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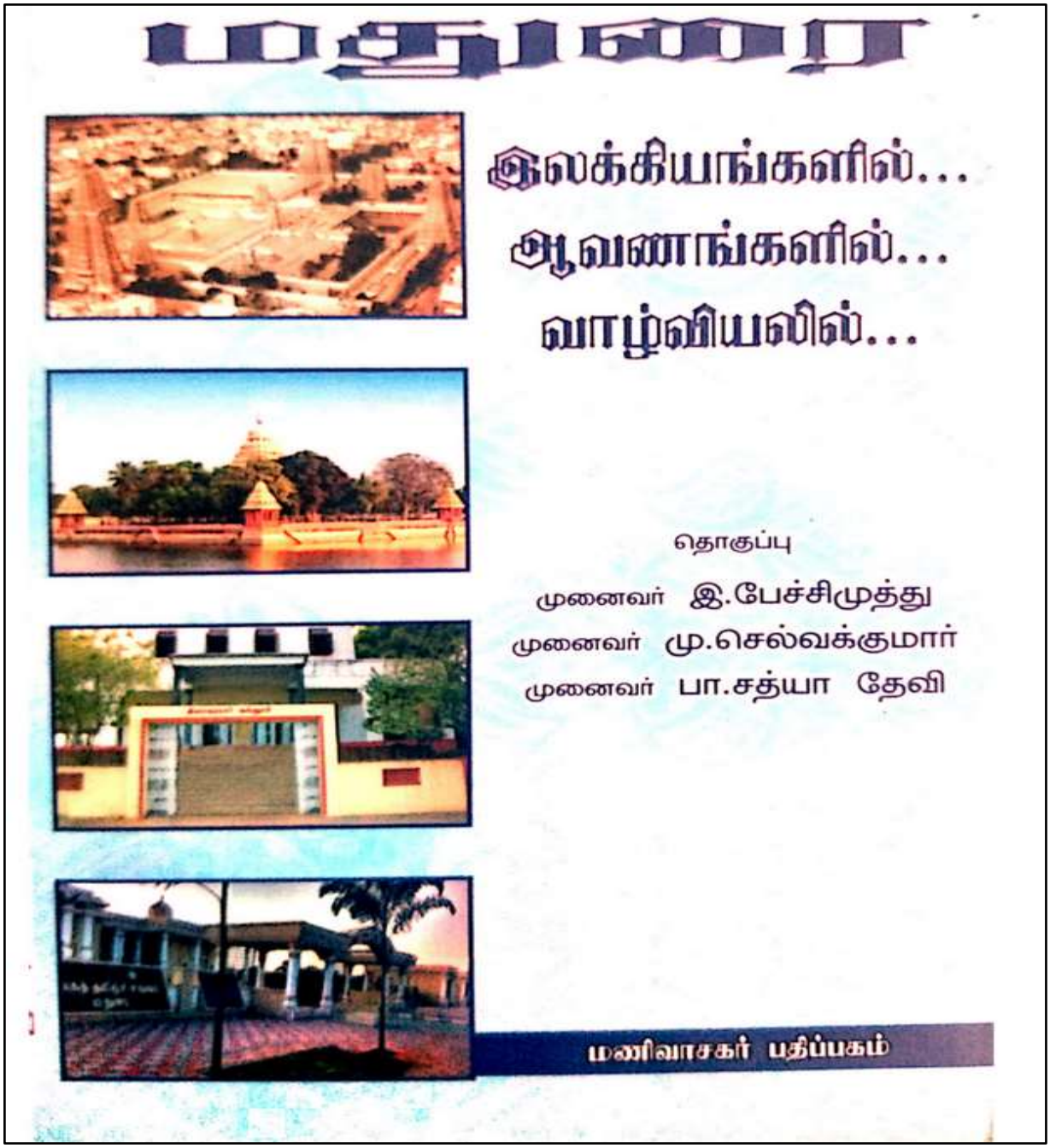
மதுரை
இலக்கியங்களில்...
ஆவணங்களில்...
வாழ்வியலில்...
தொகுப்பு
முனைவர் இ.பேச்சிமுத்து
முனைவர் மு.செல்வக்குமார்
முனைவர் பா.சத்யா தேவி
மணிவாசகர் பதிப்பகம்

மதுரைக்காஞ்சியும் மதுரையும்

அ.பாலகிருஷ்ணன்
முனைவர் பட்ட ஆய்வாளர்
தமிழ்த்துறை
பூ.சா.கோ.கலைஅறிவியல்கல்லூரி
கோயம்புத்தூர்–14.

சங்க காலத் தமிழகத்தைச் சிறப்புடன் ஆட்சிசெய்தவர்கள் மூவேந்தர்கள் எனப் போற்றப்படும் சேர, சோழ, பாண்டியர்கள் ஆவார்கள். 'வண்புகழ் மூவர் தன் பொழில் வரைப்பின்' எனத் தொல்காப்பியம் மூவேந்தர்களையும் சிறப்பித்துக் கூறுகிறது. இவர்களில் செம்மையும் சிறப்பும் கொண்ட பாண்டியாரின் கோநகராக மதுரை விளங்கியது. இம்மதுரை மாநகர் 'சங்கம் வைத்துத் தமிழ் வளர்த்த மதுரை' என்ற பாராட்டைப் பெற்றுள்ளது. சங்க காலத்தில் மதுரை மாநகர் தமிழ்மொழி வளர்ச்சிக்கு மட்டுமல்லாமல் பண்பாடு, கலை, வாணிபம், மக்களின் வாழ்க்கைத் தரம், பொருளாதாரம் என அனைத்திலும் மேம்பட்டு விளங்கின. சிறப்புடைய பேரூர்களாக விளங்கிய சில நகரங்கள் அழிந்து போனாலும் அழியாது இன்று வரை வரலாற்றுச் சிறப்புமிக்க புகழ் பெற்ற நகரமாக மதுரை விளங்கி வருவது குறிப்பிடத்தக்கது. இத்தகு சிறப்பினையுடைய மதுரையின் தோற்றத்தை; மதுரைக் காஞ்சி எவ்வாறு வெளிப்படுத்துகிறது என்பதை காணலாம்.

தமிழ்ச்சங்கங்கள்

பாண்டிய வேந்தர்கள் முச்சங்கங்கள் வைத்துத் தமிழை வளர்த்தனர் என்பது சான்றோர் கூற்று. எனினும் முச்சங்கங்கள் பற்றி முழுதும் உரைப்பவர் இறையனார் களவியலுரையாசிரியர் நக்கீரனார் ஆவர். இவ்வுரையில்தான் முதன்முதலில் சங்கம் பற்றிய செய்திகள் காணப்படுகின்றன.

முச்சங்கங்கள் பற்றி இறையனார் களவியலுரை கூறும் கால வரையறை சற்றே மிகைப்படுத்திக் கூறப்பட்டிருந்தாலும், சங்கங்கள் இருந்ததற்கான சான்றுகள் அதிகம் காணப்படுகின்றன.

"ஓங்கிய சிறப்பின் உயர்ந்த கேள்வி
மாங்குடி மருதன் தலைவனாக

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ON

DIGITAL INDIA: POWER TO EMPOWER

21ST February 2018

Organized by

Department of Commerce

Sankara college of Science and Commerce

Coimbatore

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IMPACT OF DIGITAL MARKETING ON CONSUMER BUYING BEHAVIOUR

R.MENAKA

Assistant professor, KG College of Arts and Science

ABSTRACT

Technology gives consumer the power to investigate products to label them and criticize them in equal measure, and more. Therefore many companies today have pages on social networks to complement the information held about products, held by the feedback of consumers about products and tend to relate more to a company after reading various reviews. The paper is related to the impact of digital marketing on consumer buying behaviour.

Key words: Digital marketing, Impact of digital marketing

****

DIGITAL MARKETING

Digital marketing refers to advertising of product through digital channels such as search engines, websites, social media, email, and mobile apps.

SEARCH ENGINE

Search engine optimization (SEO) is the process of action of making the best in the content, technical set-up, and reach of your website so that your pages appear at the top of a search engine result for a specific set of keyword terms.

The goal is to attract visitors to your website when they search for products, services, or information related to your business. SEO can almost be viewed as a set of best practices for good digital marketing.

CONTENT MARKETING

"Content is King". It is key pillar of modern search engine. It helps to notice on social media and it also gives some valuable offers to customers through emails.

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DIGITALIZATION IN FINANCE - A STUDY

K.PAVITHRA

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KG College of Arts and Science, Coimbatore

ABSTRACT:

As the developed world continues to thrive on technological innovation, nearly every industry is becoming further entrenched in the digital age. Even traditional fields such as Finance and Accounting are not immune to change, with advances in AI and big data altering decades-old processes. With 69% of CFOs believing digitalization will fundamentally change the Finance leader role, the future of Finance and Accounting is set to see the biggest changes since the invention of the computer. By the year 2020, an entire generation, Generation C (for "connected"), will have grown up in a primarily digital world. Computers, the Internet, mobile phones, texting, and social networking all are second nature to members of this group. Their reliance on technology, and increasing demands for things that are fast, easy, and mobile is driving a movement toward digitalization.

INTRODUCTION:

Digitizing information makes it easier to preserve, access, and share. Once information is digital it can help automate processes and systems that were previously manual or in-person.

The line between how we work and how we live have become increasingly blurred as the world becomes ever more digitalized and connected.

This new digital age is bringing people into the workforce who expects particular ways of working, often evolving around the communication tools that they have become accustomed to using in their personal lives.

However, many of the financial organizations I speak with face somewhat of a quandary, given the legacy systems they have in place are incapable of seamlessly integrating these new tools. They are therefore rightfully concerned that they could see current and prospective employees snapped up by more digitally savvy organizations.

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DIGITAL FINANCE AND THEIR IMPORTANCE

J.K.BHARATH

Assistant Professor, Head of the Department, K.G. College of Arts and Science, Coimbatore

ABSTRACT:

Digital solutions and new technologies offer great potential to overcome massive development challenges and will contribute toward the World Bank Group achieving the goal of universal access to financial services by 2020, according to several speakers at a seminar at the 2014 Spring Meetings. With 2.5 billion people in developing countries deprived of access to formal financial services and more than 200 million small businesses lacking access to the financing they need to grow, expanding access to finance remains a challenge.

****

INTRODUCTION:

"The benefits of digital finance extend well beyond conventional financial services: This can also be a powerful tool and an engine for job creation in developing countries," said Jin-Yong Cai, International Finance Corporation executive vice president and CEO, as he opened the forum, co-sponsored by IFC, World Bank, and the Consultative Group to Assist the Poor (CGAP). The forum, moderated by CGAP director and CEO Tilman Ehrbeck, showcased companies. showcased companies that are implementing innovations in digital finance and was followed by a panel of private sector leaders and government representatives who discussed how these innovations can be taken to scale in developing countries.

Innovators from such firms as bKash, Airtel Money-Africa, and Mobisol described how their businesses are tackling major development challenges by deploying various approaches to digital finance. Various approaches to digital finance. "As millions of poor people use mobile money, like bKash, the poor contribute directly to generating many multiplier effects of the value which can be used in productive activities like funding businesses. This way digital money allows common people to contribute in the nation-building efforts and in the macroeconomics of the nation,"

- Kamal Quadir, CEO of bKash.

