

GOVT. OF INDIA RNI NO.: UPBIL/2015/62096
UGC Approved Care Listed Journal

ISSN 2229-3620



SHODH SANCHAR Bulletin

An International
Multidisciplinary
Quarterly Bilingual
Peer Reviewed
Refereed
Research Journal

Vol. 11

Issue 41

January to March 2021

Editor in Chief

Dr. Vinay Kumar Sharma

D. Litt. - Gold Medalist



CONTENTS				
S. No.	TITLE	NAME OF AUTHORS	PAGE No.	
1.	AN ANALYTICAL STUDY OF FLEXI LEAVE POLICY AND ITS IMPACT ON PBO'S EMPLOYEES	Dr. Vijay Dhole	1	
2.	STUDY OF IMPACT OF CORONA PANDEMIC AND THE GLOBAL RECESSION ON JOB OPPORTUNITIES FOR INDIAN YOUTH IN KPO SECTOR	Dr. Pallavi Sajanapwar	7	
3.	INNOVATION IN OUT OF HOME (OOH) MEDIAADVERTISING RESEARCH: A LITERATURE REVIEW	Prof. Rupa Rawal Dr. Amod Markale	13	
4.	ROLE OF COMPUTER TECHNOLOGY ON PHARMACY IN INDIA	Dr. D. R. Vidhate Ms. D. D. Vidhate	19	
5.	UP SKILLINGTHE SKILLS FORFUTURE EMPLOYMENT CHALLENGE-2030	Prof. Manoj Sathe Dr. Sudarshan Pawar	24	
6.	INVESTORS PREFERENCES TOWARDS GOLD AS AN INVESTMENT OPTION WITH REFERENCE TO PUNEDISTRICT.	Mr. Swapnil Patil Dr. Eknath B. Khedkar	29	
7.	A STUDY OF THE IMPACT OF PANDEMIC COVID 19 ON THE HEALTH CARE SECTOR	Dr. Gauri Prabhu	33	
8.	LIFELONG MACHINE LEARNING IN SENTIMENT CLASSIFICATION: CONCEPTS AND IMPLEMENTATIONS	Krishna Priya S. Kavita S. Oza	37	
9.	A COMPARATIVE STUDY OF URBAN AND RURAL HOUSEHOLDS INVESTMENT AVENUES IN MAHARASHTRA.	Ghodake Shamrao P. Dr. E. B. Khedkar	43	
10.	LITERATURE REVIEW ON EMPLOYEE ENGAGEMENT PRACTICES	Dr. Pushpraj Wagh Ms. Pooja Salvekar	52	
11.	BANKS: DECEPTION TECHNOLOGY	Ms. Ashwini R. Chavan Dr. R. D. Kumbhar	58	
12.	COMPARATIVE STUDY OF ONLINE V/S OFFLINE MODE OF EDUCATION	Mrs. Rupali Kalekar Ms. Aanchal Priya	64	
13.	ITS IMPORTANCE IN INNOVATION MANAGEMENT	Prof. Asmita Abhijeet Gaikwad Dr. Amod Markale	68	
14.	FOR HIGHER EDUCATIONAL EXCELLENCE	Ms. Sarika Choudhari Mrs. Arati Patil	73	
15.	REDEFINING HR WITH ARTIFICIAL INTELLIGENCE: CHATBOTS THE NEW ASSISTANT!	Sarah Dsouza Saylee Anil Karande Angshupriya Datta	80	

