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3.3.2 Number of books and chapters in edited volumes/books published and papers published in national/ international conference proceedings per teacher 2021-2022

Sr. No.	Name of the teacher	Title of the book/chapters published	Title of the paper	Title of the proceedings of the conference	Name of the conference	National / International	ISBN number of the proceeding	Name of the publisher
1	Dr.Pushpraj Wagh	Consumer Satisfaction and Fast-Moving Consumer Goods				National	978-93-95632-77-5	Iterative International Publisher II
2	Dr. Vaibhav Patil	Higher Education - Reflections From the Field - Volume 3	Perspective Chapter: A Systematic Study for Model Management Education toward Problem Based Learning in West Africa			International	978-0-85014-241-9	Education and Human Development
3	Mr.. Nishant Pachpor	Intelligent Sustainable Systems	Different Nature-Inspired Optimization Models Using Heavy Rainfall Prediction: A Review	Intelligent Sustainable Systems	Lecture Notes in Networks and Systems, vol 458. Springer, Singapore.	International	978-981-19-2894-9	Springer Singapore



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4	Mr. Amar Nath Gupta	Information Communication Technology for competitive Strategies (ICTCS-2020)	Effectiveness of Online Shopping Advantages of Healthy Food Products on Consumer Buying Behaviour	Information and Communication Technology for Competitive Strategies (ICTCS 2020) ICT: Applications and Social Interfaces	Information and Communication Technology for Competitive Strategies (ICTCS 2020) ICT: Applications and Social Interfaces	International	978-981-16-0739-4	Springer Singapore
5	Dr. Shivaji D. Mundhe	Proceedings 2nd International Conference on Innovation in Management & Information Technology ICIMIT-2022		Proceedings 2nd International Conference on Innovation in Management & Information Technology ICIMIT-2022	2nd International Conference on Innovation in Management & Information Technology ICIMIT-2022	International	978-81-927230-0-10	International Institute of Management Science, Pune.
6	Mr. Prashant Wadkar		Analysis of Breast Cancer Dataset And It's Prediction Using Machine Learning	International Conference on Innovation in Management & Information Technology (ICIMIT-2022)	International Conference on Innovation in Management & Information Technology (ICIMIT-2022)	International	978-81-927230-0-10	International Institute of Management Science, Pune.
7	Dr. Sachin Misal		Analysis of Breast Cancer Dataset And It's Prediction Using Machine Learning	International Conference on Innovation in Management & Information Technology (ICIMIT-2022)	International Conference on Innovation in Management & Information Technology (ICIMIT-2022)	International	978-81-927230-0-10	International Institute of Management Science, Pune.
8	Dr. Shivaji D. Mundhe		Quality Enhancement in Higher Educational Institution through Feedback Mechanism and students satisfaction survey	International Conference on Innovation in Management & Information Technology (ICIMIT-2022)	International Conference on Innovation in Management & Information Technology (ICIMIT-2022)	International	978-81-927230-0-10	International Institute of Management Science, Pune.

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Consumer Satisfaction and Fast-Moving Consumer Goods

First Edition

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Dr. Sudhir A. Atwadkar

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About the Authors



Dr. Sudhir A. Atwadkar Received a Ph.D. in Management, MBA with Dual Specialization in Marketing and HR, MMM, LLB degree with 22 Years of Experience In The Field Of Education & Industry Working As an Academician, Administrator & Embedded Educational Organization Development, Ph. D Research Guide & An Approved Faculty of Savitribai Phule Pune University, Pune and Shivaji University, Kolhapur. Awarded By Most Innovative Professor and Research Excellence Award. A Member of Professional Bodies - Institute of Scholars and Reviewer of the Journal of Institute of Scholars and International Journal of Management & Social Studies.



Dr. Pushpraj Wagh, is graduate in B-Pharmacy, have done MBA in Marketing. He has qualified National Eligibility Test - NET in Management and been awarded with Ph.D in Organization Management from Savitribai Phule Pune University. He has three years of experience in pharmaceutical industry at various positions and fifteen years' experience in academics. Presently he is working as an Associate Professor at International Institute of Management Science, Pune. He is a member of INAAR - International Association of Academicians and Researchers and Certified Trainer recognized by Management & Entrepreneurship and Professional Skills Council. He has presented and published research work in many National and International conferences.



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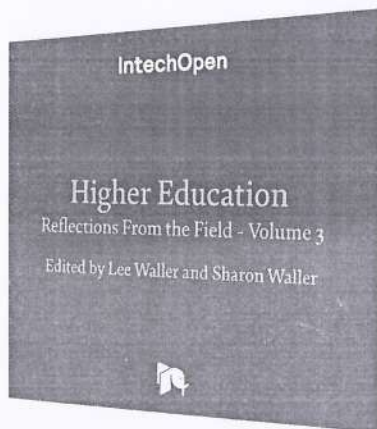
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
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Predicting rainfall has become a problematic and unpredictable activity that profoundly impacts civilization. Precise and appropriate predictions can aid in pre-emptively reducing financial and human harm. Rainfall prediction helps with flooding warnings, water resources management, air transport strategic planning, mobility restrictions, building construction, and other significant human aspects. In this paper, various existing methodologies of rainfall prediction are reviewed and compared. The current techniques of rainfall prediction have different attributes for rainfall estimation.

Humidity, temperature, the flow of wind, pressure, sunlight, evaporation, etc., are some attributes of rainfall prediction. Some machine learning-based models of heavy rainfall prediction and optimization models, such as artificial neural network (ANN), Naive Bayes, decision forest regression (DFR), and boosted decision tree regression (BDTR), and optimization techniques such as firefly, particle swarm optimization, genetic algorithm are compared in this paper. RMSE, MAE, and correlation evaluation parameters are used to evaluate the rainfall prediction model.

