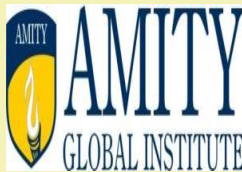


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**PROCEEDINGS
OF
AMITY-BSMED-DSU-ARC 2019
XIII INTERNATIONAL CONFERENCE ON APPLIED
RESEARCH IN ENGINEERING AND MANAGEMENT
SCIENCES
17th August, – 2019
SINGAPORE**

EVENT ORGANISERS



Dayananda Sagar
University

FACILITATED AND PUBLISHED



ACADEMIC RESEARCH CONFERENCES

PROCEEDINGS OF
AMITY-BSMED-DSU-ARC 2019-SINGAPORE
XIII INTERNATIONAL CONFERENCE ON APPLIED RESEARCH IN ENGINEERING
AND MANAGEMENT SCIENCES - 17TH AUGUST – 2019

Jointly Organized by:



**Bharathiar School of Management and Entrepreneur Development
Coimbatore. India.**

Dr. Rupa Gunaseelan, Director i/c and Professor



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Dr. K. Ravichandran Krishnamoorthy, Professor, NYIT, UAE

**Dr. Easwaramoorthy Rangaswamy, B.Com,
M.Com, M.B.A, M.Phil (International Business),
P.G.D.C.A, D.A.C.S.A, Ph.D (Management)
Principal & Provost,
Amity Global Institute, Singapore**



Chief Guest

Dr. Easwaramoorthy Rangaswamy, Principal & Provost of Amity Global Institute, Singapore is one of the distinguished management professional. He holds a PhD in Management and also has degrees in Master of Business Administration, Master of Commerce, Master of Philosophy in International Business, Post-Graduate Diploma in Computer Applications, Diploma in Advanced Client Server Applications, Bachelor of Commerce and Specialist Diploma in Applied Learning and Teaching from Republic Polytechnic, Singapore.

He has taught for University of Northampton, Anglia Ruskin University, University of London, London School of Economics, UK; Victoria University, Australia and Bharathiar University & Visveswararajah Technological University, India. He is also a Member of Panel of International Experts for IMD Executive Opinion Survey 2015, 2016 & 2019 which have been published in IMD World Competitiveness Yearbook. Various awards and accolades received are as follows,

- Top Runner up for Accountity – Adaptive Application with an Iterative Algorithm in Reimagine Education Awards 2017 organised by QS and Wharton School, University of Pennsylvania, USA
- Shortlisted for Bett Asia Global Citizen Award at Bett Asia Leadership Summit, November 2016.
- Recipient of MTC Global Award for Excellence as “Distinguished Teacher - 2015” by Management Teacher Consortium (MTC)
- Recipient of “Award for 12 Most Influential Business Professors Under 40” by Singapore Business Review Oct/Nov 2014, Singapore
- Recognised as an “Honored Member” in 2011-2012 Edition of The Stanford Who’s Who Black Book
- Recipient of "Star Award" - 2001-02 for outstanding performance in ISO 9001:2000 activities

With more than 20 years of experience, he have been a dedicated lecturer to students at undergraduate, master’s and doctorate level respectively in business management subjects with consistent high teaching ratings from students over 48 different countries. His students have become World Top Scorer in the subjects namely Principles of Marketing, Human Resource Management, Organisational Behaviour: an Interdisciplinary Approach

for University of London, London School of Economics programmes. His students have attained Distinction in MBA programmes of Queen Mary University of London, Anglia Ruskin University and University of Northampton, UK. He has also produced 9 university rank holders during 4 years of teaching in India.

Overall, he has achieved a high ranking for educational leadership, lecturing, teaching, and curriculum design and research initiatives. He is more of a student centred teacher, who strives to move his students from surface to deep learning. He ensures that the students' confidence level is built and motivates them to achieve excellence. His belief and practice is more related to the "Transmission" and "Nurturing" type, when it is referred to the TPI framework. Blended with the teaching qualities, he is also good at Institution Building achieving success in educational leadership.

Dr. Rupa Gunaseelan
Director i/c and Professor,
BSMED
Bharathiar University, Coimbatore,
Tamilnadu. India



Key Note Speaker

Dr Rupa Gunaseelan is a **Professor** at **BSMED, Bharathiar University Coimbatore**. She is a Doctorate in Management with Human Resource Management as her domain of Specialization. She handles courses viz., Organizational Development, Performance Management System, Training and Development in her stream of specialization. She has been functioning as an academician holding positions in different capacities starting from Lecturer, Assistant professor, Research Coordinator, Associate professor, Head i/c and presently as Professor. She is also instrumental in establishing Department of Textiles and Apparel design in the University through innovative programme and she functioned as the founding head i/c to the department from 2010 to 2016. She also functioned as Head - in - Charge for the department of women studies during 2012-2014.

Currently she is working as Professor, School of Management, Bharathiar University. With twenty years of teaching experience in higher education, she carved a niche for herself in the field of management and have been appreciated through various awards given by various institutions and to name few, Excellence in teaching award, Best citizen award, Star award etc., She has 22 years of teaching experience and also has 2 years of industrial experience as centre-head as well as a consultant for HR and Quality in IT and ITES industry. So, the total academic and industrial experience accounts to 24 years.

