
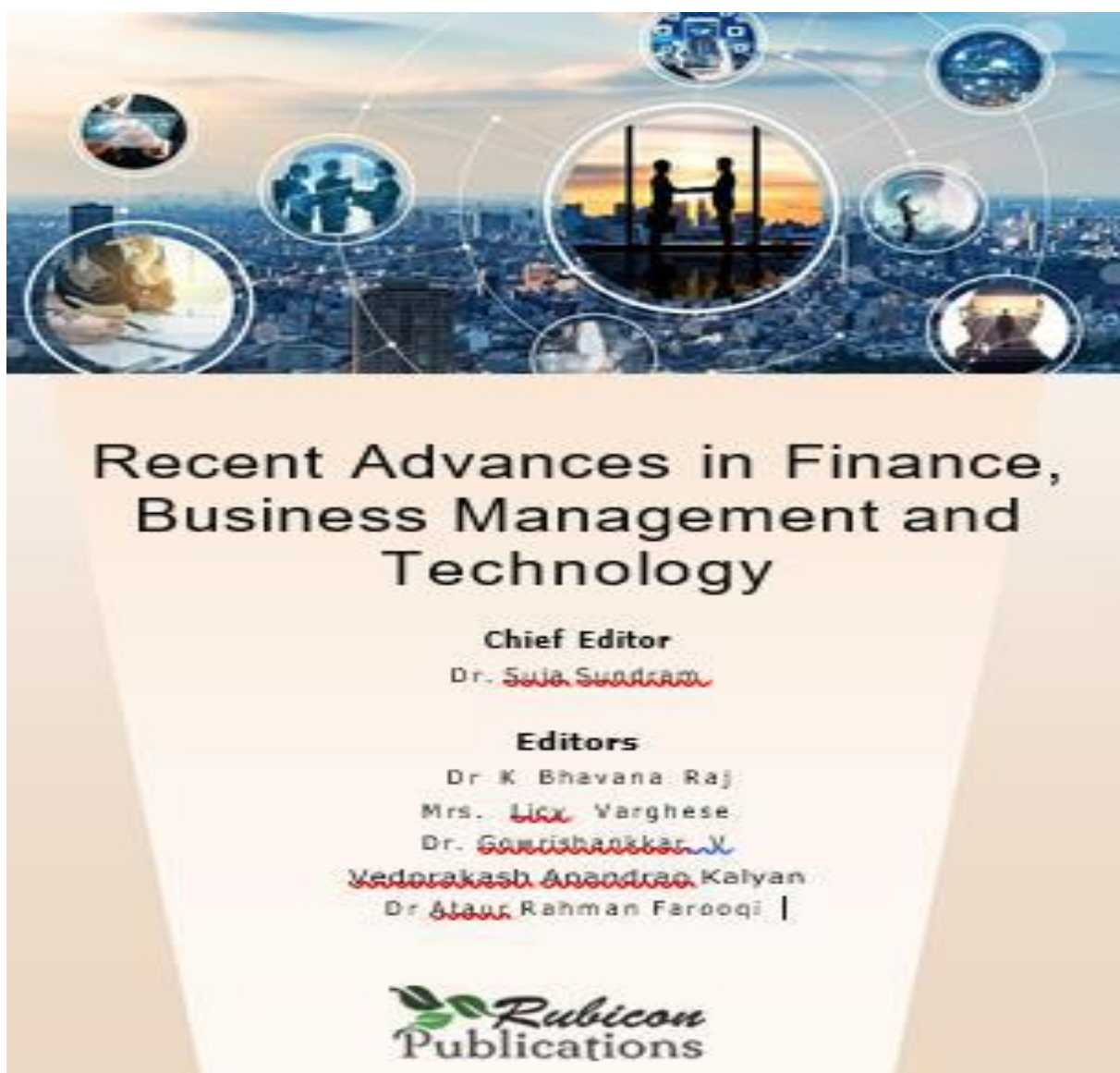
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<p style="text-align: center;"><b>NAAC</b></p>	<p style="text-align: center;"><b>CRITERIA – VII</b></p>	<p style="text-align: center;"><b>Metric.</b> <b>31</b></p>

### 3.4.4 BOOKS AND BOOKCHAPTERS PUBLICATIONS BY THE FACULTIES DURING THE YEAR.





# Recent Advances in Finance, Business Management and Technology

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# **PREFACE**

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*The Book chapter introduces recent advances in Technology as a confluence of several disparate disciplines such as Finance (including Business Management), Information technology, Computer Science, Communication technology and marketing science. Business management has been at the heart of facilitating economic growth and success for organisations by rounding up the essential attributes businesses need for their sustenance. Nowadays, the role of business management has become critical for organizational success as it helps develop strategies, collects information about different capitals, finances, and other additional elements, and leverages technology that yields preferable results. The scope of financial management looks bright in 2022 and the forthcoming decade. The book chapter is written in a lucid and easy to understand in light of the liberalization and globalization of economy. The Advances in Finance, Accounting, and Economics book series aims to publish comprehensive and informative titles in all areas of economics and economic theory, finance, and accounting to assist in advancing the available knowledge and providing for further research development in these dynamic fields.*