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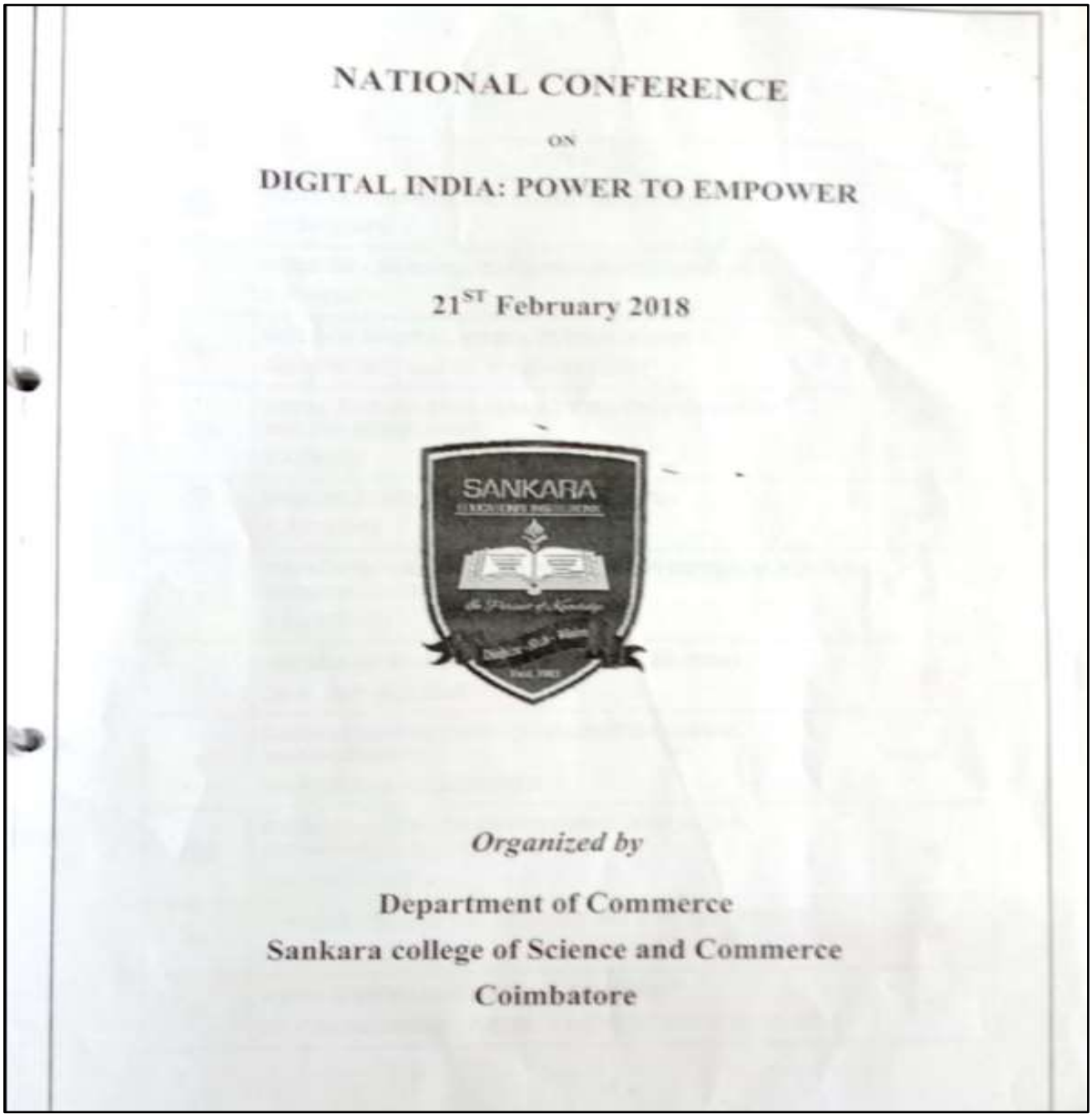

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ETHICAL ISSUES IN ADVERTISING AND SALES PROMOTION: AN GLOBAL VIEW

DR.A.MYILSAMY

Assistant Professor of Economics., Department of Commerce with Technology
KG College of Arts and Science., Coimbatore

ABSTRACT

Adverting is only one element of the promotion mix, but it often considered prominent in the overall marketing mix design. Its high visibility and pervasiveness made it as an important social and encomia topic in Indian society. Promotion may be defined as "the co-ordination of all seller initiated efforts to set up channels of information and persuasion to facilitate the scale of a good or service." Promotion is most often intended to be a supporting component in a marketing mix. Promotion decision must be integrated and co-ordinated with the rest of the marketing mix, particularly product/brand decisions, so that it may effectively support an entire marketing mix strategy. The promotion unite consists of four basic elements. They are:- 1. Advertising, 2. Personal Selling, 3. Sales Promotion, and 4. Publicity. To the problem of conflicting communications must be to integrate advertising and promotion. There are two common sense reasons for integration. The first reason is that integration creates synergy. This is a much – abused word, but the evidence shows clearly that advertising and promotion can work together to produce a greater effect. In addition, the integration of advertising and promotion gives the consumer a coherent message. If advertising and promotion are to achieve synergy and to build a cumulative effect in consumers" minds, they must be mutually consistent. advertising objectives must include long-term brand building. They may of course also include shorter-term tasks such as announcing a new variation or promotion.

Key notes: Sales Management, advertisement, sales promotion.

****

INTRODUCTION

Advertisement is a mass communicating of information intended to persuade buyers to by products with a view to maximizing a company"s profits. The elements of advertising are: (i) It is a mass communication reaching a large group of consumers. (ii) It makes mass production possible. (iii) It is non-personal communication, for it is not delivered by an actual person, nor is it addressed to a specific person. (iv) It is a commercial

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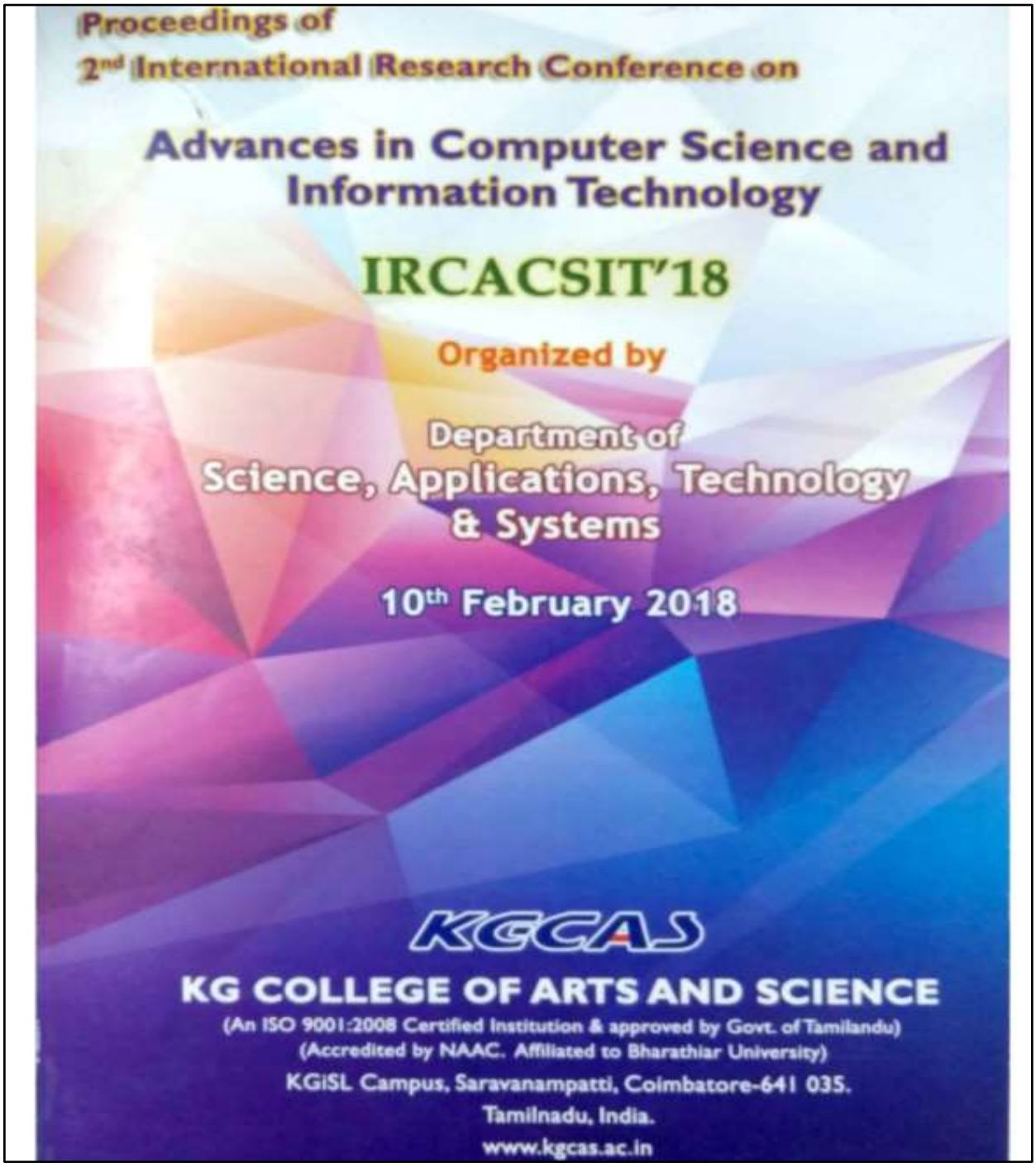
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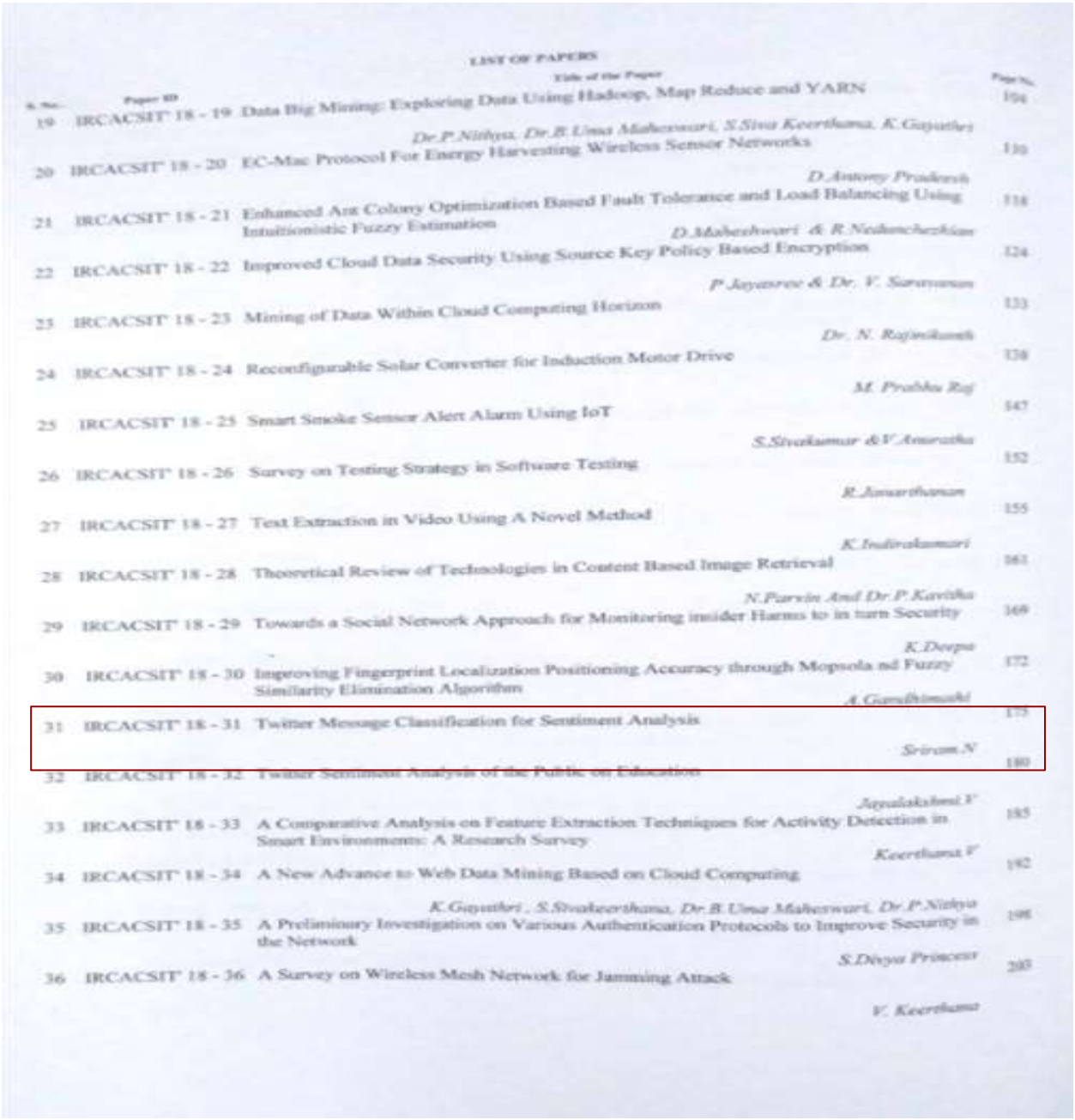

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TWITTER MESSAGE CLASSIFICATION FOR SENTIMENT ANALYSIS

Sriram.N

***Abstract*—** Books reading is a good habit for knowledge growth. Latest survey says that the increase in ownership of tablet computers and electronic book reading devices, such as ipad, kindle fires, Nook, etc., the online book reading also increases considerably. As online reading and online purchase have increased over the period, recommendation becomes mandatory for today's online world, an especially recommendation of books become most important for the student community, because of the availability of huge volume of books online. In order to gain the trusted recommendation people today depends on social networks. Twitter a social network is a popular service where users create tweets that sometimes express opinions about different topics which helps them to identify the current trends. The work proposed in this paper move towards recommending books based on trending topics from the trusted users obtained through provenance. The proposed work utilizes Naïve Bayesian technique to identify the sentiments from tweets.