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Effectiveness of Online Shopping Advantages of Healthy Food Products on Consumer Buying Behaviour



Amar Nath Gupta and Pradnya Chitrao

Abstract *Purpose* The reason for this exploration is to examine the connection between consumer buying behaviour and online shopping advantages for packaged healthy food products. The research aims to provide knowledge and insights on effective online marketing strategies for marketers engaged with the online creation and appropriation of healthy food products. *Design/methodology/approach* The Cronbach's Alpha Test was applied to test the unwavering quality of the scale, and the outcomes demonstrated that the Likert scale of the survey is dependable. The standard deviation was calculated to know the variation in the opinions of the respondents. The researchers have considered only packaged healthy food products under the study. The SPSS-22 version was utilized for statistical analysis of the data. Primary data was collected through randomly distributing the questionnaire among 392 consumers particularly those who buy healthy food products online from August 2019 to March 2020. The answers of the respondents were estimated on a five-point Likert scale. ANOVA and F-tests were applied to test the null hypothesis. The correlations test was applied to analyse the connection between the factors under investigation. The regression model was created dependent on the examination of information. *Findings* The discoveries of the exploration uncovered that online shopping advantage has a critical relationship on consumers buying behaviour. The study further revealed that the consumer would buy more healthy food products online if the marketers provide online shopping advantages like convenience, reward point system, cashback offers and comparison to purchasing healthy food products. *Research Implications and Limitations* Practical implications—The results of the study highlight the significance of online marketing strategies in influencing consumer buying behaviour. The investigation recommends that marketers must connect with buyers utilizing the manner in which they wish to be locked in by structuring more fitting promotional

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Sr. No.- 5



YASHASWI EDUCATION SOCIETY'S
INTERNATIONAL INSTITUTE OF MANAGEMENT SCIENCE CHINCHWAD, MAHARASHTRA, PUNE, INDIA
in association with

National Institute of Personnel Management (NIPM)
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2nd INTERNATIONAL CONFERENCE

ON

INNOVATIONS IN MANAGEMENT & INFORMATION TECHNOLOGY (ICIMIT - 22)

25 - 26th FEBRUARY, 2022

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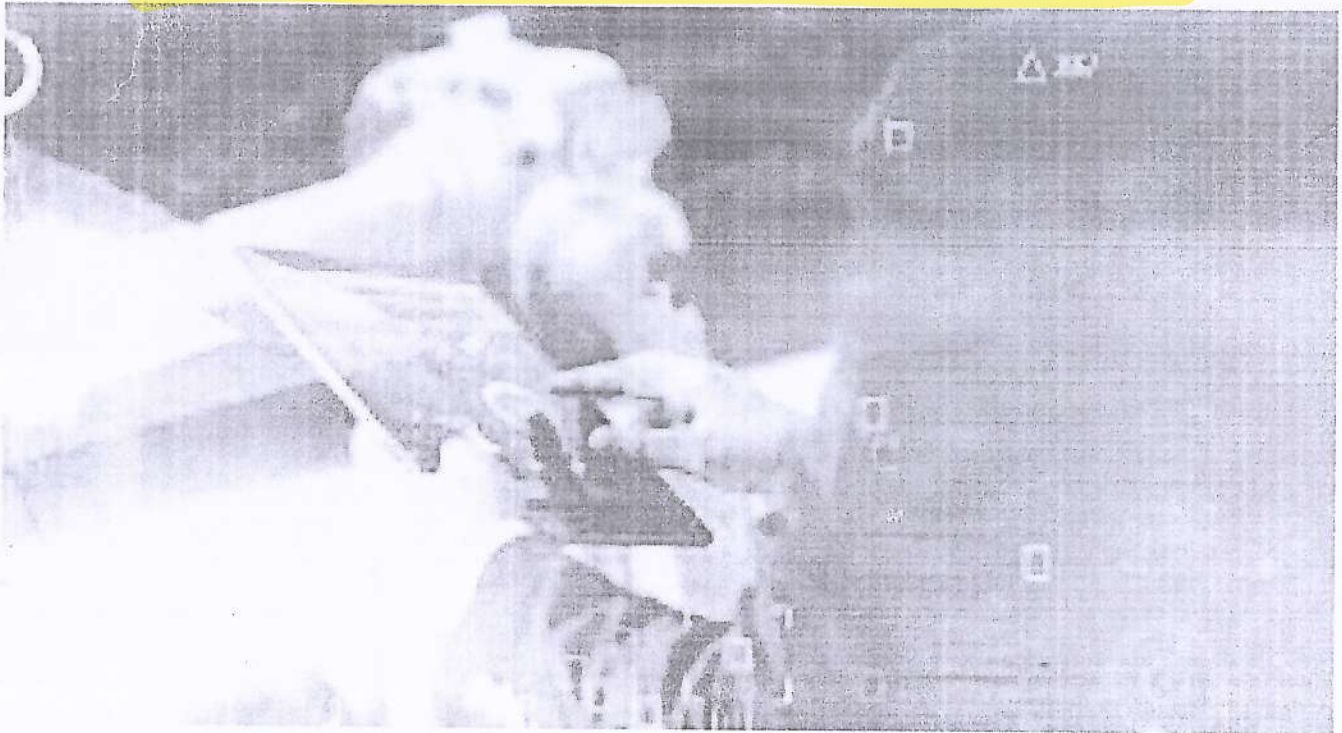
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ANALYSIS OF BREAST CANCER DATASET AND IT'S PREDICTION USING MACHINE LEARNING

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Abstract:

Machine learning can be the process of developing systems that learn from data to recognize patterns and make accurate predictions of future events in healthcare too. It has considerable potential to transform it to health care. Today the healthcare domain relies more on computer technology. Medical diagnosis is an important task of intelligent systems. Machine learning systems are used to find the abnormalities at an early stage of disease diagnosis. Optimal and accurate diagnosis is a critical factor for identifying appropriate treatment. This study with the importance of Machine Learning systems in healthcare, also focuses on the significance of Machine Learning using Python on the jupyter platform. The application of Machine Learning plays a vital part in public healthcare, the significance of the role of ML in medical data analysis is widely used in many applications. For current study the researcher has used the secondary data of patients. The exploratory analysis of this dataset and creating models for machine learning was the challenge. The other challenge was pre-processing, but fortunately researchers have received the clean data. The machine has been trained and tested and in a later stage the accuracy of the model was tested by making use of a confusion matrix by the research, since the critical task in medical data analysis is the prediction of the accuracy results. For doing so the researcher has made it on one of the diseases, the breast cancer prediction by using Machine Learning using python and which has been proved with 87% accuracy. The future research can be carried out by making use of other Machine Learning algorithms.

Key Words: Machine Learning, Python, Breast Cancer, Logistic Regression, sklearn

I. INTRODUCTION

Breast cancer is a disease in which cells in the breast grow out of control. There are different kinds of breast cancer. The kind of breast cancer depends on which cells in the breast turn into cancer. Breast cancer can begin in different parts of the breast. Worldwide, breast cancer is the most common type

of cancer in women and the second highest in terms of mortality rates. Diagnosis of breast cancer is performed when an abnormal lump is found (from self-examination or x-ray) or a tiny speck of calcium is seen (on an x-ray). After a suspicious lump is found, the doctor will conduct a diagnosis to determine whether it is cancerous and, if so, whether it has spread to other parts of the body. This breast cancer dataset was obtained from the University of Wisconsin Hospitals, Madison from Dr. William H. Wolberg, USA.

