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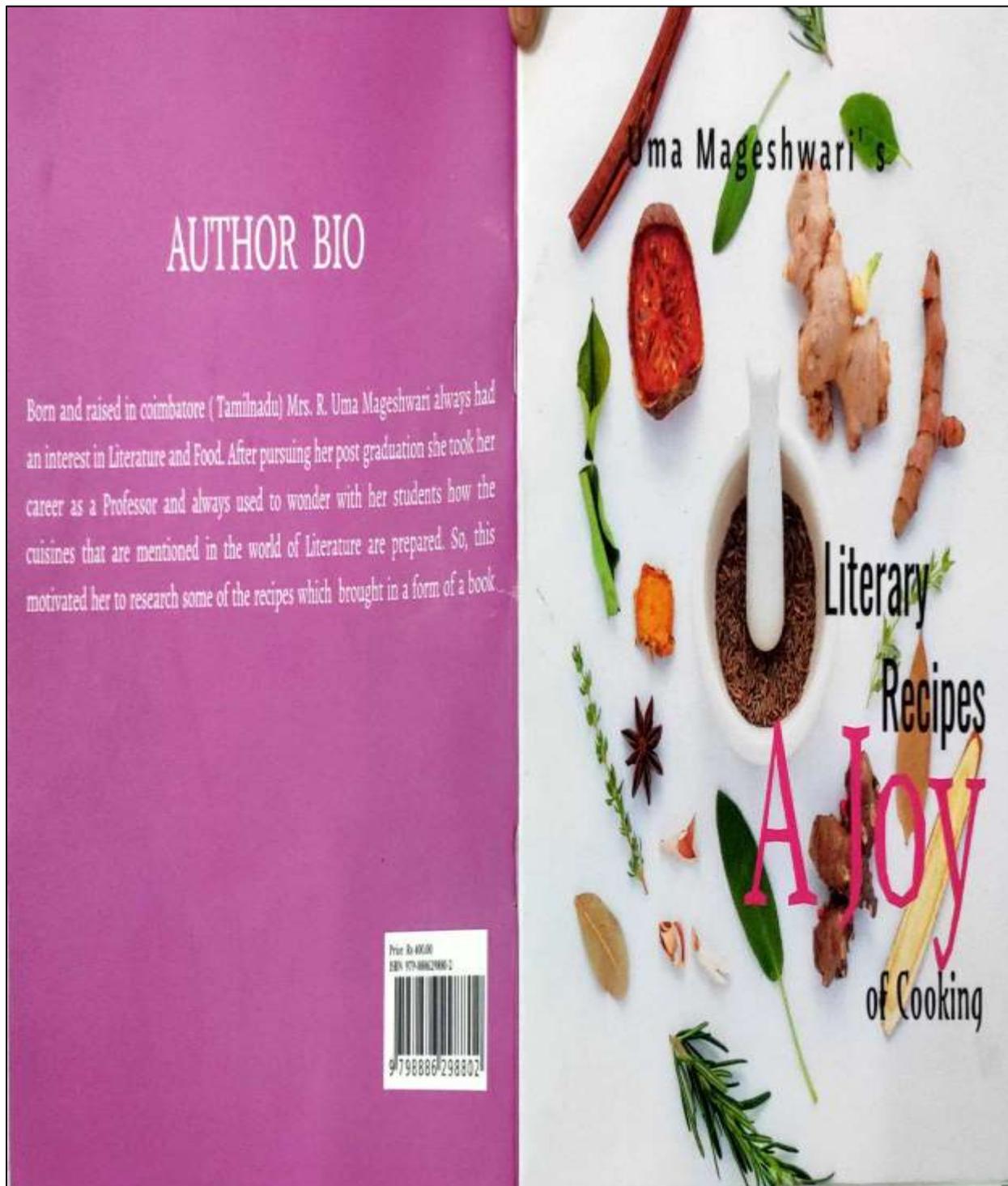
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Status of Women at  
**75**<sup>th</sup> Anniversary  
of Indian **INDEPENDENCE**



**Dr. Rajani Shikhare**  
**Dr. Pravin Sonune**  
**Dr. Hanmant Helambe**  
**Dr. Santosh Nagre**

**Status of Women at 75th Anniversary of Indian  
Independence**

Dr. Rajani Shikhare  
Dr. Pravin Sonune  
Dr. Hanmant Helambe  
Dr. Santosh Nagre



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## Contents

Introduction.....	1
Government Laws and Policies for Women Empowerment: An Overview.....	8
Under Representation of Women in Research-Causes and Challenges .....	16
Under Representation of Women in Research-Causes & Challenges.....	17
Women Empowerment At 75th Anniversary of India’s Independence Through Judicial Activism: An Appraisal.....	23
Women’s Health Issues in 21st Century India .....	34
Cyber Crimes Against Women and its Prevention.....	45
Cyber Violence Against Women and Girls: Gender-Based Violence in the Digital Age	59
Cyber Crime Against Women: Strategies to Prevent and Control of Cybercrime.....	64
Rights, Laws, Policies for Women Empowerment in India.....	78
“Challenges And Hurdles in The Journey of Women Empowerment at 75th Anniversary Independence” .....	86
Educational Status of Women at 75th Anniversary of India’s Independence .....	91
‘Role of Women’s in Environment Conservation’ .....	97
Women Empowerment in India - A Constitutional Analysis .....	107
Religious and Cultural Divergence and Youth of India in The Novels of Chetan Bhagat .....	111
Progress of Kabaddi in India.....	117
Women’s Role in Shaping Indian Society .....	121

## **Cyber Crimes Against Women and its Prevention**

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### **Introduction**

The pandemic has been a hard time for anybody around the globe. human beings faced various troubles from loss of healthcare facilities, lockdown frustration, and isolation, losing jobs and enterprise earnings, to dropping their cherished ones to this deadly virus. The COVID-19 virus has been proved to be a disaster causing innumerable deaths, intellectual, bodily, and emotional agony to tens of millions of human beings around the world. The pandemic has no longer most effective taken away the lives of tens of millions of humans however has been a period of misery for plenty folks that misplaced their jobs or needed to shut down their corporations due to lockdown, for individuals who misplaced the best individual who changed into able to incomes inside the circle of relatives, for youngsters who misplaced each of their mother and Father at this type of fragile age, and lots of extra.

But it isn't limited to that! while humans had been suffering and combating the pandemic, there was some other atrocity spreading like virus i.e., the crime the use of the net and cellular. meanwhile, whilst human beings were using the internet and cell to keep themselves distracted and busy in the course of the pandemic, some people have been taking away their lockdown frustration by misusing these sources and harassing human beings. The cybercrimes the use of the net and cellular phones have been gaining hype and had been escalating all through the pandemic.

What are the causes and reasons for the escalation of cybercrimes at some stage in the pandemic? Who had been the smooth objectives of cybercrime for the duration of the pandemic? What sort of cybercrimes were extra frequently committed in the last 12 months? What are the modern laws to address those crimes? this text answers these questions and lots of different questions revolving around the problem of cybercrime at some stage in the pandemic.

The book is an attempt to analyze the progress achieved towards the women empowerment in particular and gender equality in general at 75th anniversary of India's independence and also the road ahead in this regard from highlighting the challenges and hurdles and suggesting remedial measures in order to achieve women empowerment in India.



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Dr. Rajani Shikhare is working as the Principal of R.B. Attal College, Georai Dist Beed (MS). She is the author of Nirala our Dinkar ki Kavya Chetna , Stri Vimarsh ke bahane se, Swami Vivekanand Vichar Darshan. She was awarded Hindi Sevi Samman for her contribution in language and literature by Rashtriya Hindi Sevi Mahasangh, Indore(MP). She was honoured as Godawari Udyojak Mahila Puraskar for her contribution in educational sector.



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12	<b>APPLICATION OF BLOCKCHAIN TECHNOLOGY IN THE INDIAN BANKING SECTOR</b> <i>Biswadip Basu Mallik</i>	185
13	<b>INTERNET OF THINGS FOR HEALTHCARE</b> <i>Biswadip Basu Mallik</i>	199
14	<b>ASSOCIATING JOB PERFORMANCE WITH CAREER DEVELOPMENT AND SUCCESSION PLANNING</b> <i>Dr. S Sriranjani Mokshagundam and Dr. Sagar G</i>	214
15	<b>AWARENESS AND PERCEPTION OF COLLEGE STUDENTS TOWARDS FLUCTUATING PETROL/DIESEL PRICES</b> <i>Rintu Easow and Jishnu V V</i>	244
16	<b>AI DRIVEN CRM: THE FUTURE OF BUSINESS</b> <i>Dr.R.Umarani and Ms.D.Prabha</i>	260

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## 16

**AI DRIVEN CRM: THE FUTURE OF BUSINESS**

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**Introduction**

The term **artificial** can be dehumanizing and artificial but only '**artificial intelligence**' permits for a personalized experience with the customers. Artificial intelligence is all around us. Perhaps the concept is still new to some, but it already has a significant impact on your daily routine. When you make a call to Uber, Alexa, Amazon, or other voice assistants on your smartphone, such as Siri, Artificial Intelligence (AI) technology, is designed to make your life easier. Who hasn't looked on Netflix for movie recommendations? AI Algorithms have undoubtedly influenced your decision on what to do.