***Keywords*—**Sentiments; trends; trending Books; Naïve Bayesian; Moving Average; classification.

I.INTRODUCTION

Social media are computer-mediated technologies that allow creating and sharing information, ideas, career interests and other forms of expression via virtual communities and networks. Social media becomes an important communication tool that people use to connect to other people or organization. People use social media to share their experiences, reviews, information, advice, warnings, tips and/or any kind of issues that are interesting to their connection or friends.Social media technologies take many different forms including blogs, business networks, enterprise social networks, forums, micro blogs, photo sharing, products/services review, social bookmarking, social gaming, social networks, video sharing, and virtual worlds. Facebook, Twitter, and Skype are popular social media platforms where millions of people utilize daily. As of June 2011, about 200 million tweets are generated daily [1]. Social media is not only people used by people but by businesses and organizations, as well.

Tracking the pulse of the social media enables companies to gain feedback and insight on how to improve and market products better. As the online buying behavior has increased over the years, the quality and cost tradeoff has become the most important factor. So the consumers mostly look for the feedbacks about the products that people already purchased.

The consumers perceive customer-written reviews more than those written by the experts [2]. According to Nielson global online consumer survey, 70% of consumers trust opinion posted online [3].

Other than abiding by the recommendation given by the e-commerce sites, if we have the possibility of getting the recommendation from the trusted source will be beneficial. Today we get the recommendations from many different sources but identifying the trustable recommendation is most important.

Ali Yayli et al [3] says that the product information in the online forum has greater credibility relevance and more likely to evoke empathy with consumers than information on marketer-designed website (e-commerce sites). Twitter is one of the most widely accessed social networking sites where people have their unique identity and shares their opinion about the products they purchased and/or using without any

Sriram.N is with the KG College of Arts and Science, Coimbatore.

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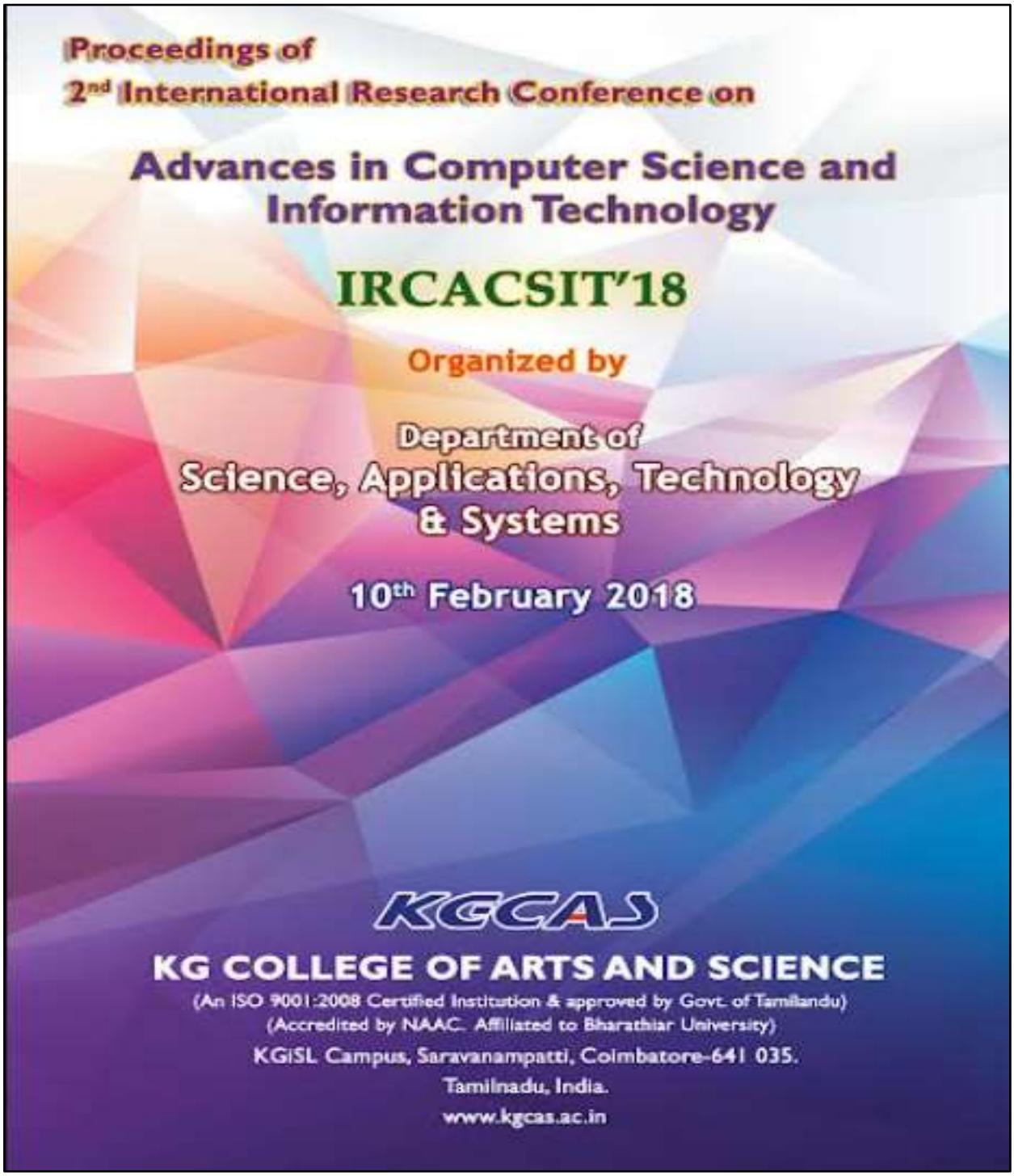
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Sriram.N

***Abstract*---** Books reading is a good habit for knowledge growth. Latest survey says that the increase in ownership of tablet computers and electronic book reading devices, such as ipad, kindle fires, Nook, etc., the online book reading also increases considerably. As online reading and online purchase have increased over the period, recommendation becomes mandatory for today's online world, an especially recommendation of books become most important for the student community, because of the availability of huge volume of books online. In order to gain the trusted recommendation people today depends on social networks. Twitter a social network is a popular service where users create tweets that sometimes express opinions about different topics which helps them to identify the current trends. The work proposed in this paper move towards recommending books based on trending topics from the trusted users obtained through provenance. The proposed work utilizes Naïve Bayesian technique to identify the sentiments from tweets.

***Keywords*---**Sentiments; trends; trending Books; Naive Bayesian; Moving Average; classification.

I.INTRODUCTION

Social media are computer-mediated technologies that allow creating and sharing information, ideas, career interests and other forms of expression via virtual communities and networks. Social media becomes an important communication tool that people use to connect to other people or organization. People use social media to share their experiences, reviews, information, advice, warnings, tips and/or any kind of issues that are interesting to their connection or friends.Social media technologies take many different forms including blogs, business networks, enterprise social networks, forums, micro blogs, photo sharing, products/services review, social bookmarking, social gaming, social networks, video sharing, and virtual worlds. Facebook, Twitter, and Skype are popular social media platforms where millions of people utilize daily. As of June 2011, about 200 million tweets are generated daily [1]. Social media is not only people used by people but by businesses and organizations, as well.

Tracking the pulse of the social media enables companies to gain feedback and insight on how to improve and market products better. As the online buying behavior has increased over the years, the quality and cost tradeoff has become the most important factor. So the consumers mostly look for the feedbacks about the products that people already purchased.

The consumers perceive customer-written reviews more than those written by the experts [2]. According to Nielson global online consumer survey, 70% of consumers trust opinion posted online [3].

Other than abiding by the recommendation given by the e-commerce sites, if we have the possibility of getting the recommendation from the trusted source will be beneficial. Today we get the recommendations from many different sources but identifying the trustable recommendation is most important.

Ali Yayli et al [3] says that the product information in the online forum has greater credibility relevance and more likely to evoke empathy with consumers than information on marketer–designed website (e-commerce sites). Twitter is one of the most widely accessed social networking sites where people have their unique identity and shares their opinion about the products they purchased and/or using without any

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Improving Fingerprint Localization Positioning Accuracy through MOPSOLA and Fuzzy Similarity Elimination Algorithm

A.Gandhimathi

***Abstract*—** The simplicity and compatibility of Wireless fingerprinting localization made us to reach for further research and development. Localization brought us a lot of research effort in the last few years due to the explosion of location based service (LBS). The sensor parameters in wireless sensor networks (WSNs), location information is given more importance as it alters almost every stage of the application including node deployment, data collection, information fusion, and decision making. The Modern sensor network nodes pose increasingly complex and stringent performance requirements on localization in terms of scalability, robustness, and accuracy.

I. INTRODUCTION

The Modern communications systems aim results high data rates with ubiquitous service performance. The Fingerprint localization techniques are based on Time of Arrival (ToA), Time Difference of Arrival (TDoA), Received Signal Strength Indication(RSSI) and Angle of Arrival (AoA).

So the positioning systems are severely gone down or may get fail all the nodes in indoor environments where the satellite or cellular signals are disturbed, and in order with deep shadowing effects. Algorithms have been proposed to deal with these problems.

Fingerprint positioning has many advantages of existing WLAN to achieve indoor locations, which has been widely studied. The analysis of the

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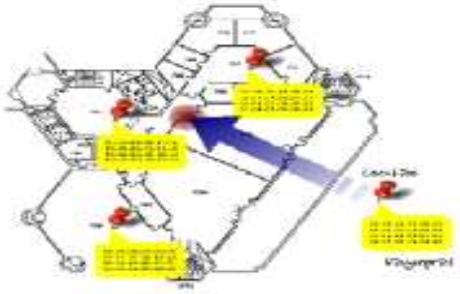

Figure 1: Wireless Sensor Network

positions distribution of similar fingerprints, and then found that the fuzzy similarity between fingerprints is the main problem of the larger errors occurred. With the effect of clusters distribution feature of corresponding positions of the similar fingerprints, we proposed a K-Means+ clustering algorithm to achieve fine-grained fingerprint positioning. Due to the K-Means+ algorithm failing to locate the positions of outliers, we also documented a linear sequence matching algorithm to make error-free the outliers positioning, and to decrease the impact of fuzzy similarity. The Experimental results illustrate that our algorithm can get a maximum positioning error less than 5 m, which overcome other algorithms. So all the positioning errors over 4 m in our algorithm are less than 2%. It improves positioning accuracy significantly.

