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A Brief Study on AI in Marketing-A Case Study Approach

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ABSTRACT

Artificial intelligence marketing (AI Marketing) is a method of leveraging customer data and AI concepts like machine learning to anticipate your customer's next move and improve the customer journey. This paper reviews that marketers can expect AI to influence marketing outcomes. This paper also aims at bringing into the limelight some of the case studies related to applicability of AI in marketing.

1. INTRODUCTION

AI in marketing may feel more Sci-Fic than fact to many, originally Artificial Intelligence are used in our day-to-day life without our knowledge. An example for AI is, when we login to our NetFlix account, our dashboard will be filled with lot of our favourite series. In fact, by 2021, companies are expected to be spending \$57 billion on AI platforms. It's time for businesses of all sizes to think about how AI can help them stand out from the competition.

WHAT IS AI MARKETING?

Artificial intelligence marketing (AI Marketing) is a method of leveraging customer data and AI concepts like machine learning to anticipate your customer's next move and improve the customer journey.

THEORETICAL BACKGROUND

There are a few key elements that make AI marketing as powerful as it is today, including big data, machine learning and the right solutions.

BIG DATA

Big data is a straightforward concept. It refers to a marketer's ability to aggregate and segment large sets of data with minimal manual work. Marketing teams can then use this data to ensure the right message is being delivered to the right person at the right time, via the channel of choice.

MACHINE LEARNING

Machine learning platforms come in handy when marketers try to make sense of this huge data repository. They can help identify trends or common occurrences and effectively predict common insights, responses, and reactions so marketers can understand the root cause and likelihood of certain actions repeating.

POWERFUL SOLUTIONS

Artificial intelligence marketing solutions truly understand the world in the same way a human would. This means that the platforms can identify insightful concepts and themes across huge data sets, incredibly fast. AI solutions also interpret emotion and communication like a human, which makes these platforms able to understand open form content like social media, natural language, and email responses.

NEED FOR THE STUDY

AI marketing has been gaining more attention among marketers because of the insights it provides. According to a recent PwC study, 72% view AI as a “business advantage.” Let’s review some ways that marketers can expect AI to influence marketing outcomes in the upcoming months and years:

MORE INTELLIGENT SEARCHES

As advanced technology solutions grow smarter, it’s important to remember that audiences are becoming smarter as well. Thanks to social media and rapid-fire search engines (thanks Google!), people find what they are looking for faster than ever before. AI and big data solutions can actually analyze these search patterns and help marketers identify key areas where they should focus their efforts.

SMARTER ADS

Marketers are already dipping their toes into smarter ads, with account-based marketing solutions, but AI helps teams take this a layer further for truly insightful analysis. With a new abundance of data available, online ads can become smarter and more effective. AI solutions can dig deep into keyword searches, social profiles, and other online data for human-level outcomes.

REFINED CONTENT DELIVERY

With AI, marketers can take data and targeting to a whole new level. Audience analytics can go past the typical demographics level, to understand people on an individual basis. Now, marketers can use AI to both identify potential clients or buyers, and deliver the ideal content that’s most relevant to them. With big data, machine learning, and AI combined, there is little a savvy marketer can’t achieve.

RELYING ON BOTS

Customer service and retention is another area where AI will play a huge role in the future. Soon, chat functions and other direct-to-consumer engagement avenues will be run by AI bots. Many companies can save employee time and expenditures with these tactics. AI bots also have access to an entire internet’s worth of data, information, and search histories, making them much more efficient than their human counterparts.

The Impact Of Corporate Governance On The Financial Performance Of Listed Companies—Empirical Evidences From India Using Fuzzy Set Qualitative Comparative Analysis

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ABSTRACT

In a world of globalization, the concept of corporate governance has occupied an important place. Today, companies are demonstrating high quality governance by attracting foreign investors, global fund raising and by operating in the international arena. The key principle for success is to ensure that growth is sustainable and inclusive. Out of various critical aspects of corporate governance, the current study aims at investigating the corporate governance practices followed by Indian companies by taking Clause 49 (Revised) of the SEBI listing agreement as the benchmark. Clause 49 has brought out a landmark transformation to improve the quality of disclosure of the Indian companies.

This study examined the relationship between corporate governance and financial performance for 85 firms listed on the Bombay Stock Exchange (BSE). Financial performance of the firm is measured with financial ratios viz. Return On Capital Employed, Return On The Equity, Net Profit Margin and Return On Assets. The analysis was enhanced using complementary linear and non-linear multiple regression analysis. The estimated relationship between corporate governance and the firms was derived using FsQCA (Fuzzy Set Qualitative Comparative Analysis). This study will be useful to investors, practitioners and other stakeholders who are interested with a firm's operations performance.

Key words: Corporate Governance, Financial performance, Fuzzy Set Qualitative Comparative Analysis, Listed companies

INTRODUCTION

Since the second half of the 19th century, most modern industries and services in India have been structured under the English common law framework of joint stock limited liability. Despite this long corporate history, the term "corporate governance" remained unknown until 1993. It came to the fore at that time because of a spate of corporate scandals that occurred during the first flush of economic liberalization (Omkar Goswami, 1999).

In April 1998 the country produced one of the first substantial codes of best practice in corporate governance in Asia. It was published not by a governmental body, a securities regulator or a stock exchange, but by the Confederation of Indian Industries (CII), the country's peak industry body.

The following year, the government appointed a committee under the leadership of Kumar Mangalam Birla, Chairman, Aditya Birla Group, to draft India's first national code on corporate governance for listed companies. Many of the committee's recommendations were

mandatory, closely aligned to international best practice at the time and set higher governance standards for listed companies than most other jurisdictions in Asia. The Indian Code of Corporate Governance, approved by the Securities and Exchange Board of India (SEBI) in early 2000, was implemented in stages over the following two years and led to changes in stock exchange listing rules, notably the new Clause 49 in the Listing Agreement. (Retrieved from Shodhganga)

Further reforms have been made over the past decade to modernise both company law and securities regulations. The Companies Act, 1956 has been amended several times, in areas such as postal ballots and audit committees, while committees were appointed in 2002 and 2004 to recommend improvements. The latter committee, chaired by Dr J. J. Irani, was charged with undertaking a comprehensive review of the 1956 Act and its recommendations led to a rewrite of the law and a new Companies Bill, 2008. (This bill was resubmitted as the Companies Bill, 2009 following national elections in 2009. It is still waiting to pass Parliament).

The concept of corporate governance hinges on total transparency, integrity and accountability of the management and the board of directors. The importance of Corporate Governance lies in its contribution both to business prosperity and to accountability. In the age of globalization, global competition, good corporate governance helps as a great tool for corporate bodies (Anupam Jain, 2018).

Impact Of Corporate Governance On Financial Performance Of Companies

Corporate performance is an important concept that relates to the way and manner in which financial resources available to an organization are judiciously used to achieve the overall corporate objective of an organization. Which in-turn, keeps the organization in business and relates a greater prospect of opportunities. Corporate governance provides a structure that works for the benefit of the firm and can help in increasing firm's performance by reducing agency problem. A good corporate governance is a fundamental necessity to keep on running a firm successfully. It has long played a crucial role for enhancing the since the adoption of corporate governance code of conducts, there has been a steady trend towards implementing good governance structures both in public and private sectors. The introduction of corporate governance practices in India is aimed at providing a mechanism to improve the confidence and trust of investors in the management and promote economic development of the country.