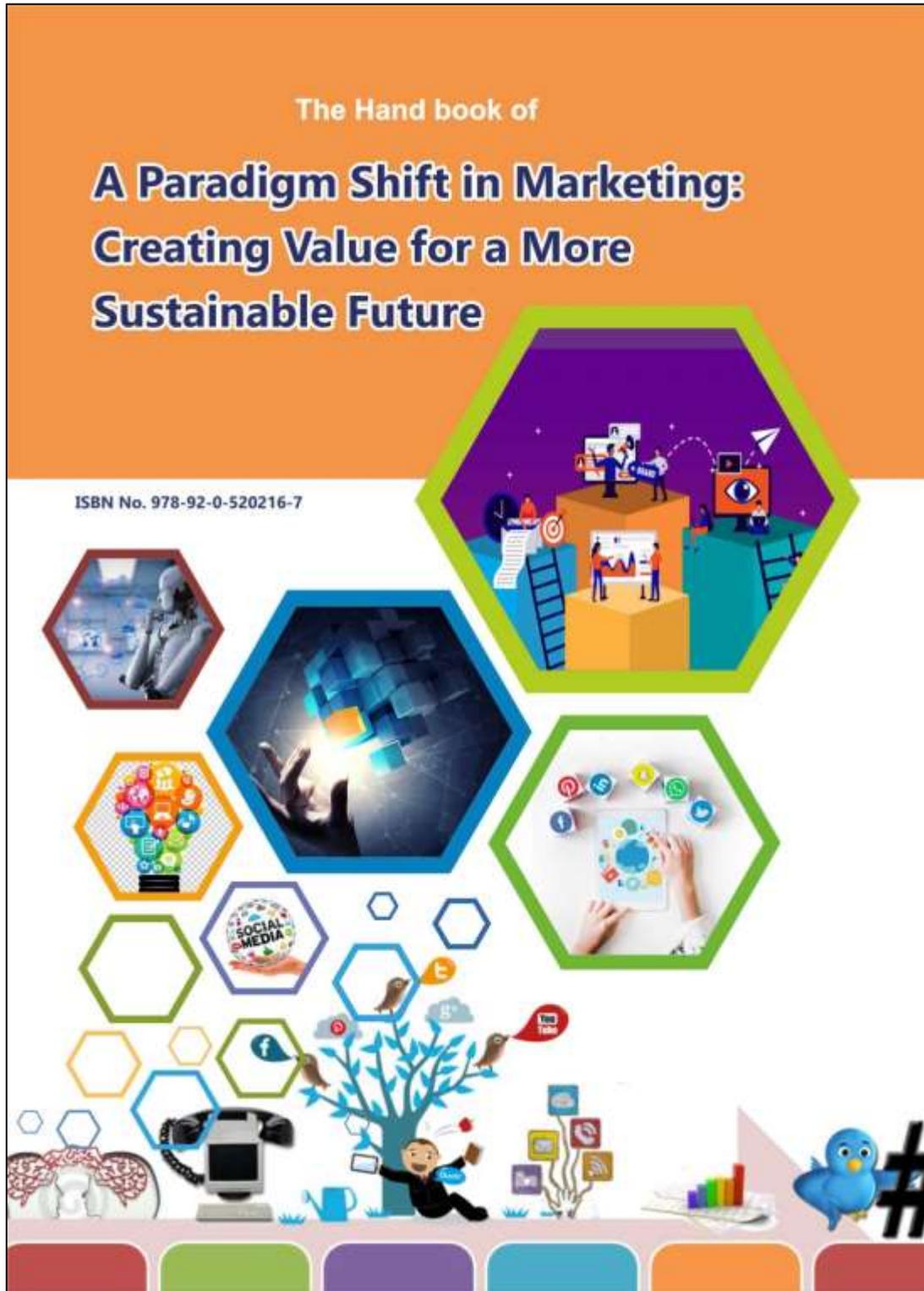
The sales staff has never been more data-rich than it is now, thanks to AI-driven CRM. AI has revolutionised the customer experience, and everything has been simplified. Because AI is integrated with CRM, the benefits are numerous, as shown below.

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## CONTENTS

S.No.	Title and Author	Page No.
01	Paradigm Shift Towards Mobile Marketing – A Study on Consumer Perspective <i>Mishel Elizabeth Jacob, Dr. P. Amra Mariyam and Dr. V. Ramadevi</i>	001
02	A Study on Customer Relationship Practices in Banking Sector <i>Rajani H Pillai, Mifzala Ansar and Sitara.G</i>	008
03	HRM Practices in Logistics Industry <i>Dr. Rajkumar Guntuku, Dr. R. Gokilavani and Dr. Maltri</i>	016
04	Tourism Marketing in an ERA of Paradigm Shift <i>Dr. R. V. Suresh, Dr. Archana Raja and Dr. A. Bhoomadevi</i>	025
05	Paradigm Shift in Indian Retail Banking Sector-Trends and Prospects <i>Dr. Arpana. D, Mrs. D.Prabha and Dr. S. Ramachandran</i>	034
06	Relationship Marketing: A Paradigm Shift in Indian Retail Banking Sector <i>Dr. Suja Sundram, Dr.P.Saradhamani and Dr. Prashant Pandey</i>	043
07	The New Marketing Renaissance: Paradigm Shift in Social Networks <i>Dr. Beena T, Dr. Gazala Masood and Sivasankar G A</i>	050
08	Consumer Buying Behaviour Towards Online Shopping: An Empirical Study <i>Dr. S.Umasarulatha, Dr. S. Kumaraperumal and Dr. S.Senthil Vadivel</i>	058
09	A Study of Online Purchase Behaviour of Customers in India <i>Dr. V. Vidya Chellam and Dr.S. Praveenkumar</i>	065
10	A Study of Buying Pattern of Life Insurance Products in India-A Paradigm Shift <i>Dr.M.Karthikeyan, Dr.G.Arasuraja and Dr.S.Vijayakanthan</i>	072
11	The Role of HRM Practices in Enhancing Branding <i>Dr. R. Subashini and Dr. G. Velmurugan</i>	082
12	A Study on Consumers' Perception Towards ECO-Friendly Products <i>Dr.Rathna Chellappa, Dr. Suresh Esakki and Dr. J. Saradha</i>	092
13	A Study on Online Shopping Behaviour of Customers with Special Reference to Chennai City <i>Dr.T.V.Ramana, Dr.K.Mahalakshmi and Dr. Jitendra Singh</i>	103



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**SYNCHRONIZED MARKETING**

# PARADIGM SHIFT IN INDIAN RETAIL BANKING SECTOR- TRENDS AND PROSPECTS

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**Abstract:** A wide variety of electronic goods and banking services have been made available to a wide range of people thanks to the use of technology, which has improved the efficiency of the financial system. To improve the payment system's openness and efficiency, governments throughout the globe are embarking on a path that includes everything from cash to contactless payments to mobile money. The Indian banking industry is undergoing a gradual but significant change. There has been a lot of investment and expansion in this sector in recent years. Mobile banking, SMS banking, internet banking, and ATMs are just few of the options available to consumers of most banks. RBI said India's banking sector is well-capitalized and tightly regulated (RBI). Unmatched in the world, the country's financial and economic conditions are incomparable. Indian banks' resilience in the face of the global financial crisis has been shown by several studies. New financial ideas, such as payments, have recently been introduced in the Indian banking industry. The banking and insurance sector is under constant pressure to adopt new business models, streamline operations, and improve processes due to competition, changing customer loyalty, a stringent regulatory environment, and the introduction of new rivals.

**Keywords:** Digital Banking, Payment System, IMPS and Retail Banking.

## 1. INTRODUCTION

Retail banking has been around for some time, it is becoming more widely accepted as a profitable and growing business sector for banks. Consumers may utilise the banking system to meet a range of financial needs via the notion of "retail banking." Retail banking include both retail loans and retail deposit accounts. Although retail banking and retail lending are often referred to as one and the same, retail lending is really a subset of the former. In retail banking, all of a customer's needs are addressed in a seamless manner. For retail bating, the

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Ms. Prabha D has over 18 years of teaching, research and administrative experience and is presently working as Assistant Professor at KG College of Arts and Science, Coimbatore. She holds a postgraduate degree in MBA with a specialization in Human Resource Management and Systems from Avinashilingam University in Coimbatore. Her intense research stimulated her to pursue Doctoral Degree from CMS Institute of Management, Coimbatore. She has published research papers in National and International journals and has authored book chapters in edited volumes of books and conference proceedings. In the year 2010, she passed the National Eligibility Test for Lectureship in Management, which was held by the University Grants Commission. Her areas of interest are Leadership, Organizational behavior and information technology. She has been awarded with best paper presentation in the international virtual conference on "The new normal in Business and Management" in the year 2020.