The best attempt is made to do the exploratory analysis of the dataset. But prior to that the dataset has been checked for whether the pre-processing of the dataset is required or not. After doing so and exploring the dataset in python the target column (dependent column) and independent column has been identified. Then later data is trained by giving it to the machine by creating a model. The accuracy of the algorithm has been checked. The entire study focused on creating a Machine Learning model and checking its accuracy. The Machine learning algorithm model used is logistic regression, which has proved more accuracy of the model.

II. BACKGROUND

1. Python

Python, the dynamic programming language is used for this research, which made the testing and debugging extremely quick. There are extensive open source libraries available for this version of python

2. Python Libraries

Many of the python libraries has been used in visualization and performing statistical analysis like pandas, numpy, seaborn, matplotlib, sklearn etc by the researchers.

Quality Enhancement in Higher Education Institutions through Feedback Mechanism and Student Satisfaction Survey

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Abstract— University Grants Commission is a statutory organization of the Government of India for the coordination, determination and maintenance of standards of teaching, examination and research in university education. NAAC is autonomous body of UGC. As per NAAC guidelines, quality assessment and quality assurance is important in higher education institutes. It measures how well the learning opportunities, infrastructural facilities, resource facilities and general facilities available to students. NAAC takes review of these facilities and report it to the higher education institutes as valuable suggestion for the benefit of student and society. The aim of this paper is to study and implement feedback mechanism and student satisfaction survey for quality enhancement in the higher education institutes.

Keywords— NAAC, Feedback, SSS, institution, criterion.

I. INTRODUCTION

The primary goal of higher education institutes is to create knowledge based society. To achieve this goal, it is necessary to have effective tool for quality assurance of higher education institutions in our country. So University Grants Commission in 1994 established Notational assessment and accreditation council (NAAC) for quality assessment and assurance. There are various quality parameters used by NAAC for assessment. In this context we have focused mainly on two parameter feedback mechanism and student satisfaction survey for quality enhancement in Higher Education. This research paper studies the details of feedback mechanism and shows implementation of it using real life data of an institution. This paper also introduces strategy to carry out student satisfaction survey within short span of time.

II. CRITERIA'S OF NAAC

NAAC has 7 criteria's which are mentioned below as:

1. Curricular aspects
2. Teaching-learning and evaluation
3. Research, innovations and extension
4. Infrastructure and learning resources
5. Student support and progression
6. Governance, leadership and management
7. Institutional values and best practices

Each criterion has some key indicators which give a detail about the work is expected from the concern criteria. Criterion-1 has 4 key indicators namely Curriculum design and development, Curriculum planning and implementation, Academic flexibility and Feedback system.

III. NEED OF NAAC

The following are the needs of NAAC:

1. It helps management to take funding decisions.
2. It is used to get recognition from society about institute quality.
3. It encourages self-improvement in the institutions.
4. It helps to build faith in stakeholders through various measures.
5. It helps to ensure quality assurance of various activities of institution.

IV. NAAC ACCREDITATION PROCESS

NAAC accreditation process can be carried out using following seven steps as:

Step1: College registration in the NAAC Website

Step2: Filling institutional information for quality assessment (IIQA)

Inventory Management & control of Consumable tools

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Abstract: - The main objective behind this project is to study the approach of Integrated Material Management for Effective Inventory Control; this in turn affects overall working capital efficiency in relation to Kalyani Maxion Wheels. This can be achieved by

- a) Elimination of Non-Value added activities.
- b) Bench marking the best practices.
- c) Converting Fixed cost as Variable cost.
- d) Import Raw Material substitution.
- e) Better Inventory control.
- f) To change the Material without affecting the quality & features.
- g) Negotiation with Vendor/ Service providers.

INTRODUCTION:

Inventory management and supply chain management are the key components of any business operations. Inventory management has undergone revolutionary changes with increasing in development of technology and availability of process driven software's. In any business or

Organization all functions that are interlinked and connected to each other and are often overlapping.

Some key aspects like supply chain management, logistics and inventory form the backbone of the business operations.

Inventory management is the whole process of managing inventories from raw materials to finished products. It tries to efficiently streamline inventories to avoid both gluts and shortage Its role is to maintain a desired stock level of specific products or items and helps companies to find out which and how much stock to order at what time. Inventory management is very important to a company's health because it helps make sure there is rarely too much

or too little stock on hand, limiting the risk of stock outs and inaccurate records. Inventory Managements are requires constant and contentious evaluation of external and internal factors and control through planning and review.

Inventory control: It is the process of keeping the right number of parts and products in stock to avoid shortage, overstocks and costly problems. It focuses on cutting the number of slow consumed products while also increasing high consumed products. This saves organizations time and money because they don't have to spend lots of man-hours reordering and receiving goods that they don't really need.

Methods of Inventory Control:

Reorder level (ROL): It is the inventory level at which organization would place a new order. Reorder level depends on a company's work-order lead time and its demand during that time and whether the company maintains safety stock.

(Maximum Consumption × Maximum Lead time)

REORDER QUANTITY (ROQ):

Reorder quantity is the total number of product units you request from manufacturer or supplier on an inventory replenishment purchase order. $ROQ = (\text{Avg Consumption} \times \text{Avg lead Time}) + \text{Maximum Stock Level}$. The maximum stock level is a not-to-exceed amount used for inventory planning. $\text{Maximum Stock Level} = \text{Reorder Level} + \text{Reorder Quantity} - (\text{Minimum consumption} \times \text{Minimum lead time})$. **Minimum Stock Level:** It stipulates a point below which the inventory level is not allowed to fall. When a firm carries minimum stock, it rules out and stoppage of production. $\text{Minimum Stock Level} = \text{Reorder Level} - (\text{Average Consumption} \times \text{Average Lead time})$

RESEARCH OF THE PROJECT:

In Kalyani Maxion Wheels Pvt, ltd ABC analysis is used for managing the inventory. So the study of ABC analysis is done in this project.