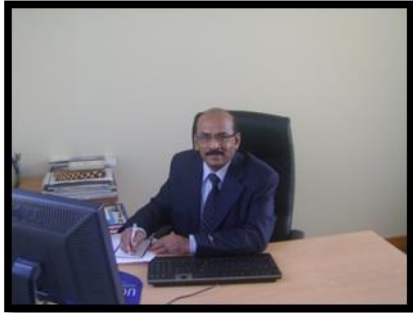
She is a certified, qualified trainer for the UGC scheme on capacity building of women managers in academics for which she travelled across the state to train young women teachers on their career development and for motivating them in holding administrative responsibilities. She visited on invitation to the Malaya University, a state University of Malaysia to chair a technical session on "Innovative thoughts in Teaching and Learning process ", and also invited to Dubai, Thailand, again to Malaysia, Indonesia, Srilanka and Singapore to chair technical sessions in various international conferences and academic forums. She authored 13 books out of which 3 are text books from the house of Vikas Publishing House, Himalaya Publishing House and S Chand Publications; she published 72 research articles in international and national Journals, Magazines in leading international and national journals. She functioned as a panel member in panel discussions and expert panels at Malaya University, Institute of social sciences, Dubai, Nehru Institute of Management, Coimbatore, SRM University, Chennai, The New College, and VIT, Kongu arts and science college, Kongunadu arts college, PSG Arts and Science, sarthar vallabai patel institute, NIT, Trichy, Bharathidasan University, Alagappa university, Annamalai

University, Chinmaiya mission college, Palakad etc., She has the experience of Chairing and invited as key speaker in 46 academic conferences, seminars and workshops in different parts of the country.

She has Scopus citation index of 36 and H index- 3. Google scholar citation index -46. Her article "The power of Human Sigma: An Enunciation" published in HRM Review special issue, 2010 gained popularity among the readers. She handled a research project on "Supply of skilled labor to industrial units in Tirupur" funded by UGC during 2009-2012. She handled 9 different projects and schemes through collaborative research by aligning with textiles and women studies departments of Bharathiar University and the PMEGP, UYEGP, NEEDs, schemes of EDI, Chennai and other schemes of NCW, Newdelhi. She served as consultant to Entrepreneur Development Institute, Chennai.

She also gained academic visibility through her presentations in various invited speeches as chief guest, key note speaker and chairperson, inaugural speech in many functions and key events held in various institutions of national and international repute. She also functioned as Planning Board Member of Alagappa University, Karaikudi, also as Academic Council Member to various colleges, Member of BOS, Member to the programme committees, Member of senate, Member of Standing committee for academic affairs, Staff Selection panel of Various Universities and colleges. She also holds membership in various professional bodies in the field of Management. She is also an IQAC audit member for Sri Ramakrishna College for women, PSGR Krishnammal College for Women, PSG Arts and Science college, Combatore. She has been identified as a chair/member of expert committee to conduct academic and research audit in various universities in Tamilnadu. She has the experience of handling 70 and more vivi-voce examinations as examiner, also acted as subject expert in many D.C. meetings of various universities, recognized as key resource person in research convention of Avinashlingam deemed university, Coimbatore. So, far she produced 17 Doctorates and 10 M.Phil candidates. Her aspiration is to build a pool of young managers to carryover the future resolutions of the Nation also to be a tool for creating better academic and working environment to working women in various work domains.

FOREWORD



**Dr. K. PrakashVel,
Professor,
University of Wollongong in Dubai.**

It gives me immense pleasure in writing a foreword to the
**'ARC 2019 XIII INTERNATIONAL CONFERENCE ON
APPLIED RESEARCH IN ENGINEERING AND
MANAGEMENT SCIENCES.**

ARC is a forerunner in creating and exchanging knowledge in the field of Business Management featuring major developments in the global economy and markets. They have been successful in organizing conferences to exchange skills and acumen on theory and practice on current and emerging management principles, ideas, concepts and research methods facilitating analysis among academicians, scholars and students, both at the post graduate and doctoral levels. I strongly believe that the conference would not only inspire the delegates participating from different parts of the World, but also further add to the existing literature in different research domains in business management.

I am positive that the one day International Conference would be beneficial to the participants. I extend my sincere wishes for a successful conference.

Dr. K. PrakashVel

FOREWORD



Gantasala V. Prabhakar, Ph.D

**Professor & Assistant Dean,
School of Management
New York Institute of Technology,
Abu Dhabi Campus, UAE**

Knowledge stems from extensive research undertaken by the multitude of experts in academia and the corporate. It then becomes quintessential that research-based findings that contribute to extant knowledge must be shared. One of the integral elements of Nonaka and Takeuchi's SECI model is Knowledge Sharing. I have believed that bringing researchers from across the globe working in their domains of expertise on a common platform is in the direction of creating strong Communities of Practice. Academic Research Publishers has set a benchmark in organizing these congregations of knowledge and research pools and presenting opportunities for knowledge sharing and in turn fuelling possibilities of knowledge creation. ARC has successfully over the years provided the base to present, discuss and enhance research developments in each of the management functions.

ARC has also garnered increasing patronage of participants who represent all the major continents and that in itself has been very inspiring and satisfying for me to be a part of their success. The conferences organized have seen an overwhelming response from global experts and is a testimony of the credentials that ARC embodies and has stood for.

It is my privilege to applaud their vision, their efforts and to be part of **ARC 2019 XIII INTERNATIONAL CONFERENCE ON APPLIED RESEARCH IN ENGINEERING AND MANAGEMENT SCIENCES**. Given the calibre of the participants and the values that are enshrined by conferences organized by ARC, I am very assured that the two day conference will be a resounding success and will draw appreciation and support from all associated with this noble endeavour.

Gantasala V. Prabhakar, Ph.D

FOREWORD



Dr. R. Krishna
Group Director,
Don Bosco Group of Institutions
Bangalore.

It is with immense pleasure that I write this Foreword for the the Proceedings of the **ARC 2019 XIII INTERNATIONAL CONFERENCE ON APPLIED RESEARCH IN ENGINEERING AND MANAGEMENT SCIENCES**, organised by the Academic Research Conferences/Publishers, Abu Dhabi, UAE.