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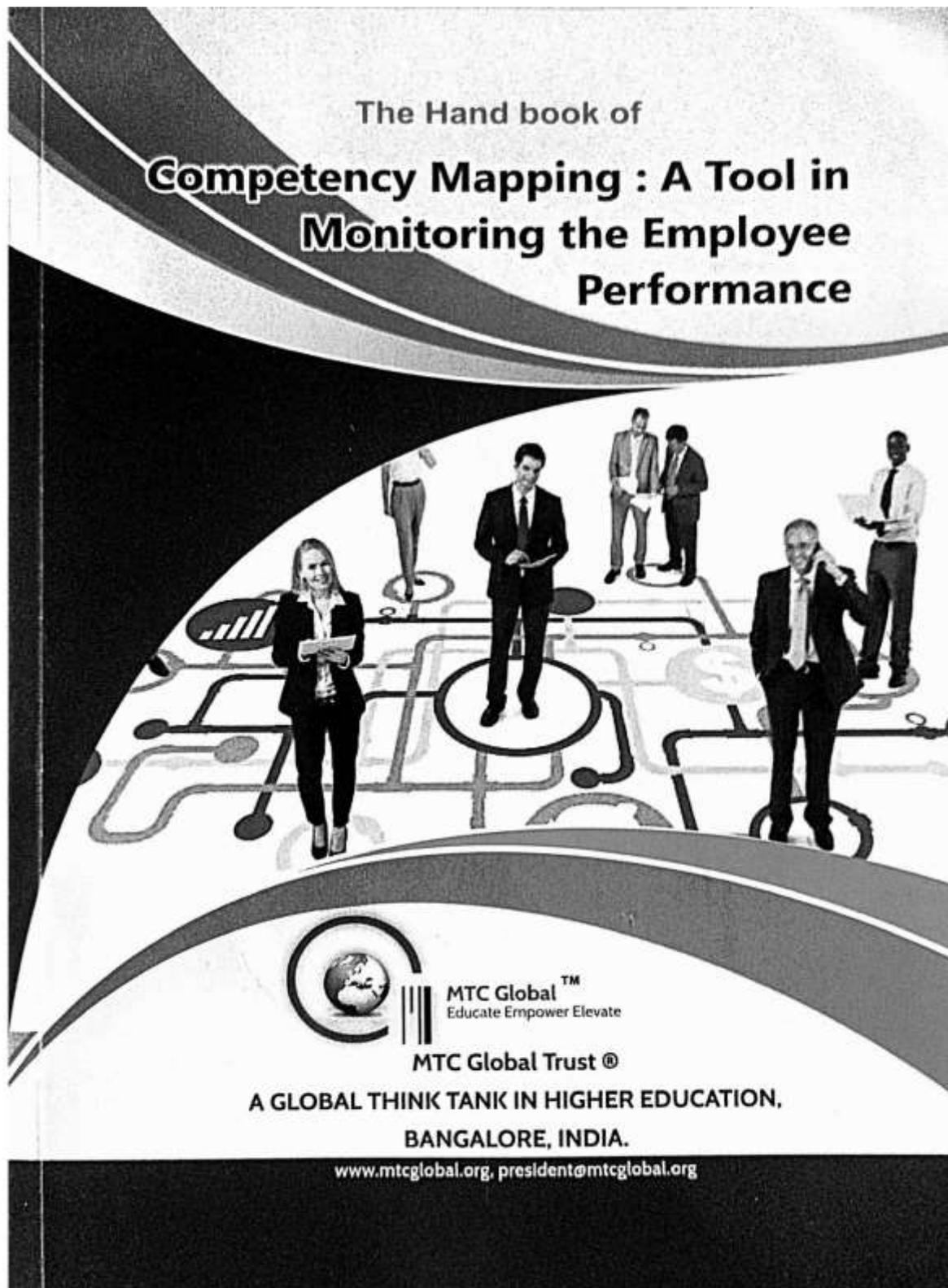
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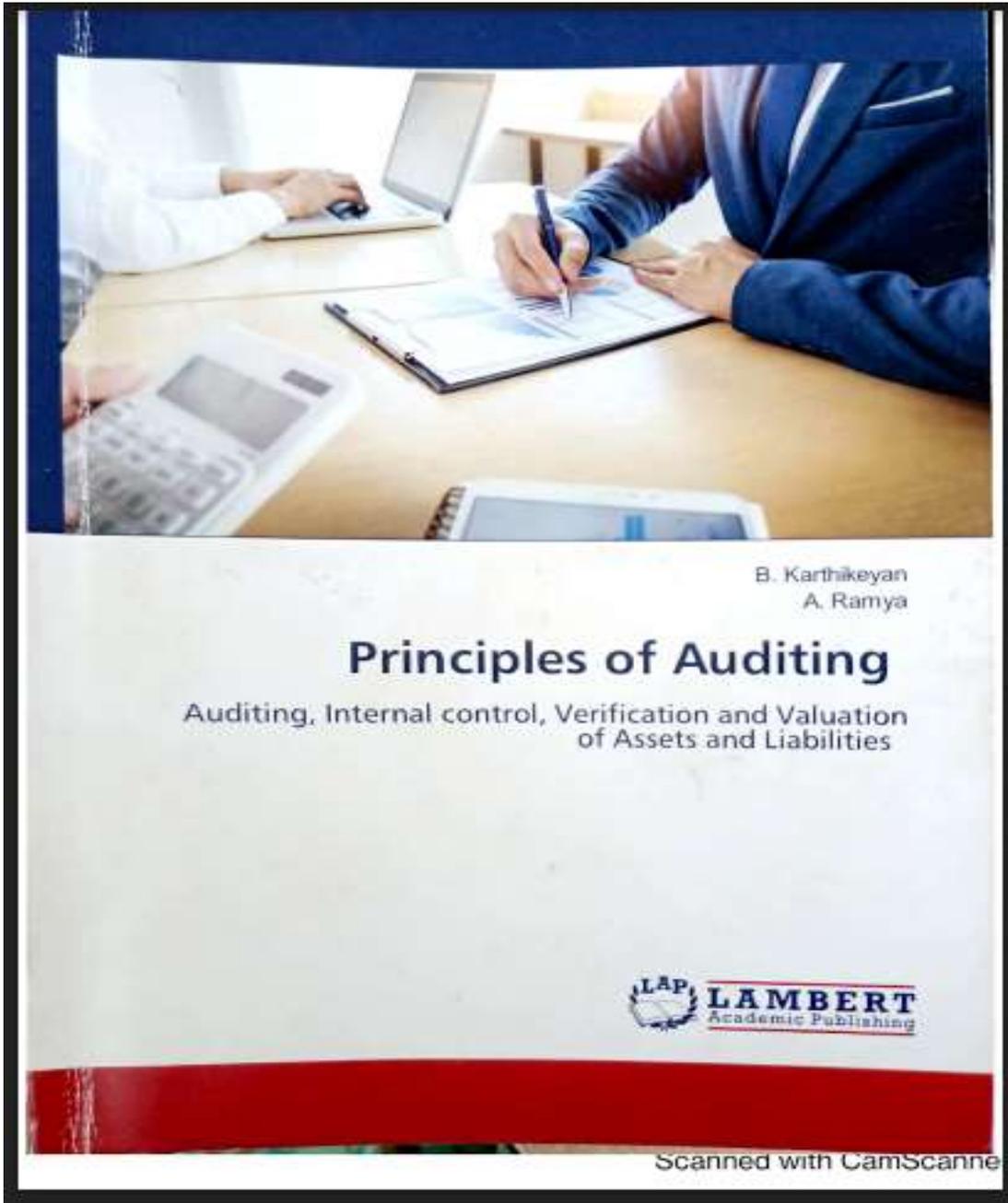
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Competency Mapping

## CONTENTS

S.No.	Title and Author	Page No.
01	Role of Outcome Based Education in the Competency Mapping: An Overview on Higher Education in India <i>Dr. K.Jamberi, Kanagasabapathy.G, Dr. Ramkishan Manjre</i>	001
02	A Conceptual study on competency Mapping in Monitoring the performance appraisal in IT Companies <i>E. Kamatchi Muthulakshmi, Dr.D.Muthukrishnaveni, Dr.S.Ramachandran</i>	008
03	Competency Assessment Tools: 360 Performance Appraisal System and Issues Faced by Employees <i>Dr. R.V. Suresh, Dr.Y.Babu Vinothkumar, Dr. C. Kala</i>	015
04	Blended Learning the Identification Tool of Competency for Online Teaching Success <i>Dr.Rathna Chellappa, Lakshmi H R, Dr.A.JohnWilliam</i>	024
05	Competency Mapping of Employee Working in Private Sector Banking <i>Dr.Gowrishankar .V, Dr.N.Pakutharivu, P.Shobanapriya</i>	031
06	Competency Assessment as a Tool of Talent Management: A Study in it Sector <i>Dr.R.Subashini, Dr G Velmurugan, Dr.N.Saravanabhavan</i>	040
07	Professional Competency and Assessment in Relation to the Attitude Towards Teaching Coping Strategies of Teachers <i>Prof. M. Devendra, Dr. K. Bhavana Raj, Ms.Sindhura.K</i>	049
08	Learning organisation and it's relationship between performance management and Competency among faculty of Arts and sciences colleges <i>Dr.V.P.Sriram, Dr. A.Vennila and Prof. M. Devendra</i>	060
09	Competency Mapping on Study Habits and General Well Being in Relation to Mobile Phone Usage among Engineering College Students <i>Iswarya.A.L, Sibi Akbarall, Prof. M. Devendra,</i>	069
10	Impact on Competency Development through Training and Development: An Empirical Study in it Industries <i>Dr. S. Anita Evelyn, Prof. Gargi Gohel, Dr.K.Santhana Lakshmi</i>	073



The origin of audit may be traced to middle ages but the audit in the present sense can be traced after the introduction of large-scale production in consequence of Industrial Revolution during the 18th century. Before this era, goods were produced by individuals on small scale. There was not much capital. The individual who invested the capital, usually himself maintained the accounts and, therefore, there are no necessity of checking them.