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**Dr. Suja Sundram, MBA, MPhil., Ph.D., concomitant as Assistant Professor, Department of Business Administration, Jubail University College, Kingdom of Saudi Arabia. Her area of specialization is Marketing and International Business. She serves as a Department Field Training Coordinator for 5 programs namely Business Administration, Management Information Systems, Accounting, Human Resources Program and Logistics & Supply Chain Management.**

*With 21 years of teaching experience in different Universities, she has acquired excellent proficiency of various Programs and Courses. Her publications in various Journals in both National and International helped her evolve as editorial member. She is a founder member of a Scientific Journal called 'Global Management Review and Sona Journal of Marketing Research' for Sona College. She also holds a predominant role in the Board of Studies for Hindusthan College of Arts and Science and Sanjivini groups of Institutions.*

**Though working in the kingdom, she continues to evaluate Ph.D. thesis as foreign examiner for Bharathiar University and Periyar University. As member of American Marketing Association and Stephen Covey Community, she participates in many conferences and presides over many workshops in India and abroad.**

***Dr. Suja Sundram***





**Dr. K. Bhavana Raj , Assistant Professor in the area of Banking, Finance & Business Analytics at Institute of Public Enterprise, Hyderabad is a prolific researcher and has published numerous research papers and case studies in various journals of international repute in the area of Banking, Finance & Business Analytics. She is also a reviewer for many reputed international journals. Her research interests include Risk Management, Basel, Corporate Finance, Risk Modelling, Financial Analytics, Corporate Governance etc. She has a blend of both engineering and management expertise, holding a B. Tech degree in Computer Science & Engineering, M.B.A and Ph.D from JNTU Hyderabad. She also has more than four years experience in HSBC Bank.**

*She has successfully completed all 8 (eight) modules of MOOCs in SWAYAM - NITTT (The National Institute of Technical Teachers Training) conducted by NITTTR (The National Institute of Technical Teachers' Training and Research, Chennai) during March 2021 as per the AICTE mandatory teacher training policy in the First Attempt. She has qualified herself UGC-NET (University Grants Commission- National Eligibility Test) for Lectureship in June 2011 in the Faculty of Management Sciences -Finance in the First Attempt.*

***Dr. K. Bhavana Raj***



**Mrs. Licy Varghese is a Senior Faculty Member in the Commerce Stream in a reputed college in Mumbai. She has done her M.Com, M. Ed, M. Phil, PGDCS and has over 25 years of teaching experience. She is presently pursuing her Doctoral Studies (P.h D) in Commerce. She is a good motivational speaker and has presented and participated in several National and International Seminars. She has also authored Books and is on the Editorial Board. She has written several papers based on her Doctoral Thesis.**

***Mrs. Licy Varghese***





**Dr. Gowrishankkar .V, is an Assistant Professor, School of Management, Sri Krishna College of Engineering and Technology, Coimbatore, India. He pursued his MBA(HR) degree at Sri Ramakrishna College of Arts and Science, Coimbatore (Anna University with first class), Master of Philosophy degree at PRIST University with first class and Pursued Ph. D in Karpagam Academy of Higher Education, Coimbatore. He has more than 6 years of teaching experience and 6 year of industrial experience. He has published 19 International Journals and 2 National Journal. He has published his articles in reputed in Scopus and WOS journals. He presented 3 national conference and 2 international conference. He had attended more than 23 Faculty Development Programmes and workshops at various institutions. He conducted 5 Guest Lecture for MBA and BBA students in various colleges in and around Coimbatore. He has received Patent Right (3<sup>rd</sup> Position) on the title "Consumer Attitudes towards International and Local Brands in the Indian Manufacturing Sector". Published 3 books on HRM, Managerial Economics, Business Ethics. His area of specialization includes HR and Marketing.**

***Dr. Gowrishankkar .V***



**Prof. Vedprakash Anandrao Kalyan has been teaching Mathematics to undergraduate and postgraduate students in Dnyanopasak College, Parbhani (M.S.) for the last 21 years. With teaching experience in different colleges, he has acquired excellent proficiency of various programs and courses. He has been actively involved in research in the field of fixed point theory. To his credit, he has several research papers in reputed international journals. He has presented research papers in national and international Conferences.**