I am informed that the responses are overwhelming from all corners in the form of quality research papers submitted for review/approval for presentation during the conference. I am sure, the Proceedings of the conference will serve as an excellent reference book to the Management teachers the world over. I trust also that this conference will be an impetus to stimulate further study and research in all the areas.

Wishing Godspeed in all the endeavours.

Dr. R. Krishna.

AMITY-BSMED-DSU-ARC 2019-SINGAPORE
XIII INTERNATIONAL CONFERENCE ON APPLIED RESEARCH IN
ENGINEERING AND MANAGEMENT SCIENCES

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AMITY-BSMED-DSU-ARC 2019-SINGAPORE

XIII INTERNATIONAL CONFERENCE ON APPLIED RESEARCH IN ENGINEERING AND MANAGEMENT SCIENCES

DATE: 17th August, 2019

LOCATION: **Hotel IBIS, Bencoolen, Singapore**

TIME	AGENDA	PLACE
08:30-08:45	REGISTRATION	Jasmine Hall
08:45-08:50	<u>Conference Inauguration</u>	Jasmine Hall
08:50-09:00	<u>Welcome Address:</u> Ms. Hemapriya <i>Director, ARC</i>	
09:00-09:10	<u>Inaugural Address</u> Dr. N. Anitha <i>Associate Professor, SOCM, Dayananda Sagar University, Bangalore</i>	
09:10-09:30	<u>Key Note Address:</u> Dr. Rupa Gunaseelan, <i>Director i/c & Professor, BSMED, Bharathiar University, Coimbatore. India</i>	
09:30-09:50	<u>Chief Guest Address:</u> Dr. Easwaramoorthy Rangaswamy <i>Principal & Provost, Amity Global Institute, Singapore</i>	
09:50-10:00	Tea Time & Network break	Conference Lounge
10:00-01:00	Technical Session 1	Jasmine Hall
01:00-02:00	Lunch Break	Conference Lounge
02:00-03:00	Special Panel Discussion - "Arts in Today's Society" Moderated by Dr. Ritwij Bhowmik, Assistant Professor, <i>Department of Humanities and Social Sciences & Design Programme, Indian Institute of Technology, Kanpur.</i>	Jasmine Hall
03:00-04:00	Technical Session 2	Jasmine Hall
04:00-04:15	Tea Time & Network break	Conference Lounge
04:15-05:15	Technical Session 2	Jasmine Hall
05:15-05:45	ARC Board Meeting	Jasmine Hall

DAY 1
Conference Schedule
Ibis, Bencoolen, Singapore

SESSION CHAIRS

Dr. Rupa Gunaseelan,
Professor, BSMED, Bharathiar University,
Coimbatore. India

Dr. K. Ravichandran
Associate Professor,
New York Institute of Technology, UAE

17-08-2019, Saturday
Session 10:00 Am to 05:15 Pm

REF. No.		TIME
1	Influence of Entrepreneurial Characteristics towards the Growth of Startups Authors : Dr. Anitha N, Dr. Sathish P and Prof. Janani R	10:00-10:15
2	An Empirical Study on Business Failure Analysis using B-Sherrod's Model Authors: Dr .B. Senthil Arasu & Dr. P. Sridevi, Dr. P. Nageswari, & R. Ramya	10:15-10:30
3	Customer Experience Management-An Effective Tool to the Customers Heart Authors: Ms. S. Deepika and Dr. S. Elango	10:30-10:45
4	A Study on Work-Family Conflict and its Impact on Job Satisfaction Author: Dr. V. Lavanya	10:45-11:00
5	Performance Evaluation of Automotive Engine Attached With CHP System and O3 Filter in Engine Exhaust Author: Dr. N. Stalin	11:00-11:15
6	Customer Service Orientation as a Tool for Organizational Effectiveness - An Empirical Validation Using Structural Equation Modelling Authors: Dr. Anni Arnav and Dr. Revathy Shivashankaran	11:15-11:30
7	The Probability of Disease Outbreak in Various Parts of the World Based on Past Outbreaks Using Data Mining Techniques Authors: Dr. P. Sridevi and Dr. B. Senthil Arasu	11:30-11:45
8	Social Media Marketing and Purchase Intention of Gen Y Customers Authors: Mr. Vasudevan M, Dr. Prabha Kiran and Dr. Jayanta Banerjee	11:45-12:00

9	Examining Mediation Role of Switching Costs in a Perceived Express Delivery Service Quality – Customer Loyalty Link Author: Ms. Anicar D Manavi and Dr. Malini D H	12:00-12:15
10	A Machine Learning Model for Leveraging Patient Similarity Authors: Ms. A. M. Abirami and Ms. R. S. Maheswari	12:15-12:30
11	Exploring the Antecedents of School Teachers’ Work Engagement: Test of a Model Author: Dr. Roohi Kursheed Khan S	12:30-12:45
12	Impact of Green Marketing on Consumer Buying Behaviour Author: Dr. R. Priya	12:45-01:00
Lunch Break 01:00-02:00 P.M		
13	An Alternative Curatorial Practice for the ‘Colour Sensitive’ Customers: A study of the Vegetable and Fruit Vendors of Kanpur Authors : Ms. Pronita Mondal & Dr. Ritwij Bhowmik	02:00-03:00
14	The Fantasy of Globalization and the Bengali Middle Class: Reading Anik Dutta’s <i>Ashchorjyo Prodeep</i> Authors: Mr. Bappa Maji and Dr. Ritwij Bhowmik	02:00-03:00
15	An Empirical Study of the Architecture and Embellishment of Kanpur’s All Souls Cathedral Authors: Ms. Sadhana Naskar & Dr. Ritwij Bhowmik	02:00-03:00
16	When Visual Arts Meets Commerce: A Reflection of Art Patronage throughout Indian Art History Authors: Mr. Debasish Ghorui & Dr. Ritwij Bhowmik	02:00-03:00
17	Quality of Life – A Conceptual Outline Authors: Ms. S. Nandhini and Dr. Rupa Gunaseelan	03:00-03:15
18	Factors of Self-Empowerment Through Self Help Groups: Learning Lessons from Rural Women In Kannur District, Kerala Authors: Dr. S. Krishnaraj and Baby Niviya Feston	03:15-03:30
19	The Impact of Consumer Behaviour Towards Online Shopping in Chennai Author: Dr. S. Agthar Begum	03:30-03:45