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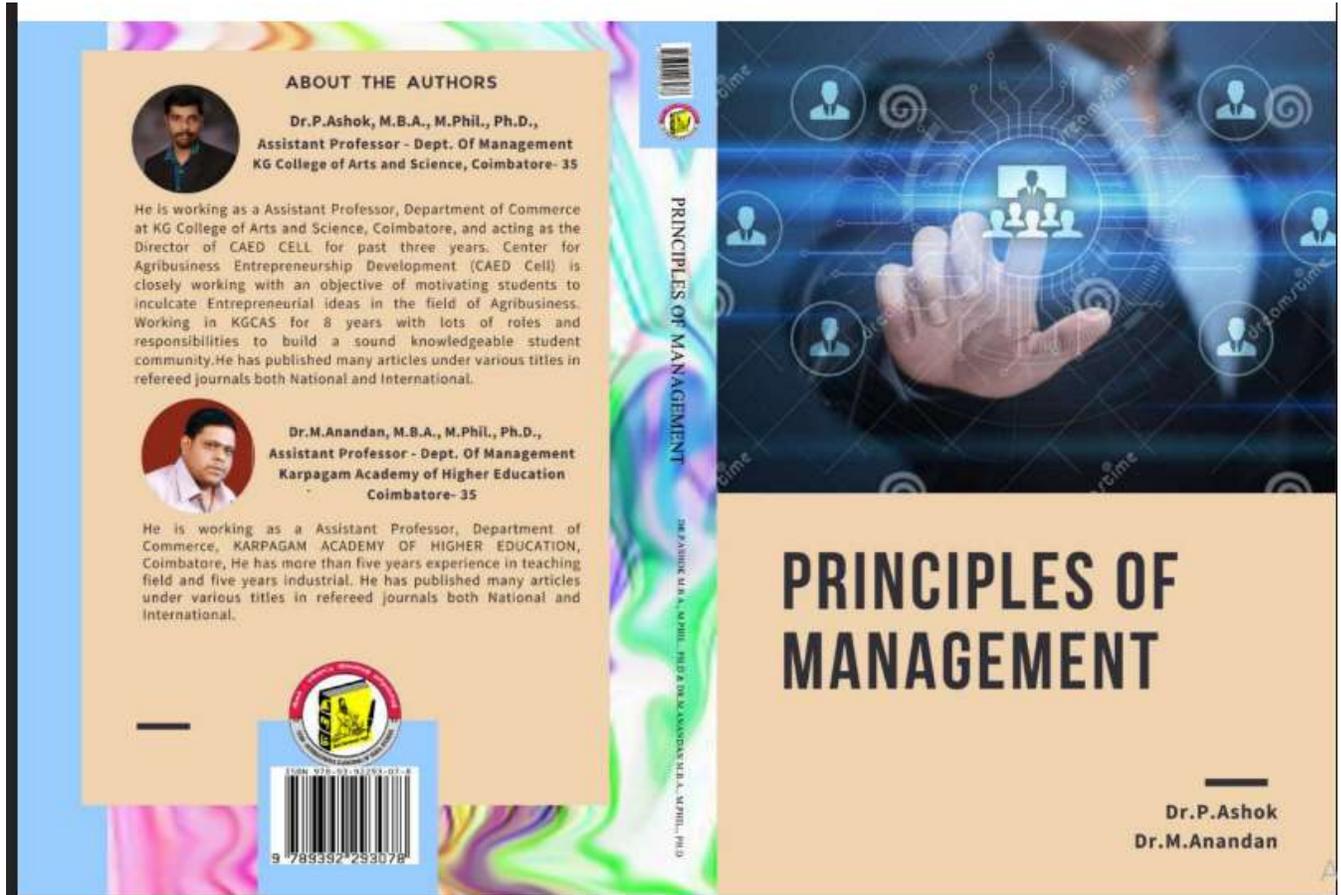
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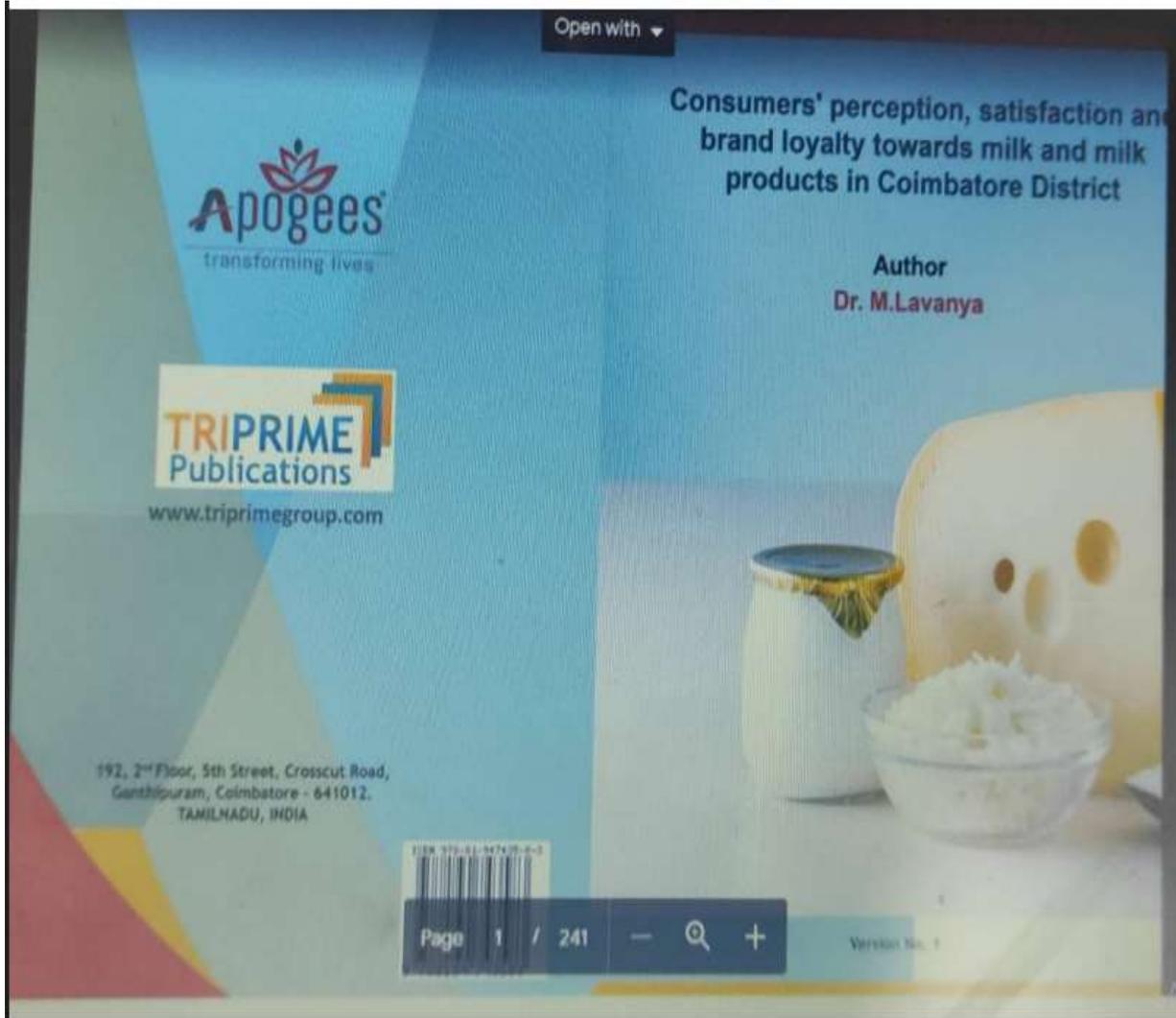


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## INDEX

S.No.	CHAPTER TITLE	PAGE No.
1.	<b>The Relationship of Reading and Writing Skills: A Systematic Review</b> <i>Hariharan, Ramganes</i>	1-5
2.	<b>Research Report Writing</b> <i>Subhashini, Muthalakshmi</i>	6-13
3.	<b>Social Media Research Tools</b> <i>Sasikala, Veliappan</i>	14-18
4.	<b>Introduction to Educational Research</b> <i>Jeya Mary, Selvakumar</i>	19-23
5.	<b>Nature of Research</b> <i>Devaraj</i>	24-28
6.	<b>Ethics in Doing Research</b> <i>Dr.S.Prema Latha</i>	29-32
7.	<b>Plagiarism and its Consequences</b> <i>Thanga Selvam</i>	33-38
8.	<b>Research Design</b> <i>Bharath</i>	39-45
9.	<b>Narratives Research Design</b> <i>Maria Albin Leon</i>	46-51
10.	<b>Quantitative Research</b> <i>Sasipriya</i>	52-58
11.	<b>Ad Hoc Analysis to Advance Research</b> <i>Guru Vasuki</i>	59-63
12.	<b>Action Research: A Genre in Educational Research</b> <i>Antony Arockia Anufia Mel</i>	64-71



Advanced Educational Research and Statistics

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### Meaning of Research

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## CONTENTS

S.NO	TITLE AND AUTHORS	PAGE NO
1	Usage of Technology to Enhance the Learning Attitude <i>Dr.T.Kannadasan</i>	1-5
2	An Overview of National Education Policy 2020 in India <i>Dr.R.Elangovan</i>	6-10
3	Youth@75: State of Indian Youth Since Independence <i>Dr.D.Nithilan</i>	11-14
4	NEP – 2020 – An Overview on Higher Education And Research <i>Dr.K.Krishnakumar</i>	15-22
5	A Study on Present Circumstances and Future Prospects of Advanced Education in India <i>Mrs. Archana Kumar &amp; Dr. J.K. Bharath</i>	23-26
6	An Overview of the National Education Policy, 2020 <i>Dr.B.Karthikayan, Dr.P.Ashok &amp; Dr.R.S.Sripoorni</i>	27-34
7	A Study on Dropouts of Tribal School Children in Coimbatore district <i>Dr.T.Prabu Venkatesh &amp; Ms.P.Selvi</i>	35-40
8	Issues and Challenges of Implementing NEP 2020 in Rural Areas <i>Dr.J.Bamini</i>	41-45
9	Factor Influencing to Student Dropout From Schools in India <i>Dr. Sundaramoorthy</i>	46-51
10	National Education Policy 2020: Reforms In Higher Education& School Education <i>Dr. K. Suresh Babu</i>	52-60
11	Continuous Professional Development (CPD) of Teachers - A Key Focus Area of NEP 2020 <i>Dr. I. Parvin Banu</i>	61-65

NEP 2020: ASPECTS OF IMPLEMENTATION IN HIGHER  
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A STUDY ON PRESENT CIRCUMSTANCES AND FUTURE PROSPECTS OF  
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Education is one of the significant factors necessary to the development of a country. It should be converted to the requirements of the time and changing script of the world. In particular, the advanced education and the mode of its delivery should be tuned time and again for lesser development and changes to manage with similar challenges. In this background, given the present script of Indian advanced education, there needs a paradigm shift in the advanced education system. The advanced education in India is, in general, sounded to be bleak since post-independence and raises several questions still unanswered.

The unplanned expansion of advanced education openings, twisting trend of the educated jobless, commercialization of education, the imbalance of volume with quality, ignorance equity and excellence are some of the material cases in point which pose nonstop pitfalls to advanced education of India. In this light, the new reforms in education to come must address all the below enterprises in advanced education and involve innovative modalities of how to classify and reclassify information, how to look at problems from new and different directions and at last how to bring about new unborn society to meet the challenges to come. To meet the futuristic prospects of Indian advanced education, preceptors shouldn't be spared in similar meaningful reforms since preceptors give with the stylish trained force for a nation similar as technologists, scientists, croakers, masterminds, policy makers, businessmen etc. It's thus preceptors too should be empowered as a part of reforms for Indian advanced education meeting the growing demands of liberalization and globalization going on in the world. Hence, the arising Indian society needs to make the system of their advanced education must innovative and futuristic to face the changing demands of the ultramodern Indian Society.