*He has chaired the sessions and delivered plenary lectures in many national and regional level lecture series, workshops and conferences. He has also organised regional level workshops and seminars. He has worked as a judge for the inter-state science exhibition. He has served as the centre superintendent for the University examinations. He is a life member of Indian Mathematical Society, Marathwada Mathematical Society, Indian Science Congress Association, and MACCIA.*

***Prof. Vedprakash Anandrao Kalyan***



**Dr. Ataur Rahman Farooqi is Doctorate in Commerce and has teaching experience of 8 years in Accounting and finance related subjects. Dr Farooqi possesses experience from three different countries teaching many Post graduate and undergraduate courses, along with teaching he is also guiding PH.D students. He has attended many Workshops/FDP/MDP at national and international level. In addition to it he has also published many articles, research papers, books in his expert area . Dr Farooqi has attended and presented research papers in many national and international conference. He has also reviewed many research papers for many journals.**

***Dr. Ataur Rahman Farooqi***

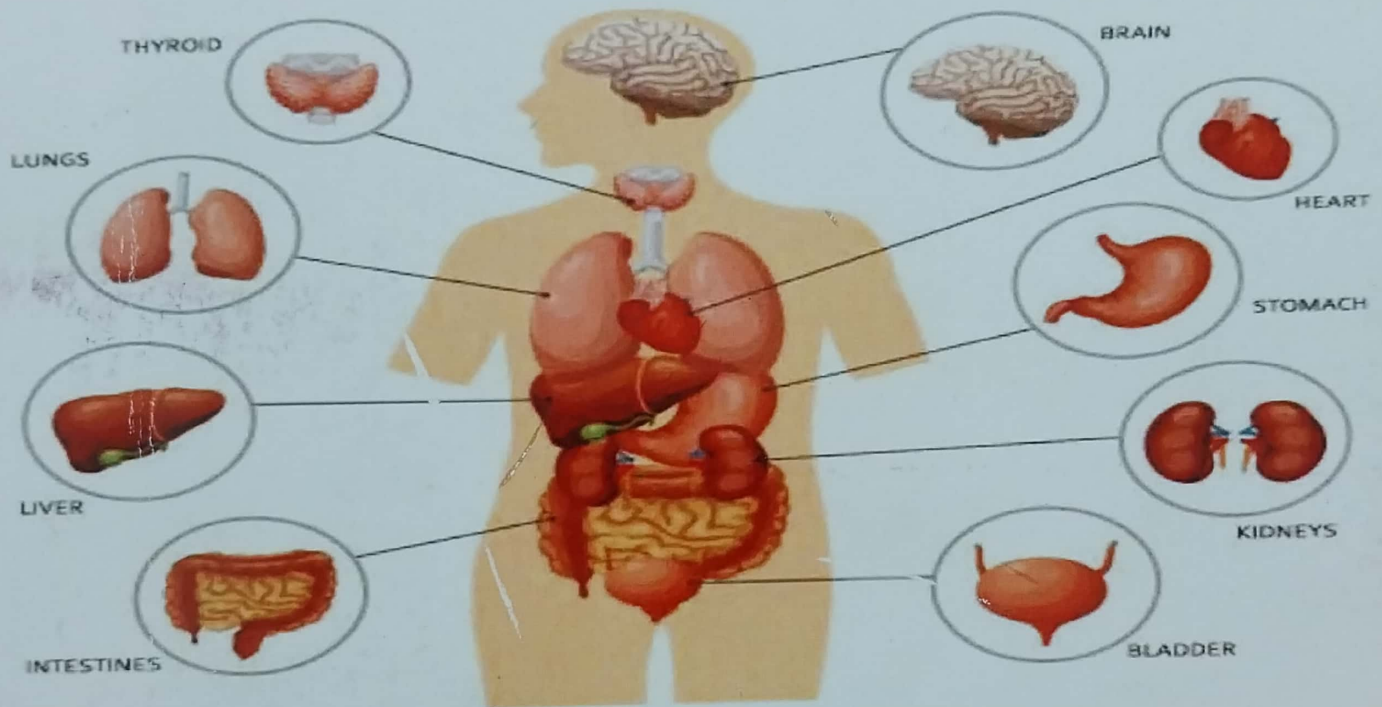
## CONTENTS

1.	<b>A STUDY ON STUDENTS' SATISFACTION TOWARDS LEARNING AND ITS VARIABLES TOWARDS THE SYSTEM QUALITY OF LEARNING MANAGEMENT SYSTEMS</b>	<i>Dr. Sanjay Kumar, Dr. K. Karuppusamy, Dr. M. Vanisree</i>	<b>1-8</b>
2.	<b>A REVIEW OF LITERATURE ON FACTORS ASSOCIATED WITH STUDENT'S LATENESS BEHAVIOR AND DEALING STRATEGIES</b>	<i>Dr. R. Subashini, Dr. G. Velmurugan</i>	<b>9-14</b>
3.	<b>CONSUMER PERCEPTIONS AND PURCHASE BEHAVIOUR TRENDS TOWARDS DIGITAL ONLINE BUYING BEHAVIOUR OF CUSTOMERS</b>	<i>Dr. Rajalakshmi Anantharaman, Dr. R. Rajkumar, Dr. Rajendra Subhash Jarad</i>	<b>15-20</b>
4.	<b>EMERGING TRENDS OF HUMAN RESOURCE MANAGEMENT (WITH SPECIAL FOCUS ON INFORMATION TECHNOLOGY INDUSTRY)</b>	<i>Dr. Ayaz Ahmad, Dr. Preetha. M, Dr. Juliet Gladies Jayasuria</i>	<b>21-31</b>
5.	<b>PERCEPTION TOWARDS INTERNET USAGE: A STUDY WITH REFERENCE TO POST-GRADUATE STUDENTS IN SELF-FINANCING COLLEGE</b>	<i>Dr. I. Shanmuagpriya, Dr. Swathi Gajanethi, S. Arul Prabakaran</i>	<b>32-38</b>