20	Achieving Organisational Efficiency in Small And Medium Enterprises Through Structural Equation Model Author: Dr. K. P. Savitha	03:45-04:00
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22	Authentication System for Integrating IOT and Cloud Computing Authors: Ms. Saivarshini Ravichandran and Maher abu-alrous	04:30-04:45
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Influence of Entrepreneurial Characteristics towards the Growth of Startups

Dr. Anitha N

Associate Professor,
School of Commerce and
Management Studies,
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Abstract

India has the second largest startup ecosystem in the world and the growth rate is 10-12 percent. It has 20000 startups and on an average 3-4 startups born every day. The factors that make India appealing are cost of doing business, proximity and size of the domestic market. 55 percent of the college graduates prefer working in startups over corporates. Bangalore, Mumbai and NCR top startup destinations with over 65 percent of the total Indian startups. Bangalore has also been listed within the world's 20 leading startup cities in the 2015 (Startup Genome Project ranking). When talking about the growth of startups and their success, question arises as to what factors influences and trigger the entrepreneurial success. Prevailing Entrepreneurial eco system is motivating to end up with startups or a personality trait of entrepreneur is the reason for entrepreneurial success. Extensive literature since 2000 highlights more on the personality traits. Hence, this study focuses on the baseline personality traits like self-efficacy, innovativeness, locus of control, risk attitude and the need for achievement and also analyzes to what extent each characteristic is contributing towards taking up entrepreneurship, performance outcomes. For the analysis the data were obtained from entrepreneurs of 98 startups in Bangalore city through survey based data collection method. For meeting the objective of the study, data is analyzed applying various statistical tools.

Key Words: Entrepreneur, startup, personality traits, self-efficacy, innovativeness, locus of control, need for achievement risk attitudes, success, goals, demographics, skills

An Empirical Study on Business Failure Analysis using B-Sherrod's Model

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Abstract

Analysis of financial health is significant for a business firm. For measuring the financial health of a business firm, there are lots of techniques available. B-Sherrod's Failure Prediction Model is one of the reliable tools to predict business failures. This model predicts the possibilities of the bankruptcy of the business organization. The aim of the present study is analyzed the financial health of Auto Ancillary and Reality companies. For the purpose of this study, the required data collected from April 2014 to March 2018. The study found that most of the sample companies like Exide Industries, Amara Raja batteries, Sunteck, Phoenix Township, and Unitech company's financial health are difficult to predict. It's Z -Score range was 5-20. If these companies' failure to improve its working capital, solvency, proper utility of fixed assets and equity investments within 2 years they may go to bankrupt. The remaining sample company's financial position is very poor. So better they close down their business. The study recommended to the management must take necessary steps for improving their efficiency. And also it recommends to the policymakers to make the optimum capital structure like Debt and Equity mix and proper dividend policy for maintaining sufficient earnings for future potential investment.

Keywords: B-Sherrod's model, Business failures, Financial Health, Liquidity, Profitability and Solvency.

Customer Experience Management - An Effective Tool to the Customers Heart

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Abstract

In a competitive business climate, more business owners are looking at improvements in quality while reducing costs. However, sometimes they fail to invest in creating innovative products to create a niche in the market, so they are in constant pressure to sell the same old product but with new experience to the customers. Companies have started Customer experience management departments in the organisation. The members in these team are responsible for creating methods to deliver the same product with different experience, they have to see things from the eyes of the customers. This paper talks about the various important aspects of the customer experience management and ways to enhance it.

A Study on Work-Family Conflict and It's Impact on Job Satisfaction

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Abstract

This study was carried out to understand the impact of work family conflict on job satisfaction. It was carried out as per various literature that work family conflict will have negative influence on job satisfaction and the same has been obtained in the study. The study was carried out in three sectors namely manufacturing, IT and Education. It was found that the people employed Education sector have greater job satisfaction than the other two. The work family conflict has no significant difference between male and female.

Keywords: Work-family Conflict, Job Satisfaction.

Performance Evaluation of Automotive Engine Attached with CHP System and O₃ Filter in Engine Exhaust

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Abstract

Automotive diesel engine required air fuel ratio of 1:15 and after combustion engines delivered a significant quantity of heat energy to the environment through the exit flue gas contains high temperature of 300°C than the atmospheric air temperature. The exhaust flue gas temperature has polluted the environment as well as increases the atmospheric temperature to the environment by delivering excess amount heat through engine exhaust. Considerable diminution fuels of engine utilization might be attained by recuperating the exit considerable waste heat through exhaust by using CHP system. The majority essential issue is to build up an energy competent thermal energy exchanger exchanging heat, to provide best possible revitalization of thermal energy commencing exit outlet gases. This experiment detail expressed a energy efficient optimal design of parameters and performance measurements evaluation of a small model CHP system fixed on well-designed SI (self-ignition) Diesel engine. Using the small prototype micro level CHP system generator is one of the small tool, finally heat exchanger standard studies were conducted for improvements together with measurement of distribution temperature and heat flux density. The experiment were conducted in a prototype model including with O₃ filter in the exhaust. O₃ filter minimizes the particulate matters in the exhaust flue gas and reduce the pollutants. The main theme of our experiment reduced existing flue gas temperature by 50% and increased efficiency by 5% using energy efficient one shell pass and one tube pass heat exchanger used to recover exhaust heat energy. O₃ filter reduce the particulate matter by 30% in our experiment.