Profitability As A Measure On Financial Performance Of The Companies

Financial performance is a subjective measure of how well a firm can use assets from its primary mode of business and generate revenues. This term is also used as a general measure of a firm's overall financial health over a given period of time, and can be used to compare similar firms across the same industry or to compare industries or sectors in aggregation.(Will Kenton, 2019).

A company's bottom line profit margin is the best single indicator of its financial health and long-term viability. Investors are constantly searching for one golden key measurement that can be obtained by looking at a company's financial statements for evaluating a stock, but it is simply not that easy. To accurately evaluate the financial health and long-term sustainability of a company, a number of financial metrics must be considered. Four main areas of financial health that should be examined are liquidity, solvency, profitability and operating efficiency. However, of the four, likely the best measurement of a company's health is the level of its

profitability because the companies can indeed survive for years without being profitable, operating on the goodwill of creditors and investors, but to survive in the long run, a company must eventually attain and maintain profitability. Thus profitability is used as the best metric for evaluating the financial performance of the companies.

RATIONALE OF THE STUDY

The need for corporate governance has arisen because of the increasing concern about the non-compliance of standards of financial reporting and accountability by boards of directors and management of corporate inflicting heavy losses on investors. This study has made an attempt to analyse the performance of large cap and mid-cap companies, on a firm's performance. This study will benefit investors, decision makers, regulators and researchers as well as assist the policy makers to set new and improved standards for best practices.

A well-defined corporate governance structure will ensure reduction of funds costs, easy funds accessibility, improved sound corporate firm performance through stakeholders' support for greater firm value, and enhanced investment rate of return (Brown and Caylor, 2009).

LITERATURE REVIEW

A review of a variety of literature was meticulously done. Since the concept of corporate governance gained momentum and has an impact on the financial performance of the companies, the literature which explained the relationship between corporate governance and a firm's performance were considered for review.

Gupta et al (2003) analyzed the corporate governance reports of 30 companies listed in BSE for the year 2001-02 and 2002-03. Their research found that the reporting practices of the companies vary to a large extent. Also it was found that in some cases mandatory requirements as per Clause 49 have not been adhered to. **Hossain Mohammed (2007)** analysed the level and extent of corporate governance disclosure of the banking companies in India. The study covered 38 banks and the results revealed that that assets, ownership and financial performance variables are significant and other variables such as age, board composition are insignificant in explaining the level of corporate governance disclosure. **Izyani Wan and Zunaidah (2010)** examined the relationship between corporate governance mechanism and extent of disclosure for listed companies in Malaysia. Their study addresses two issues, (a) Level of corporate governance disclosure by listed companies in Malaysia and (b) To what extent corporate governance affects the company disclosure. The study revealed that that the companies with more family members sitting on the board significantly have lower levels of disclosure in their annual reports. **Kota, H.B., and Tomar, S. (2010)** examined the effect of corporate governance practices on the performance of 100 mid-sized firms in India between 2005 and 2007. When Tobin's Q was used as a measure of financial performance, it was found that the ratio of non-executive directors to total directors had no significant relationship with the performance. **Anurag Pahuja and B S Bhatia (2010)** analysed the determinants of corporate governance disclosure of 50 listed Indian companies. The study revealed that there is a considerable gap in the sphere of extent, quantum and quality of disclosure made by companies in their annual reports. The study concluded that there is a substantial scope for improvements in the corporate governance disclosure practices. **Senan Neeti (2011)** in her research paper analysed the corporate governance practices of public and private sector enterprises in India. The study focused on disclosure practices in the annual reports of firms

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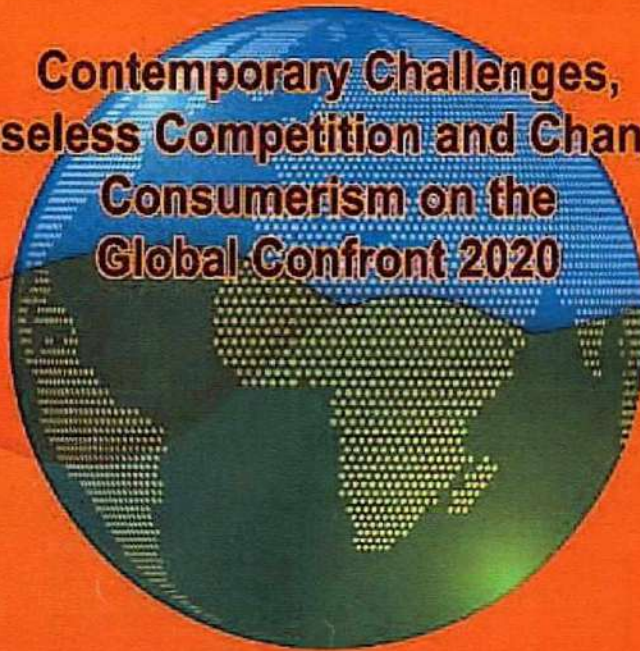
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COVER PAGE

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Role of Artificial Intelligence in Advertising and Marketing

Barkha Malpani¹, Nisha M² ✨¹Brand & Communications Manager,
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M.O.P. Vaishnav College for Women, Chennai**ABSTRACT**

In the last 20 years, artificial intelligence has flooded the advertising market by helping to scale operations. AI is now more accessible than ever, allowing brands both big and small to benefit from the insights and automation options it provides. It used to be that only big businesses with plenty of budget were able to harness the power of Artificial Intelligence (AI) for marketing. However, the technology has come so far and has become a lot more affordable, meaning that today, even smaller companies can access AI. Any company that operates online is now able to apply publicly-available algorithms to their site or make use of off-the-shelf machine learning services. This means that it is easier than ever to gather useful insights and create prediction models based on the behaviour of their customers. This paper captures the Role of AI in Marketing since 1998 to date with case studies & a glimpse of the future briefly.

Key Words: Artificial Intelligence, Digital Marketing, Advertising

1. INTRODUCTION

Artificial intelligence is making machines capable of solving problems in a similar way people do. This process is enabled by teaching computers to go beyond a strictly programmed algorithm. When a computer system follows an input of solved examples, it learns how to apply it in similar future situations. Computers learn by applying a number of advanced technologies to target the audience in much better ways than what was possible with previous programming efforts.

1998 – RECOMMENDATIONS THROUGH MACHINE LEARNING AND NEURAL NETWORKS

With machine learning, systems learn from experience. The concept of clustering consumer behaviours to predict future behaviours began at Columbia University in a report on "digital bookshelves." In 1998 that Amazon began using "collaborative filtering" for millions of customers with its product recommendation feature. AI marketing tools have the greatest impact on relevance, personalization and automation in digital marketing. Today, Spotify recommends music you may like, Netflix suggests films and television programs you may like, and Facebook suggests friends you may know. This all comes from AI-based clustering and interpreting of consumer data paired with profile information and demographics.

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Impact of Emotional Intelligence on Job Performance With Special Reference to Automobile Industry

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Abstract

The impact of various factors of emotional intelligence on job performance becomes very interesting especially when the discussion is about Automobile industry. The industry's direct employees are close to four million people and the indirect employees command a higher number too. Emotional intelligence is the ability to understand one's emotions and channelize it. Job performance is used as a tool to measure the different aspects of work done by an employee. The current study is focused on understanding the impact of emotional intelligence on job performance. In simple terms the study helps us understand how to channelize one's emotions in order to perform better at work. The study is restricted to the region of Chennai. The finding of the present study is based on four emotional factors and four other factors which affect job performance.