ABC Analysis:

Sr. No. -10

Hydroponic Solutions For Soilless Production Systems

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ABSTRACT

Agriculture in India is continuously moulting. Newer technologies are coming up to face the challenges arising due to overgrowing population, water scarcity, climate change, labour scarcity and urbanization leading to reduction in arable land. Various technologies like See & Spray Technology, field sensors for irrigation control, electrical conductivity sensing, machine learning and robotics in agriculture are on its way to come. These advanced technologies will no doubt boost agriculture. Still then, in spite of all these latest and modern technologies, food security amidst the overpopulation pressure with decreasing arable lands is a major concern all over the world. Vertical farming is arguably an intensive way to increase food production using less land. Plant heights were measured in both systems within 30 days. After data collection, data were analysed using Design Expert and Test of Variance

(ANOVA). The hypothesis of the test is that the seed type, planting system, and their interactions have a significant effect on plant height. As a result of the experiment, it was found that the type of seed did not have a significant effect on plant growth. However, the planting system has a significant effect on the plant growth, the hydroponic system has a higher growth rate. This result achieves the aim of this paper which is finding a planting system that can increase the productivity to cover the food demand.

KEYWORDS

Hydroponic System, Soil Based System, ANOVA, Planting System, Hydro Yuga.

Critical Analysis of Investment in Bosch Ltd. with respect to Financial Position

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ABSTRACT:

This research paper aims to analyse the financial statements of Bosch Ltd. In this report, data was collected with the help of a secondary research method in which data was collected from the news, company's financial statements, investor's presentation, of Bosch Ltd. This research was completed by execution of fundamental analysis for Bosch Ltd. For the analysis, the authors have considered Revenue from Operations/Share, PBDIT/Share, PBIT/Share, PBT/Share, Net Profit/Share, Net Profit/Share, Return on Capital Employed, Return on Assets, Asset Turnover Ratio (%), Current Ratio, Quick Ratio, Inventory Turnover Ratio etc. all these ratios were calculated to determine the financial position of the company. Peer comparison was carried out to understand the performance of the company with respect to comparison and trend analysis

was done to understand the price movement of share of Bosch Ltd.

KEY WORDS: Fundamental Analysis, PBDIT, Trend Analysis, Peer Comparison, Ratio Analysis

INTRODUCTION

Equity is the residual claim or interest of the most junior class of investors in assets after all liabilities have been paid in accounting and finance. Negative equity exists when asset valuations do not surpass liabilities. Shareholder's equity (also known as stockholders' equity, shareholders' funds, shareholders capital, or other similar names) is the remaining interest in a company's assets that is distributed among individual shareholders of common or preferred stock. This definition will assist you in comprehending the liquidation process in the event of bankruptcy. Initially, all secured creditors are paid out of asset revenues. Following that, a series of creditors, in order of precedence, have the

Packaging Improvement For Parts Receiving High Damage Claims

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Abstract— In this research topic the relation between packaging cost and the damage done to a product. It is an important relation which we can use in cost analysis. For Various alternatives and we determine the packaging cost and the percentage of damage through simulated laboratory testing for draw compression & some of the actual practical observation. Then we plot the graph of the total cost of versus percentage damage. This can be used in determining the cost versus damage percentage when deciding on the best packing material. The final result on the improvement in packaging in receiving parts. The research at Mahindra cie chakan

Keywords: - Packaging ,Product failure, Cause and effect,

INTRODUCTION

The packaging improvement & Like certification, another important emerging function is total life cycle management. Green packaging is one of the components of the total life cycle. The use of resources to convert raw materials into packaging materials throughout the life cycle affects the environment. This packaging material is then loaded into a container, transported and finally disposed of. So how much energy is used, how much air is polluted due to all the components and processes in the life cycle is analysed. IIP is opening of a cell where all these studies will be carried out. As far as the Green Revolution is concerned, we have conducted a national survey on environmental friendliness that can be applicable to the packaging industry. And we've also come up with guidelines on what materials should be used in Europe and other developed countries, and at what cost. For eco-friendly materials, the tax is very low. Germany is very strict, they will not accept any material if it is not eco-friendly. Other countries accept wooden box, but the tax is

higher. Because they either have to recycle the waste, or reuse that material. The condition is that you do it at your own expense or we will do it at your cost. So this is how indexes are worked. That's why we provide guidelines - if you're shipping to this country, your packaging material is classified into these indices. Due to multinational companies, global trade, many trends are coming in India regarding environment friendliness. In Japan you cannot use cello tape but only paper tape. Paper is eco-friendly whereas cello tape is not. Also corrugated boxes are allowed, thermocol is not. Now in the entire electronic zone, they get all the guidelines from the importing countries and those guidelines are definitely adopted, due to which the Green Revolution is imposed on us. If I were to tell you, you would say no - first let's talk about the cost. If I use paper tape it increases my cost. If I say don't use polythene, just use paper tape, no one will look at me. This is our national problem and my corporate problem.

Brief Description of the Problem:

Damage supply-Damage part supply to customer against the invoice or ordered part no. Customer place the order for FFR, VOR/Accidental & commercial cases & then customer received the Damage part against the invoice then vehicle stand still till the correct / Ok condition part received. This will lead to higher customer dissatisfaction. Due to increase in Damage supply it increases the warehouse claim PPM & company performance is degraded. Also company risks financial losses & NVA activities.

Observation of the Process:



RESEARCH METHODOLOGY

A Study Of Using The Sharp Index Model To Construct An Optimal Liquid Fund Portfolio

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ABSTRACT

Investors will diversify their portfolios to mitigate risk because they prefer lower risk and higher returns. Diversification is defined as the combination of two or more assets that results in the lowest risk and highest return. A portfolio is a grouping of two or more assets. For the purposes of portfolio construction, risk and return are two fundamental and important factors. When putting together a portfolio, every investor's goal is to reduce risk while increasing return. The portfolio with the lowest risk and highest return is referred to as an optimal portfolio. The best and most perfect model for constructing an optimal portfolio is Sharpe's Index Model (SIM). Using Sharpe's Index Model (SIM), this study attempts to construct an optimal portfolio. The Sharpe index model is used to assess and rank the performance of various mutual funds in India. The best performing mutual fund is the SBI Liquid Fund, followed by the UTI Liquid Fund and PGMI Liquid Fund, and the worst performing mutual fund is the NIPPON INDIA Liquid Fund.