Keywords : O₃ filter, Shell and Tube Heat exchanger, waste heat recovery

Customer Service Orientation as a Tool for Organizational Effectiveness - An Empirical Validation using Structural Equation Modelling

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Abstract

All Businesses are Customer Driven and Market Driven. In this Dynamic Work Scenario, Customer centric approach is very vital for any business model. A business which ignores the customer request and Managers who fail to hear from the customers will be ultimate losers. In this research work, the researcher has developed a model for Customer Service and proved that all the dimensions of Customer Service Orientation are having an impact on Organizational success.

Research gap

Earlier studies have focused on finding out the perception of the customers by studying the customer services offered by the service oriented industry. Some researchers have focused on the relationship between Customer service orientation, Employee loyalty and organizational citizenship behaviour. In this research work, the researcher has framed 8 dimensions namely attention, Coaching, Judgement, Technical Expertise, Diversity, Team work, Communication skills and Creativity. All these dimensions are employee oriented skillset which is directly linked with the overall success of the organization.

Methodology

The Study was conducted in selected IT and ITES employees of Bengaluru City. 100 samples were collected using non probabilistic purposive sampling technique. Pilot study was conducted for 15 samples to ensure that the purpose of design of the study is related with the research objectives. Structured Questionnaire was framed and collected data was analysed using SPSS 20.0 and IBM SPSS AMOS.

Findings

The researcher found sturdy relation between Variables of Customer Service Orientation and Overall Success of the organization. All the eight dimensions are interrelated with each other and inevitable to attain the organizational success.

Keywords: CRM, Customer Driven Organization, Creativity, IT/ITES employees.

The Probability of Disease Outbreak in Various Parts of the World Based on Past Outbreaks using Data Mining Techniques

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Abstract

Over the past years and today, there has been a rapid technological improvement in Computer Science which has led to the evolution and developments of data mining technologies in the health sector for the purposes of hidden pattern discovery such as disease prediction, detection, forecasting which has a paramount importance in health decision making. Thus, with the aging population on the rise in developed countries and the increasing cost of healthcare, governments and large health organizations are becoming very interested in the potential of health informatics to save time, money and human lives¹. This paper discusses about the probability of occurrences of disease outbreak in different parts of the world using data mining techniques like Logistic regression, Decision tree, ROC and discusses the model efficiency from the past outbreak dataset. The results were analyzed using 9 independent variables and 1 dependent variable (the predictor).

Keywords: Disease outbreak – data mining - Logistic regression – Decision tree – ROC - Predictor

Social Media Marketing and Purchase Intention of Gen Y Customers

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This paper aims to examine and understand the impact of social media marketing on the purchase intention of Gen Y customers for purchasing apparels online. Creative social media marketing efforts of a company is considered to have significant influence on the target customers. Further in this paper, the influence of social media on brand equity would be investigated with special reference to Gen Y customers. A survey was conducted using a structured questionnaire which was circulated using google form that was sent to 400 respondents aged 24 to 35 years (in 2018). Based on this study, marketers will be able to identify which aspect of social media marketing influences the customers. A customized marketing strategy for a specific customer segment say Gen Y would help the advertisers to create a greater impact. Moreover, the advertisements would be impactful to the audience if they can relate to it and this can be done when the companies can differentiate their customers based on how lucrative and technologically advanced they are. This study has established that social media advertisements has a great influence on purchase intention of Gen Y customers. This study is also an important contribution to attitudinal research for companies where there is a lack of research in social media marketing communications.

Keywords: Social Media Marketing, Gen Y, Purchase Intention, Brand Equity, Brand Awareness.

Examining Mediation Role of Switching Costs in a Perceived Express Delivery Service Quality – Customer Loyalty Link

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Abstract

This research intends to recognize service quality dimensions aligned with Express Delivery Services (EDS) in a business-to-business (B2B) perspective and further to develop a conceptual framework in a B2B service context by linking customer perceived service quality, switching costs, and loyalty on the basis of relationship marketing theory, prospect theory and standard learning hierarchy attitude theory. It is hypothesised that switching costs dimensions mediate service quality and customer loyalty link. The hypotheses are tested from the data collected from corporate customers of EDS. The results demonstrated EDS-Quality into two dimensions – EDS technical quality and EDS functional quality comprising of sub-dimensions. The results also confirmed the mediating role of procedural switching costs; however the mediation role of relational switching costs was not supported. Implications are conferred, limitations and thereby scope for future research are indicated.

Keywords: Business-to-Business (B2B); Customer loyalty; Customer satisfaction; Express Delivery Services (EDS); Courier Service; Service Quality; Switching costs; Relationship Marketing; Prospect Theory

Subject classification codes: M30; M31

A Machine Learning Model for Leveraging Patient Similarity

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Abstract

An Electronic Health Record (EHR) is the digital format of collection of patient health information and records. The rapid adoption of electronic health records (EHR) enables exploratory analysis on patient records and support clinical decision-making to a greater extent. Most of healthcare organizations start to adopt EHR for storing clinical information like demography, laboratory results, history of treatment, and so on in the patient records. Recently, the clinical research focuses on the study of patient records with complete historical information along with the outcomes of treatment. These studies help the physicians to take faster and optimal decisions. Patient similarity analytics aims to find patient records whose clinical indicators match with the set of patient records. This analysis gives recommendations and suggestions to the physicians to adopt the similar practices for new patients. With the right patient similarity in place, this analytics could be used in the target patient retrieval, medical treatment improvement, patient risk analysis, and clinical process improvements.