Keywords: Emotional Intelligence, Automobile industry, Job Performance.

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I. INTRODUCTION

Organizations in the present scenario not only deal with material things but also with human emotions. Emotional intelligence is seen as an important aspect in organizational behavior. Emotional intelligence involves a combination of capabilities which allows a person to be aware of and understand to be in control of their own emotions. It also relates to recognize and understand the emotions of others and to use this knowledge to foster their success and the success of others. According to Daniel Goleman, there are five main elements of emotional intelligence which are Self-Awareness, Self-Regulation, Motivation, Empathy and Social Skills. Thus Emotional Intelligence plays a key role in both personal and professional successes.

Job performance is the one of the important criteria to analyse the employee's outcome. Job performance is one of the majorly studied topics as a part of analysing industrial and organisational psychology. Job performance can be looked upon either as task performance or contextual performance. Task performance is linked to the job directly and is associated with technical soundness. On the other hand contextual performance refers to interpersonal behaviour or actions related to a job. A lot of factors affect job performance like Personal Traits, Communication, Organizational Climate and many more. Thus job performance can be stated as an important way to measure performance.

Emotion regulation is intellectually related to job performance in an organizational setup. Emotion regulation is the tool by which we create and maintain positive and affective states that benefits

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TEST Engineering and Management

A Study of Green Practices Adopted by Small Retailers in Chennai

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Article Info

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Abstract

Green is the desirable colour of business today. All kinds of businesses, manufacturing or retailing have recognized that in order to maintain a competitive edge in the marketplaces they must create a green brand image in the minds of consumers. This is possible not by just making an eco friendly organically produced product offering but by creating a buying experience that is green from start to end. So while making a green product is one area that requires engineering focus, managerial and marketing prowess needs to be exercised in creating a green retailing experience. The entire shopping experience must be 'green' with paperless processes, low energy showrooms, lean or reusable packaging, recyclable materials etc. With the retailing sector growing at galloping rates, governments are also brining in policy initiatives in this regard. The government of Tamil Nadu ban of one time use plastics in retail packing with effect from January 1, 2019 is a case in point. The study explores the extent of green initiatives prevalent among small retailers in Chennai. While using natural lighting and ventilation to save energy seems popular, going completely paperless in all processes is still a distant dream. The study also examines relationship between retailer demographics of age and retail format and adoption of green practices. It is found that that while retail format and certification are related to each other, age of the outlet has no relationship with the need to adopt energy saving practices. In conclusion the study measures retailer perception of the impact of green initiatives on the retail business. It is found that while customers appreciate the green initiatives recognition in the form of awards is lacking.

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Keywords: Green retailing- small retailer - sustainable business- green practices- green product- green certification.

I. INTRODUCTION

Our environment is under great threat due to lifestyle practices of the human element. These have led to global warming, climate change, depletion and near extinction of natural resources and imbalance in the bio diversity of the earth. Increased consumerism is one of the primary reasons for these lifestyle changes. This consumerism has changed the world of manufacturing, trade and most importantly retailing. Shopping is no longer an activity to procure essentials, needs or even luxuries but a hobby, pastime or even a means of recreation for humankind.

All though retailing is as ancient as manufacturing, trade and commerce has

completely been reinvented in new formats and avatars. Retailing has received immense attention from governments and policy makers given its growing importance and size. Retailers have also reinvented themselves keeping in mind the changing demographics and consumer behavior.

II. PROBLEM STATEMENT

One criticism that has been recently leveled against the retail sector is socially irresponsible practices towards the environment. In order to provide a larger than life experience to the buyer retailers are known adopt energy intensive non eco friendly practices in shop décor, display and packaging. Among players in the retail sector, there is an unresolved question as to whether it is

Building Smart Cities Using Block chain Technology

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ABSTRACT

A smart city is one which incorporates information and communication technology for faster, secure, transparent, decentralised framework for modern urbanisation. The objective of this article is to provide sustainable environment and applications with basic infrastructure for a decent quality of life to its dwellers. Every sector is transforming. Changes may lead us to a world of stable growth and sustained development. In this modern era, economy throughout the world is digitalizing. Transactions occurring worldwide can be made safe and secure by using various digital platforms. One such technology to optimize our recourses and ease our lives can be implemented using Block chain Technology.

Keywords: Blockchain Technology, Distributed ledger, Security, Smart Cities.

1. INTRODUCTION

Blockchain Technology is a source of shared distributed ledger in which transactions are recorded and assets are traced in a business network. Anything which has value can be tracked and traded on a Blockchain network, reducing both the risk and the transaction cost. By introducing this technology the future of economy is digitalized in a safe way. Blockchain Technology is very efficient and economical. It eliminates the duplication of data stored in the network and also reduces the need for intermediaries drastically. Using this technology transactions are carried in a secure, authenticated and verifiable manner. The entire flow of the transaction can be accessed, monitored and analysed by every user connected in the system. Blockchain can be used across diverse sectors like banking, education, transportation, land ownership and healthcare services, etc... Moreover, this technology has the potential to upgrade the present system by automating the manual processes and eradicates the frauds. It also controls the issues for authorization. States like Karnataka, Gujarat and Maharashtra, in India are evaluating Blockchain technology for e-governance. Andhra Pradesh is the first Indian state to run pilots studies on Blockchain technology for various e-governance projects. Thus, Blockchain technology could effectively serve as a perfect platform to transform a knowledge driven economy into a digital inclusive society building a better tomorrow.

HISTORY OF BLOCKCHAIN TECHNOLOGY

Blockchain technology is extensively connected with Bitcoin usage. A pseudonymous software developer Satoshi Nakamoto proposed the concept of bitcoins in 2008, a form of crypto currency. Using this technology bitcoins could be exchanged, independent of any central authority. They could be transferred electronically in a secure, verifiable and immutable way.

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Bitcoin can be used for electronic payments, if both parties agree for digital transactions. It is treated in par with other digital currencies. Bitcoin uses peer-to-peer technology to operate, with no central authorities or banks to manage its transactions. The issuing of bitcoins is carried out collectively by the network. Bitcoin is an open-source asset; designed in public and nobody can own or control Bitcoins.

2. PROPERTIES OF BLOCKCHAIN

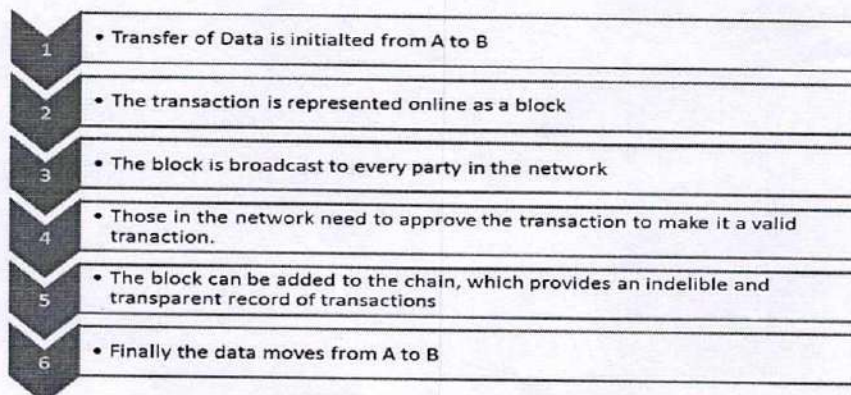
- Recordation: Every ledger stored in block chain is time stamped.
- Transparency: The transaction entered in the ledger chain is visible to all users of the chain.
- Decentralisation: The data entered in the chain are open sourced and are available to all users of the blockchain network.

