing in the education field. Although there have been lot of challenges to higher education system of India but equally have lot of opportunities to overcome these challenges and to make higher education system much better. It needs greater transparency and accountability, the role of colleges and universities in the new millennium, and emerging scientific research on how people learn is of utmost important. India need well skilled and highly educated people who can drive our economy forward. India provides highly skilled people to other countries therefore; it is very easy for India to transfer our country from a developing nation to a developed nation. Main challenge lack of practical experiences while studying the topics in non science streams, lack of attractive salary packages, lack of identification of dignity of students, lack of concessional courses for meritorious students , lack of adequate facilities in rural and backward areas , lack of uniform policies for recruitment of teachers is to attract the meritorious student to study in India and do the research instead of going to abroad this can be stop by providing scholarship selection on the basis of merit and providing the job with attractive salary . The current study aims to highlight the challenges and to point out the opportunities in higher education system in India.

**Keywords:** Education, Opportunities, Challenges, Colleges, Universities.



## Performance Analysis of Energy Efficient Clustering Protocol using TABU-PSO Technique in WSN

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**Abstract** - WSNs are getting popular day by day. But due to the constrained of resources and limited battery supply of sensor nodes, this becomes the major areas of research. General Self-organized Tree-based Energy-balance Routing Protocol (GSTEB) is studied, where network structure is in the form of tree. The formation of cluster head selection is based upon the average remaining energy of nodes. GSTEB has shown quite significant results over the available WSNs protocols. But it has neglected many issues. In order to overcome the constraints, a new improved technique is proposed. The proposed technique has the ability to overcome the limitations of the GSTEB routing protocol by using TABU-PSO search. The proposed technique outperforms over the available techniques.

**Key Words:** Wireless sensor network, General Self-organized Tree-based Energy-balance Routing Protocol (GSTEB), Clustering, TABU-PSO.

### 1. INTRODUCTION

A remote system is tremendous system that joins with different physical gadgets, for example, server and customers machines alongside equipment. Remote system are comprehensively classifications as remote neighborhood), remote individual zone network (WPAN), Wireless Metropolitan Area Network (WMAN), Cellular Network, Mobile Ad hoc Network and Wireless sensor organize and so on. Remote sensors arrange is one of the pieces of remote system, It is additionally called actuator network. Wireless sensor network (WSN) made up of substantial number of sensor hubs that interrelated with one another to accomplish information conglomeration [1, 2]. The remote sensor systems (WSNs) can be used in a wide land space to deal with physical event with sensible rightness and consistency. The sensor hubs can watch different elements, for example, temperature, weight, moistness, daylight, metallic articles, and so forth; this checking capacity can be productively utilized in assorted territory, for example, agribusiness, military, and ecological applications. A sensor hub is comprised of different segments like sensors (for detecting something), processor (for preparing the information), and handset and power units. The sensor hubs are spreaded in a sensor field as appeared in Fig. 1. All these spotted sensor hubs can total data and transmit data to the base station and furthermore

the end clients. Data is steered back to the end client by multi bounce correspondences plan through the sink as appeared in Figure. 1. The sink fills in as a door; it could chat with the assignment administrator hub by means of web or Satellite. As we realize that while manipulative a productive directing convention a sensor hub is limited vitality supply, so accessible vitality at that hub must be a noteworthy limitation. Various directing conventions have been gotten ready for WSNs to fulfill vitality utilization and proficiency prerequisite. Proficiency, adaptability and lifetime of WSNs can be enhanced utilizing bunching. In bunch based steering conventions, sensors are isolated into various groups in the wake of picking a few hubs as bunch head among them, with the goal that sensor hubs impart data just to group heads and aggregate data to based station. Group is a productive method to lessen the vitality usage and there extend the existence time of the system, doing information collection and blend so as to diminish the quantity of transmitted messages to the Base Station. Grouping is an effective method to lessen vitality consumption and broaden the existence time of the system, doing information conglomeration and fusion so as to decrease the quantity of transmitted messages to the base station. Grouping systems is utilized for check the solidness, half system time.



Fig -1: WSN Diagram

### 1.1 Clustering

Clustering algorithms [3, 4] are classified based on two main criteria: according to the stability and energy efficiency. Selection of CH in energy-efficient techniques generally depends on the initial energy, residual energy [5], the average energy of the network and energy consumption rate or combination of these. The stable election protocols for clustered WSN prolong the time interval before the death of first node, that is, stability period.