Keyword:- Mutual funds, Liquid Mutual Funds, Portfolio management, Sharpe Index Model

INTRODUCTION

Risk and return are two of the most important factors to consider when putting together a portfolio. In portfolio management, every investor's main goal is to minimise risk while maximising return. The optimal portfolio has the lowest risk and highest

return. Portfolio selection refers to the process of determining the best possible portfolio. Several researchers have attempted to uncover the empirical relationship between return and risk and how this relationship can be used to build a better portfolio. These research result in two theories: Portfolio Theory and Capital Market Theory. Harry Markowitz's Portfolio Theory (1952, 1959) is concerned with portfolio selection that maximises expected returns while remaining within an individual investor's risk tolerance. Sharpe and others developed the Capital Market Theory, which links investment decisions to security prices. When combined, Portfolio Theory and Capital Market Theory provide a framework for defining and measuring risk and its relationship to return.

In today's rapidly changing business environment, investment options are constantly changing. As a participant in the capital market, the Mutual Fund Industry is quickly adapting to changes. Depending on general economic growth and global conditions, the number of mutual fund houses has grown over time and will persist in the future. The future is expected to be bright, with numerous global mutual funds establishing funds in India and the industry witnessing several mergers and acquisitions. Researchers are encouraged to investigate the market's potential and drawbacks. In this regard, the study justifies the attempt to analyse the mutual fund industry's growth pattern in conjunction with private and public sector mutual fund schemes, as well as the performance evaluation of the top ten public and

Impact of Stock split in the stock price of specific companies in the Covid -19 Pandemic.

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ABSTRACT:

Share split is one of the strategic decisions that can be taken by the top-level management of the company. With the help of share split companies can increase or decrease the number of shares that are traded in the stock market. Most of the time share split would help to decrease the current share price of the company. Covid-19 pandemic has affect the overall world and all industries across the world. It has a positive as well as negative impact on the Indian share market. to understand the share split during the pandemic the data has been collected from the secondary sources that is internet. The data has been collected from the news articles as well as other websites. Analytical research technique has been used to study the collected data. For this research inductive research approach has been considered. Companies can attract more consumers to the company's shares with the use of a share split. Share splits do not always result in a drop in the company's share price; in certain cases, the value of the stock rises. Customer expectations, market conditions, and capital requirements are all elements that the organisation must evaluate both internally and outside.

KEYWORDS:

Share split, analytical research technique, inductive research

1.0 INTRODUCTION:

1.1 MEANING OF THE SHARE SPLIT:

Share split deals is one action that can be taken by the management in respect to shares that are trading in the stock market in simple words stock split means company can increase the number of shares by issuing more shares to the people who are holding company's shares. Stock share would help to increase the trading liquidity of shares. This action makes the stock more affordable to the investors. With the help of share split company would able to decrease the share price of the company with no change in the company's value. Reverse stock is the decisions taken by the company in which company can reduce the number of shares that are currently trading in the market. This action would help to increase the market price of the share. With the help of share split company can manage the demand and supply of the shares.

A Study of Critical Factors affecting material Management with special reference to Garware Wall Rope

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1. INTRODUCTION:

In the modern times, business men have shown growing responsiveness of the requirement for precision in the field of inventory control. Previously, inventories were an indication of wealth; even though inventories are kept in the liquidity has directed business man to hold cash and securities. There had been solid tendency towards holding the means of purchase goods rather than the goods themselves. Inventory management and supply chain management are the back bone of any business operations. Inventory management has undergone revolutionary changes with increasing in development of technology and availability of process driven software's. In any business or organization all functions are interlinked and connected to each other and are often overlapping. Some key aspects like supply chain management, logistics and inventory form the backbone of the business operations.

Inventory management is the entire process of managing inventories from raw materials to finished products. It tries to efficiently streamline inventories to avoid both gluts and shortage. Its role is to maintain a desired stock level of specific products or items and helps companies to identify which and how much stock to order at what time. Inventory management is vital to a company's health because it helps make sure there is rarely too much or too little stock on hand, limiting the risk of stock outs and inaccurate records. Inventory Management requires constant and careful evaluation of external and internal factors and control through planning and review.

2. IMPORTANCE AND SIGNIFICANCE OF STUDY:

Inventory management helps companies identify which and how much stock to order at what time. It tracks the inventory from purchase to the sale of goods. The practice identifies and responds to trends to ensure there's always enough stock to fulfil customer orders and proper warning of shortage. Inventory management is vital to a company's health because it helps make sure there is rarely too much to little stock on hand, limiting the risk of stock outs and inaccurate records.

Transportation strategy is concern with the inbound flow of goods. The inbound flow refers to the inflow of raw materials and semi-finished products while the outbound flow refers to the distribution of the finished products to business and end consumers. The significance of this research is based on the benefits that can be obtained by identifying the Critical Factors affecting material Management with special reference to Garware Wall Rope.

3. OBJECTIVE OF THE STUDY:

For the present study the following objectives has been formulated.

- 1) To understand and study the present keeping Material Management Systems.
- 2) To identify problems faced by the Material Management system.
- 2) To Study and analysis the process of minimizing inventory cost i.e. replacement cost and shortage cost to maximize the efficiency of organization.
- 3) To identify the key factors affecting Duplication in material Management.

4. HYPOTHESES:

H₀) the organization performance is dependent effective material management system.

H_o: Effectiveness of material management department is depend on different types controlling techniques.

5. Research Methodology:

Inventory management is an important area of manufacturing industry. If company fails to manage inventory, they will face failure. It is a challenge to the company to maintain fair inventory. Research is an organized, systematic, data based, critical, objective scientific enquiry into specific problem, undertaken with the purpose of finding solutions to it. The research provides the needed information that guides managers to take informed decisions to successfully deal with the problem.

This study covers:

- Management technique used for inventory management and control.
- The popularly used inventory management Technique. i.e., ABC Analysis where the consumable tools are categorized into A-B-

Demystifying Cryptocurrency: A Challenge for the Central Government and Central Bank

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Abstract

A cryptocurrency is designed to be a currency, but it does not really function like a currency. Currency always has an issuer, usually a trusted entity like the sovereign. There are already indications that cross-border flows are taking place in cryptocurrencies. If this trend is regulated, a part of the flows related to trade payments, remittances or cross border investments would be made in these cryptocurrencies. Cryptocurrencies have specifically been developed to ignore the regulated financial system. These should be reason enough to treat them with caution. It is also seen that cryptocurrencies are not amenable to definition as a currency, asset or commodity; they have no underlying cash flows, they have no intrinsic value; that they are akin to Ponzi Schemes, and may even be worse. These should be reason enough to keep them away from the formal financial system. More significantly, they can destabilise the currency system, the monetary authority, the banking system, and in general Government's ability to control the economy.