ENHANCING SMART CITY INITIATIVE USING BLOCKCHAIN

In India, the project of building 100 smart cities started in June 2015. Blockchain presents an opportunity to build secure, efficient and resilient cities. This technology can be used in government sector under categories like

- Identifying - self-sovereign identity for citizens.
- Movements of assets of value - Transferring money from one person to another
- Ownership and registries - Land, property, vehicles
- Verification, Licenses - proofs of records, transactions etc...

Blockchain technology is an open ledger which is freely accessible to the players of the transactions. All transactions are entered in this open ledger in a linear order. When a product or a service is traded using this technology all details pertaining to the product namely the price, manufacturing date, owner of the product, date of purchase and other details are created in a ledger block and the transaction process is initiated. As the product passes from one person to another, all the details of the next person in line are updated in the new blocks of the ledger in Blockchain technology. Thus a complete database is maintained regarding the product right from the initial stage till the final scrap existence of the product.





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IMPACT OF CONSUMER LEVEL PERCEPTUAL FACTORS ON STORE BRAND ATTITUDE AND PURCHASE INTENTION

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Abstract

Despite increased significance of the role played by store brands globally, the rise of organised retail in India presents an opportunity to analyse a diverse demographic profile and emerging consumer attitude to store brands vis-a-vis national brands. The objective of this study is to propose a model that explains the impact of four consumer level perceptual factors (Perceived quality of store brands vis-a-vis national brands, price consciousness, store image and deal proneness) on store brand attitude(SB attitude) and the resulting relationship between SB attitude and purchase intention of store brands. A total of 316 responses collected using mall intercept data in a metro city in India were analysed. The findings revealed that among the four factors analysed, perceived quality of store brands vis-a-vis national brands , store image were the strongest factors influencing SB attitude followed by price consciousness. Deal proneness did not reveal any significant relationship on SB attitude. The findings also corroborate to earlier studies on the relationship between a strong SB attitude and purchase intention. The paper contributes to the existing literature by studying the integrating role of consumer level variables on determining SB attitude , and the resulting influence on purchase intention in the Indian retail scenario.

Keywords: Purchase Intention of store brands, perceptual factors, perceived quality of store brands, Store brand attitude.

Introduction

Store brands (SB), also commonly referred to as 'own brands' or 'private label brands', consist of merchandise produced and then sold by a specific retailer or chain of retail stores (Kumar and Steenkamp, 2007). These brands were historically thought of as being low price, low quality alternatives to national brands (NB). However research by Verhoef, Nijssen and Sloot (2002) suggests that the status of the store brands is changing. Consumers are willing to purchase store brands and the breadth of product assortment in SBs have increased over time. (Ernst and Young, 2014). Retailers on their part, have improved the quality of merchandise and are competing with established national brands as an alternative for consumer choice. Market share studies show that favorable attitudinal shifts towards SBs happen at a critical market share point of five percent. Currently, Indian market for store owned brands in organised retail is at five percent compared to one percent and three percent in the Chinese and Indonesian markets fueling both academic and business interests in its study. (Nielsen, 2011).

Prior research on high SB growth Western markets have focused on consumer perceptual responses to price, quality, and brand name. In their studies, Richardson *et al.*, (1996), Batra and Sinha (1999) and Mieres *et al.*, (2006) draw the conclusion that consumers' perception toward price and risk play an important role in explaining the SB preference. Erdem, Zhao and Valenzuela (2004) explained that the success of SB products in Europe was based on relatively higher quality of SB products and brand equity. These studies are mainly based in European or American markets, where the large scale presence of organised retail brands have led to increased awareness of SB amongst consumers. Emerging markets by definition are smaller markets but which have a dynamic potential and rapidly growing economies.

The retail sector in India is expected to witness a CAGR of 12 percent taking the projected valuation of the retail sector to USD 1,150 billion by the end of FY 2020 (CARE, 2017). Increasing growth of organised retail and consolidation of key players is expected to contribute to an upward trend in the store branded product categories too. Compared to the global markets, Indian market for SBs is at a nascent stage. Accounting for still less than 8% of organised retail sales, the market however presents a significant scope for expansion. Given the changes in the retail economy, the consumer perceptions also continue to be dynamic. This warrants an in-depth analysis on the Indian consumer behavior to enable strategy

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An explorativestudy on Tax Payer's Perception towards Income-tax E-Assessment proceedings with special reference to Tax Payers in Chennai,Tamilnadu.

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Abstract:

The Indian Income-tax Department has introduced “e-Assessment proceedings” in the year 2017 and the “Faceless Assessment Scheme” during September 2019, which aims in transparent tax administration. The faceless assessments are primarily e-Assessments which completely eradicates the physical interaction amid the assessing officer and an assessee. India is pioneer in introducing the electronic Assessment procedure or Faceless Assessments in the world (PTI). There are hundreds of tax payers visiting the Income-tax Offices at Chennai, daily. This paper aims in studying the perception, awareness level and satisfaction level towards e-Assessment and also the problems faced by these taxpayers. The primary data was collected through structured questionnaire from 207 Taxpayers who voluntarily choose to participate. Field survey was conducted at Income-tax Chennai offices at “AayakarBhavan and Greams Road”. The Secondary data used for the study are online news papers and articles found at Google, Proquest, Research Gate, Shodhganga, Sematic Scholar and Google Scholar. The data collected were analyzed with the help of relevant tests using SPSS. The research findings show that the majority of the taxpayers were aware and perceive that the e-Assessment procedure is safe, efficient and time saving than the conventional scrutiny proceedings.

Keywords: e-Governance, e-Assessments, Scrutiny e-proceedings, faceless assessment, perception.

I.INTRODUCTION

About Income-tax and Income-tax Department in India

The tax imposed by the government on the income generated by individuals and business within the countries jurisdiction in called the Income-tax(Kugan)¹. The Income-tax department in India functions under the ministry of finance.The Income-tax is administered by and receives inputs for policies from the Central Board of Direct Taxes (CBDT). The Income-tax was first levied in the

year 1860 by the British. Then the Income-tax Act of 1886, Income-tax Act of 1918, Income-tax Act of 1922, Income-tax Act of 1956 were passed making some revisions from act to act (Singh)². Eventually the Income-tax Act, 1961 has replaced the earlier acts and came into force from 1st April 1962 to impose, collect, manage and recover income-tax in India.

E-governance in Income-tax Department

E-governance in Income-tax department is the use of information and communication technology by the government for delivering services. E-governance in Income-tax are Citizen-centric and includes online allocation of the Permanent Account Number (PAN), Online filing of returns, Processing of tax returns, issue of refunds and Taxpayer grievance redressal etc., In the year 2015, electronic Assessment (e-Assessment) was initially introduced on pilot basis which came into force during F.Y 2017-18 in five cities namely Ahmedabad, Bangalore, Chennai, Delhi and Mumbai and extended to Kolkata and Pune jurisdiction.

Income-tax assessment and e-Assessment

The Income-tax returns filed every year is examined and about 0.35% to 1% of the total returns filed are selected for scrutiny to check the correctness of the income declared, expense, deductions, losses and exemptions claimed in the returns (Remya Nair)³. The cases are selected for scrutiny by Computer aided scrutiny selection (CASS) mode in non-discretionary way based on selection filters (hrblock)⁴. The assessing officer of the concerned jurisdiction will intimate the assessee regarding the case being selected for scrutiny by issue of notice u/s 143(2) of the Income-tax, 1961. The assessee has to submit documents to substantiate the income declared, expense, deductions, losses and exemptions claimed in the returns. On verification of the documents the jurisdictional assessing officer will pass the assessment order u/s 143(3) of the Income-tax Act, 1961 by accepting the returned income or making additions or disallowance of losses or any exemptions claimed.