Keywords—Patient similarity, Cosine similarity, Jaccard similarity, Patient records, Data Analytics

Exploring the Antecedents of School Teachers' Work Engagement : Test of a Model

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Abstract

Purpose: The study investigated the school teacher's perceptions of their principals' transformational leadership skills, their organizational culture and work engagement using Structural Equation Modelling.

Design/methodology/approach: The hypothesis was tested using a cross sectional research design. The participants of the study were selected using the multistage sampling technique

Findings & Results: The Structural equation modelling using Visual Partial Least Squares was used and the result analysis revealed that there existed a moderate positive relationship between the principals' transformational leadership dimensions and the work engagement dimensions of private school teachers.

Practical implications: Based on the study, the results implied that for a teacher to be highly engaged in the work they do, the role behaviors, values, the leadership patterns and styles followed in the organization also plays a significant role and vital part.

Originality/ value: The original contribution of the paper suggests that the Principals' transformational leadership

Keywords: Principals' Transformational leadership, Organizational Culture, Teachers, Work Engagement, Chennai

Impact of Green Marketing on Consumer Buying Behaviour

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Abstract

One of the main goals of marketing is to reach the consumer now that most influences their purchase decision. Marketing involves more than just promoting and selling a good or service, it aims to educate, communicate and influence society. In recent years, global warming, climate change and pollution are some of the concerns that have been raised internationally and have resulted in more consumers becoming aware of environmental challenges confronting them. These environmental challenges have gained prominence in the business environment, as well as in the public domain. The emergence of green marketing is a result of the growing environment issues and demands of green products by the consumers. Green marketing comprises of the marketing of goods and services that are eco-friendly and promoting the preservation of the environment in a sustainable way. The influence of green marketing in the recent few years especially has been visible on business and consumer activity as well. It is due to this increasing awareness about environment issues, green marketing has gained significant importance both in the field of public and academia. Green marketing has developed over time. The development of green marketing has surpassed three eras. The first era marking its beginning from the 1960s to the early 1970, is often described as the ecological green marketing. This era concentrated its efforts on the external and more visible environment problem such as water pollution and air pollution. The second era, beginning from the late 80s. The era known as green environmental marketing, focused to emerge newer concepts such as consumer satisfaction, clean technology, sustainability and competitive advantage emerged. Sustainable green marketing was the third era. The strict rules of state leads to the fall of the second era and the adaptation of the third era of green marketing. With the increasing demands of consumers, sustainable development made a huge impact on the economical elements.

Keywords: Green Marketing, consumer purchase behavior, price, marketing intensity, green consumers

An Alternative Curatorial Practice for the ‘Colour Sensitive’ Customers: A Study of the Vegetable and Fruit Vendors of Kanpur

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Abstract

Curation in daily life in India is an enigmatic phenomenon and requires a plethora of explanations for anyone who profoundly fathoms it. Among all the explanations, everyday things about a curatorial process and practice include exhibit development and exhibition strategies. One such example can be seen on the streets of Kanpur city. Although a local vegetable and fruit market is not deemed as the best place to run a curatorial project, but there one can notice an ongoing curatorial practice and some unique pattern of exhibiting objects by the local vendors and shopkeepers to gain an advantage of customer's innate colour sensitivity. Unlike the professional museum curators, average community members involved in community curation or public curation are not trained but have vested interests in the outcomes of such naïve curatorial projects. With a focus on this local market's specific display practice, this paper will attempt to generate an answer to the central problematic – how the psychology of colour and its relation to marketing can help in sale products?

Keywords: Curation, Light, Colour, Photography, Art in the Society, Consumerism, and Visual Culture.

The Fantasy of Globalization and the Bengali Middle Class: Reading Anik Dutta's Ashchorjyo Prodeep.

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Abstract

In the current twenty-first century scenario, the thing called Globalization is mutating with the re-formation of the societies and cultures all over, and the West-Bengal is no alien to this phenomenon. This transformation discreetly linked with the social, economic, and cultural paradigm shift of (West) Bengali middle-class Bhadraklok in the late 1980s. Soon after, its consequences were visibly realized after the liberalization of the Indian economy in the 1990s. Since then, numerous multinational companies armed with their gleaming brand- centric consumer products, bolstered by the ever-enthusiastic media and countless satellite television channels, have continually promulgated a large section of the middle-class Indian families, and their accumulated demands are swiftly crossing the limits. Which resulted in relatively high inflation, rampant unemployment, job insecurity, and gave birth to the mindless rat-race at all levels. Repression, social degradation, famine, economic downturn, illiteracy generated fear and infirmity with the (West) Bengali middle class. Subsequently, the Bhadraklok, in the era of hopelessness left with imaging an unreal but possible all- inclusive, positive conclusion – that imagination, and the desperate desire to catch hold of the implausible dream became a part of their postmodern superstition. This greatly inspired the popular Tollywood films, especially the ones with supernatural tone. The favourite plots set a superhuman figure to get their unpleasant possessions and suppress fear which, they wish, will become Bhadraklok's saviour. And by exploiting such types of guiles in the movie benefits in engendering an ordinary individual to an omnipotent entity. Stirred by these deteriorating state of affairs, noted filmmaker Anik Dutta created his recent flick Ashchorjyo Prodeep (2013), where an ordinary middle-class salesman symbolizing the Bhadraklok, given the roll of the leading protagonist. The paper will attempt to study Dutta's Ashchorjyo Prodeep to observe how the director visually manifested his remonstrance towards the social complexities through this contemporary commercial Bengali film.

Key Words: Globalization, Bengali middle-class, West-Bengali Film, Tollywood, Anik Dutta, supernatural, Ashchorjyo Prodeep and Bhadraklok.