Keywords : Cryptocurrency, Risk, Central Bank, Government, Financial Innovation

I. INTRODUCTION

Cryptocurrencies are being considered as the innovations that would feature in decentralized finance, which are blockchain applications geared to disrupt the traditional financial system. The basic purpose of blockchain technology on which these crypto-products run, is to make financial intermediation, and therefore banks are negligent about this as of now. The class of crypto products are fundamentally designed to bypass the

established financial system, and on a larger scale even the Government. Some experts claim that cryptocurrencies can be referred to as 'freedom' money. It may thus not be adequate, from a regulatory point of view, to treat cryptos as just another type of currency or asset or commodity but also as a potential social movement.

II. OBJECTIVES OF STUDY

The present paper has been designed on the basis of few objectives which have been elaborated as below:

- a. To understand the basic concept of cryptocurrency and allied products
- b. To assess the risk associated with cryptocurrency
- c. To discuss the issues which the RBI or central government needs to resolve about cryptocurrency

III. CONCEPTUAL UNDERSTANDING OF CRYPTOCURRENCY

When a transaction is made using paper currency, all that the receiver needs to check is that the currency is not bogus or fraudulent. Thus, it is the receiver who authenticates the instrument of payment. This arrangement generally works, except for those few instances when the receiver fails to detect a authenticity of currency. In the case of digital transactions, the authentication of the payment is done by an intermediary like a bank, because almost all electronic transactions are transfer of money from one bank account to another. This arrangement also works as the bank certifies that the sender has sufficient balance in the account to complete the transaction. Some people are of the opinion that intermediation by banks is avoidable. This is

Effect of Promotional Tools in Product Marketing

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Abstract:

A product listing page (PLP) could be a page on website that presents a list of items based on an inquiry. It pipes location guests to item detail pages closer to change. Frequently alluded to moreover wealthy with metadata, as a result each item joins back to a category page, and they can intensely impact SEO rankings & inner interface building methodologies. Product listing seller Anker does a wonderful job of crafting their title while balancing the needs of Product Listing's search engine and human site visitors.

Keywords: promotion, price, brand image, and purchase decision.

INTRODUCTION:

Bio compare is a resource for life scientists who want to compare products and services using our extensive database. Users may rapidly browse and compare products side-by-side with a view of all specifications and product information by grouping products into easy-to-find product categories. When a user fills in their information and clicks the request information or request quote buttons, qualified leads are generated. The most comprehensive life science product repository, our Product Directory has over 7 million product listings from over 400 global suppliers.

Features Point:

Basic company profile that includes contact information and related product categories.

Links to product pages on your website that generate sales-ready traffic.

Lead generating options, such as "Request A Quote", "Request a Demo", or "Request a Sample" for sales-opportunity creation.

Information collected from the lead generating options include full contact details and timeframe pertinent to the lead type. Leads are delivered by email via an excel spreadsheet or can be imported directly into your CRM through an API Listings can be updated quarterly.

Product-specific links can be different to allow for country-specific information.

Research Point:

Product listing page design

1. Category name:

The beat route menu settled over all location pages, and on a PLP, a plan component is included to highlight which category the PLP in see falls beneath to superior arrange the customer.

2. Breadcrumbs:

Breadcrumbs show what parent category or sub-categories the list of items have a place to, advertising clients a straightforward way to explore backand forward between diverse item posting pages for more profound browsing

1. PLP page name:

The title of each PLP regularly shows up highlighted within the category segment or on the page. Also, the number of items coordinating the PLP criteria regularly shows up some place on the page.

TO STUDY OF PROCUREMENT OPERATIONS IN SCM

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Abstract— The best companies around the world are discovering a powerful new source of competitive advantage. It's called supply-chain management and it encompasses all of those integrated activities that bring product to market and create satisfied customers. The Supply Chain Management Program integrates topics from manufacturing operations, purchasing, transportation, and physical distribution into a unified program. Successful supply chain management, then, coordinates and integrates all of these activities into a seamless process. It embraces and links all of the partners in the chain. In addition to the departments within the organization, these partners include vendors, carriers, third party companies, and information systems providers. In this research we have analyzed various KPIs from Procurement of EMS Industry.

Keywords:

Material Flow, Supply, KPI, Inventory, Process

Introduction:

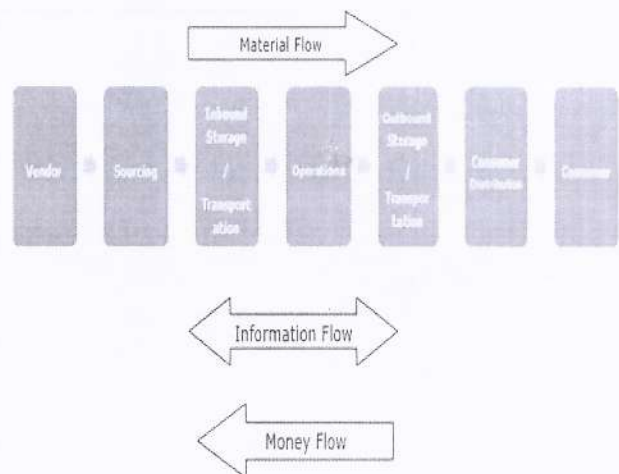
Supply Chain Management can be defined as the management of flow of products and services, which begins from the origin of products and ends at the product's consumption. It also comprises movement and storage of raw materials that are involved in work in progress, inventory and fully furnished goods. The main objective of supply chain management is to monitor and relate production, distribution, and shipment of products and services. This can be done by companies with a very good and tight hold over internal inventories, production, distribution, internal productions and sales. Supply chain management basically merges the supply and demand management. It uses different strategies and approaches to view the entire chain and work efficiently at each and every

Step involved in the chain. Every unit that participates in the process must aim to minimize the costs and help the companies to improve their long-term performance, while also creating value for its stakeholders and customers. This process can also minimize the rates by eradicating the unnecessary expenses, movements and handling. Here we need to note that supply chain management and supply chain event management are two different topics to consider. The Supply Chain Event Management considers the factors that may interrupt the flow of an effective supply chain; possible scenarios are considered and accordingly, solutions are devised for them.

Brief Description of the Problem:

Supply Chain Management (SCM) is field which is essential part of any industry. Every company tries to maximize its supply – demand percentage with keeping optimum inventory level. Planning Procurement & Logistics plays key role in SCM. We have selected various Key Point Indicators (KPI) in procurement operations to determine success of SCM in specific EMS Industry.