**Keyword:** Advanced education, paradigm shift, challenges



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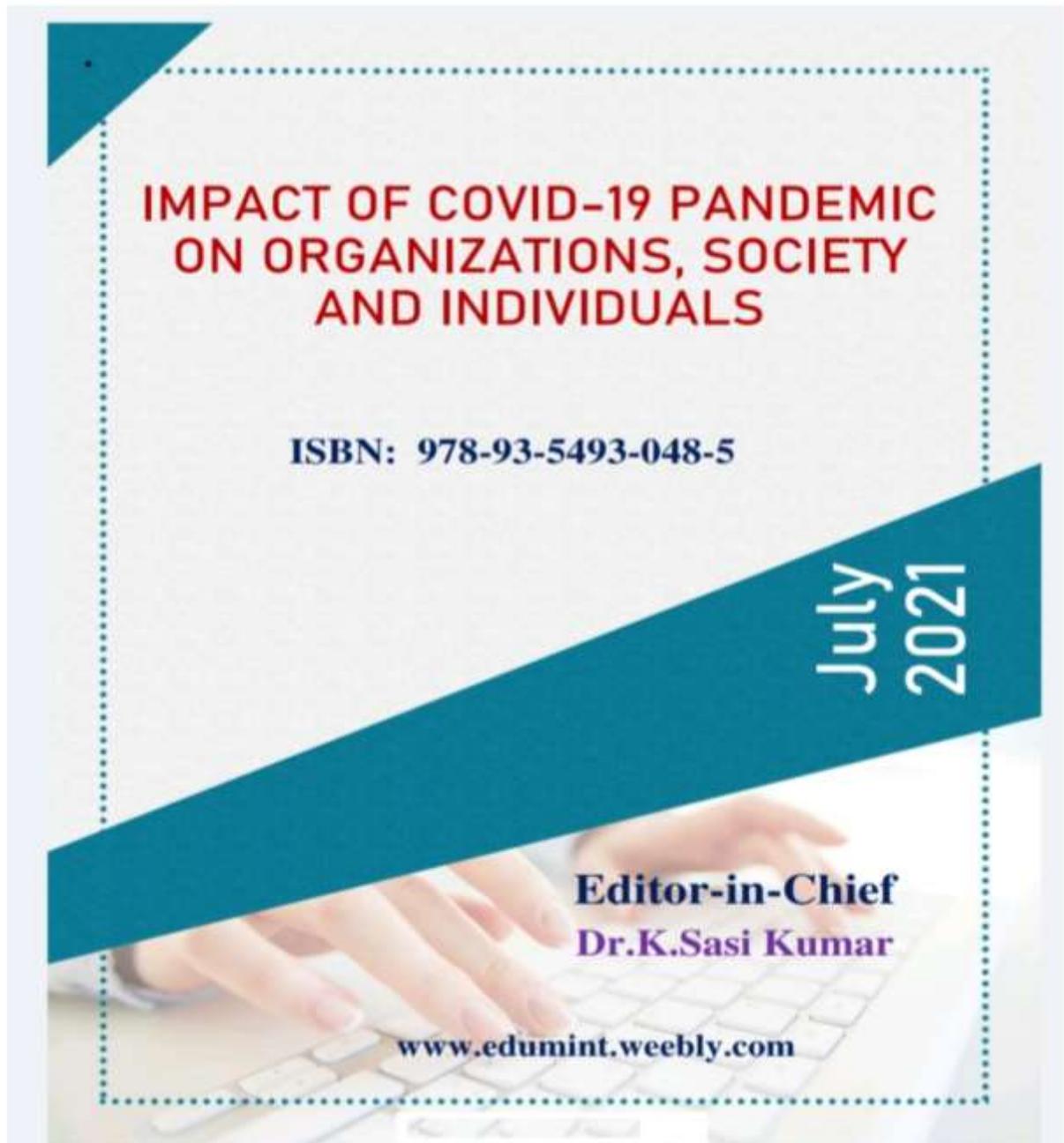
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16.	TRENDS IN ECOMMERCE DEVIPRIYA M	140-149
17.	AN ANALYTICAL STUDY ON PROFITABILITY ANALYSIS OF SELECTED PRIVATE BANKS Dr. T. Prabu Vengatesh, Dr. R. Srinivasan	150-162
18.	THE IMPACT OF COVID-19 ON INDIAN INDUSTRY Dr. A. Chitra & Dr. R. Gopinath,	163-173
19.	IMPACT OF COVID-19 AND LOCKDOWN ON MENTAL HEALTH OF WOMEN AND CHILDREN Dr. M. Ramya, Mithra Rivin	174-186
20.	Impact of Covid -19 on Franchise business in the kinder garden education and a Business continuity opportunity M.Arunprasad	187-194
21.	A STUDY ON STREET VENDORS LIVELIHOODS AND THEIR EFFECTS DURING POST LOCKDOWN PHASE IN TENKASI DISTRICT S.SUBHAMANGALA, & Dr.V.ANANDHAVALLI.	195-207
22.	A STUDY ON THE IMPACT OF COVID – 19 ON DIGITAL MARKETING Mrs. Deepashree. P & Mrs. Satishwari. T.K.	208-215
23.	A STUDY ON THE IMPACT OF COVID – 19 ON INTERNATIONAL TRADE Mrs. Deepashree, P	216-226
24.	DIGITAL MARKETING: FACTORS INFLUENCING SATISFACTION OF ONLINE SHOPPERS IN COIMBATORE CITY Mr. Manoj K Dr. Vignesh Ramamoorthy H	227-232
25.	INSIGHT ON SCHEME OF E-LEARNING THROUGH AGENT MINING FOR HIGHER EDUCATION LEARNING Ms.Priyadharshini N, Dr.Vignesh Ramamoorthy H & Dr.Loveline Zeema J	233-249

IMPACT OF COVID-19 PANDEMIC ON ORGANIZATIONS, SOCIETY AND INDIVIDUALS- JULY 2021

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#### ABSTRACT

This Paper is a study on the impact of Covid -19 on the franchise business especially in the kindergarten education. Covid 19 first surfaced in India in march 2020 since then the classes for the pre primary students has stopped and by June it has started with the online mode of conducting classes. Franchise model has more overheads in the form of high initial investment on infrastructure, royalties and advertisement charges which need to be paid to the franchisor this is coupled with the other rental, labor expenses. Covid -19 has brought in a situation that rents had to be paid without income or needed renegotiation and also the franchisor fees. As education can be imparted if there is speaker and a listener and the listener is capable of acquiring the knowledge then it is successful impartation of knowledge. Online platform has helped educational institution to further their services in the Covid - 19 pandemic. This study gives an insight to the franchisees in this sector of some possibilities to realign different parameters for the continuity of the business with reasonable profit within the stipulated rules laid down by the Government of India.

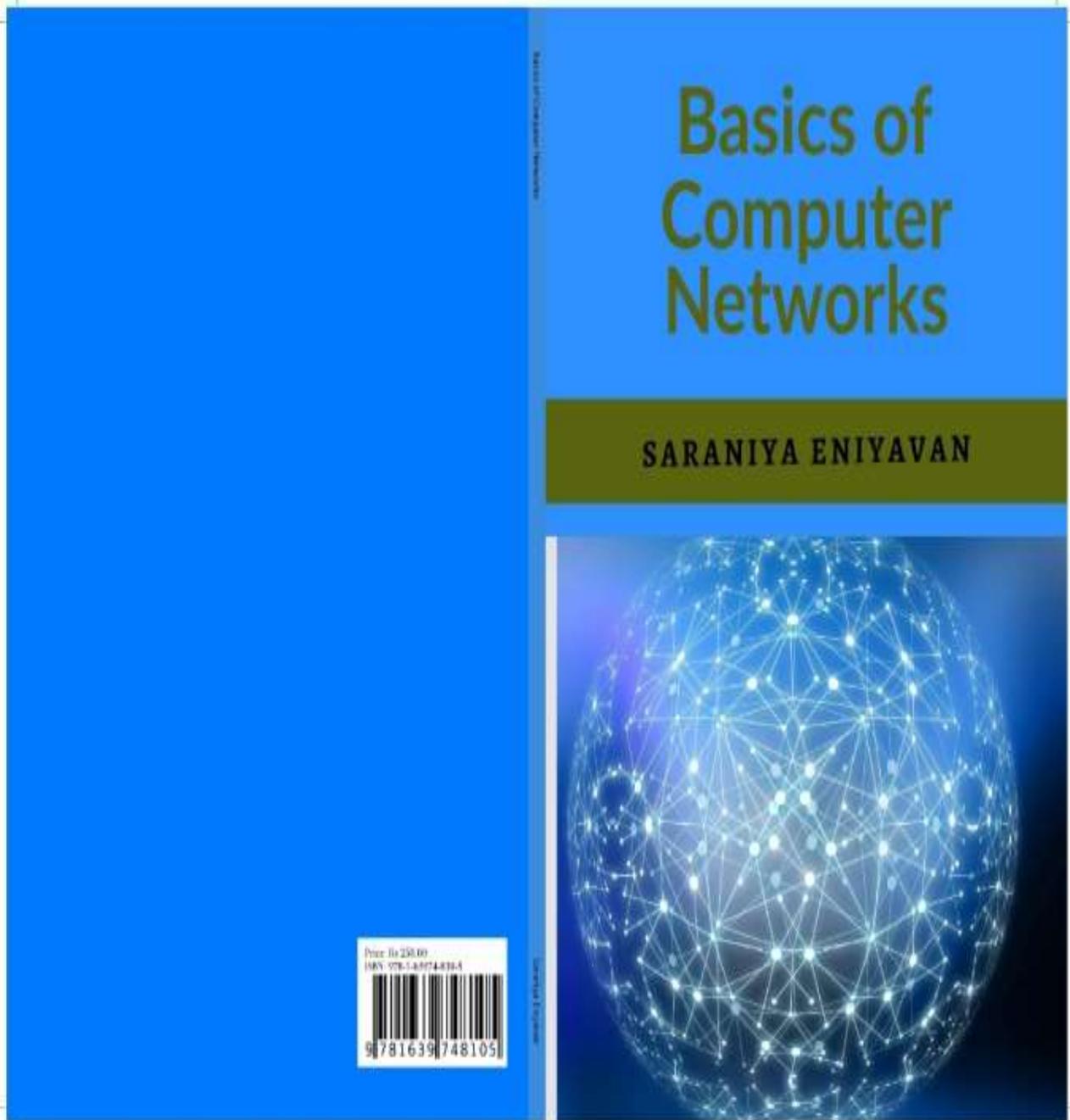
Keywords: Franchise, Business continuity, Kindergarten education, Covid 19, Fees, Government stipulation.