6.	<b>THE STRATEGIC HUMAN RESOURCE MANAGEMENT EFFECTIVENESS AND ITS IMPACT ON THE ORGANIZATIONAL PERFORMANCE</b>	<i>Radha. T, Dr. P. Yasodha, Dr. K. Santhanalakshmi</i>	<b>39-44</b>
7.	<b>DRIVERS OF GREEN BUYING BEHAVIOUR - A THEORETICAL FRAMEWORK</b>	<i>Dr. Naveen Kumar M S, Dr. Rajeshwari GM, Dr. Manju Priya R</i>	<b>45-51</b>
8.	<b>A STUDY ON AWARENESS LEVEL OF CUSTOMERS TOWARDS GREEN BANKING</b>	<i>Dr. K. Bhavana Raj, Dr. Arun kumar T. T, Dr. Dalvinder Singh Wadhwa</i>	<b>52-58</b>
9.	<b>GREEN MARKETING: AN EMERGING APPROACH TO SUSTAINABLE DEVELOPMENT IN INDIA</b>	<i>Dr. Satish M Dhoke, Mankeshva saini, Yogesh Mahajan</i>	<b>59-63</b>
10.	<b>A STUDY ON THE EFFECT OF ONLINE SHOPPING ON CONSUMER BUYING BEHAVIOUR IN INDIAN PERSPECTIVE</b>	<i>Dr. P. Rajini, Chinmoy Goswami, Dr. Karuna Joshi Gole</i>	<b>64-70</b>

11.	KNOWLEDGE MANAGEMENT SYSTEM THROUGH ICT; A STUDY WITH INDIAN HIGHER EDUCATIONAL INSTITUTIONS	<i>Dr. D. Praveen Sam, Sahil Bains, Dr. Pratima Mishra</i>	71-75
12.	A STUDY OF IMPACT OF SOCIAL MEDIA MARKETING ON ONLINE PURCHASES OF CONSUMERS WITH RESPECT TO FMCG PERSONAL PRODUCTS	<i>Dr. Amit Channa, Dr. B. Ussaima, Dr. Meenakshi</i>	76-81
13.	A CONCEPTUAL STUDY ON ECONOMIC EMPOWERMENT OF THE WOMEN COLLEGE TEACHERS IN TAMIL NADU	<i>Dr. Sunil M. Adhav, Dr. Ratheesh. K. Nair, M. S. Vunu</i>	82-91
14.	EFFECTIVENESS OF SOCIAL MEDIA NETWORKS AS A STRATEGIC TOOL FOR ORGANIZATIONAL MARKETING MANAGEMENT: A LITERATURE REVIEW	<i>Dr. Santosh Walke, Dr. S. Sekar, Kiran. J</i>	92-97
15.	MARKETING OF TOURISM: A PARADIGM SHIFT TOWARD SUSTAINABILITY	<i>Dr. Deepu G P, Dr. Ajay B. Jamnani, Dr. Sagar H. Mohite</i>	98-107
16.	INVERSE DEGREE INDICES OF DIGRAPHS	<i>Dr. P. Janaki., Dr. S. Sangeetha, N. Malini</i>	108-111
17.	PERCEPTION OF THE GLASS CEILING IN HIGH TECHNOLOGY COMPANIES: AN OVERVIEW	<i>K Vinaya Laxmi, Dr. S. Sekar, Rajamanickam. T</i>	112-118
18.	POSITIVE AND NEGATIVE IMPACTS OF INFORMATION AND COMMUNICATION TECHNOLOGY IN EVERYDAY LIFE	<i>K Vinaya Laxmi, Parnab Ghosh, Jugal Kishore</i>	119-126
19.	ELECTRONIC SHOPPING; A PARADIGM SHIFT IN BUYING BEHAVIOUR AMONG CONSUMERS	<i>M. Bhuvaneswari, Dr. Sharvari Hrishikesh Pote, Monalisa Pattanayak</i>	127-133
20.	FACTORS AFFECTING HR ANALYTICS ADOPTION: A SYSTEMATIC REVIEW USING LITERATURE	<i>J. Edward, Dr. N. Indhira, S. Rosy Felciya</i>	134-140