So the multiobjective particle swarm optimization, a localization algorithm named multiobjective particle swarm optimization localization algorithm (MOPSOLA) is approved to solve the multiobjective optimization localization errors in wireless sensor networks. The multiobjective functions consist of the space distance constraint calculation and the geometric topology constraint calculation. The optimal

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A PRELIMINARY INVESTIGATION ON VARIOUS AUTHENTICATION PROTOCOLS TO IMPROVE SECURITY IN THE NETWORK

S.DIVYA PRINCESS

***Abstract*---**In the era of today's world as society is moving towards digital information, network security is becoming a central issue. While transferring the data through internet, security plays a crucial role. Security involves authorization of access of information controlled by the network administrator. The goal of providing security to the network not only makes sure the security of end system but also of the entire network. Authentication is one of the primary ways of establishing and ensuring security in the network. Authentication can be accomplished in many ways. In this paper, an attempt has been made to analyze some of the authentication techniques for providing security to the network system.

I INTRODUCTION

TODAYS world deals with the wired and wireless network. To protect data transmission over network, security plays an important role. Data Security is the main aspect of secure data transmission over network. Today, Data Security is becoming a challenging issue. It has to cover many areas including secure communication channel, strong data encryption technique and trusted third party to maintain the database. As development in information techno logy is on the high peak, the secure transmission of confidential data over network is now a main point of attention. As it is possible that the information on the network could be accessed by an unauthorized user for malicious purpose. It becomes necessary to apply effectively to do encryption decryption methods for enhancement of data security. Network security involves the authorization of access to data in a network, which is controlled by the network administrator. User ID and password which are chosen by user or assigned to them are use for accessing the information over network within their authority. Network security covers a variety of computer networks, both public and private. Networks are used in everyday jobs conducting transactions and communications among businesses, government agencies and individuals. Networks can be private, such as within a company, and others which might be open to public access. All organizations, enterprises, and institutions are involved in network and want to be secure over network. The most common and simple way of protecting a network resource is by assigning it a unique name and a corresponding password. [1-2]. Following sections deals with the network and network types and network topology.

S.Divya Princess, M.Phil. Scholar is a in KG College of Arts and Science, Coimbatore, TamilNadu, India.

II The Structural Network

A network consists of a set of nodes and the relations between these nodes. The nodes may be individuals, groups, organizations or societies. [3] Network devices that originate, route and release the data are called network nodes. Nodes consist of personal computers, phones, servers as well as networking hardware. The devices are supposed to be in network, when one device is able to interchange information with the other device, whether or not they have a uninterrupted connection to each other. The network may obtain between individual to individual or individuals to group. In network, computers are linked through a medium and data communication devices. Sharing resources and communicating data is the main principle of network. Computer networks vary in various places like in the transmission media used to communicate the signals, the communications protocols to systematize network traffic, its size, topology and organizational set on.

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A SURVEY ON WIRELESS MESH NETWORK FOR JAMMING ATTACK

V. Keerthana

***Abstract*---** WMN is a network, where data is broadcast using mesh networking. It is a rising network architecture which contribution self-healing, self-configuring ability, simple fitting and low-cost admittance in broadband services. WMN is a communication repair which offer with the assist of radio nodes using mesh topology. A mesh refers to rich interconnection amongst devices or nodes. It affords network access for both mesh and conservative clients. Wireless mesh network has determined the limitation of ad hoc networks which is eventually improves the presentation of Ad hoc networks. Recently security is a very important issue in WMN. Unauthorized person may attack in WMN for this issue this paper provides the survey of various technique for the jamming attack.

***Keywords*---** WMN, Data transfer, Attacks, Security Issues and survey.

I.INTRODUCTION

WIRELESS Mesh Networks (WMNs) are differentiate by active organization, self-healing and self-configuration to permit versatile combination, fast exploitation, simple preservation, low cost, and should even be used to progress the concert of multi-hop ad-hoc networks [1]. WMNs also can enable wireless web property at lesser price than the standard wireless fidelity (Wi-Fi) networks. Wireless mesh networks (WMNs) are unceasingly obtaining vital attention as a probable means that of providing seamless knowledge property, notably in urban surroundings. Such networks develop from classic mobile unplanned networks, objective long-range broadcast with significance on network output and property. WMN perform embrace inactive deployments e.g., community networks, hierarchic device networks also as mobile ones e.g., bright carrying systems, strategic military networks. WMNs pursue two-tier network architecture [2].

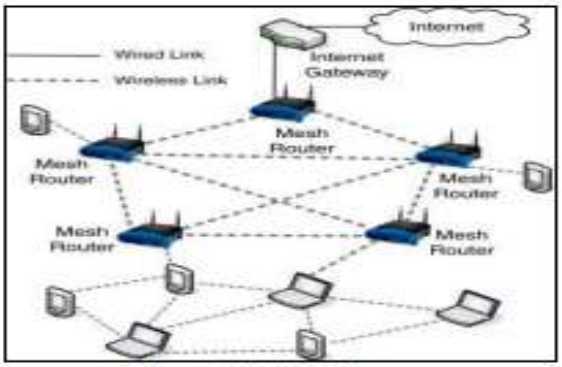

Figure 1: WMN architecture

The first tier is that the finish users, conjointly notable to as stations (STAs), and unswervingly associated to mesh nodes brought up as Mesh Access Points (MAPs). The second tier is that the peer-to-peer network of the MAPs. Property within the second tier is support by midway routers called Mesh Points (MPs) that meet MAPs (MPs don't acknowledge connections from finish users). The network of MAPs and MPs is usually static and uses separate frequency bands to speak knowledge and management info (MAPs are generally equipped with multiple transceivers). Finally, Mesh Gateways (MGs) give property to the wired infrastructure. Associate example of a WMN is shown in Fig. 1. WMNs are forever at risk of "external" and "internal" attacks. External attacks take the sorts of random channel electronic jamming, packet replay, and packet fabrication, and are launched by "foreign" devices that are

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Comparative Study on 3G Networks To 5G Networks Based on Their Features And applications

S.Vijayasanthi

Abstract---Mobile communication system providing the way to which people transmission, sharing messages and data to each other. These facilities are provided to the user within a very short time period with the latest technologies. The technologies of mobile communication is started from first invention (1G) and reached to the fifth generation (5G).First invention start from providing basic services mobile voice, second invention support mobile voice as well as low bit rate data services, 3G started high volume movement of data was doable which will further expanded to high speed technologies and high mobility and then 5G mobile announcement system with high bandwidth with wide coverage vicinity. This paper provides a similarity indication of all mobile communication invention from 3G to 5G.

Key words--- 3G, 4G, 5G, Mobile Communication.

LINTRODUCTION

TODAY, present the era of the diffusion among people, companies through the mobile wireless announcement network. In the last decades mobile communication industry budding very fast and rapidly. The wireless generation generally define as what changes are made in transmission technology time to time and to its frequency bands and these changes are further classified as 3G,4G,5G.Each generation having its own features, techniques, capabilities and differentiating each other.[1]

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5G technology is the next step in the development of mobile communication. 5G will not only provide voice and data communication but also provide capabilities for new technologies such as Internet of Things. 5G is no longer confined to provide faster mobile services for voice and data communication but instead it will serve vertical industries, which will foster a new form of services. The new networking technologies such as such as Software Defined Network (SDN)/Network Functions Virtualisation (NFV) will further enhance the 5G capability to provide an effective platform for new services/businesses to flourish.

1 Fifth generation

II.THIRD GENERATION(3G)

3G is the advanced generations for the mobile communication services and these services based on the technical standards of IMT-2000 including the reliability and speed (data transfer rates) i.e. at least 200kbit/s [2].Beyond mobile telephony, the higher speeds allowed 3G connections in PCs, gaming consoles, tablets and any other portable device that could benefit from a faster and higher quality internet connection. 3G also

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COMPARISON OF CANNY AND OTSU IMAGE SEGMENTATION FOR MEDICAL IMAGING

Durga Devi

Abstract—Medical imaging is the process of creating visual representations of the interior parts of a body for clinical analysis, medical intervention and visual representation of the function of some organs or tissues. Medical imaging is used to reveal internal structures hidden by the skin and bones, as well as to diagnose and treat disease. Medical imaging also establishes normal anatomy and physiology to make it possible to identify abnormalities. Structures includes the parts such as vessels, brain structures, kidneys and also the abnormalities such as cysts and tumors etc. The objective of image segmentation is to simplify the representation of a picture into something that is simpler to understand.

It is basically used to discover the location of objects, boundaries, lines and so on in the digital images. Image segmentation is the process of assigning a label to every pixel in the image such that pixels with the same label share homogeneous visual characteristics or features. Segmentation is done using clustering, region based and otsu method. In this paper we discuss on two techniques based on the image segmentation to facilitate image edge detection that can be used further to extract the features of image edges in image analysis, Canny edge detection and Otsu thresholding are examples of the proposed techniques.

This paper evaluates the effectiveness of the two methods with a variety of images, testing their suitability to natural as well as medical images.

Keywords— Segmentation, Clustering, Region growing, Canny edge detection, Otsu method.

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I INTRODUCTION

In computer vision, segmentation refers to the process of partitioning a digital image into multiple regions (sets of pixels). The objective of segmentation is to simplify and change the representation of an image into something that is more meaningful and easier to analyse. The outcome of image segmentation is a set of regions that collectively cover the whole image, or a set of contours extracted from the image. Each of the pixels in a region is alike with respect to some characteristic or computed things, such as color, concentration, or texture [1]. Adjacent regions are significantly different with respect to the same characteristics. Output of the segmentation stage is raw pixel data, constituting both the boundary of a region and all the points in the region itself.

During segmentation, an image is preprocessed, which can involve restoration, enhancement, or simply representation of the data. Certain features are extracted to segment the image into its key components. The segmented image is routed to a classifier or an image understanding system. The image classification process maps different regions or segments into one of several objects. Each object is identified by a label. The image understanding system then determines the relationships between different objects in a scene to provide a complete scene description. Some of the practical applications of image segmentation are: Measure tissue volumes, Computer-guided surgery, Study of anatomical structure. Medical image segmentation refers to the segmentation of known anatomic structures from medical images. Structures of interest consist of organs or parts, such as cardiac ventricles or kidneys, abnormalities such as tumors and cysts, as

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EFFICIENT SENTIMENT ANALYSIS AND OPINION MINING FOR UNSUPERVISED REVIEWS

Ms. V.Loganayaki

***Abstract*---**Many users share opinions on different ways of life every day. Therefore micro blogging web-sites are rich sources of data for opinion mining and sentiment analysis. There are a few research works that were devoted to this topic. In our paper, focus on using Twitter, the most popular microblogging platform, for the task of sentiment analysis. Perform linguistic analysis of the collected corpus and explain discovered phenomena. Opinions are hidden in forum and blogs. An automated opinion mining and summarization system is thus needed. Using the corpus, we build a sentiment classifier that is able to determine positive, negative and neural sentiments for a twitter document. Proposed evaluation shows that techniques are efficient and perform better than previously methods. In this research, worked with English, however, the proposed technique can be used with any other language.

***Keywords*---**Classification, Compression, Naïve Bayes,Neural opinion.

I.INTRODUCTION

This usually involves using database techniques such as spatial indexes. Classification – is the task of differtiating known structure to apply to new data.

Data mining process is very important and effective process now a day. It is mainly used for the huge data base function. It is also has a automatic and semi automatic function. In this paper I am discussing about sentiment analysis and opinion mining for unsupervised reviews (twitter).

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1.1 TWITTER BASED SENTIMENT CLASSIFICATION

Miniaturized scale blogging today has turned into an exceptionally prevalent specialized instrument among Internet clients on the planet. A huge number of clients impart insights on various parts of life consistently. Hence small scale blogging sites are rich wellsprings of information for feeling mining and supposition examination. Since miniaturized scale blogging has showed up moderately as of late, there are a couple investigate works that were dedicated to this theme. In our paper, I concentrate on utilizing Twitter, the most prevalent small scale blogging stage, for the undertaking of conclusion examination. I demonstrate to naturally gather a corpus for assessment examination and conclusion mining purposes. I perform phonetic investigation of the gathered corpus and clarify found wonders. Utilizing the corpus, I fabricate a feeling classifier that can decide positive, negative and impartial assumptions for an archive.