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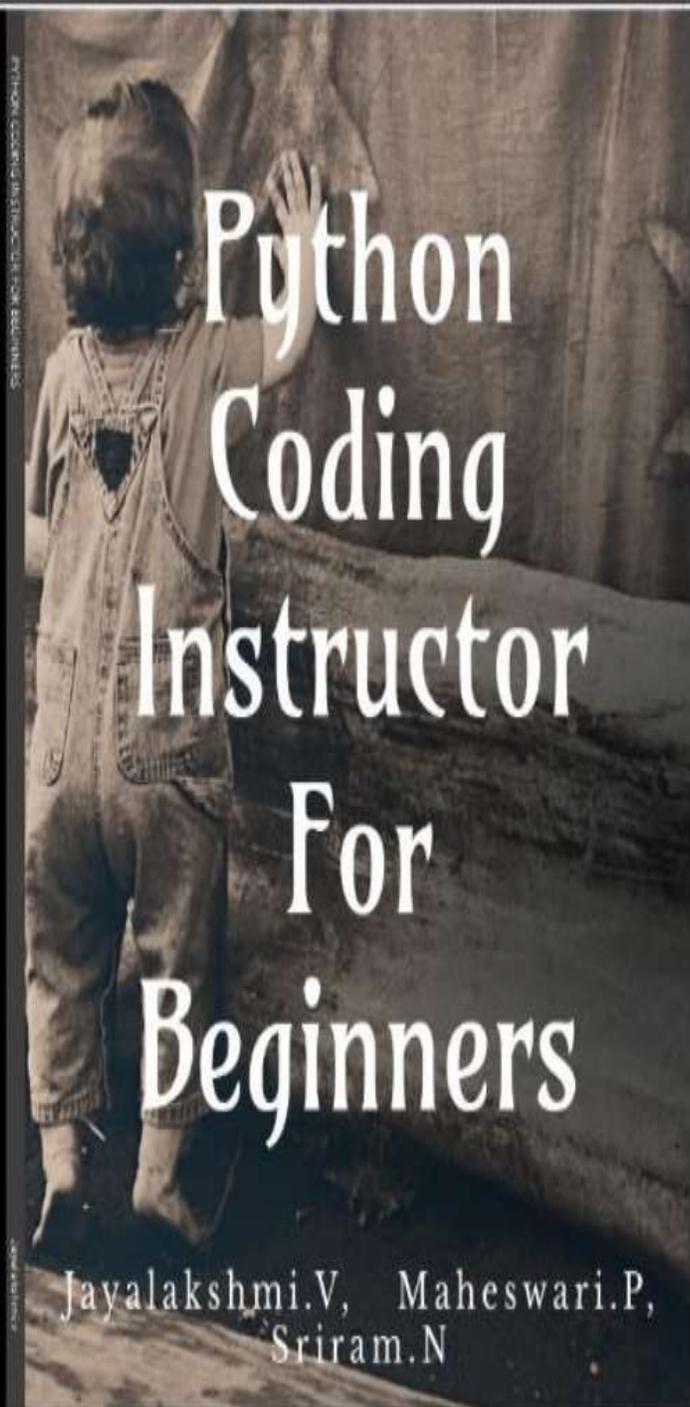
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The book "Python Coding Instructor for Beginners" is aimed to provide basic knowledge about Python programming which is essential for Data Science. This book is divided into 12 chapters. Chapter 1 is about Introduction of Python, Installation, 2 important Python IDEs which are widely used in industries. Chapter 2, 3 and 4 about the basic building block of any language that is variables, operators and control structures respectively.

Chapter 5, 6, 7, 8 are about built-in data types used to store collections of data named List, Tuple, Dictionary, Set respectively. Chapter 9 Function is one of the important concepts applied for code optimization explained with examples. Common python libraries Numpy, Matplotlib were discussed briefly in chapter 10. Chapter 11 is about short notes on the Matrix.

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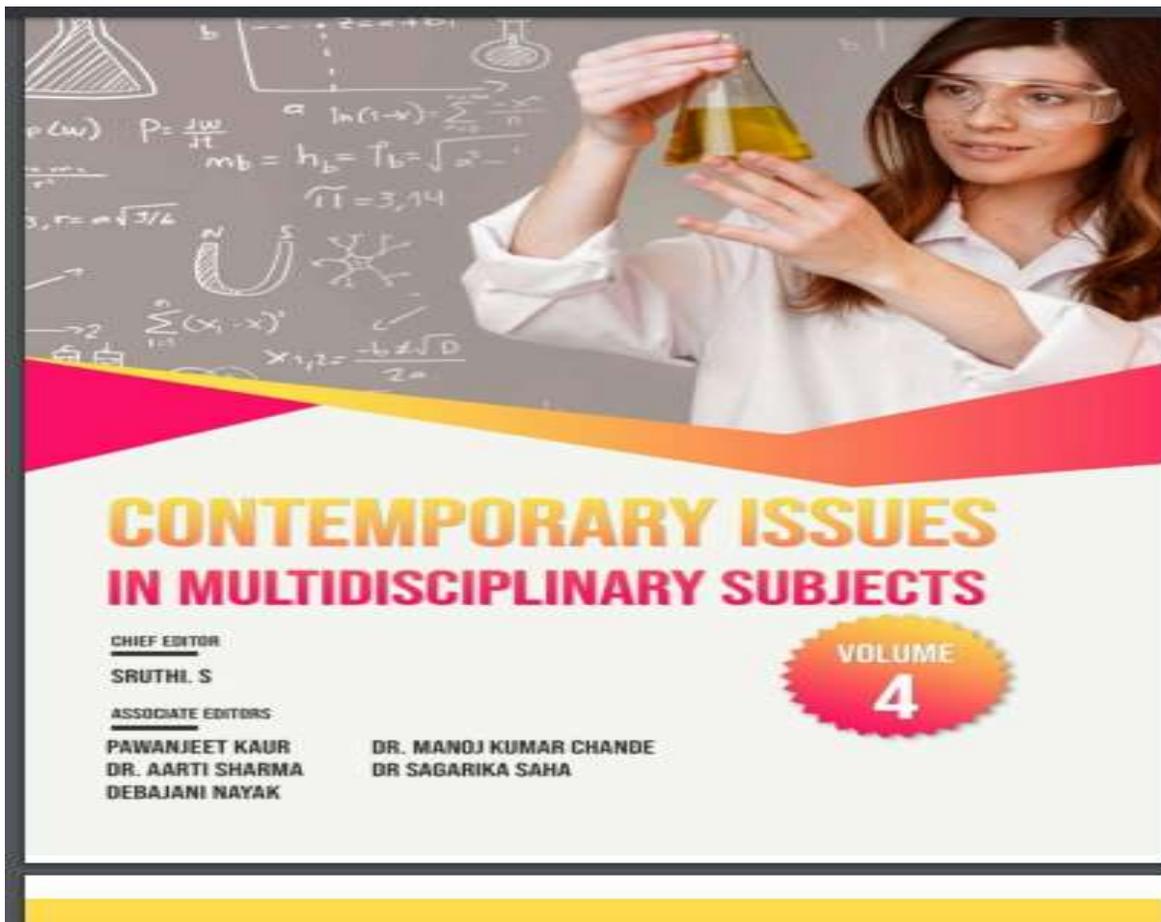
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CHAPTER NO.	CHAPTER NAME	PAGE NO.
10	<b>Covid-19 Pandemic and Its Impact on the Indian Economy</b> Dr. Chandrakant P. Kamble	81
11	<b>Revisiting Socio-Political Ideology and Parental Concern in Vijay Tendulkar's Kanyadaan</b> Dr. Raji Ramesh	86
12	<b>Impact of Online Education on Students During Covid-19</b> Dr. Smriti Malhotra, Dr. Rasna Sehwat	93
13	<b>Modernism Accepted by the Tribals</b> Dr. Soma P. Gondane	99
14	<b>Envisioning The Dogri Folk Literature</b> Dr. Chetna Gupta	103
15	<b>Industry 4.0: Technologies, Applications and Challenges</b> Dr. D. Helen	112
16	<b>A Study on Consumer Behaviour and Brand Preference of Mobile Phones in Chennai City</b> Dr. Denis Amirtharaj. S. M., Dr. A. Balamurugan	120
17	<b>Ethical and Lawful Issues in E-Marketing in India</b> Dr. R. Kanchana, Dr. G. Karthiyayini	131
18	<b>Ottawa Agreement (1932)</b> Dr. T. Jayanthi	135
19	<b>Five Major Technological Trends of 2022</b> G. K. Jakir Hussain, Dr. S. Kirubakaran, Raja	139
20	<b>Survey On Federated Learning</b> Dr. S. Kirubakaran, G. K. Jakir Hussain, Abullah Mohan	143
21	<b>Prospects of Floating Solar Power Plant in India</b> D. Venugopal, K Kalirajan, R. Balamuruges	147

## CHAPTER 17

**Ethical and Lawful Issues in E-Marketing in India****Dr. R. Kanchana<sup>25</sup>, Dr. G. Karthiyayini<sup>26</sup>****Abstract:**

Virtuous concerns in the study of what is right and what is wrong, some disputes are like not having clearness in financial interest about the product, use of intellectual property rights (IPR) ownership, pirated software worldwide, preserving security, web tracking etc. A technology occurring in innovation joins certain moral principles into law. E-promoting empowers new strategic approaches it enjoys many benefits similarly it likewise brings certain risk. This applied paper states around moral and lawful issues in e-promoting safety and security

**Keywords:** *E-Marketing, Ethical and Lawful issues, Intellectual Property Rights, Web tracking, Security preserving*

**Introduction:**

**E**-Marketing has its capacity to show the presence of the item progressively. Marketing has its own importance to say making a want and mindfulness about the item in the brain of individuals to buy the item. When its blend in with data innovation it might give rise numerous moral and lawful issues identified with safety and security. A moral and lawful issue applies to business same must apply for e-business. Likewise marketing moral and legitimate issues must be apply for e-marketing. In the present universe of Information Technology everybody needs to finish their job in extremely more limited term and with little exertion. This might affect thought of moral and lawful perspectives.