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## HUMAN ORGANS



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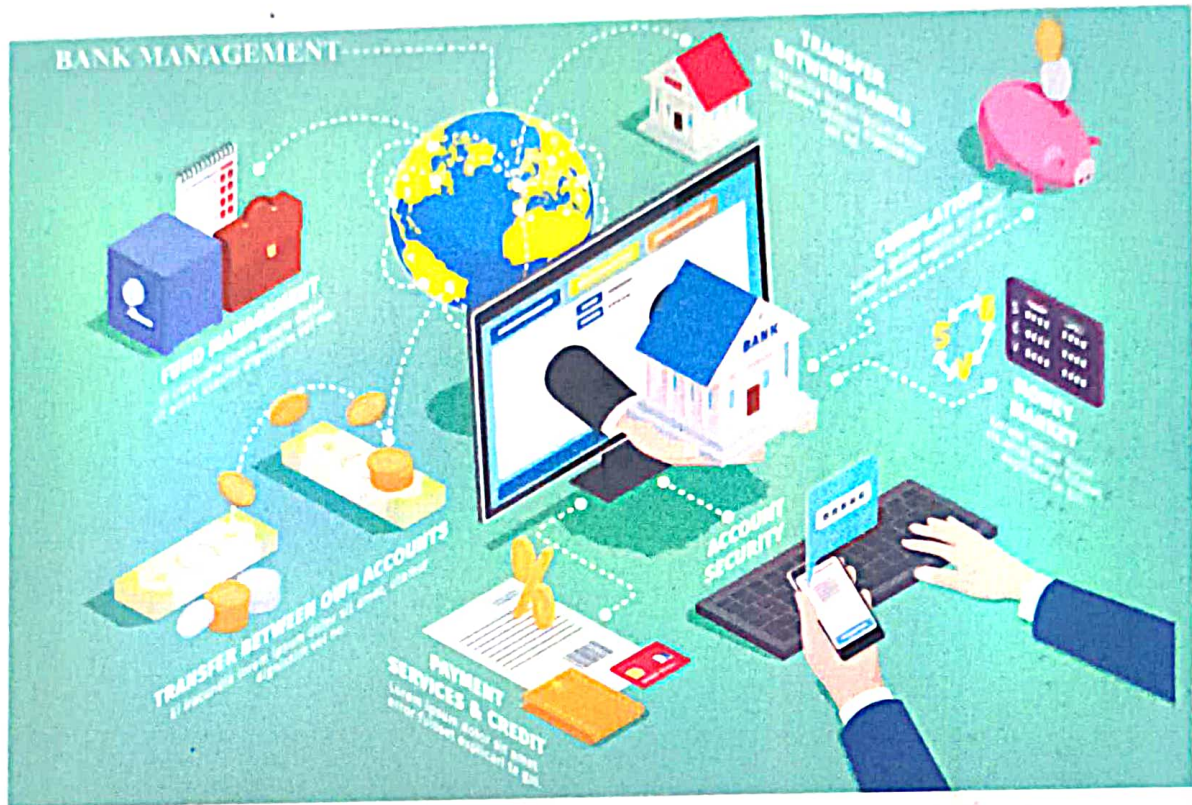
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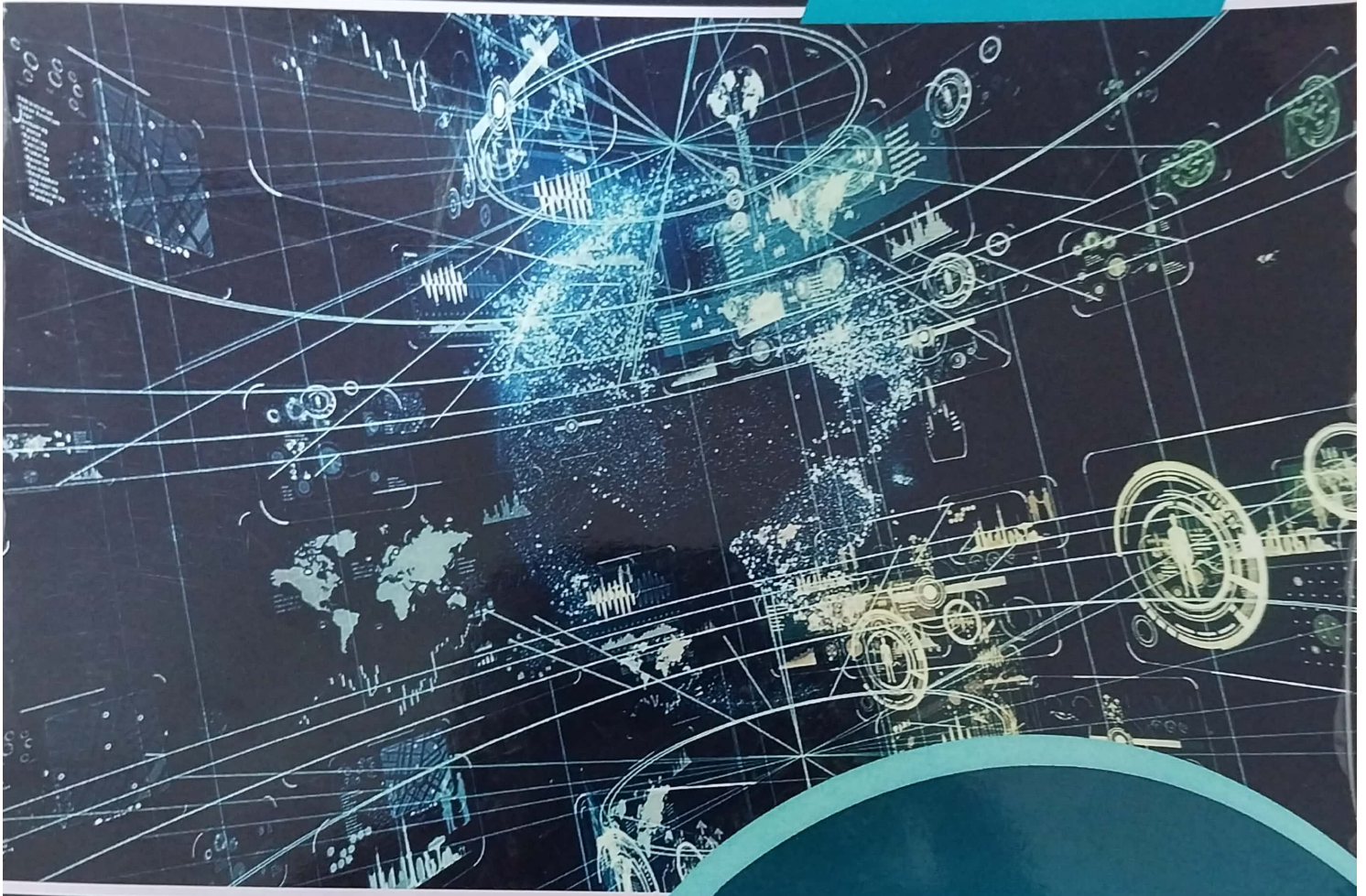
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# **Artificial Intelligence: A modern Approach**