An Empirical Study of the Architecture and Embellishment of Kanpur's All Souls Cathedral

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Abstract

The famous All Souls Cathedral of Kanpur, Uttar Pradesh is a notable example of the high Victorian Gothic style architecture" which, along with its embellishment was built against the historical background of the Great Indian Mutiny. Almost all the features of the English Gothic architecture regarding ornamentation and orientation accommodated in a compound of the site. Besides, this historical memorial marks the juncture of the Indian Renaissance and the decline of the British Raj. Currently, the Cathedral is under strict surveillance, and the non-Christian locals and even the tourists barred from entering the site. There is a lack of sufficient documents on its architectural details and the ornamentation. This research has accumulated the underlying data on the architecture and the reformation of the place along with other historical facts dating from pre to post-independent India through close observation, interviews, and photography. The paper included an elaborate discussion and analysis of the foundation and embellishment of the church reveal the harms the monument has suffered due to ignorance and reduced maintenance. This hundred-fifty-year-old cathedral now has started to show signs of degeneration. In the conclusion, the paper has recommended that with proper support, reinstallation of the lost contiguous elements of the beautiful sculpture and the tombs, exploration of original mortar for repairing, renovation of the grave inscriptions by active intervention of the Archeological Survey of India or the UNESCO will be necessary in order to conserve the monument, distinguished for its history, art, and architecture.

Key words- Gothic style, Art and Architecture, Archeological artifact, British Architecture, Indian Mutiny, Cathedral, Christianity, Sculpture, relief sculpture, Inscription, Mortar and Reinstallation.

When Visual Arts Meets Commerce: A Reflection of Art Patronage throughout Indian Art History

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Abstract

In India, the evaluation of an art-work, be it from any time frame, cannot encapsulate every aspect until the role of the patron is inquired. Throughout history, Art Patronage, which generally defines as an act of providing financial aid and privileges to the artist to execute an art-work according to the taste of the patron, has changed its attributes innumerable time. Anecdotes related to Art of the subcontinent have reflected that sometimes they are royal patrons or patrons belonged to a particular social or religious community, although sharing common cultural background. Different types of patronages in diverse domains have manifested artworks and in turn, the fundamentals of visual culture. During the Pre-Independence era, the taste of the elite colonial patrons had influenced the taste of the upper-class Indian connoisseurs. Over the past years, it has also come into prominence that patronage has acted as a cultural catalyst and simultaneously revealing a socio-political-economic condition providing an image which establishes the liaison between the artist and the patron. The facets of this liaison modify according to the changes occurring in the economic base of the society. The compromising factors visible in the nature of the art-work are also noticeable. By discoursing the role of patrons and their notion, spread all over the history of Indian Art, this paper will focus on how patronization has transformed every aspect of art with its expression, subject, medium, scale, and viewership, manifesting hegemony of the ruling class of the society.

Key words: Art Patronization, Company School, Cultural Catalyst, Folk Art, Indian Art, Manuscript Painting, Miniature Painting, Post-Colonial, Pre-Independence, Public Cultural Domain, Consumerism, and Visual Culture.

Quality of Life – A Conceptual Outline

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Abstract

From the time 1970s, the evaluation of Quality of Life (QoL) has been developed from a small industry theme to a recognized discipline in bound with a rational theoretical framework, conventional methods, and diverse applications. Quality of life has become a prominent issue in biometry, philosophy, social science, clinical medicine, and health services and outcomes research. The research on this context, scope reflects the wide application of quality of life assessment and further research in the biological and social sciences. Lifestyle management (LSM) is also referred as a health promotion, health behavior change, lifestyle improvement or managing wellness. Lifestyle management is one of the important predictor of quality of life. In this conceptual paper we illustrate and present some definitions on QoL and LSM from domains. In line with that we explained the concepts and importance of QoL and LSM; also we portray some of most frequently used single and multi-dimensional instruments to measure QoL and LSM so far. Finally the gaps on QoL studies and future research directions are discussed.

Keywords : Quality of Life, Lifestyle management, Definitions, Concepts, Importance, Instruments, Research gaps & Future research directions.

Factors of Self-Empowerment Through Self Help Groups: Learning Lessons from Rural Women in Kannur District, Kerala

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Abstract

Enabling women to become economically strong is the basic strategy for improving the welfare of millions of households living below poverty line. The study mainly focuses on characteristic features of the empowerment of SHG Members especially women groups. To identify the dominant factors in empowering women through SHG and to analyse the barriers of SHG Members and the role of SHG in eradicating poverty. Sample sizes of 100 respondents are considered for the study. The sample of the study covers all parts of Kannur District totally 130 SHG members are selected on proportionate random sampling method. The quality of every good SHG project is the project is the profit and the fame provided by that career, apart from giving financial support to the family carry out their own business to gain self-satisfaction and economic independence

Key words: Self Empowerment, Self Help Groups (SHG), Rural women

The Impact of Consumer Behaviour towards Online Shopping in Chennai

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Abstract

E-commerce has been increased rapidly in the recent years with the development of internet and due to the easy accessibility of internet usage. Easy access to internet has driven consumers to shop online, in fact according to the University of California, Los Angeles (UCLA) communication policy, online shopping is third most popular activity on the internet after email using and web browsing. The researcher had selected 110 respondents for data collections for the purpose of selection of respondents, convenient sampling technique was adopted and care was taken to sample. The number of internet users in India will reach 500 million by June 2018, a report by IAMAI and Kantar IMRB says. At the end of December 2017, India had 481 million users, growing 11.34% from 2016. Feb 20, 2018 It is concluded that majority of the consumer prefers to buy the product through online only. Hence, online shopping has tremendous growth in future. Technology has made significant progress over the years to provide consumers a better online shopping experience and will continue to do so for years to come.