Sentiment classification diagram:

The underneath slant grouping outline speaks to how the arrangement has function in the powerful way. I as of now have a prepared information set(corpus e-learning surveys) and I have an another e-learning audits of obscure estimation. At the season of preparing both prepared informational collection and e-learning audits go into the assessment grouping model then in light of the words the positive and negative orders are made. That is exceptionally valuable capacity client can without much of a stretch play out this capacity in the powerful way.

1.2 OPINION MINING PROCESS

Opinion mining (or sentiment analysis) has attracted nice interest in recent years, each in world and business thanks to its potential applications. This knowledge is incredibly helpful for business firms, governments, and people, UN agency need to

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Detecting Cross App Attack on Android Web view Using Filter Mechanism

R.Soniya

Abstract--- Android has dependably been about network and giving extraordinary perusing background. Electronic substance can be installed into the Android application utilizing WebView. It is a User Interface part that displays site pages. It can either show a remote page or load static HTML data. This incorporates the usefulness of a program that can be coordinated to application. WebView gives various APIs which empowers the applications to communicate with the web content inside WebView. In the present paper, Prevention of cheat sheet on android web view is discussed. In XSRF attack, the trusts of a web application in its confirmed clients are abused by giving the aggressor a chance to make self-assertive HTTP requests on behalf of a victim user. At the point when the client is signed into the trusted webpage through the WebView, the website validates the WebView and not application. The application can dispatch attacks, using client credentials by creating APIs of WebView resulting in cheat sheet on WebView. Attacks can likewise be propelled by setting cookies as HTTP headers and making malicious HTTP Request on behalf of the victim

Keywords--- Android Web View, Cross site Scripting, Mobile Security.

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1. INTRODUCTION

The Android platform's openness and tolerant allowing permissions to be uninhibitedly adjusted and modified by device manufacturers, wireless carriers and developers. Consequently, Android has a generous gathering of originators making applications. The amount of employments in the application store has been assessed to be 1 million with around 50 billion downloads till date [18]. A report in July 2013 communicated that Android's share of the overall global cell market was 64% in March 2013 [19].

The commonness of Android platform has incited to incalculable social occasion applications in the application store which can be a potential purpose behind security threats. Many of the Android applications display web content and also interact with it. This is possible by revealing a web program as an autonomous part and introducing it in the application. Such a section is called as WebView.

2. ABOUT WEBVIEW

WebView is fundamentally a class which is an expansion of the Android's View class, which empowers to show the website pages. By utilizing WebView, the Android applications can without much of a stretch insert a program inside them which permits to show the web substance as well as to communicate with the web servers. There are two kinds of APIs (Application Programming Interface) in WebView, Web-based APIs and the UI (User Interface) based API. Online APIs are utilized to interface with the web-substance and to get to the web administrations. UI based APIs are the intuitive parts, for example, catches, content fields, etc.[4] To include WebView in our application, we can make utilization of the accompanying illustration:

```
WebView WV = new (WebView) findViewById (R.id.webview);
WV.loadUrl ("http://www.example.com");
```

When the WebView is created, the application can load the web page by using loadUrl() method when the Url String is provided. JavaScript is by default disabled in WebView. We can enable it by setting the setJavaScriptEnabled () to true. [2][3]

```
WebView WV = new (WebView) findViewById (R.id.webview);
WebSettings wset = WV.getSettings ();
wset.setJavaScriptEnabled (true);
```

3. COOKIEMANAGER

A cookie, otherwise called a HTTP treat, is a little bit of information sent from a site and put away in a client's web program while a client is perusing a site. The information put away in the treat is then sent back to the server every time the program asks for a page from the server. The CookieManager class in Android oversees treats utilized by an application's WebView. This class gives various open techniques, for example, getCookie, acceptCookie() and so on.

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Integration, Identification and Rehabiliation of Crypted information with Adversarial Learning

Kavya D

***Abstract*---**As a method for mystery communication, steganography goes for covering a message inside a medium with the end goal that the nearness of the concealed message can scarcely be recognized. In PC vision errands, antagonistic preparing has turned into a focused learning technique to create pictures. Be that as it may, the generative errands are gone up against with extraordinary test on blending pictures. This paper contemplates the system of applying antagonistic learning for discriminative undertakings to learn the steganography calculation. We demonstrate that through unsupervised ill-disposed preparing, the ill-disposed model can create vigorous steganography arrangements, which act like an encryption. Through managed ill-disposed preparing, we can additionally prepare a vigorous steg-analyzer, which is used to segregate whether a picture contains mystery data. Our model is made out of three modules, i.e. a generator, a discriminator and a steg-analyzer. All the three individuals are prepared all the while. To detail the calculation, we utilize an amusement to speak to the correspondence between the three gatherings. In this amusement, the generator and discriminator endeavor to speak with each other with mystery messages covered up in an picture. While the steg-analyzer endeavors to break down whether there is a transmission of secret data. Trial comes about show the viability of the proposed strategy on steganography errands.

***Keywords*---** Steganography, Adversarial Learning, Cryptography, Steg-Analysis

Kavya D M.Phil., Research Scholar with the Department of Computer Science, KG College of Arts and Science

I. Introduction

Steganography has turned into a warmed research theme in data security, which is generally utilized as a part of different applications. It is utilized to disguise mystery data (i.e. a message, a picture or a sound) inside a medium with the end goal that both the mystery message too as its substance will stay undetectable. Along these lines, a definitive objective is to cover a payload into a cover question without influencing the sharpness of the cover protest. With the rise of a wide range of media, steganography, particularly picture based steganography, has drawn overall consideration. The outline of vigorous steganography calculations which are utilized as a part of mystery interchanges is of crucial significance.

Steganography algorithms are designed to hide the secret information within a cover message such that the cover message appears unaltered to an external adversary. Recent researchers have made great efforts to design steganography algorithms to minimize the perturbations within the cover object when embedded into the secret message. Obviously, concealing both the content of the carrier as well as the presence of a secret message is of vital importance for privacy sensitive communication. The steganography aims to hide the presence of a secret message, while the steg-analysis algorithms are utilized to find out and recover the secret information of the carrier object. Similar with adversarial training, the steg-analysis serves as the adversarial to steganography.

II. Steganography

Steganography is the practice of concealing a file, message, image, or video within another file, message, image, or video. The word steganography combines the Greek words steganos, meaning "covered, concealed, or protected," and graphein meaning "writing". The first recorded use of the term was in 1499 by Johannes Trithemius in his Steganographia,

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Large scale Private Wide Area Network Management Using IPv6

T.Renukadevi

***Abstract*---**This paper is about creating a private wide area networks using IPv6.In the cloud computing arena, the private networks are isolated and connected using WAN. To have an abstract way of virtual private network of an enterprise IPv6 is used. The advantages in IPv6 is which can connect numerous systems for major networks like datacenters and cloud computing to bring down vast number of systems under one control IPv6 is an attractive idea. Though IPv4 is an outdated and mostly used protocol for internet communication, IPv6 emerge as an ultimate protocol to transfer data's and communicate in a secured and cost effective manner. PWAN Architecture which helps us to manage a private network in a well effective secured way and this shows high data rate transfer with a dedicated server and pathway. So by having a central server in one major office can control all the other office using this PWAN, which seems to be faster than using an ordinary internet connection.

***Keywords*---** *IPv4, IPv6, PWAN, LDSL, SSL, TSL.*

1. INTRODUCTION

Every device that which connects to the Internet needs a sequence number, mostly like every legal vehicle on the road requires a number plate. But just like the characters of a license plate are limited, there is a limit to how many different addresses are possible for Internet devices.

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The original internet addressing system is called 'Internet Protocol, Version 4[IPv4], and it have numbered the computers of the Internet network successfully for half century of years. By using 32-bits of recombined digits, IPv4 has a maximum of 4.5 billion possible addresses. Now, while 4.5 billion addresses might seem plentiful, the Internet will go to exceed this number of devices by the end of this year. Every computer, every cell phone, every iPad, every printer, every Play station, and even computer controlled numerical machines require an IP address. There are not sufficient IPv4 addresses for all these devices and new internet addressing system emerged, and it will satisfy all our need for more computer addresses. Currently Internet Protocol version 6[IPv6] is being emerged out as a latest protocol for communicating in internetwork across the globe, and it's enlarged the addressing system and will fix the limitation of IPv4.

IPv6 uses 128 bits instead of 32 bits for its addresses, creating 3.4 x 10^38 possible addresses (that is a trillion-trillion-trillion is an obscure term that describes this unimaginable large number). These trillions of IPv6 addresses will meet the internet demand for the ever future. The internet world has already started using IPv6, with the big web properties like Google and Facebook officially operated its cloud supported environment and datacenters. Other organizations are still running using IPv4 because of self satisfied but emerging web services are focused in terms of IPv6 technologies that will lead all the slow running current industries to switch over to IPv6 very soon. Because adding the length of each possible device address requires so much administration, this can't be done all

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PRIVACY AND SECURITY ISSUES OF GRID AND CLOUD COMPUTING

Sandhiya.C

Abstract--- Cloud computing is a new field in Internet computing that provides novel perspectives in internetworking technologies. Distributed computing has turned into a critical innovation in field of data innovation. Security of secret information is an imperative territory of worry as it can clear a path for enormous issues if unapproved clients access it. Cloud computing should have proper techniques where data is segregated properly for data security and confidentiality This paper endeavors to look into distributed computing with network figuring, alongside the Tools and reenactment condition and Tips to store information and records securely in Cloud.

Keywords---Cloud computing, fault tolerance as a service, multi-cloud storage, homomorphism encryption.

1. INTRODUCTION

DISTRIBUTED computing gives secure whenever - anyplace gets to, high - level security and information protection. Distributed computing is the conveyance of figuring as an administration instead of an item, whereby shared assets, programming and data are given to PCs and different gadgets as a utility.

Distributed computing gives calculation, programming, information access, and capacity benefits that don't require end client learning of the physical area and setup of the framework that conveys the administrations. Distributed computing suppliers convey applications by means of the web, which are gotten to from a Web program, while the business programming and information are put away on servers at a remote area.

Distributed computing characterized by Foster, Zhao, Raicu and Lu as: "A large - scale distributed computing paradigm that is driven by economies of scale, in which a pool of abstracted virtualized, dynamically - scalable, managed computing power, storage, platforms, and services are delivered on demand to external customers over the Internet."

A Cloud is a kind of parallel and circulated framework comprising of an accumulation of interconnected and virtualized PCs that are powerfully provisioned and displayed as at least one brought together registering assets in light of administration - level assertion's set up through transaction between the specialist organization and customers as indicated by Buyya R.Cloud processing tries to improve the idea of Grid registering and evade the single purpose of disappointment when one unit comes up short.

Cloud computing is designed to act as one whole and its compound units to be automatically interchangeable. That is why cloud hosting offers the highest level of data security in the hosting market. Cloud refers to a collection of nodes and the Cloud computing model focuses on the Cloud to provide the services to the customers.

Computing clouds & grids are changing the whole IT, service industry, and global economy. Clearly, cloud computing demands ubiquity, efficiency, security, and trustworthiness. Cloud & Grid computing has become a common practice in business, government, education, and entertainment leveraging 50 millions of servers globally installed at thousands of datacenters today. There are three main factors contributing to the surge and interests in Cloud & Grid Computing:

- Rapid decrease in hardware cost and increase in computing power and capacity limit

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PROVIDING SECURITY TO ONLINE SHOPPING USING CREDIT CARDS THROUGH REVERSIBLE TEXTURE SYNTHESIS IN STEGANOGRAPHY

Nisha.K

Abstract--- Due to the advancements made in the Information and Communication Technologies (ICT), security plays a major role in today's environment. Cryptography was created as a technique for securing the secrecy of communication and many different methods have been developed to encrypt and decrypt data in order to keep the message secret. Unfortunately it is sometimes not enough to keep the contents of a message secret, it may also be necessary to keep the existence of the message secret. Steganography is the art of hiding information and an effort to conceal the existence of the embedded information. In this paper, we have proposed a novel security model that suggests a way for steganography utilizing the process of texture synthesis. First, the process of synthesizing an arbitrary size of texture image can offer good embedding capacity that is proportional to the size of the stego texture image. Second, as the stego texture is composed of source texture, our proposed method is not vulnerable to any steganalytic algorithm. Third, the proposed method is able to provide the recovery of source texture back. With these advantages, the propose method will completely synthesize the source texture image and impose security over it by embedding the secret message over to it. Experimental analysis has shown the efficacy of our proposed security model.