**E-Marketing ethical issues:**

Ethics normally worried about qualities and practices followed by experts or potentially other individual who is master in the information. Ethics worried about picking the option among good and bad. In the event that one pick directly from wrong it called as ethics though off-base arrangements with deceptive. Ethical issues regarding e-marketing includes web following, Privacy save, Paid ad and so forth, with content advising, remote web mail, picture moving, video accounts, and even video conferencing from telephones and other individual specific contraptions with verifiable speakers and cameras, the Internet will impact a larger number of lives than any time in late memory. Security and

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# Index

---

**Chapter - 1**

A Study On Derivatives With Special Reference On Options Trading Strategies.....	1
---	---

**Chapter - 2**

E-Business: Evolution And Growth In India .....	22
---	----

**Chapter - 3**

Impact Of Proactive Personality And Entrepreneurial Alertness On Social Entrepreneurial Intentions Among University Students .....	33
--	----

**Chapter - 4**

Effect Of Advertisement Taglines In Consumer Mind, Subconsciously Helps To Buy Products .....	45
--	----

**Chapter - 5**

Impact Of E-Commerce In Rural India.....	59
--	----

**Chapter - 6**

Mismanagement Of Water: A Crisis By Manmade Problem.....	75
--	----

**Chapter - 7**

Online Business Challenges & Safeguarding Issues.....	86
---	----

**Chapter - 8**

A Review Of Service Quality Models .....	103
--	-----

**Chapter - 9**

New Normal & People First Culture: A Study With Reference To Covid-19 Pandemic .....	113
---	-----

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## Online Business Challenges & Safeguarding Issues

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### Abstract

On every year new trends and new technologies are emerging. These deviations help the great growth opportunities for ecommerce companies and online retailers who are equipped to wrestle them, they can also present challenges for businesses that aren't prepared to take new technology and other changes in pace. The growth of the e-Commerce market in India is mounting as it attracts lots of retailers to have an online store to enhance their business worldwide.

**Keywords:** E-commerce, Retailers, Challenges, Problems.

### Introduction

E-Commerce in India is the firmest growing and most exciting channel for viable transactions. The Indian e-commerce market is expected to grow to see 300-350 million shoppers by 2025. As of August 2020, the number of



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CHAPTER NO.	CHAPTER NAME	PAGE NO.
19	ACADEMIC PROCRASTINATION AND SOCIAL MEDIA USAGE AMONG UNDERGRADUATE STUDENTS IN RELATION TO THEIR GENDER AND LOCALITY <b>Momin Sumaiya</b>	139
20	CHALLENGES OF WOMEN ENGAGED IN STREET VENDING DURING COVID-19 PANDEMIC: A STUDY <b>Mongita Gogoi</b>	146
21	STUDY OF DIFFERENT TYPES OF REACTION IN COORDINATION COMPOUNDS <b>Mr. C. U. Dhanwad , Mr. N. B. Bhagat</b>	151
22	COMPETITIVE FEATURES IN TOURISM <b>Mr. Ritesh Suresh Tondase , Dr. Shamrao Parashram Ghodake , Dr. Pritam Pravin Kothari</b>	158
23	CHALLENGES FACING THE CREATION OF FARMS IN THE "ASK HIM TO FARM POND" SCHEME <b>Dr. Satyam Kakasaheb Sanap , Mr. Santosh Arjun Shinde</b>	166
24	ROLE OF WOMEN AGRICULTURE LABOURERS IN TENKASI DISTRICT <b>Mrs. J. Sutha</b>	170
25	A COMPARATIVE STUDY OF JOB SATISFACTION AMONG GOVERNMENT AND PRIVATE SCHOOL TEACHERS AT DISTRICT FATEHGARH SAHIB <b>Ms. Bhawna Rani</b>	176
26	EFFECT OF PARENTING STYLE ON SELF ESTEEM AND HARDINESS AMONG COLLEGE STUDENTS <b>Ms. Rupali Nawale</b>	183
27	AN OVERVIEW OF BIG DATA AND ITS APPLICATION IN MANAGEMENT PERSPECTIVE <b>Ms. Paramesswari. N , Ms. J anani. R</b>	189

## CHAPTER - 27

### AN OVERVIEW OF BIG DATA AND ITS APPLICATION IN MANAGEMENT PERSPECTIVE

Ms. Paramesswari. N<sup>96</sup>, Ms.J anani. R<sup>97</sup>

#### Abstract:

Now –a –days the term big data is prevailing all over the world in all the field in the organizations. The challenges include analysis, capture, curation, search, sharing, storage, transfer, visualization, and privacy violations. The trend to larger data sets is due to the additional information derivable from analysis of a single large set of related data, as compared to separate smaller sets with the same total amount of data, allowing correlations to be found to "spot business trends, prevent diseases, and combat crime and so on". An attempt is made to overview the big data analytics in the field of human resource management.

**Keywords:** *Bigdata, golden opportunity*

#### Introduction:

**B**ig data is an all-encompassing term for any collection of data sets so large and complex that it becomes difficult to process them using traditional data processing applications. The challenges include analysis, capture, curation, search, sharing, storage, transfer, visualization, and privacy violations. The trend to larger data sets is due to the additional information derivable from analysis of a single large set of related data, as compared to separate smaller sets with the same total amount of data, allowing correlations to be found to "spot business trends, prevent diseases, combat crime and so on."<sup>(1)</sup>

#### What is big data?

Big data is a popular term used to describe the exponential growth and availability of data, both structured and unstructured. And big data may be as important to business – and society – as the Internet has become. Why? More data may lead to more accurate analyses.

More accurate analyses may lead to more confident decision making. And better decisions can mean greater operational efficiencies, cost reductions and reduced risk. <sup>(2)</sup>

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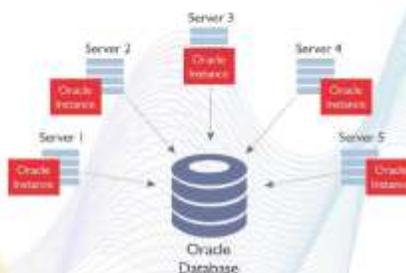


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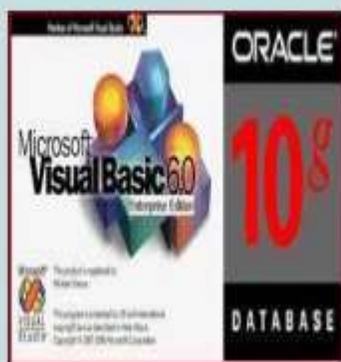
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Web Programming Lab

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CASE Tools Lab

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About the book:

This book will help the beginners to understand the concepts of HTML 5.0 which will help the students to practice the complete tags. This book helps to create a basic web page using HTML 5.0 with simple and easy to understand examples.