Observation of the Process:



A Study On The Impact Of Covid-19 Pandemic And Recovery Of Indian Economy

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Abstract:

The covid-19 outbreak had a huge adverse impact on the Indian economy. The Indian economy was already struggling for growth, Covid-19 impact made it worse. India has to take measures like countrywide lockdown, stop all economic activities, testing of the covid-19 virus, vaccination, restriction on transportation and travel resulted in slowdown similar measures are taken by the other countries made it global recession. Covid-19 significantly affected the demand-supply in the Indian economy. Covid-19 impacted the health of people across the globe. Its actual damage can be calculated only after the covid-19 situation. This research paper discusses the impact of a covid-19 pandemic on various industries of the economy and how fast recoveries are taking place. Which areas of the economies are severely affected and which are less affected due to covid-19. Impact on International Trade, export and growth rate has also been discussed.

Keywords: Covid-19, Indian Economy, Recovery

Introduction:

The covid-19 pandemic was unprecedented as people have observed nationwide lockdown. All major activities were stopped due to the covid-19. There were many epidemics and pandemics like SARS (Severe Acute Respiratory Syndrome), MERS (Middle East Respiratory Syndrome), HIV, Plague, TB and Ebola which affected mankind however severity of the covid-19 was more. Most of the economies in the world have been significantly affected due to the covid-19. Vaccination is the only remedy found on the Covid-19 which will also take significant time. India reported 13,512,493 Coronavirus Cases, 170,066 Deaths on 11th

April 2021 & 12,147,081 people were recovered. The health sector in India was poorly developed which is badly affected during this covid-19 pandemic leading to huge mortality and morbidity. The government has come up with the measures like social distancing, lockdown, closed public offices, isolation at home, testing, vaccination restriction on transportation & travel.

India used a series of lockdowns, first lockdown was announced from 25 March 2020 onwards and extended due to the increasing cases of covid-19. Indian economy suffered due to covid-19 like GDP growth rate decreased, restriction on travel and tourism, export hampered, FDI decreased, demand-supply affected, inflation raised, the unemployment rate increased, Agriculture, services and industrial production decreased, logistic and supply chain management affected. Due to covid-19 infection mortality rate increased losing working human resources.

Significance:

The present study on recovery of the Indian economy from the Covid-19 pandemic to the policymakers to understand the impact of the Covid-19 pandemic on the economy, the sectors of the economy under the impact, and inputs for formulation of policies in order to revive the economy of the country.

The study will also be useful to the managers in the businesses to understand the various alternatives available and to make decisions about survival and growth under the conditions of uncertainty.

Objectives:

1. To understand the impact of the Covid-19 pandemic on the Indian Economy.
2. To understand the economic recovery and its process in various sectors.

Research Methodology:

A STUDY ON IMPACT OF LIFESTYLE ON HEALTH AND WELLNESS

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Abstract:

The changing lifestyle, sedentary nature of many jobs, work related stress are causing serious impact on health of people. The various related health issues include hypertension, stress induced diabetes, kidney disorders, sleep disturbances, mental disorders and many more.

A structured questionnaire was used to collect information from 420 individuals in Pune city selected on the basis of convenience sampling method. The present paper attempts to explore the various effects of lifestyle on general health and wellbeing of people. The study will be useful as valuable reference for healthcare services to understand, evaluate and mitigate the various lifestyle induced diseases and disorders. The study revealed that the lifestyle, work related stress and nature of various jobs have impacted the health and wellness of people and may lead to serious illness, chronic diseases and disorders and that the preventive and curative measures can be taken to mitigate the negative effects.

KEY WORDS: Health Care, Wellness, Lifestyle, Disease, Discomfort

INTRODUCTION:

The present study involved the identification of causes of illness of people and how healthcare and wellness centers can become prevention system, which leads to step towards wellness of the society.

The study revealed the potential for healthcare and wellness centers improve health care quality, safety and how this potential has been demonstrated. Process and planning stage was about conducting descriptive research for healthcare survey with the help of questionnaire in different types of hospitals like Mental hospitals, Thyroid hospitals, De-addiction Centers, Wellness centers, Old-age Homes, Yoga Clubs, and Laughter Clubs.

The study included collection of information from 420 individuals in Pune city between the age ranges of 55-75 who visited clinics regularly for their health issues.

A structured questionnaire was used to collect information from respondents using personal interview method.

The study reported the various causes and issues that are directly or indirectly have an impact on overall health and wellness of people.

Role and Importance of Social Media for Digital Marketing

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Abstract—

Today billions of users or customers make use of social media due to which it becomes a place for businesses and different brands to market their products or services. As using social media marketers can effectively communicate with customers or find potential customers, which result in customer retention i.e. repeat orders from existing customers and customer loyalty.

From last decade every industry use digital marketing to reach to their customers and importance of digital marketing increased from last decade in every industry. Use of right marketing policy industry can reach to many customers and operate more efficiently to achieve long term financial objectives of it.

Today many people make use of information online. Therefore using digital marketing industry can reach to targeted customers. Digital marketing is not only useful to marketers but also for customers.

This paper highlights different types, ways, role and importance of social media in the digital marketing today.

Keywords- Social media, loyalty , Digital Marketing, Services, Brand, Consumers

I. INTRODUCTION

Across the world majority of population make use of social media by the use of different social media applications, the number is increasing day by day as these applications are compatible across different devices like desktop, laptop, mobile phones etc. therefore management of these applications will be easy. Businesses can interact with their customers more efficiently using these applications.

Customers can get information about products and services offered by the industry in less time.

Using social media website customer can express or share their opinion or reviews about product and services which can help other customers to take decision.

Now a days become internet is largest advertising market as information goes viral due to which traditional marketing

techniques like print media, television, hoardings has taken over by internet due to speed and cost.

Advertising is moving towards electronic from traditional due to cost saving. Industry can make use of different techniques like website banner, pop-up ads, *affiliate marketing*.

Strong communication can be established between existing customers or potential customers using social media. Social media helps to personalize "brand" and helps you to spread message and benefits both parties by creating bonding between them.

II. DIFFERENT SOCIAL MEDIA PLATFORMS USED FOR DIGITAL MARKETING

For complete and integrated marketing plan social media is an essential element. To create, share content, reach to specific customer to achieve business goal through marketing by increasing revenue.