Keywords---Steganogrpahy,hiding information, texture back.

1.INTRODUCTION

The widespread use of internet for communication has increased the attacks to users. The security of information is an important issue related to privacy and safety during storage and communication [1].

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Cryptography and Steganography are two popular ways of sending vital information in a secret way. Cryptography is the method of converting plaintext into cipher text. The messages are converted into an encrypted format using a key and then this cipher text is hidden into an image, audio or video file according to the user's choice. The encryption is done using Advanced Encryption Algorithm and the key is hashed using Secure Hash Algorithm [2].

The Steganography, Cryptography and Digital Watermarking techniques can be used to obtain security and privacy of data. The steganography is the art of hiding data inside another data such as cover medium by applying different steganography techniques. While cryptography results in making the data human unreadable form called as cipher thus cryptography is scrambling of messages [3]. Whereas the steganography results in exploitation of human awareness so it remains unobserved and undetected or intact. It is possible to use all file medium, digital data, or files as a cover medium in steganography. Generally, steganography technique is applied where the cryptography is ineffective [4]. The rest of the paper is organized as follows: Section II presents the prior work; Section III presents the proposed model; Section IV depicts the experimental analysis and finalizes in Section V.

2.RELATED WORK

This section depicts the prior works processed by other researchers. In [5] YimoGuo proposed video texture synthesis with multi-frame LBP-TOP and diffeomorphic growth model. Two key factors, such as frame representation and blending artifacts that affects the synthesis performance. To improve the synthesis performance from two features: First, effective frame representation is used to capture both the longitudinal information in temporal

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A STUDY ON MANET AND ITS SECURITY CONCEPTS

J.Sumitha and J.Viba Mary

***Abstract*---**The Computer Network technology is developing rapidly and the recent advances have introduced a new technology for wireless communication over the internet in future in MANET. It becomes the popular research topic in recent years. Security has become one of the most important challenges against malicious behaviours and nodes in MANET and there are more studies focused on several security problems. After quantifying and analysing the network information Security elements like integrity, availability and confidentiality, we are going to discuss about the overview of security issues in detail with respect to services, parameters, applications, attacks and challenges, some of the applications that is used in MANET and also the various types of attacks that can be involved internally as well as externally such as delay of packets, time consumption and bandwidth etc.,

***Keywords*---** Security Issues, Network Security, MANET, Security Elements

I. INTRODUCTION

MOBILE Ad Hoc network is a collection of nodes or communication devices. It does not rely on any fixed infrastructure and pre-determined organization of available links. The host that available in the Ad Hoc network rely on each other to keep the network connected. That is how MANET has become the revolutionary challenge in the computing world. It is a set if wireless mobile hosts dynamically establish their own network without relying on any pre-existing communication infrastructure.

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But these kinds of dynamic network topology are prone to be attacked externally as well as internally. Here we are going to discuss about the security issues, security attacks & goal of the security solutions to provide the various kinds of security services for MANET [5].

The main study of this paper is how to prevent the network from the various types of attacks that can easily interrupt the nodes. The rest of the paper is organized as follows, Section I contains the introduction of MANET , Section II contain the related work of security attacks in MANET, Section III contain the some applications of MANET, Section IV explain the methodology and measures of preventing MANET, Section V describes results and discussion, Section VI concludes research work with future directions).

II. SECURITY ATTACKS IN MANET

Understanding possible form of attacks is always the first step towards developing good security solutions. It is important for secure transmission of information. There are some basic class of attacks in MANET that can cause slow network performance, delay of messages, uncontrolled traffic, etc. Attacks can be categories into four types.

- Internal Attack: In an internal attack, the malicious node in the same network gains the unauthorized access and impersonates as a genuine. It also participates in other network activities and analyses the traffic between other nodes.
- External Attack: In an external attack, the malicious node from other network gains the unauthorized access and causes congestion sends false routing information or causes unavailability of services [8].

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AN ANALYSIS OF ENERGY HARVESTING IN WIRELESS SENSOR NETWORKS

G.SARANIYA M.C.A.,(M.Phil.)

***Abstract*—**Trusted communication recently has become an essential necessity in Wireless Sensor Networks (WSNs) as applications rely more and more on communications with remote platforms. Wireless Sensor Networks (WSN) consist of a large number of sensor nodes which are often deployed in an unattended harsh environment. In this paper , focuses on forming secure multicast group within wireless sensor networks. WSN consists of group of sensor nodes and monitors the environment for application without having any central controller. The sensor networks consist of sensed data, which may be depending upon the applications in real time. The networks transfer the large amount of data, broadcast messages from one node to another.

These Application required high performance on the network without affecting the resource constraints. Wireless devices are having limited energy because nodes are operated by batteries. The main challenge in the WSN is the durability of the energy in the nodes. By using the protocol the energy of the nodes can be stable and reduce the error prone transmission of sensored data. The researcher focuses the problem to provide energy conservation in wireless sensor networks.

***Keywords*—** *WSNs, Energy Efficiency, Harvesting*

INTRODUCTION

WIRELESS Sensor Networks (WSNs) have emerged as a new computing paradigm. The small size of sensors can be deployed physically, where each can sense information from the phenomena and they can communicate each other or sink node. Interested users can extract useful information about the environment from the WSNs[1][2][3].The sensor nodes cooperate on the detecting task and use a wireless link for communication. The wireless network has been formed among sensor nodes.

The connection between others network has also established. Using the wireless communication yield the WSNs can be conveniently constructed since no infrastructure is requested. Here, source nodes detect the event then they transmit information to sink nodes. After receiving information packet, the sink nodes store them in their memory or process them. The sink nodes might be sensor nodes in the WSN.

CLASSIFICATION OF ENERGY EFFICIENCY TECHNIQUES FOR WSNS

The classification of Energy efficiency mechanisms in WSNs Transmission period can be classified as WSN Protocol Stack, WSN based Techniques, Sensor Hardware and Cross layer design mechanisms as shown

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Role and Attribute Based Access Control Model in cloud

S. Deepa

***Abstract*---** Cloud has taken its space in a wide range of Enterprise Management environments in the current computing technologies. The availability of data, cost effectiveness and Usability makes the cloud technology popular. Cloud computing offers three delivery models namely Iaas, Paas and Saas. This paper focuses on the Saas model of cloud. The two main issues in Software as a service delivery model are Access Control and Composition Of Policies when services are composed. A proper privacy preserving access control model is required for secure service provisioning and composition. In our proposed framework, a secure service composition is made possible by ranking the possible chains of composite services according to user's role and the sensitivity of their data. According to the role of a user, services are chosen for composition and the policies are composed. Also the privacy of the user is maintained here.

***Keywords*---**Role Based Access Control, Cloud computing and Policy Management.

I. INTRODUCTION

As the information technology and data related to the technology is growing day by day, several issues raise such as limitation of storage space, difficulty in merging distributed and heterogeneous systems. Cloud computing has attracted more in recent times because of its nature. To deliver resources in a quick and on demand manner with less cost. It also solves the problem of storage and cost of dynamic resource delivery without worrying about the physical and technical management and maintenance issues of the resources. Cloud computing offers three delivery model namely Software as a Service (SaaS), Infrastructure as a Service(IaaS) and Platform as a Service(PaaS). The most widely used model is the SaaS since purchase of software for an organization for a short period of time.

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This paper focuses on the SaaS model where software's are provided for the customers as a service on demand. Web services are open standard XML, SOAP; HTTP etc. based Web applications that can interact with other web applications for the purpose of exchanging data. Web services can convert an application to web applications. They are self-contained and loosely coupled
modular programs that are provided by several providers with similar qualities and capabilities. Since the web services are reusable, new applications can be built from an already existing web service. The time of development and the cost is hence decreases to a greater extent because of the usage of already existing components.

Following are the reasons and features of web services that make most of the organizations not interested in SaaS.

- Web Services allow business functions to be separated into reusable components and expose the interfaces beyond firewalls.
- When compared to the existing technologies like CORBA, DCOM and J2EE, web services are more open and loosely coupled. Hence security management becomes difficult.
- Web service documents are XML files and so they can readily be transmitted through standard firewalls. Security is the most important reason for the disinclination of organizations to use SaaS model. Access Control to web services and user data privacy preservation is the important requirement for cloud computing environment.

Applications hosted on the web are subject to unauthorized access and hence should satisfy proper access control model in these environments. Traditional Access Control models such as DAC, MAC and RBAC lack to fulfil the requirements of such distributed environments. The proposed system hence uses the attributes of users and services. In this system permissions are assigned to users dynamically only when they have a proven attribute. Policies are fine-grained in the proposed system.

II. RELATED WORK

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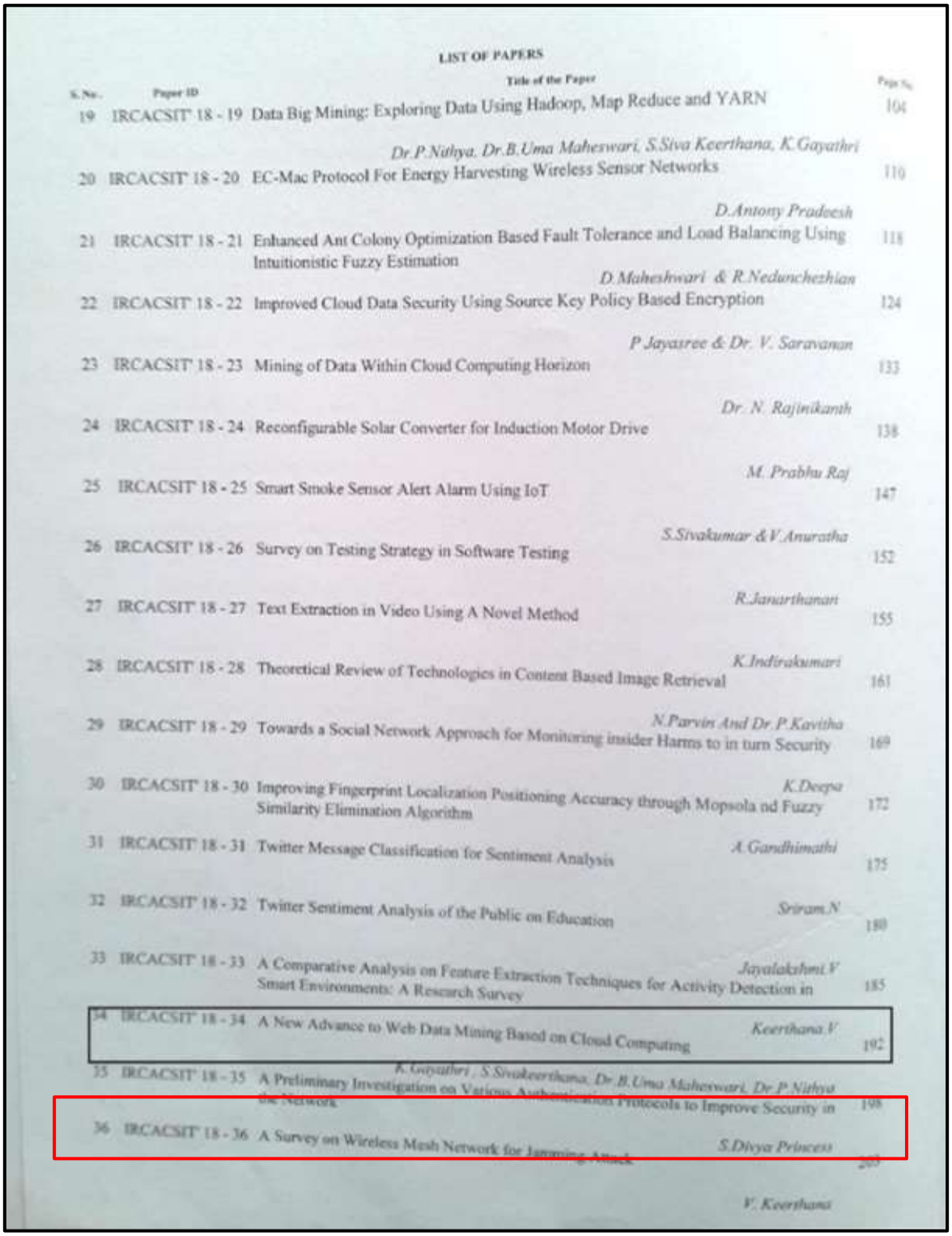

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A SURVEY ON WIRELESS MESH NETWORK FOR JAMMING ATTACK

V. Keerthana

Abstract— WMN is a network, where data is broadcast using mesh networking. It is a rising network architecture which contribution self-healing, self-configuring ability, simple fitting and low-cost admittance in broadband services. WMN is a communication repair which offer with the assist of radio nodes using mesh topology. A mesh refers to rich interconnection amongst devices or nodes. It affords network access for both mesh and conservative clients. Wireless mesh network has determined the limitation of ad hoc networks which is eventually improves the presentation of Ad hoc networks. Recently security is a very important issue in WMN. Unauthorized person may attack in WMN for this issue this paper provides the survey of various technique for the jamming attack.