**Ms. Ranichandra**  
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## Author's Profile



S. Ranichandra M.Sc., M.Phil., MBA., has instigated her career as a Lecturer in the year 2001 and now she is serving as an Associate Professor in the Department of Computer Science and with an additional responsibility as IQAC Coordinator at Dhanalakshmi Srinivasan College of Arts and Science for Women (Autonomous), Perambalur, Tamilnadu, India, with 18 years of teaching experience. Her area of specialization includes Data Mining, Data structure, Principles of Compiler Design, Computer Networks, Digital Image processing. She is an extrovert and has good inter-personal skills. She has published 2 books, 3 patents, 20 papers in International Journals, presented 14 papers in National level conferences, 15 papers in International Level conference and has attended 12 workshops, 4 Short term courses, 54 Faculty development Programme and 73 webinars. She has obtained UG & PG Examinership & M.Phil. Guideship in Periyar University, Salem and Bharathidasan University, Thiruchirappalli. She has guided 35 M.Phil. scholars of various universities. She is a life time member in CSTA, New York and ACS, Bangalore, IACSIT (International Association of Computer Science and Information Technology), Singapore, IAENG (International Association of Engineers), Hong Kong. She is also a reviewer in International Journal of Computer Science and Information Security (IJCSIS), USA, of International Journal of Engineering and Natural Sciences, in World Academy of Science, Engineering and Technology (WASET), International Association of Engineers (IAENG), Hong Kong, International Journal of Advancement in Technology (IJoAT), International conference ICMLC Singapore. She has also received Incredible Academician of India Award, Innovation Excellence Award 2021 and Best NSS Officer Award. Her contribution to the college chairs her as College Event committee coordinator, NAAC Steering committee member, College Autonomous Coordinator, Chief Superintendent of Examination, Chairman for Central Valuation, Organizing secretary for various conferences and seminars & NSS officer for Women wing. She has also contributed to the department as a Member of Board of Studies, co-opted member for M.Sc. Bioinformatics department, NAAC and Autonomous coordinator, Organizing committee member of various National conferences and Intellectual event "Empower 2010", Member in paper review committee of National conference "NLCIC 2010", Editor of the department Magazine ISHARE, Member of Parents Teachers Association, Team Leader in Project Management, Member of Department Placement cell and Students Counselor. She has been very successful in moulding the personality of her students by enriching their knowledge in their relevant domain and also motivating them to acquire both technical and managerial skills and more specifically by training the students with Soft skills. Being the class advisor she has been the mentor for students and helps them in crafting their career proving that she is not a teacher but an awakener.