In the year 2017 the Central Board of Direct Taxes (CBDT) made mandatory for the assessing officers to proceed with electronic Assessments in 102 cities in India. In this the assessee need not visit the Income-tax office or meet the jurisdictional Assessing Officer to submit the documents called for. Online submissions can be made through the Income-tax e-filing website i.e., <http://incometaxindiaefiling.gov.in/>. The CBDT also further gave the option to the tax payer to opt out from e-assessment procedure. Meanwhile the CBDT has now notified an "E-Assessment Scheme-2019" with effect from 12/09/2019 (TaxGuru)⁵. All the scrutiny assessments carried out

thereafter will be governed by this scheme. E-assessment is first of its kind in the whole world. Precisely to say India is pioneer in introducing the electronic Assessment procedure or Faceless Assessments in the world(PTI)⁶. The revenue secretary of India Shri.AjayBhushanPandey while inaugurating the National e-Assessment Centre (NeAC) said that “the faceless e-assessment scheme aims in a paradigm shift,faceless scrutiny and elimination of human-interface”. “These assessments are jurisdiction free. The assessing officer for a case will also be randomly selected”. Initially there are 58,322 cases selected for scrutiny by the National eAssesment Centre (ET Bureau)⁷. There are 8 regional e-Assessment Centres (ReAC) setup at Ahmedabad, Bengaluru, Chennai, Delhi, Hyderabad, Kolkata, Mumbai and Pune(BL Bureau)⁸. The procedure is completely through electronic communication, where the taxpayer will receive e-mail or SMS to their registered e-mail ID and phone number respectively. The documents called for in scrutiny should be filed only online to reduce the cost and anxiety of the tax payer.

Objectives of the study:

1. To study the tax payer’s awareness level on e-Assessments with special reference to taxpayer in Chennai, Tamilnadu.
2. To know the perception of the Income-tax payers in Chennai towards the e-Assessments.
3. To understand the problems faced by the tax payers in Chennai during e-Assessment procedure.
4. To learn the satisfaction level of the tax payers in Chennai towards e-Assessments.
5. To suggest suitable measures to improve taxpayer’s satisfaction.

II. REVIEW OF LITERATURE:

(K.Saravanan)⁹(2017) the paper dealt with the awareness level of individual tax payers about e-filing, to measure the level of satisfaction of the respondents towards e-filing. Different levels of employees at Trichy city were the respondents. The study revealed that the existing Individual taxpayers are aware and satisfied with e-filing facilities.

(Shamika Kumar)¹⁰ (2017) the study used questionnaire to obtain primary data from 262 tax payers. Factor analysis was used to analyse the awareness, satisfaction level and problems of respondents. The results suggested to avoid peak hour rush and to reduce difficulties in operations in the process.

(Jayakumar)¹¹(2016) studied the tax payer’s perception towards e-filing of income tax returns filed by teachers in Bangalore region. The objective of the study was to measure the level of satisfaction and awareness of the respondents towards e-filing, questionnaires were used to collect the primary

A Meta Analysis on Conceptual Framework and Proposed Models of Training Needs Assessment Based on Historic Literature Surveys

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ABSTRACT

Purpose of the paper- This paper aims in reviewing the existing literature on Models proposed intended to Training needs Assessment (TNA). This review of the literature re-evaluates all strands of the Training Needs Assessment Models. Methodology – Secondary data are sources to conduct the literature review. Suitable search terms were used for carrying out the online search at Proquest, Wiley Online Library, Emerald, EBSCOhost, SCI hub, Shodhganga, Semantic Scholar and Google Scholar and the data are used after a refined filtering. Findings – Cynosure of this paper is reviewing popular twenty nine different models of the Training Needs Assessment proposed from the year 1961 till 2013. It was found that most of the applied TNA models are reactive and do not consider relative factors and levels of analysis, in a proactive method. Practical implications – This paper offers important implications for human resource professionals. This paper ventures to make a conspicuous contribution towards comprehensive concepts in TNA models.

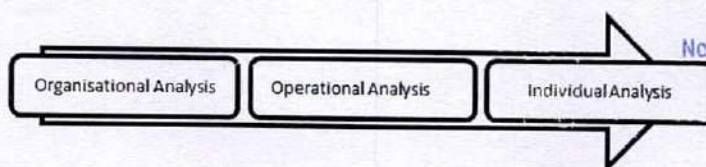
KEYWORDS: Training, Analysis, Training needs Paper type Literature review

1. INTRODUCTION

Preponderance authors / specialists quote that Training Needs Assessment (TNA) is the first step in any organizational Development activities. Needs assessment appears instinctively tantalizing to practitioners. TNA is fruitful in obtaining data regarding the Human resources in an organization and helps in allocating the resources for the business operations. In past fifty years alone there are dozens of models for need assessment been proposed (Roger Kaufman) . The TNA models are listed below chronologically.

MODELS OF TNA

Mc Gehee and Thayer – 1961 – O-T-P Model:



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OTP MODEL OF TNA (MCGEHEE)

According to W. Mc Gehee and P.W. Thayer, there are three important levels of analysis to be performed to establish the training needs. This Model of Training needs Assessment forms the basis for most of the models proposed subsequently.

- Organizational Analysis – This phase explains that the entire organisation should be studied with regards to its objectives and goals, availability and allocation of resources (financial and non-financial), the social economic, political environment, the internal and external influencers and the organisational climate.
- Operational Analysis – This phase involves scanning about a specific job. The aim is to perform Job analysis and derive at the skills required for performing that particular job. This level determines the training needed to perform the job at the expected standards and being productive.
- Individual Analysis – Intension of this phase is to obtain the individual capabilities of the employees in the organisation. The qualifications that the individuals possess and the actual requirement for the desired output.

NEW STROM LILQUIST-1979- CONTINGENCY MODEL

J.W. New Strom and J.M. Lilyquist developed a contingency model to assess different needs assessment methods. On basis of the five TNA criteria that constitutes employee involvement, management involvement time available, cost / resources available and availability of relevant measurable data they assessed twelve methods of TNA. This Model recommended that the trainers in the organisation should prioritise the above criteria in accordance with the importance to the organisation. (Newstrom)

MAGER & PIPE – 1984 PERFORMANCE ANALYSIS MODEL

R.F. Mager and Pipe P proposed this model aiming to identify the performance gaps in the organisation that will help in effective formulation, presentation and evaluation of training.(Mager)The Model explains that the trainers should analyse the Organisation vision, mission, strategy and desired output and analysis the performance of the workforce to acquire the performance gap and the same is to be taken into account as need for training.

GRAHAM MIHAL 1986- SURVEY APPROACH

K Graham and W. Mihal (1986) proposed a models for needs Assessment using Surveying method. This approach will reduce the erroneous management strive and resources utilized. They recommended four-step survey process. Primarily the managers prepare a list of prospective progressive needs followed by developing the lists on the areas identified for breakthrough, then the manager prioritize the needs in accordance with the management goals finally the supervisors validate the prioritisation done by the managers. (Graham)This is an alternative to ordinary survey method and this could be useful during construction of the need assessment

ROSSETT 1987- REACTIVE MODEL

(Rossett) A. Rossett came up with a now most commonly used reactive model in business and industry. The Reactive Model enunciates the terms "Optimal" and "Actual". The model explains that the gap between the "optimal performance" and "Actual performance" should be drafted and relinquished.