Keywords— WMN, Data transfer, Attacks, Security Issues and survey.

I.INTRODUCTION

WIRELESS Mesh Networks (WMNs) are differentiate by active organization, self-healing and self-configuration to permit versatile combination, fast exploitation, simple preservation, low cost, and should even be used to progress the concert of multi-hop ad-hoc networks [1]. WMNs also can enable wireless web property at lesser price than the standard wireless fidelity (Wi-Fi) networks. Wireless mesh networks (WMNs) are unceasingly obtaining vital attention as a probable means that of providing seamless knowledge property, notably in urban surroundings. Such networks develop from classic mobile unplanned networks, objective long-range broadcast with significance on network output and property. WMN perform embrace inactive deployments e.g., community networks, hierarchic device networks also as mobile ones e.g., bright carrying systems, strategic military networks. WMNs pursue two-tier network architecture [2].

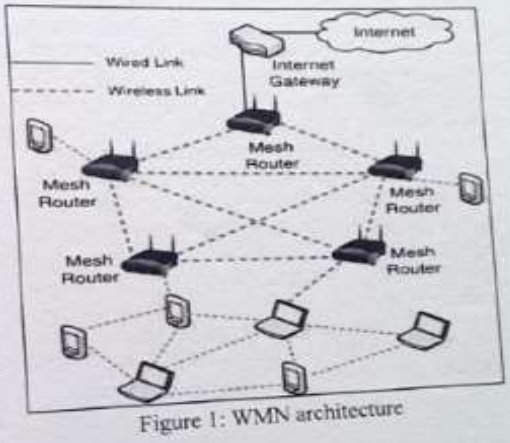

Figure 1: WMN architecture

The first tier is that the finish users, conjointly notable to as stations (STAs), and unswervingly associated to mesh nodes brought up as Mesh Access Points (MAPs). The second tier is that the peer-to-peer network of the MAPs. Property within the second tier is support by midway routers called Mesh Points (MPs) that meet MAPs (MPs don't acknowledge connections from finish users). The network of MAPs and MPs is usually static and uses separate frequency bands to speak knowledge and management info (MAPs are generally equipped with multiple transceivers). Finally, Mesh Gateways (MGs) give property to the wired infrastructure. Associate example of a WMN is shown in Fig. 1. WMNs are forever at risk of "external" and "internal" attacks. External attacks take the sorts of random channel electronic jamming, packet replay, and packet fabrication, and are launched by "foreign" devices that are

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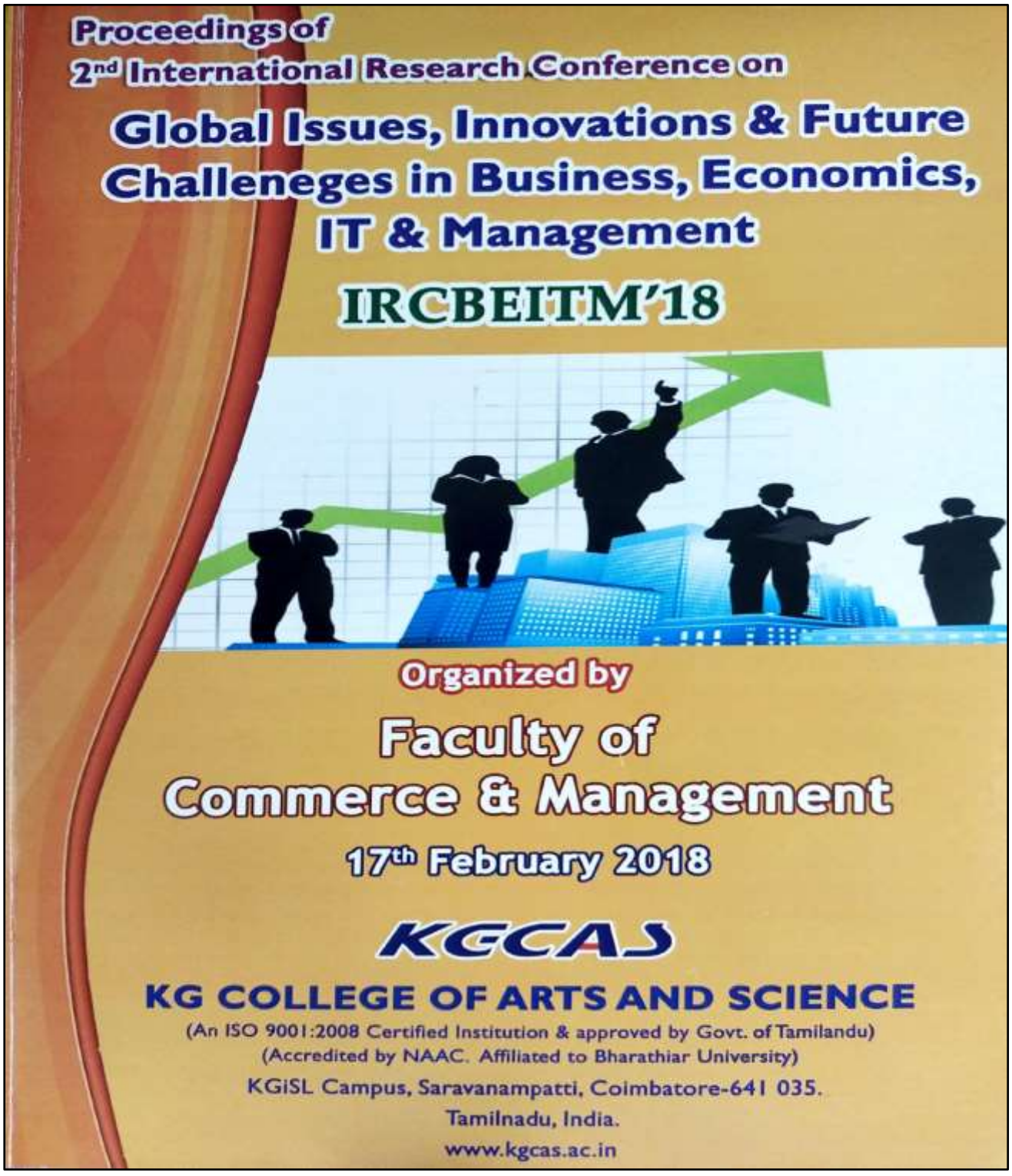
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Impact of rapid growth of Automation in reduction of Job opportunities in leading IT sectors

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ABSTRACT

Automation is one of the most popular and fastest growing technologies which helps in rapid and flawless work when used in a smarter way. Also automation would be preferred by clients of IT industry since it does reduces the fund by minimizing workforce and increasing the efficiency. Usually Automation is used to perform less complex and repetitive tasks easily without much efforts. Rapid rise in usage of Automation has impacted the job Opportunities in india to a greater extend which can be evident from the analysis carried out on the leading IT sectors in India. The statistical data on reveal a actual situation and influence of automation in reduction of job opportunities in India. Most of the leading sectors have performed a huge layoffs in last year due to the increasing need and massive support given by client to perform automation. According to the Grant Thornton International business Report, a survey of more than 2500 executives across 36 economies, 56% of firms are either automating processes or plan to do so in 12 months. The major IT firs such as Infosys, Wipro, Cognizant, DXC Technologies, Snapdeal and Tech Mahindra has done a layoff to a considerable amount of employees when compared to previous year.

INTRODUCTION

Information technology is the sectors whichmet high level of employee layoff inlast year, this reflects their under-preparedness in adapting to a newer automation technologies. As Information Technology companies start working on newer technologies such as cloud computing and are fast moving from a people-led model, which means lesser employees. Meanwhile, most of the IT companies have embraced automation tools to perform the mundane, repetitive tasks that were performed by abunch of engineers earlier.

Objective:

The objective includes the actual automation behavior and its major advantages. Also it includes the reason behind its desperate need in the field of Information Technology industries in India.

The significant objective is to determine how the emerging influence of automation technologies in various Information Technology sectors such as Cognizant technology solutions, Infosys India, Wipro Technologies India, DXC technologies, Snapdeal, Tech Mahindra and other similar leading IT giants.

Also the analysis on effect of automation in major layoff's conducted by leading Information Technology sectors in India, Layoff's also has various other reasons but still emerging automation technology played a significant role in it.

Automation

Automation mainly involves traditional maintenance work hence this paves way for a more stringent appraisal process which in turn asks more people to go .The significant advantage in favor of automation has been increasing with technological advancement for reducing cost, rapidly improving performance and wider applicability is possible with automation. The Indian IT sector faces a serious challenge from automation as the nature of most jobs here is "mundane". Besides, human discretion and intelligence which are low enough to be easily replaced by automation.

In the major Job opportunity sites (e.g. say Naukri.com) we could see most of the Quality engineering and Assurance (QE & A) job opportunities in Indian Information Technologies depends mostly on the major automation softwares and tools such as Selenium, Rational Functional Tester (RFT), UFT, Sa... This makes a point evident that Indian major Information technologies are racing towards the emerging automation technologies.

Automation also reduces the cost of a particular work to a greater extent, which satisfies clients to a greater extent since it offers more accurate, efficient work at lesser cost. Hence automation has took a indispensable place in Information Technology sector.

Regularly it means that cost of hiring a software engineer in India was a fraction of doing so in the US or the UK. So doing work in India, paying employees in rupees, but billing clients in dollars or euros or pounds made it a good profitable business. As per reports most of the population in layoff conducted in

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Work Culture and Organisation

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INTRODUCTION

An organization is formed to achieve certain goals and objectives by bringing individuals together on a common platform and motivating them to deliver their level best. It is essential for the employees to enjoy at the workplace for them to develop a sense of loyalty towards it.

Work culture plays an important role in extracting the best out of employees and making them stick to the organization for a longer duration. Work culture is a concept which deals in the study of:
Beliefs, thought processes, attitudes of the employees.
Ideologies and principles of the organization.
It is the work culture which decides the way employees interact with each other and how an organization functions.

Characteristics of a Healthy work Culture

- A healthy work culture leads to satisfied employees and an increased productivity.
- Employees must be cordial with each other.
- Each employee should be treated as one.
- Appreciating the top performers is important.
- Encourage discussions at the workplace.
- Organization must have employee friendly policies and practical guidelines.

PRINCIPLES OF MOBILISING ORGANISATIONAL CUTURE

- Work with and within your current cultural situations.
- Change behaviours, and mind-sets will follow.
- Focus on a critical few behaviors.
- Deploy your authentic informal leaders.
- Link behaviors to business objectives
- Demonstrate impact quickly
- Use cross-organizational methods to go viral.

TYPES OF WORK CULTURE

The Clan Culture

This working environment is a friendly one. People have a lot in common, and it's similar to a large family. The leaders or the executives are seen as mentors or maybe even as father figures. The organization is held together by loyalty and tradition. There is great involvement. The organization emphasizes long-term Human Resource development and bonds colleagues by morals.