Achieving Organisational Efficiency in Small and Medium Enterprises Through Structural Equation Model

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Abstract

Human resources are significantly important for the success of an organization and organization will have a competitive advantage if its human resource management practices are its core competencies. This paper discussed about the Structural equation model which narrates the HR Practices and interrelationship between the Human Resource variables as the estimated values. HR practices in SMEs are able to have significant impact useful to increase employee efficiency, organisational efficiency, productivity and profitability.

To Evaluate the Influencing Factor of Consumer Based Brand Equity (CBBE) on Purchase Intention of Private Label Brands Food Category in Reliance Fresh – Chennai

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Abstract

Private label brands are the brands that can be owned or created by the retailers. Private label brands are a progressively emergent trend that has attained a huge number of countries, segments as well as product groups. Frequently referred toward as the “Unbranded” substitute toward the big brands, Private label brands have undergone a deep reformation eventually. Brand equity refers to the marketing outcome otherwise effects that increase toward a product by means of its brand name corresponding to those that would increase if the similar product did not contain the brand name .To facilitate better empathize with the substantial as well as insubstantial standards of brands the theory of brand equity has appeared in the marketing context also it has turned out to be an essential subject in marketing management study. Brand equity assists toward setting apart the product as of competitors' contributions provides as a substitute in favor of value as well as generates bright signs in consumers' minds. Therefore, this study, plans to evaluate the influencing factor of consumer based brand equity on purchase intention of private label brands in food category special reference to Reliance fresh, Chennai. In this research study, the researcher used convenience sampling technique. The sample of this study is 100 and the data were collected in the reliance fresh store at Royapettah. The data were analyzed by using structural equation modeling partial least square method and also the researcher find the most influencing brand equity variable by means of effect size (f^2) analysis. The researcher found that the brand awareness has the strongest effect among the four dimensions of consumer based brand equity on purchase intention of private label brands in the food category.

Key words: Consumer based brand equity, food category, Private label brands, purchase intention, Reliance fresh Chennai

Authentication System for Integrating IOT and Cloud Computing

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Abstract

Internet of Things is a new Technology which is growing rapidly in the field of wireless and telecommunications connecting multiple embedded systems to the internet. Due to the technology advancements, embedded systems are becoming complex day by day and have become an integral part of life. A significant progression in the present innovation is the capacity to associate with huge asset pools like cloud computing. Cloud computing has become increasingly popular over the years because of its infinite resources and dynamic elasticity. In this paper, we try to consolidate various researches and reviews undertaken by authors on the integration of both these technologies that has led to various applications in many sectors. Also by a comparative analysis of Elliptic curve cryptography and Lattice-based cryptography, we found that Lattice-based cryptosystem will be the best adaptable solution for the future needs of IOT.

Transformation of the Consumer Decision Making Process with Special Reference to Online Customer Reviews

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Abstract

Digital marketing became inevitable in any of the marketing process and customer reviews are the backbone of the customer decision making process. A new survey from research firm says 90% of customer decisions are influenced by reviews and 73% of the business success depends on the positive reviews of the customers. So the researcher is interested in studying the influential factors and its impact by identifying the variables. To test the validity of the research the literature was reviewed. As the dependability coefficients were statistically significant, the instrument was used for the main data collection. Simple random sampling was used to select the purchase intention of customer from Bangalore city. About 121 valid responses were collected, consolidated and analyzed using AMOS and SPSS software. Analysis was done using the regression analysis to identify the impact of effectiveness of online review on purchase intention of the customer. The models were then represented in a path diagram and estimated using a SEM technique. The co-efficient of resolve values that describe the strength and level of persuade of the exogenous constructs on the endogenous constructs were found to be highly statistically significant. The research results are presented in the report for further discussion

Key Words : Online Review, Purchase Intention, Digital Marketing, Buying Decision, Customer Review

Teaching Management Students: Usage of Technology Oriented (Video-Case Development Exercise and Movies) Pedagogical Tools and their Effectiveness

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Abstract

This paper will focus on 3 studies done by the authors while teaching under-graduate and graduate students of Management, using technology oriented pedagogical tools. In all the 3 studies, the purpose was to understand how effective these technology oriented pedagogical tools are, in creating enthusiasm among the students and engaging them in the learning process. Also the studies focussed on understanding the learning experience and outcomes of the students participated. All the studies were conducted while teaching 'organizational behaviour' and 'managerial behaviour' course. Study 1 was carried out for under-graduate students and Study 2 and 3 was carried out for graduate students of management.

In study 1, student teams prepared video cases on the topics learnt in the course, applying it to the practical scenario. Each team were directed to present the video case to their peer members in the class, followed by submitting a written case-let.

Study 2 was conducted for graduate students where around 40 % had prior work experience. It was ensured that there will be at least a few students with work experience in each team. Student teams were asked to brain-storm and discuss critical incidents (real incidents that occurred when they were working) experienced by the students with work-experience connected to any managerial behaviour issues covered in the subject they were learning. At the end, each team prepared a case-let narrating an incident which really happening in an organization where one of their team members worked. The teams presented and submitted the case-let with suitable questions for discussion and solution that happened in real.

In study 3, the graduate students of management were shown a classic movie '12 angry men' while team decision-making as a topic was discussed in the class. At regular intervals while watching the movie, the whole class paused to reflect and discuss the movie connecting the theoretical foundation of team decision-making.

At the end of all the studies, the students were directed to provide feedback on their enthusiasm and interest level that got triggered, their engagement level throughout the learning process and the effectiveness of the pedagogical tool in their learning process. This feedback was done through a questionnaire. The feedback results conveyed that the students experienced high level of engagement throughout the learning process and their retention rate of the whole experience remains very high.