BURTON & MERRILL-1988 – FOUR-PHASE MODEL

(Burton) Burton J and Merrill P proposed the four-phase need assessment model for need assessment, which helps wide range of users. This model focuses on "the application of needs assessment in the development of instructional materials at the level of a course". Burton and Merrill's model uses the Organisational goals than the "performance objectives".

-Cafferella-1988

(R. S. Caffarella) used the Contingency model to assess eight methods of data collection for TNA. The eight most commonly used methods are survey, observation, interviews, group meetings job analysis, tests, critical incidents and written materials.

Murk and wells -1988 – Systems Approach Model

According to Murk P.J. and Wells J. H., the Systems Approach Model is wider model and not just merely resolute to needs assessment. The Systems Approach Model (SAM) conveys the important constituents of an effective program designing process. The SAM consists of five components such as needs assessment, planning and development, the budget allocation implementation and evaluation procedures that are associated with on another yet unconstrained. The favourable SAM needs all the five components interaction in non-linear way. (Murk)

-Ostroff & ford -1989

(Ostroff) C. and J.K.Ford's model was derived from the McGhee and Thayers's OTP model. The authors expanded the framework by adding "level dimension" (constituting of Organisational, sub-units and individual) and "application dimension" to the Organisational, Operational and Individual Analysis.

-Rummler and Brache 1990-Relationship Map and Organisational Map

(Rummler) G.A.Rummler and A.P Brache termed the process Relationship Map (PRM) which gives the outline of the "major work process in the organisation". Inclusion of the internal and external beneficiaries of the business on a horizontal system perspective is the pinnacle of the contribution.

DARRAUGH-1991 SIX STEPS MODEL

B. (Darraugh)'s six steps model aligns with Rossett's (1987) TNA Model in terms of assessing "the actual, optimal attitudes and causes". According to this model there are set of 15 questions for TNA this model does not provide outright directions for TNA since it does not control the link to organisational or individual performance.



BUYING BEHAVIOUR AND SATISFACTION TOWARDS PURCHASE OF GROCERIES IN SUPERMARKETS - A STUDY ON MILLENNIAL WOMEN IN CHENNAI

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ABSTRACT

The development of any business largely depends on its consumers. In order to satisfy the consumers it is important for every industry to identify the desires, needs and expectations of its consumer's so that the same can be produced and provided. Grocery being the buzz word in every household and with the emergence of modern retail formats, the modern consumer is always in search for an "all in one outlet" for all their shopping needs. Carrying out the responsibility of both a working woman and a home maker successfully coupled with increased income an attempt have been made in this study to identify the factors that influence the buying behavior and level of satisfaction of millennial women while shopping for groceries in the supermarkets. The data was collected by means of a questionnaire thorough online survey method from 175 women consumers below the age group of 30 years.

Keywords: Organized Retail Stores, Buying Behavior, Satisfaction, Supermarkets, Groceries and Millennials.

1. INTRODUCTION

With the entry of several new players, the Indian retail industry has become one of the most dynamic and fast paced industries. Over 10% of the country's GDP and around 8% of the employment is contributed by this sector (1). The love for fashion and brand consciousness among young generation, new investment opportunities in the retail sector, wide spread urbanization (2) led to the tremendous growth of Indian retailing from weekly markets to convenience stores to cooperatives and now to supermarkets, hypermarkets and shopping malls (3). The changed buying preferences of the consumers, increase in the income of middle class population, change in consumption patterns and styles, lifestyle activities persuaded the consumers to get involved themselves in mall culture which further developed and enhanced the fledging retail industry

(4).

Super Market: It is a self-service shop that offers wide variety of goods and services. It has a wider section than unorganized format and is larger in size. Example Nilgiris, Big Bazaar, Reliance Fresh etc.

Grocery: Groceries are referred “the food and other items that you buy in a food store or supermarket”. (5) Since the items are purchased in bulk they are termed as grocery.

Millennials: Generation Y also known as Millennials have an age group between 18 – 35 years. Being the chief wage earners of the Households, they contribute up to 70% of the India’s total household income and up to 46% of the country’s workforce (6). The major part of the earnings of the millennials is spent on essentials and then on education and utilities. Any additional earning is utilized by this generation on entertainment and eating out, followed by purchase of apparels and accessories and finally on electronics items.

Millennials, constituting the majority of the Indian population, has the distinctive features like high levels of disposal income, technology in their fingertips, and primary reason for the rapid growth and development of various consumer segments(7).

Consumer Behaviour: Consumer behaviour is a study involving the reading of the pulse of a consumer from the perspective of how, what, when, where, and why to buy. The shopping and the mental features of a consumer are interpreted such as demographics and behavioral changes.

The demographic factors of a consumer at every stage of shopping play a vital role in the buying process of a product. The main goal of the retailers is to manipulate on these factors and make the consumers stay longer in their shops, influence their buying behavior and turn them into return customers. The expectation and the shopping characteristics of the gender enable the retailer to design his messages, advertisements, products, store layouts and displays including colours. Thus the study aims at identifying the preferences and buying patterns of women millennial.

2. LITERATURE REVIEW

The growing demand of the customers along with the varying other facilities have not only led to the emergence of shopping malls as a major source of buyouts but also given more weight age to comfort and enjoyment. Apart from giving more emphasis on value for money, reliability and branded products importance is also given to personal information and payment securities by the customers. (Devgan, D., & Kaur, M., 2010)

The study had portrayed four important customer expectations like staff adequacy, skill and competency and their responsiveness, store issues related expectations, store ambience related expectations and store location related expectations for selecting the organized retail outlets. The main expectation of the customer emerged from cluster analysis was identified as Store issue (Layout, product variety and availability) related expectations. (Chaubey, D.S., & Kumar, Sandeep., 2015)

Quality of product, choice of brands, easy availability, shelf display, cleanliness, shopping environment, entertainment for children and parking facilities were identified as major factors influencing the preferences of the consumers towards selecting the organized retail outlets. (Gupta, U. & Tandon, V. K. 2013).

The study focused on the various consumers shopping behavior especially with respect to women. The organization can reap long term benefits by identifying the needs of the consumers and understanding their

shopping patterns. Unknowingly, sometimes the emotional beliefs of the consumers influence the purchasing decision which makes it difficult to understand as to why a consumer prefers one product or service over another. (Ramprabha, K. 2017).

The comparison of younger millennial willingness to buy with the brand's country of origin depicted that the brand had a positive and stronger impact on the willingness to buy. The study was conducted on three iconic brands Apple, Levi's and McDonald's. The purchase intention of the young millennial was highly influenced by the Self Brand connection. There was no direct influence by the country of origin on the young millennial willingness to buy the global brands but brand image mediated the effect of country image and affinity. (Moraes, Sergio Garrido., & Strehlau, Vivian Iara.)

With the entry of educated millennial women in to the job market coupled with increased income and independence have changed the buying scenario. Despite quality in preferences and choices by both the genders, the millennial men still connect themselves to the brand and stick on to it. With the digital era millennial buying have not only become a social status but also expression of personality to the outer world. (Rani, Meena N, 2020)

R.Mayakkannan(2019) The future will bring about more environment issues owing to the increasing pace of industrialization. Green marketing in the present times is not merely an approach to marketing with the social and environment dimension inherent in it. Green marketing has now acquired more strength as compared to traditional marketing. It should be realized that green marketing carries a lot with it than simple marketing strategies. The responsibility of protecting the environment lays on both the groups.