The Adhocracy Culture

This is a dynamic and creative working environment. Employees take risks. Leaders are seen as innovators and risk takers. Experiments and innovation are the bonding materials within the organization

TYPES OF WORK CULTURE

The Market Culture

This is a results-based organization that emphasizes finishing work and getting things done. People are competitive and focused on goals. Leaders are hard drivers, producers, and rivals at the same time.

The Hierarchy Culture

This is a formalized and structured work environment. Procedures decide what people do. Leaders are proud of their efficiency-based coordination and organization.

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Equity Analysis of Pharmaceutical Sector Listed In NSE

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ABSTRACT

Each investment alternative has its own strengths and weaknesses. Some options seek to achieve superior returns (like equity), but with corresponding higher risk. Some of the events affect economy as a whole, while some events are sector specific. Even in one particular sector, some companies or major market player are more sensitive to the event. So, the new investors taking exposure in the market should be well aware about the maximum potential loss, i.e. Value at risk. An analysis of securities and the organization and operation of their markets. The determination of the risk reward structure of equity and debt securities and their valuation. Technical analysis is a method of predicting price movements and future market trends by studying charts of past market action which take into account price of instruments, volume of trading and, where applicable, open interest in the instruments. Fundamentol analysis is a method of forecasting the future price movements of a financial instrument based on economic, political, environmental and other relevant factors and statistics that will affect the basic supply and demand of whatever underlies the financial instrument.

Keywords: *Investors, market and price prediction*

INTRODUCTION

Equity analysis is the act of making an ex-ante evaluation of different investment avenues, especially for the equity shares. The purpose of the analysis is to evaluate investment worthiness of the equity shares and find out the appropriate timing of investment in such share. There are two basic types of stock analysis: fundamental analysis and technical analysis. Fundamental analysis concentrates on data from sources including financial records, economic reports, company assets and market share. Technical analysis focuses on the study of past market action to predict future price movement.

STATEMEMENT OF THE PROBLEM

Equity analysis is the study of price movement and trend in markets in order to forecast future prices. The investors face difficulty while identifying the opportunities. So this analysis is directed towards the use of different tools of equity analysis which helps the investor to identify and decide when to buy or sell. In the current economic scenario interest rates are falling and a fluctuation in the share markets has put investors in confusion. One finds it difficult to take decisions on investment. This is primarily, because investments are risky in nature and investors have to consider various factors before investing in investment avenues. Therefore the study aims to analyze the risks in equity schemes among the investors.

OBJECTIVES

- Equity analysis of selected stocks listed in NSE.
- It aims at analyzing the tools of technical analysis used for forecasting stock prices and interpreting whether to buy or sell them.
- To know the movements (upward or downward) of stock prices of selected company stocks through Technical analysis using Relative Strength Index (RSI)& Moving Average Convergence and Divergence (MACD).

REVIEW OF LITERATURE

(1) R. Chitra (2011) in her study Technical Analysis on Selected Stocks of Energy Sector, founds that significant technical analysis of selected companies helps to understand the price behavior of the shares, the signals given by them and the major turning points of the market price. This in turn would help the investors to identify the current trend and risks involved with the scrip on par with market.

(2) Ms. Anju bala (2013) in his study Indian Stock Market, facilitates to know the past, current and future trend or prospects of stock market. This study provides guidelines to investor to maximize the returns and minimizing the risks. As a result, high degree of volatility in the recent times in the Indian market has led to more development in the future.

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Innovation and Risks in International Online Banking

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ABSTRACT

The banking industry is one of the fastest sectors realizing the developments and changes in the field of technology innovation. Demand on web based banking products increased as a result of expanding customer focused service understanding, decreasing attainability cost, its competitive market structure and consumers' wish to reach banking products fast, effective, productive way. Besides being periodically diversified, the innovative banking tools attract fast increasing demand in years. The study is concluded finding out that the number of products used in web banking and consumers making use of these products noticeably increases in time. Overcoming clash between web infrastructure and banking industry security, diversification of banking products, strengthening the comprehension of tendency of using web banking, will be effective on speeding-up development of web banking increasingly.
Keywords: bank competition; bank regulation; non-banks; payment systems; Internet banking; mobile banking.

INTRODUCTION

The developments in the information technology make the changes of the banking sector in the international competition environment necessary indeed. Electronic banking provides an important competition advantage to the banks in terms of time, location and cost. Recently, it is concentrated on the advance technologies that are the source of the electronic banking in the interbank competition. On the other hand, internet banking is the most important element of the electronic banking.

OBJECTIVES

- TO ensure that users can be able to open their account in a convenient and secure manner.
- To develop a comprehensive documentation that will be used as a guide in future system developments and maintenance.
- To provide transactional approval process.

ONLINE BANKING:

Online banking, also known as internet banking, e-banking or virtual banking, is an electronic payment system that enables customers of a bank or other financial institutionto conduct a range of financial transactions through the financial institution's website. The online banking system will typically connect to or be part of the core banking system operated by a bank and is in contrast to branch banking which was the traditional way customers accessed banking services.Technically, the customer number can be linked to any account with the financial institution that the customer controls, though the financial institution may limit the range of accounts that may be accessed to, say, cheque, savings, loan, credit card and similar accounts.

Frame and White (2009) define a financial innovation as something new that reduces costs, risks, or provides an improved product/service/instrument that better satisfies financial system participants' demand. Our paper focuses on service innovations that can be used for Internet or mobile banking. We simplify our study by assuming that banks offer mainly two categories of services, those related to deposits and those related to loans. Services related to deposits include storing monetary value, withdrawing money, paying, enabling consumers to invest in assets by subscribing to savings products, or to obtain information on their account. Services related to loans include obtaining information on when to pay interests, and intermediation services for customers unable to access financial markets.

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Social Entrepreneurship: An Innovation in Building India

B.NISHA,Assistant Professor, KG College Of Arts And Science, Coimbatore.

ABSTRACT

Opportunities for social entrepreneurs and other social stakeholders from Switzerland in India are countless. Overall it can be said, that the huge number of people, the relative low cost of establishing a company, the vibrant social enterprise ecosystem and India's challenges with poverty are main reasons for Swiss social stakeholders to focus on the Indian market. In addition, India's social entrepreneurship ecosystem is one of the most sophisticated in the world, giving multiple possibilities to connect with local partners, to learn and to pursue innovative solutions to one of India's numerous social challenges in the fields of education, agriculture, healthcare, renewable energy, manufacturing and skills development. India is a very diverse and complex country and requires time to immerse into and understand the Indian way of thinking. To be successful in India, a strong support system of local and international partners is required. The report explains different support categories and provides the reader with a detailed list of the most important support institutions.
The report outlines India's social impact scenario, and is intended to give the reader a succinct overview of this sector, as well as areas of opportunity and challenges

INTRODUCTION:

"Social entrepreneurship in terms of operation and leadership could be applicable to non-profit organizations as much as for-profit social enterprises although in terms of activities and legal entity they are very different." Models for social entrepreneurship in India are **Social for-profit enterprise, non-profit** and **hybrid model,** which are discussed in detail in the following sections.In addition to the above-mentioned models, other ways of creating impact in India are through **philanthropy** and through **Corporate Social Responsibiliy**.India has been regularly receiving global philanthropic money. Recently there has been a rise in local contributions from wealthy individuals with short and long-term vision. A new breed of high-net-worth individuals from the corporate sector is looking at investing philanthropic money in the form of grants and impact investments. Currently strategic philanthropy in India is still at a nascent stage.The practice of Corporate Social Responsibility (CSR) in India still remains within the philanthropic space, but has moved from institutional building (educational, research and cultural) to community development. With the communities becoming more active and demanding paired with global influences, CSR is becoming more strategic in nature (i.e. getting linked with business than being philanthropic). By discussing a company's relationship to its stakeholders and integrating CSR into its core operations, the impact needs to go beyond communities and beyond the concept of philanthropy. This opens up big opportunities for the development sector to unlock local capital for not only solving short-term social problems but also investing into long-term social entrepreneurship.

With the new Companies Act Bill 2013 every company with either:

- a net worth of INR 500 crore (c.78 milion US$) or
- a turnover of INR 1,000 crore (c.157 milion US$) or
- net profit of INR 5 crore (c.783'350 US$)

It needs to spend at least 2% of its average net profit for the immediately preceding three financial years on Corporate Social Responsibility (CSR) activities.

SOCIAL INNOVATION & ENTREPRENEURSHIP IN INDIA

Social innovation helps in solving some of the most pressing problems with new solutions such as fair trade, distance learning, mobile money transfer, restorative justice and zero-carbon housing. The process of creating solutions is also profoundly changing beliefs, basic practices, resources and social power structures. Social innovation provides a unique opportunity to step back from a narrow way of thinking about social enterprises, business engagement and philanthropy.For social innovation in India, a

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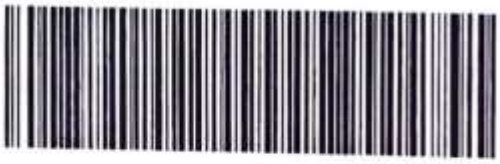

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IMPACT OF CELEBRITY ENDRSED ADVERTISEMENTS ON CONSUMERS BUYING BEHAVIOUR

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ABSTRACT

Today celebrity endorsement becomes the multi-million industries in the world. Marketers endorsed celebrities with their products and brands in the advertisement to increase sales level and change the perception of the viewer's regarding their brand, which positively impacts on their buying behavior. Celebrity endorsement used effectively makes the brand stand out, brand recall and facilitates instant awareness. The celebrity endorsement is a marketing strategy that makes a product differentiable in this competitive era. Companies use this strategy for brand recognition. This research study focuses on the celebrity endorsement and its impact on the customer's buying behavior and their perception regarding the product or brand of the company.

KEYWORDS: *Consumer Purchase Decision, Celebrity Endorsement, Advertisement, Brand image*

INTRODUCTION

In today's world the celebrities are being treated as a role model. People are changing their living style related with their favorite celebrity. This thing creates a great impact on the buying behavior of the persons.

This attracts the customers and ultimately increases the company productivity. Celebrities are not always creating any kind of effect on persons mind in terms of buying. But mostly it gives a great impact on perception of choosing any product.

Competitive world consumers are exposed to thousands of voices and images in magazines, newspapers, and on billboards, websites, radio and television. Advertisers attempts to steal at least a fraction of a person's time to inform him or her of the amazing and different attributes of the product at hand. Because of the constant media saturation that most people

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A STUDY ON DIGITAL MARKETING AND ITS IMPACT

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ABSTRACT:

Digital marketing is the marketing of products or services using digital technologies, mainly on the Internet, but also including mobile phones, display advertising, and any other digital medium.

Digital marketing's development since the 1990s and 2000s has changed the way brands and businesses use technology for marketing. As digital platforms are increasingly incorporated into marketing plans and everyday life, and as people use digital devices instead of visiting physical shops. Digital marketing campaigns are becoming more prevalent and efficient.

****

INTRODUCTION

Digital marketing methods such as (SEO), (SEM),content marketing, influencer marketing, content automation, e–books, and optical disks and games are becoming more common in our advancing technology. In fact, digital marketing now extends to non-Internet channels that provide digital media, such as mobile phones (SMS and MMS), callback, and on-hold mobile ring tones.

History

The term *digital marketing* was first coined in the 1990s

In 2000, a survey in the United Kingdom found that most retailers had not registered their own domain address.

Digital marketing became more sophisticated in the 2000s and the 2010s, when the proliferation of devices' capable of accessing digital media led to sudden growth.Statistics produced in 2012 and 2013 showed that digital marketing was still growing.

Digital marketing is also referred to as 'online marketing', 'internet marketing' or 'web marketing'. The term *digital marketing* has grown in popularity over time. In the USA *online marketing* is still a popular term. *marketing* has became the most common term, especially after the year 2013

Digital media growth was estimated at 4.5 trillion online ads served annually with digital media spend at 48% growth in 2010.[16] An increasing portion of

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