# Comparative Analysis of Energy Efficient Clustering Protocol with TABU-PSO Technique in Wireless Sensor Networks

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*Abstract: In this paper, we have proposed a new TABU-PSO routing protocol for the efficient selection of routing. The significant improvement has been shown using TABU-PSO in comparison with ACO-PSO and GSTEb protocol in terms of dead nodes and remaining energy. Our expectations are demonstrated by simulation results. We have introduced the superior characteristics of our protocol and discussed the routing phenomena by using TABU-PSO technique. The investigation ascertains that TABU-PSO technique perform much better than that of ACO-PSO and GSTEb protocol.*

*Keywords: TABU-PSO, ACO-PSO, GSTEb, Dead nodes, Remaining Energy.*

## I. INTRODUCTION

A wireless detector network organize (WSN) contains of heaps of to numerous thousand low-control multi-practical locator hubs, obligation incorporate into unattended setting, and have sense, calculation and correspondence ability. The fundamental parts of a hub unquestionably square measure an indicator unit, AN ADC (Analog to Digital Converter), (Central handling unit), work unit nearby a correspondence unit. Identifier hubs square measure micro-electro-mechanical systems (MEMS) that produce inferred response to a change of some wholeness like hotness and largeness. Locator sense or live the physical data with the domain to move toward becoming observed. The redundant Analog sign recognized through the sensors is digitized by a digitizer and conveyed to controllers for more procedure. Locator hubs square proportion of littler size, utilize extremely low vitality, square measure worked in high volumetrically densities, that adjust it to be independent and accommodating towards setting. The spacial thickness of locator hubs inside the part likely could be the most extreme sum as twenty hubs/m<sup>3</sup>. As remote identifier hubs square measure generally littler electronic contraptions they may exclusively be prepared having a limited power supply. Each locator hub conveys an exact a piece of introduction for the point it could and appropriately report the demanding amount that it should be delicate. A couple of explanations behind power usage in sensors are: (a) signal assortment and trade of physical sign to electrical ones; (b) signal picking up and (c) simple to-advanced transformation.[1,2]

Sensor arranges supply a powerful blend of spread detecting, registering and correspondence. They give themselves to unnameable application and, at indistinguishable minute in time, supply different test attributable to their idiosyncrasy, primarily the thorough vitality limitation to that detecting hubs square measure generally oppressed. The trademark characteristics of gadget systems have an on the spot sway on the equipment style of the hubs at least four dimensions: control supply, processor, correspondence equipment, and sensors.



# Farm Stays – An Opportunity or Challenge

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**Abstract:** Farm tourism helps in framing the country side in a better and flourished manner. There is a great scope of farm tourism in Punjab. On one side, like in other parts of India, farm owners in Punjab are taking Farm Tourism as an opportunity to shoulder their income from crops. On other side, farm owners face a lot of challenges in their day to day operations and thus sometimes demotivated towards farm tourism as a business opportunity. This paper attempts to probe the challenges and opportunities of farm tourism in Punjab. The results of the study clearly demonstrate the opportunities and challenges of Farm Tourism and also provide remedies to face these challenges, bringing a positive social change.

**Keywords – Farm Tourism, Rural Development, Farm Stay.**

## I. INTRODUCTION

The fertile plains of Punjab encompass dramatically varied travel experiences. Farm tourism in Punjab aims to provide adorable experience to both foreign and domestic tourists visiting the lush green beauty of Punjab and also ensuring them adequate exposure to local community life besides enjoying the pure Punjabi cuisine. Rural tourism can be spring up as a catalyst for admissible rural development inclusive of rural people development, poverty reduction, development of remote areas and environmental revivification.

### *Life on the farm*

Tourists can experience a wide range of farm activities such as, ride and drive a tractor, walking, cycling through the fields along with the distinctive life of a farmer, sit under the shade of a tree, pluck fruits, milk cows and buffaloes and also work in the field. Tourists can experience fishing and angling in canals near farm stays. Visiting the farm stay is the best way to understand why Punjab's farmers have earned a reputation for being enterprising and hard-working.