Factors like quality conscious, brand conscious, novelty fashion conscious , recreational, hedonistic conscious, price conscious, impulsiveness and confused by over choice contributes towards the purchase of footwear in Vellore city. The demographics such as age, gender, education, marital status and income influence the decision making styles of the consumers. Educated consumers shop for usage rather than pleasure. Consumers between the age group of 19 – 25 are more brands conscious and are highly confused by over choice. Thus, the decision making styles and purchasing behaviour differ from consumer to consumer. (Aswini Priya, S., & Venugopal, Pulidindi. 2020).

A study on changing perceptions and buying behavior of working women in contrast to non-working women revealed that the employed married women are both price and quality conscious. The three significant features impacting the buying behavior were price consciousness, brand consciousness and quality consciousness. While the unemployed women having a lower family, income were more price conscious, the employed women were more brand conscious influence by their family members. (Guha, S. 2013).

R.Mayakkannan(2018) From the study finally concluded that in maximum occasions buying decision of instant foods was made by their own and they not yet depend on others for choosing the product. As a sales promotion activity the importance and awareness towards these products should be created through various media or literatures to target all group of people.

3. OBJECTIVES OF THE STUDY

The following are the objectives of the present study

- (1) To study the demographic characteristics of the millennial women
- (2) To identify the factors influencing the millennial women to buy groceries from the supermarkets.
- (3) To analyze the level of satisfaction of millennial women in supermarkets.



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Our Heritage Relationship Between Service Quality and Online Shopping Experience – Empirical Evidence with Structural Framework Modelling

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Marketing Mantras of 21st Century in India



**Department of Commerce and Research Centre
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(Re-Accredited with B⁺ Grade by NAAC)

Motivations and Risk Perceptions of Online Shopping Consumers. A Pilot Study in Chennai City

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Abstract. *Online shopping is a growing trend in Digital India and this field has attracted a plethora of research in many dimensions of marketing and consumer behaviour. The current study, following this trend, explores the stimuli for consumer motivation and risk perceptions to shopping online. The pilot study was conducted in Chennai among fifty-two online shoppers. It explores the stimuli of shopping ease, shopping enjoyment and social influences as dimensions of motivations. It also seeks to verify the effect of demographic factors on consumer's online shopping intent and the consequent satisfaction that can result in repurchase intent. The study highlighted the influence of education on risk perceptions about online shopping.*

Keywords. *Online Shopping, Motivation, Risk Perceptions, Consumer Satisfaction*

Introduction. The onset of the digital era coupled with the Digital India drive is rapidly transforming the lifestyle of the Indian consumer. Equipped with digital connections in many types of handy gadgets coupled with a need for work-life balance in today's busy schedules in ever-growing traffic and crowded marketplaces, the Indian consumer is now migrating from physical retailing to online shopping.

E-commerce sales accounts that mere 2.2 % of total retail sales in India (Statista, 2019), translates to a total online sales turnover of \$18 billion. This turnover is expected to grow to \$170 billion by 2020 (Business Line, 2019). Given this tremendous opportunity

in this segment with a vast potential penetration and expansion, this segment sees immense competition.

Need and Significance for the Study. This tremendous growth potential in online retail segment, conducive environment to the Indian economy and the boost to the sector from policy makers this study is relevant for the following reasons :

- Marketers are increasingly investing in website features, logistic management, service quality and third party alliances with banks and other intermediaries to attract, serve, retain and expand customer base.
- In order to have a competitive advantage in the online retail market, it is important to ensure consumer satisfaction. It is also important to understand the drivers and the restraining factors that will steer consumers to shop online rather than traditional retail outlets.

Background. Literature review was conducted to throw light on dimensions of the subject matter of the study. Siva Kumaran A. and Gunasekaran A., (2017) conducted a study about the determinants affecting the online purchasing behaviour of millennial consumers. They devised a conceptual framework with 4 factors - consumer innovativeness, perceived benefits, perceived risks, attitude and intention. The study found that millennials purchase online as soon as they recognise the 'need' and time convenience is crucial.

Sharma (2017) studied six major types of

Relationship Between Service Quality and Online Shopping Experience – Empirical Evidence with Structural Framework Modelling**Author Details** ✱**Hemalatha J ***

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Abstract

The current economic climate in India offers tremendous potential to e-vendors. E-vendors can harness this favourable tide to the fullest by ensuring loyalty by ensuring customer satisfaction through wholesome online shopping experiences to their target market. The paper suggest a conceptual measure to gauge the satisfaction from consumers' online shopping experience. Online Shopping Experience can be measured in three dimensions – Service Quality of Website, Service Quality of E-vendor, Grievances and Redressal. The measurement model was tested empirically among Indian online consumers and was found to have a good fit.

KEYWORDS: Consumer Satisfaction, Online Shopping Experience, Service Quality

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INTRODUCTION

Online shopping is a form of e-commerce pertaining to Business-to-Consumers. It is the purchase of goods and services with the click of a mouse using internet connectivity on 'smart' devices like mobile phone, tablet, laptop, personal computer and other similar equipments. Today, consumers want more convenience, value and options and consequently demand richer experience, personalised ordering, payment & delivery options.. Technology enabled innovations like digital payments, hyper-local logistics, analytics driven customer engagement and digital advertisements support the growth in the online shopping sector (KPMG, 2017) . Increasing number of people opt for seeking technology aided resources rather than going to a retail outlet (Tonita et al., 2004)to fulfil their shopping needs to save time, money and energy.

The Online Shopping Consumer

Online shopping has become a popular and easy way for consumers. They can shop for a wide range of merchandise with a click of a button, anytime at their convenience, from any manufacturer or retailer. But this shopping mode has some notable differences compared to shopping at the traditional, physical marketplace.

Ease and convenience in shopping, product and price comparisons with facility to see the opinions of other users are few of the many benefits from online shopping to consumers. Lack of physical examination and risks of finance, product and privacy act as deterrents to online shopping (Gupta et al, 2013). Adaptation to a workstyle and lifestyle with digital technology to harness its benefits, has not been easy for all consumers.

RATIONALE FOR THE STUDY

E-commerce sector has seen a boost during the current era of Digital India Drive (IANS, 2017).

Quick, easy and economic connectivity has made handy, technological access throughout the geographical expanse of the country – to its cities, sub-urban cities and towns. E-commerce boost is in its embryonic stage, with promising forecasts to become the second largest market in the world by the year 2034 (IBEF, 2017).

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A Study on the Challenges Faced By Micro and Small Women Entrepreneurs with Special Reference to Chennai City

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Abstract

Entrepreneurs are a driving force and provide a foundation for the economic development of every national economy. Women entrepreneurs have mainly played a pivotal role in the economic progress of the country for the past two decades. In the context of globalization, women entrepreneurs across the county have identified opportunities for further growth and made a considerable impact in all segments such as banks, information technology, politics industry, etc. by positioning themselves in a male-dominated workplace. Female entrepreneurship can reduce poverty, empower women to be financially independent, and generate significant contributions to the economic well-being of the society. The role of women in business is gradually increasing, and empowering women through entrepreneurship has become an integral part of our development efforts in India. Female entrepreneurs also enhance the standard of living of their family, which in turn contribute to economic development. Female entrepreneurship is seen as an essential but unexploited source of economic growth. It is, therefore, essential to understand the methods to enhance their role not only in MSMEs but in the economy to ensure that India's economic progress is complete. The present paper focuses on the problems and challenges faced by micro and small enterprise entrepreneurs in developing their business. A Sample of 100 micro and small enterprise women entrepreneurs were selected for the study using the convenience sampling method.