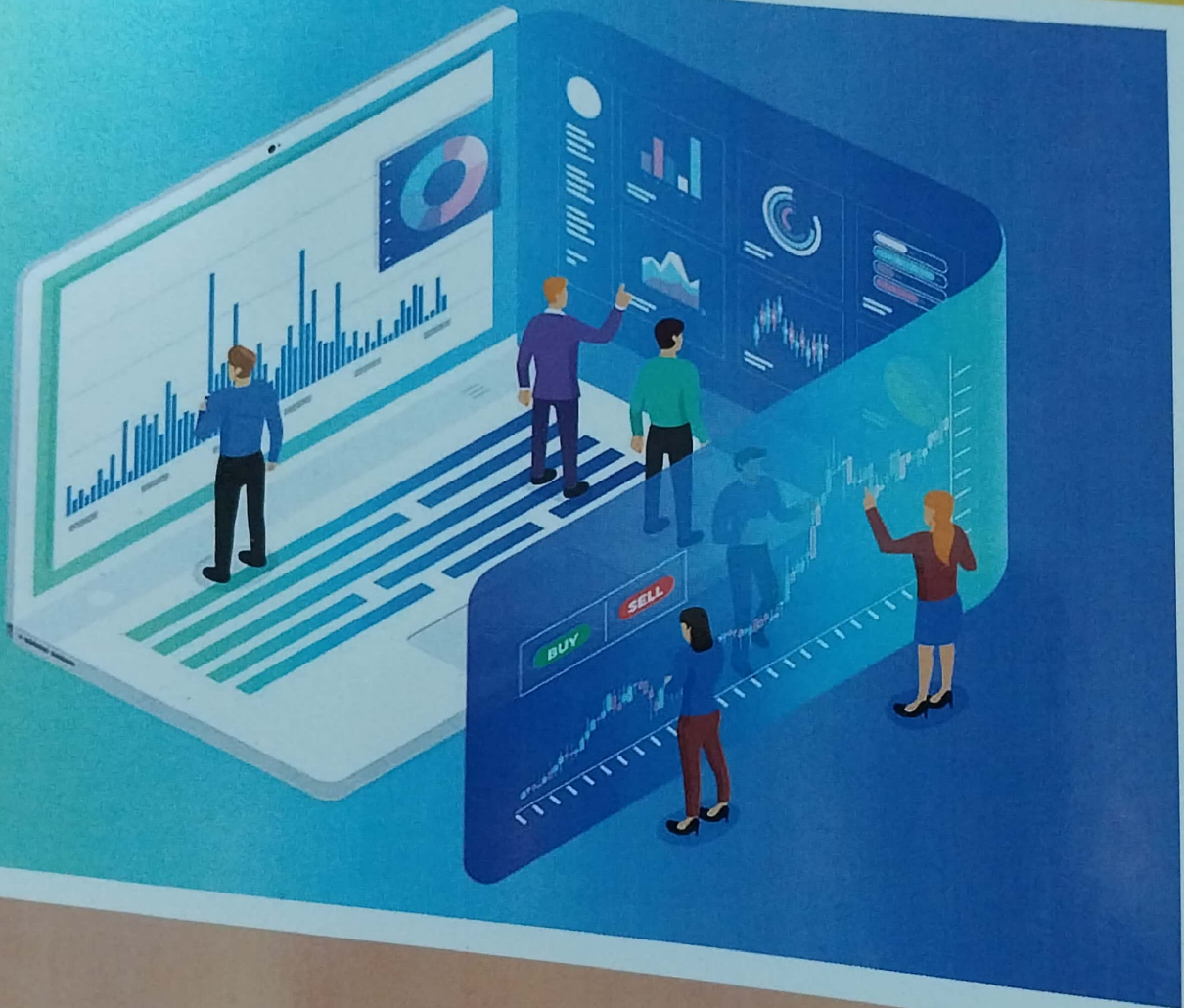
Dr. Varalatchoumy is an academician with 16 years of teaching experience and 8 years of experience as researcher. She had completed her Bachelor and Master of Technology in Computer Science and Engineering. She had pursued her research in medical image processing under Visvesvaraya Technological University (VTU), Belgaum, Karnataka and has done a major contribution towards detection of malignant tumours at a very early stage. She has more than 25 International Journal publications and 5 patents to her credit. "Research Excellence Award", "Excellent paper Award" and "Academic Excellence award" are few awards she had received for her work. Dr. Varalatchoumy has contributed as Guest Editor for Springer Journal titled, "Systematic Artificial Intelligence". Contributed as one of the authors for the textbook titled, "Operating System – Concepts and Fundamentals". Being a passionate researcher, she is involved in several real time project development in Machine Learning, Artificial Intelligence and Image Processing. Invited as guest speaker for several International Webinars, workshops and International Events. Currently working as Associate Professor in the Department of Computer Science and Engineering and Heading Cambrian House Of Student Startup (CHOSS) at Cambridge Institute of Technology, Bangalore, India. Played the lead role in planning, organizing and executing an International Innovative Project competition event titled "SEEDBRAINS" involving more than 2000 students across 30 different engineering colleges from various states. Played the Lead role as Nodal Centre Head in planning, organizing and executing the Smart India Hackathon 2022 event at Cambridge Institute of Technology, recognized as one among 75 Nodal centers in India and one among 8 Nodal centers in Karnataka.