### *Farm fresh food*

cooked with ingredients sourced from the fields. Mouth watering cuisine usually consist of supreme Punjabi dishes such as aloo paranthas, sarson ka saag (mustard greens) and makki ki roti (a flatbread made from maize flour) during the winter season and fresh milk and white butter and creamy lassi during summer. Some farm stays host evening barbecues and bonfires in the middle of the fields with displays of the traditional Punjabi dances, bhangra and giddha. The focus on Farm Tourism also brings back the people especially the younger generations of non-resident Indian Punjabi families to the basic Punjabi cultural values.

### *Guidelines for farm stay registration under the Punjab farm tourism scheme*

Under the scheme, a farmhouse owner play host and guide the visitors. Those enrolling under the scheme to provide clean, hygienic environment, equipped with modern facilities that meet the standards defined by the Punjab Heritage and Tourism Promotion Board. The farmhouse owner provides home cooked food, comfortable accommodation and tells the visitors about the local agricultural practices like floricultural, harvesting bee-keeping and dairying. Besides the farm experience, visitors are also exposed to local festivals and marriages. The quality of services offered by the farm owners are be





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(Special Issue- 4)  
**One Day National Seminar**  
**“DIGITALIZATION OF HIGHER EDUCATION”**  
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## **Training expectations and satisfaction of workforce: A case of Haryana tourism industry**

**Ramanpreet Kaur**

### **Abstract**

Training practices have been identified as one of the significant requirement and determinant of employee as well as organizational performance. Accordingly, the top and middle level management nowadays focus more on training of the employees because the trained employees in return are more likely to play a great role in achieving organizational goals and increasing levels of performance. The present study is based on public sector organisation. The study emphasis the importance of workforce training expectation and satisfaction. The purpose of this research is to analyze the gap between workforce expectations (pre) and satisfaction (post) in Haryana tourism industry.

**Keywords:** Training expectations and satisfaction, tourism industry, workforce training



# An Improved Model for Software Maintenance Cost Estimation

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**Abstract:** Software maintenance is a vast subject that includes improvements in capabilities, error correction, optimization and removal of obsolete capabilities. There is need to develop a mechanism for evaluating, controlling and making changes due to a predictable nature of change. So during usage of software if work is done to emend it then it is considered as maintenance work. Both COCOMO and PUTNAM models have been used by various researchers which have their own merits and demerits so in the third phase we have combined both to take their advantages. That's why in this paper we did hybridization of both COCOMO and PUTNAM models. The proposed model is tested for two datasets name as tomcat and Bug prediction dataset. The proposed performance in terms of the functional point which is coming high i.e. 85.65 % and must be high for high productivity of the software product which increases the demand in the market and functioning of the software developed. Also, it is shown that the efforts per person are also low, which is of 4.88 % which must be low for efficient cost estimation in terms of maintenance. The source lines of code can be high and can be low according to the development of the software requirement which needs to be developed according to the user prospective.

**Keywords:** Tomcat, Bug prediction, dataset, Software maintenance cost estimation, COCOMO, PUTNAM

## I. INTRODUCTION

Software maintenance is a vast subject that includes improvements in capabilities, error correction, optimization and removal of obsolete capabilities. There is need to develop a mechanism for evaluating, controlling and making changes due to a predictable nature of change. So during usage of software if work is done to emend it then it is considered as maintenance work. Over a period of time new technologies are introduced, expanding the software maintenance activities in order to fulfil customer requirements and making the system more efficient.

While developing software there is need to prepare an appropriate plan for maintenance activity that is considered as an important aspect of software maintenance. In which modifications are to be done those are specified by the plan. Due to change in any requirement cost should be included to develop a budget of software. This means maintenance cost is not only die to poor design but change in customer environmental and expectations or needs in which system has been developed effects the maintenance cost. Further software maintenance is a plan in which scope of maintenance, maintenance team or person and cost estimation of software maintenance is included in it.