Best Social media platforms used for marketing are as follows:

1. **Facebook**- Largest social media platform used by billions of users today.
2. **Instagram** – It is owned by Facebook.
3. **YouTube** – To post video and afterward's sharing it on social media or on email. It is a product by google therefore we can get added benefit of SEO. As YouTube is second largest search engine after google.
4. **Google My Business** – It is free platform offers all features of Facebook, Instagram, Twitter etc. with this posts can be searched by keywords therefore can have impact on SEO ranking.
5. **LinkedIn** – Also known as B2B social media platform for professionals.
6. **Pinterest** – Like Instagram this visual platform allows organizations to show product offerings
7. **Twitter** – To share latest trends using hashtag you can participate in the conversation. Hashtag allows businesses to reach potential customers.

Implications of Cross-Cultural Communication in Global Business: India- Poland Perspective

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Abstract: *Someone's culture could be understood as their learned behaviour patterns from childhood as a part of their adaptive nature. The surroundings and the collective behaviour patterns that are shared since birth, become part of the culture of that individual. The similar psychological reasoning also applied to a legal entity or enterprises working at regional, national or international levels. The corporate culture is always influenced by the people or group of people controlling an organisation or owning that organisation with majority. The country of origin keeps impacting the operational conduct through learned knowledge, belief, art, morals, customs, languages, and other habits acquired by that individual or group of people as a member of that particular society. In normal practice, we try to project our mindset onto other people. We expect the similar practices and behaviour from the counterparts either from a day today's life practices or, from the business partners. But successful execution in a cross-cultural environments depends on how they are presented by one and accepted by the other.*
Keywords: *business, communication, India, influence, intercultural, Poland*

INTRODUCTION

Since the dawn of civilisation, globalisation has helped business locally as well as internationally by

using different skills, and understanding many different cultures by crossing borders. But in recent months, we have experienced opposite behaviour towards expansion of businesses from the open market economy into total shutdowns, a larger concept of global business expansion strategies converted into local made strategies "Vocal for Local". Local business has been more appreciated by avoiding dependencies on global business specially during this pandemic period. The word **vocal for local**¹ is a new initiative taken by Indian Prime minister in order to encourage local business as well as an open invitation to the global companies to come to India and do manufacturing locally according to local demands. It has helped India to receive the highest foreign capital into the economy by hosting many global investments in various sectors.

Now, especially when methods of interactions are increasing in a way depending on the technologies which is increasing misunderstanding of cross-cultural communications and harming businesses across the globe. Office working culture has converted into technology based virtual platforms as a place of discussion *and* strategies

¹ *Vocal for Local* means encourage local business and manufacturing in India, a concept

launched by Indian Prime Minister, Shri Narendra Modi

Big Data Applications

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Introduction:

We often come across the claim of data being oil of 21st century. With advent in technology, it is now possible to systematically store and process data in all walks of life in meaningful ways. This data is ever growing in volume at greater pace or velocity, variety and veracity with focus on visualisations adding value what is also called as 7 V's or characteristics of big data.

This paper is an attempt to explore big data applications in various areas with special focus on consumer behaviour which is increasingly becoming complex in digital era.

What is Big Data?

Investopedia defines big data as large, diverse sets of information that grow at ever-increasing rate. These diverse data sets are voluminous in size as well as variety or type making it impossible to easily capture, manage, process and retrieve the data.

The size of such data is now measured in a unit called Zettabyte (ZB) and moving towards Yottabytes (YB). For us these ZB and YB really sounds unfamiliar. So how big really this data is? As we know one bit of data contains the binary value i.e. either 0 or 1. Eight such bits make a byte of data. Further it keeps increasing in the tune of Kilobytes (1024 Bytes), to Petabytes (1024 TB) and it goes on till Yottabytes the highest ever know unit of data size measurement till date.

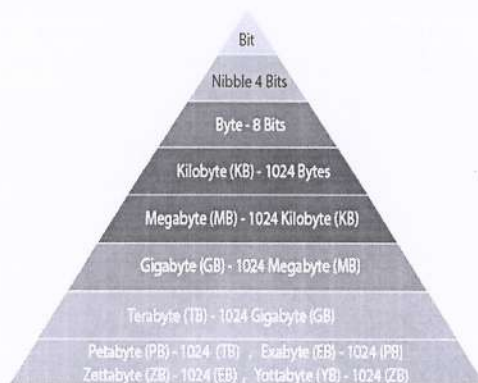


Fig. 01: Data Size Measurement Units Illustration

Types of Big Data:

The types of big data includes: Unstructured Data, Structured Data and Semi-structured Data

The *unstructured data* is one that does not fit into tabular databases or spreadsheet like format. Various types of audio and video files, images, likes/dislikes,

shares etc mainly across social media platform, surveillance gadgets like CCTV, media coverage is in unstructured data format. It is very difficult to search and analyse this type of data which is qualitative in nature.

The *structured data* on the other hand is that data which simply can be stored in tables of rows and columns or spreadsheet format and mostly expressed in numbers. The structured data examples may include demographic characteristics like name, gender, birth date, address, credit card or identification number, geolocation, and more.

The *semi-structured data* however is a type of data that lies midway between structured and unstructured data. It doesn't have a specific relational or tabular data model but includes tags and semantic markers that scale data into records and fields in a dataset structure. Common examples of semi-structured data are JSON which defines an object with some properties like name, age, gender etc where each property has a value.

The big data can also be classified based on its sources as follows:

1. Social data is the data which is available in abundance includes individual's searches, likes or dislikes, shares, subscriptions etc. All these things put together helps to understand consumer behaviour in meaningful way. The best part of social data is real time insights into consumer sentiment.

2. Machine Data: Machine data is an output of various types of machines like automobiles, numerous electronic gadgets including mobile devices and other connected objects. Machine data reveals the insights into actual human behaviours.

3. Transactional data: It is the information captured from online and offline transactions and records. It is usually captured at the time of buying or selling at the point of sale and includes time, place, quantity, payment method and discounts etc. This type of data is very much useful to gain insights into consumer behaviour but since it captures time, it may lose relevance afterwards.

Applications of Big Data: Big data has numerous applications in the modern world in all walks of life including key sectors like E-commerce, Finance, Retail, Healthcare, Media and Entertainment, Supply Chain Management, Hospitality and Telecom sector.

1. *E-commerce sector* is one of the pioneers to collect analyse and use big data. Big data application helps to enhance customer experience by anticipating customer expectations in well advance from her earlier interactions or preferences. The modern time