I, Dr. Armstrong Joseph J have total 28 years of experience in in which 21 years' experience in teaching and 8 years in industrial experience. I have received Doctorate in ICE from Anna University in Chennai, M.E. degree in Computer Science and Engineering from Manonmaniam Sundaranar University, Tirunelveli and B.E. degree in Electronics and Communication Engineering from National Engineering College. My areas of interest in research are VLSI, DBMS, Computer Networks and Information Security. I have published International Conference and, journal papers. I also published pattern papers



# Introduction to Big data Processing and modelling with Hadoop



**Mrs. S.Ranichandra**

**Dr. R. Saravana Moorthy**

**Dr. S. Angel**

**Dr. B. Kannadasan**





## Author's Profile



Mrs. S. Ranichandra M.Sc., M.Phil., MBA., has instigated her career as a Lecturer in the year 2001 and now she is serving as an Associate Professor in the Department of Computer Science and with an additional responsibility as IQAC Coordinator at Dhanalakshmi Srinivasan College of Arts and Science for Women (Autonomous), Parambalur, Tamilnadu, India, with 18 years of teaching experience. Her area of specialization includes Data Mining Data structure, Principles of Compiler Design, Computer Networks, Digital Image processing. She is an extrovert and has good inter-personal skills. She has published 2 books, 3 patents, 20 papers in International Journals, presented 14 papers in National level conferences, 15 papers in International Level conference and has attended 12 workshops, 4 Short term courses, 54 Faculty development Programme and 73 webinars. She has obtained UG & PG Examinership & M.Phil. Guideship in Periyar University, Salem and Bharathidasan University, Thiruchirappalli. She has guided 35 M.Phil. scholars of various universities. She is a life time member in CSTA, New York and ACS, Bangalore, IACSIT (International Association of Computer Science and Information Technology), Singapore, IAENG (International Association of Engineers), Hong Kong. She is also a reviewer in International Journal of Computer Science and Information Security (IJCSIS), USA, of International Journal of Engineering and Natural Sciences, in World Academy of Science, Engineering and Technology (WASET), International Association of Engineers (IAENG), Hong Kong, International Journal of Advancement in Technology (IJoAT), International conference ICMLC Singapore. She has also received Incredible Academician of India Award, Innovation Excellence Award 2021 and Best NSS Officer Award. Her contribution to the college chairs her as College Event committee coordinator, NAAC Steering committee member, College Autonomous Coordinator, Chief Superintendent of Examination, Chairman for Central Valuation, Organizing secretary for various conferences and seminars & NSS officer for Women wing. She has also contributed to the department as a Member of Board of Studies, co-opted member for M.Sc Bioinformatics department, NAAC and Autonomous coordinator, Organizing committee member of various National conferences and Intellectual event "Empower 2010", Member in paper review committee of National conference "NLCIC 2010", Editor of the department Magazine ISHARE, Member of Parents Teachers Association, Team Leader in Project Management, Member of Department Placement cell and Students Counselor. She has been very successful in moulding the personality of her students by enriching their knowledge in their relevant domain and also motivating them to acquire both technical and managerial skills and more specifically by training the students with Soft skills. Being the class advisor she has been the mentor for students and helps them in crafting their career proving that she is not a teacher but an awakener.



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# **Data Structures & Algorithms: Linear and Non-Linear**

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