**RESEARCH PAPER**

**STUDY ON FLOW OF INFORMATION ACROSS  
PUBLIC HEALTHCARE CENTRES IN PUNJAB  
REGION UNDER HEALTH MANAGEMENT  
INFORMATION SYSTEM: AN EMPIRICAL  
ANALYSIS**

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**ABSTRACT**

Health Management Information system at the national level concerns patient-wise record keeping and flow of information across various hospitals and clinics. In the absence of such record keeping and information flow, the patient is expected to maintain all the records and present the same to a doctor who needs to refer to the case history of the patient for subsequent diagnosis and treatment. The patient may have prolonged history of disease, and hence supposed to maintain his disease related records for a long period and carry it from one hospital to another for treatment. When a patient is referred to another hospital/doctor by a hospital, the referred healthcare centre may not have any recorded information regarding such patient with it, and has to bank upon whatever records and reports the patient has kept in safe custody and can submit to such healthcare centre. This may result in delay/ improper treatment to the patient and painful consequences for the patient.





# An Efficient Approach for Software Maintenance Effort Estimation Using Particle Swarm Optimization Technique

Chamkaur Singh, Neeraj Sharma, Narender Kumar

*Abstract: The main objective of software engineering community is to develop useful models that are able to calculate the accurate estimating software effort. COCOMO (Constructive Cost Model) is consider as mostly used algorithmic maintenance cost modelling technique among other software maintenance cost estimation techniques. It is mostly used technique due to its simplicity for estimating the effort in person-months for a project at different stages. In this paper we have proposed a new approach that is able to give better results. In proposed approach we have used Tomcat server dataset whose features are extracted using Principle component analysis approach which is further optimized using Particle Swarm Optimization. In previous work most of researchers have used Genetic algorithm but it is a time consuming part. So, in this paper we have used Particle swarm optimization that gives improved results. At the end we have used Linear discriminant analysis for classification that classifies the priority levels and tell how much your system is having the estimations for the cost based on Source lines of the codes or functional points or the efforts required. The proposed approach is tested in terms of functional point, set effort person per month and SLOC that gives best results.*

*Keywords: COCOMO, Functional point, Set effort per month, SLOC, Software engineering, PCA, LDA, PSO.*

## I. INTRODUCTION

The most crucial and essential activity to be consider in software development life cycle (SDLC) is software effort estimation (SEE) that is used for software development activities budgeting, monitoring and planning [1]. It is also used for within and on time software budget delivery that gives most reliable and realistic value of required effort for developing a project. The person-month is the term in which it is calculated. This effort is used for project plans, project budgets, investment analysis, resource allocation schemes, pricing process, etc. It has been seen that for good management decision making software development effort accurate cost estimation is a critical process. For software industry effort estimation reliability and precision is very important because for software companies both underestimates and overestimates software effort are harmful. Thus, from an organizational perspective, an early and accurate cost estimate will reduce the possibility of organizational conflict during the later stages.

of 13522 projects only 33% projects were completed within budget and time in UK as per the standard group report 1. 82% projects were late, 43% projects were overrun their financial plan and 20% projects were cancelled [2]. This creates a need of making a reliable and realistic software estimation effort model. Many researchers have proposed various effort estimation methods that are categorized into analogy, algorithmic and expert judgment method. Estimation of Resources-Software Estimating Model (SEER-SEM), Function Point (FP) method, Constrictive Cost Model (COCOMO) and Software Life Cycle Management (SLIM) are algorithmic methods. In early phase of SDLC analogy method is applied [3,4,5,6].

Another thing which is very important to be consider is software maintenance. Software maintenance is a very broad activity that includes improvements in capabilities, error correction, optimization and removal of obsolete capabilities. Change is predictable that create a need to develop a mechanism for controlling, evaluating and making changes. So, maintenance work is the work done to modify value of software over the period. The customer base expanding, meeting additional requirements and new more efficient technology can be use to improve the value.

COCOMO (Constructive Cost Model) is consider as mostly used algorithmic cost modeling technique among other software cost estimation techniques. It is mostly used technique due to its simplicity for estimating the effort in person-months for a project at different stages [7]. In this project maintenance cost estimation is predicted by mathematical formulae. Various algorithms and approaches has been used by different researchers for COCOMO model. In this paper, main objective is to propose a cost estimation model based on Particle Swarm Optimization (PSO) and Principal Component Analysis (PCA) is used for feature extraction which is further classified using Linear Discriminant Analysis (LDA). This paper is divided into different section in which first section gives the brief introduction to Software testing and maintenance cost estimation. The brief survey of related work is given in second section and then in third section main focus is given on COCOMO method. The fourth section gives description of used dataset and results are briefly elaborated in section fifth.