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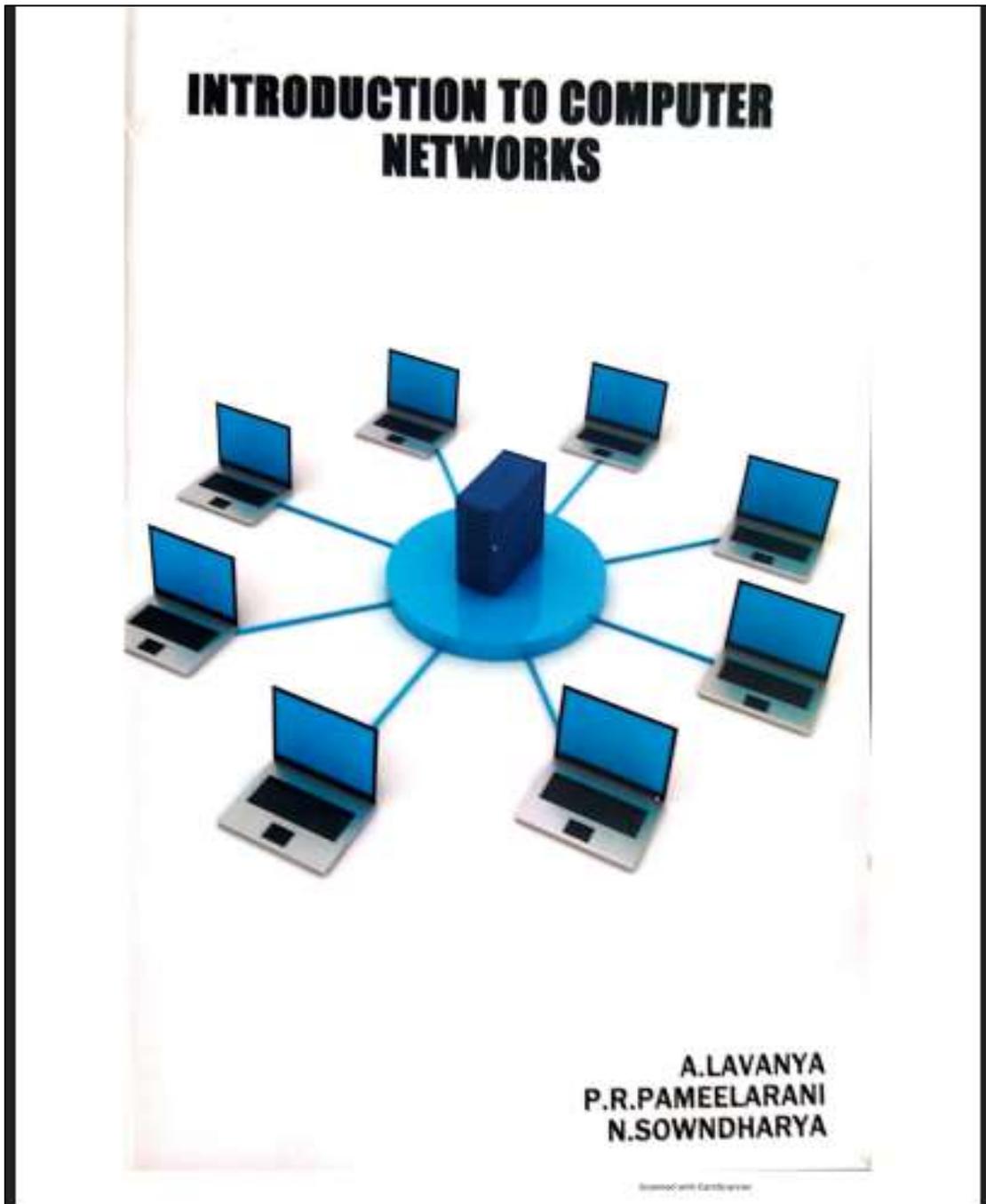
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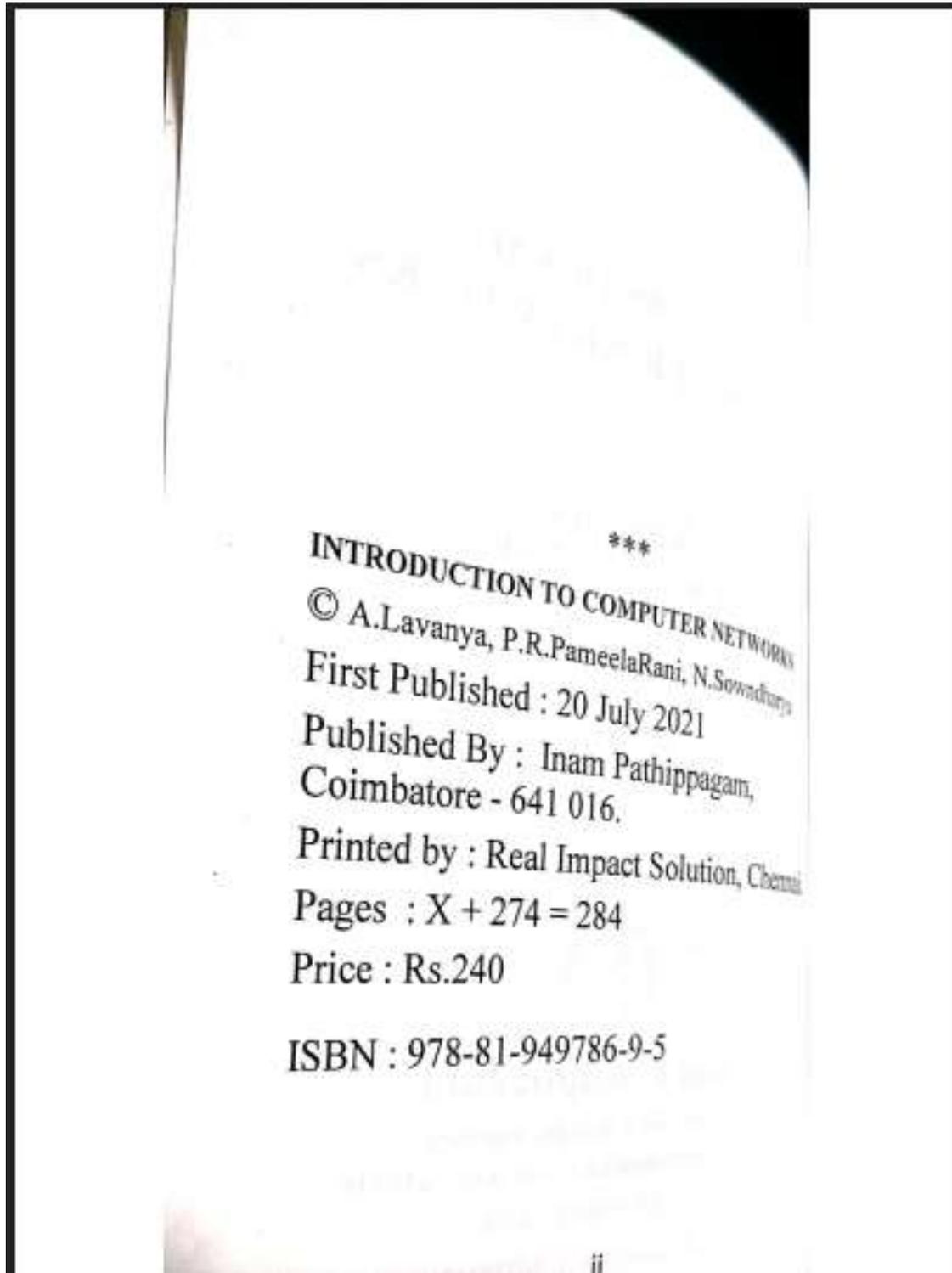


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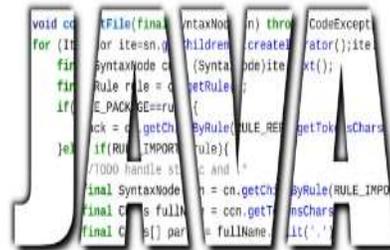
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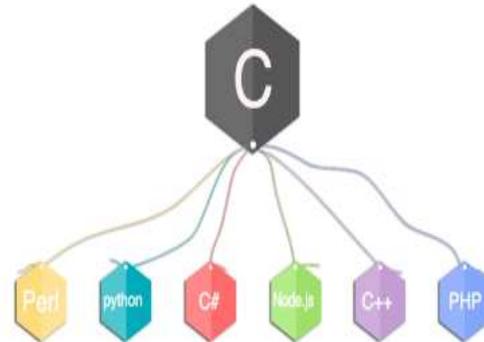
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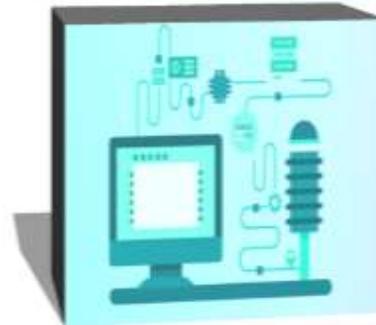
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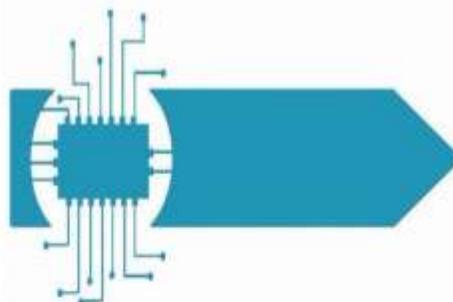
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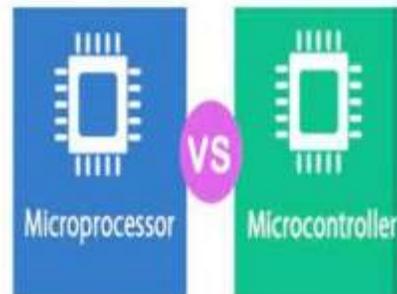
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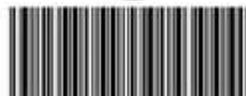
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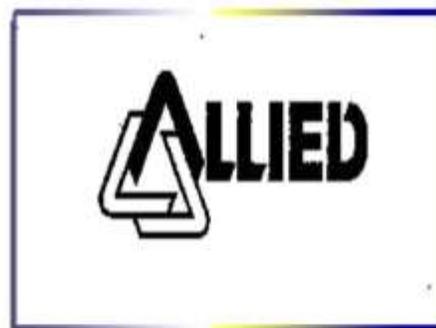
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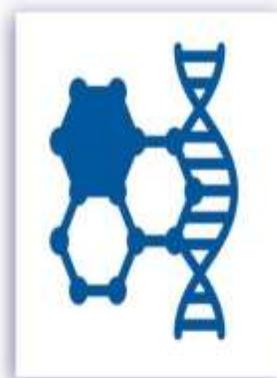
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<b>viii Recent Trends in Engineering and Technology</b>	
• Feebly Generalized Continuous and Irresolute Mapping in Bitopological Spaces	36
• FG-Irresolute Functions in Bitopological Spaces	41
• Composition of Maps on FG-Continuous and Irresolute Functions in Bitopological Spaces	43
• Acknowledgements	45
• References	45
<b>5. E-Freshness by Using IoT with Arduino UNO</b>	<b>47</b>
<i>Dr. C. Daniel Nesa Kumar, Mrs. Viba Mary J., Mr. Vijaya Kumar and Mr. Vasanth Rajamani</i>	
• Introduction	47
• Components Used	48
• Study about the System	51
• Hardware Screenshot	52
• System Implmentation	54
• Conclusion	55
• References	56
<b>6. A Smart Stick for Assisting Blind People Using IoT with Arduino UNO</b>	<b>59</b>
<i>Dr. C. Daniel Nesa Kumar, Dr. N. Revathy, Dr. N.A. Sheela Selvakumari, Ms. S. Devaki</i>	
• Introduction	59
• Relevant Study	60
• Components Used	61
• Study about the System	61
• Hardware Screenshot	62
• IOT Input Screens	63
• System Implementation	63
• IOT Output Screens	65
• Conclusion	65
• References	66
<b>7. Internet of Things Based Street Lighting System for Smart City</b>	<b>69</b>
<i>Dr. C. Daniel Nesa Kumar, Dr. V. Kavitha, Mr. P. Vigneshkumar, Ms. S. Viji</i>	
• Introduction	69
• Related Work	70
• Components Used	71

# 5

## E-Freshness by Using IoT with Arduino UNO

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### ABSTRACT

Every year, meals, amounting to 1.3 billion heaps is being wasted around the globe. In addition, consistent with a have a look at via NRDC, supermarkets throw away 43 billion kilos of food in keeping with 12 months. Another record by The Food Trust suggests that as much as 50% of the produce is thrown out while nevertheless safe to eat. Imagine, even if a fraction of such meals waste can be saved, it is able to advantage nearly 9 million people who die of starvation and starvation-related sicknesses each 12 months.

With IoT, AI and laptop vision techniques in an agriculture or meals control device, the Smart Food Monitoring answer analyzes numerous variables and gives actionable metrics. The solution impacts different areas which include harvesting, processing, distribution channels and shelf lifestyles in retail grocery shops. In addition, with temperature manage in freezers and refrigeration systems, agencies can save you food spoilage and follow food protection rules. Food safety is vital to keep away from meals borne sicknesses and to ensure the public health. Monitoring of perishable food merchandise and early detection of decay will keep away from loss because of food wastage and also guarantees the freshness of meals. In this state of affairs, faraway monitoring of fruits during transportation from area to shelf can ensure the high-quality of fruit. In this work, a wireless sensor network turned into designed for monitoring of end result for the duration of transportation or even after storage. Internet of things became extensively utilized for facilitating online monitoring of end result from any faraway vicinity. It has done the fusion of sensor information including temperature, humidity and moisture to avoid redundant data garage and boom the performance of choice making.

### Introduction

Food monitoring is of high interest to make certain the freshness and pleasant of the food. Tracking refers to supplying information about the food trough out there

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