3		
16.	ECOSYSTEM IN DEVELOPING COUNTRIES BY THE SPECIAL REFERENCE TO TANZANIA	
17.	CRITICAL ANALYSIS OF THE CORONA DISEASEPANDEMIC AND ITS IMPACT ON EDUCATION SYSTEM IN INDIA	Prof. Manoj Ashok Sathe Prof. Yugandhara R. Patil
18.	VOCATIONAL TRAINING	Dr. Vandana Mohanty Colonel (Dr.) J. Satpathy Ms. Dhanashree Shinde
19.	TEXT MINING: APPLICATION OF STEMMING ALGORITHMS FOR INFORMATION RETRIEVAL IN HEALTHCARE WITH SPECIAL REFERENCE TO VIRAL INFECTIVE DISEASES	Dr. Ashwini Manish Brahme Dr. Shivaji D. Mundhe
20.	STUDY OF THE FINANCIAL IMPLICATIONS OF PSB MERGERS IN INDIA	Mr. Yogesh K. Nakhale Dr. Gauri Prabhu
21.	A POST IMPLEMENTATION STUDY OF SUGARCANE IRRIGATION MANAGEMENT SYSTEM	Dr. Nilam Jadhav Dr. Shivaji Mundhe
22.	A COMPARATIVE ANALYSIS OF CAPITAL STRUCTURE ADJUSTMENT WITH RESPECT TO PARTIAL CAPITAL STRUCTURE ADJUSTMENT IN THE SELECTED BSE LISTED INDIAN MANUFACTURING COMPANIES	Vikas R. Adhegaonkar Dr. E. B. Khedkar
23.	ENVIRONMENTAL ANALYSIS: TOANALYZE VARIOUS ENVIRONMENTAL FACTORS AFFECTING ESSITY AND IDENTIFY THE KEY DRIVERS AMONGST THEM.	Tejas Gujar Dr. Bharati Jadhav
24.	CUSTOMER REVIEWS SENTIMENTS ANALYSIS USING NA TURAL LANGUAGE PROCESSING (NLP) AND DEEP LEARNING.	Dr. Sachin Misal Dr. Shivaji Mundhe
25.	DEHAVIOUR OF INVESTOR ON INVESTMENT DECISION WITH SPECIAL REFERENCE TO MUTUAL FUND VS. TRADITIONAL INVESTMENT AVENUES- A REVIEW	Prof. Mahesh Mahankal Dr. Prabha Singh
26.	FACE IDENTIFICATION IN A GROUP BASED ON LBP ALGORITHM AND NEURAL NETWORK CLASSIELE DESCRIPTION OF THE PROPERTY	Narayan Kulkarni 14
	ANCE OR CLASS	Dr. H. S. Fadewar

27.	FACTORS AFFECTING CONSUMER'S BUYING BEHA VIOR TOWARDS ORGANIZED RETAILING WITH REFERENCE TO STAR BAZAAR IN PUNE CITY	Dr. Pushpraj Wagh	151
28.	VEHICLE REGISTRATION NUMBER RECOGNITION USING MACHINE LEARNING	Dr. Sachin Misal Mr. Sunil Joshi	158
29.	INNOVATION- AN INSTRUMENT FOR SUSTAINABLE ECONOMY	Singha Roy Ekta	164
30.	AUTOMATIC IRIS RECOGNITION SYSTEM IN HCI	Ganesh K. A wasthi Dr. H. S. Fadewar	168
31.	VOCATIONAL EDUCATION ANDTRAINING: IS IT REALLY EFFECTIVE?	Dr. Vandana Mohanty Dr. Ashutosh Zunjur	175
32.	AN EMPIRICAL STUDY ON TECHNIQUES TO CREATE A POSITIVE LEARNING ENVIRONMENT	Dr. Sonali Dharmadhikari Dr. Shweta Joglekar	182
33.	EFFECT OF BONUS ISSUE ON PRICES OF COMPANIES AT STOCK EXCHANGE	Prof. Mahesh Mahankal Mr. Rahul Bari	187
34.	TREND ANALYSIS OF FINTECH USAGE IN PUNE CITY DURING COVID-19	Mrs. Poorva Pachpore Dr. Gauri Prabhu	191
35.	A STUDY OF AWARENESS REGARDING DIABETES MELLITUS AMONG RURAL COMMUNITY OF AHMEDNAGAR DISTRICT	Dr. Gorakshanath T. Gund Dr. Prashant Radhakrishna Tambe	196
36.	VALIDATING CONSUMER ETHNOCENTRISM SCALE (CETSCALE)	Dr. Ashutosh Zunjur Dr. Joe Lopez	202
37.	NLP FOR SOCIAL MEDIA DATA PROCESSING	Miss. Ankita D. Garud Prof. Prashant N. Wadkar	208
38	A COMPARATIVE STUDY OF WIDELY USED VIRTUAL CLASSROOM TECHNIQUES	Dr. Nilam Jadhav Dr. Kedar Marulkar	214
39	LINKING BETWEEN KNOWLEDGE AND TALENT MANAGEMENT IN AN IT FIRMS – LITERATURE REVIEW	Ms. Deepti M. Yadav Dr. Bhola Sarang S.	219
40	STUDY OF E-MARKETING PRACTICES OF SELECTED SMARTPHONE BRANDS FOR PCMC REGION	Prof. Amarnath Gupta Ganesh Kalshetty	226