Keywords: Female entrepreneurship, Micro and Small women entrepreneurs, women empowerment, economic development

Introduction

Micro, Small, and Medium Enterprise (MSME) sector plays a significant role in fostering entrepreneurial talent and distribution of income & wealth at a grassroots level. It contributes immensely to manufacturing output, exports, generation of employment, and gross domestic product. MSMEs provide the most innovative jobs and generate creativity that brings economic progress. State Small Industries Development Corporations, the Nationalised banks, and even NGOs are organizing various programs, including Entrepreneurship Development Programmes (EDPs), to accommodate the requirements of potential women entrepreneurs, who do not possess adequate educational background and technical skills. The Office of DC (MSME) has also started a Women Cell to assist women entrepreneurs.

Pandit Jawaharlal Nehru has said, "When women move forward, the family moves, the village moves and ultimately the Nation moves forward." Empowering women through entrepreneurship has become an essential part of Indian development. Due to the significance of new business creation for economic growth, female entrepreneurship is gaining attention and importance. Improvement in the economic conditions of women is crucial for the economic development of any country, especially a country like India. Entrepreneurship refers to the act of establishing a new business in order to take advantage of new opportunities. Female entrepreneurship is a growing concept as women compete equally with men for several opportunities. Today women across the country are showing more interest in being economically independent. Female entrepreneurship can reduce poverty, empower women to be financially independent, and generate significant contributions to the economic well-being of the society. Thus, Governments across the world, as well as various developmental organizations, are actively engaged in promoting women entrepreneurs through various schemes, incentives, and promotional measures. Various schemes were announced by the Government at the central and state level, to support needy women by setting up training-cum-income generating activities to make them independent. Small

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Consumer Perception and Market Evaluation of Ready To Eat Foods in Chennai



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A Food has always been an integral part of the society. With the changing style of food consumption and the benefits availed through the use of Ready-to-Eat (RTE) food has resulted in a subsequent rise in the RTE market. The research focused on the consumer perception and market evaluation of RTE foods in Chennai. Random sampling method was used to collect data from respondents. Various factors such as demographic information, consumption pattern, purchase behaviour, brand preference were analysed among consumers and market segmentation, market preference and market sales were analysed among retailers. Findings suggest that taste and quality were the main reason for purchasing RTE foods. Most of the products were purchased in the local markets. Market evaluation revealed that branding policies were followed by the market retailers. Majority of the market retailers strongly agreed with support restocking as a favourable branding policy offered by the brands. Advertising and store atmosphere were commonly used as major tools for the communication of brand. Therefore there is a good scope for the entry of new brands with ready to eat products into the market.

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**The Rhetoric and Reality of Women in the Unorganised Sector- A Study on
Housemaids in Chennai**

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The Women in Development discourse, initiated consequent to Boserup's path-breaking research on the economic roles of Women, focuses on improving the status of women and integrating them in Development initiatives. The patriarchal biases characteristic of developing nations has contributed in according lesser recognition to women as contributors to economic development. However, the Rhetoric on Women in the unorganised sector has constantly highlighted the undefined workload, low wages, non-specific hours of work, lack of recognition as also discrimination and deprivation of sorts at their workplace.

The housemaids are admittedly different from other labourers working in the unorganised sector due to the fact that they work in others' personal spaces called homes. Their work is more complicated as they are employed for cooking, washing or cooking as also a substitute to the roles and responsibilities expected of a housekeeper for maintenance and sustenance of households. Gaining acceptance, trust and dignity of labour with a household as a place of work is a challenge. This unconventional set-up lacks effective means to regulate working conditions and makes it almost impossible to implement labour laws such as minimum wages and regularised working hours. The changing duties of present day housemaids includes working with people who need special care like children, elderly, sick or disabled. Whatever the nature of work, they are still majorly referred in condescending terms as maids or servants that fail to acknowledge their efforts as real workers.

REVIEW OF LITERATURE

Over 90% of the States' working women are in the unorganized sector says an article in the Times of India (Aug 16, 2019). Domestic workers are amongst the most exploited classes of workers reports Human Rights Watch, 2009. It is estimated that there are over four million domestic workers in India officially and nearly fifty million unofficially states National domestic workers' movement (ndwm.org/ domestic-workers, 2016). The change from the traditional joint family where work was shared by the women in the household to urban

nuclear family and the boosted income level of India's middle class has resulted in most working women completely dependent on the services of a maid. With a growing urban middle class, the demand for domestic workers is only increasing (ILO, 2015). Talking of big cities, young couples and single working professionals are dependent on maids or 'didis' as they are often referred to (Meenakshi Tewari, 2018).

Domestic work is looked upon as unskilled because most women have traditionally been considered capable of doing the work and the skills they are taught by other women in the home are perceived to be innate. When paid, therefore, the work remains undervalued and poorly regulated. Domestic work has remained unorganized, unrecognized and unrewarding for the housemaids. A substantial number of women in the rural areas migrate to the urban areas for the sake of employment due to lack of education and job skills. Studies conducted by Minakshi Kumawat (2013) highlights that women who take up this domestic work are left with the burden of taking care of entire households, sometimes even living with families permanently in the home to provide round the clock services. In their study, Discriminatory practices at workplace is common, payment of wages shockingly low and the workload is very heavy find Thameemul, & Mehaboob (2018).. There is no minimum wages fixed as the Minimum Wages Act does not cover the domestic workers. They do not have any job protection or security as they are hired and fired at the will and fancies of the employers (Pawan Kumar, 2015). She is unprotected by any sort of labour laws and has no resort to any justice from exploitation opines Murugaiah (2002).

The numbers of domestic workers are increasing but their living conditions are precarious in the urban slums (Chandramouli & Kodandarama, 2018). One of the biggest challenges for domestic workers is the lack of economic security, which the nature of their employment subjects them to. In the event of any illness, injury, or economic needs of their family, they are left at the mercy of their employers, who offer them aid only as a favour. The situation is worse for those employees who are compelled to continue working in abusive and unfavourable spaces for fear of losing their only source of income (Sunitha Eluri & Alok Singh, 2013). Domestic workers lack any form of social security. Like most workers in the informal sectors, part-time and live-in domestic workers have little or no access to basic social security such as healthcare benefits, unemployment protection or maternity benefits (ILO, 2016). They are rarely given recognition as "workers", according them a lower status in society and, consequently, in the economy, even when compared to other workers in the informal sector (Sharanya Bhattacharya and Shalini Sinha, 2009).

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**A STUDY ON THE ISSUES AND CHALLENGES OF PAID HOME CAREGIVERS
IN CHENNAI**

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ABSTRACT

The unorganised workforce in India is employed in almost all economic sectors – ranging from agriculture to industry to construction to services. India's changing demographic profile has given rise to a new segment in the health care sector – that of providing home care services for the elderly.

The elderly population in India is growing and will continue to grow in the coming decades. This, together with the changes in India's social and economic fabric like breakdown of the joint family system and globalisation, has resulted in many families employing paid home caregivers to provide support for their elders in their absence.

This paper attempts to analyse the socio-economic profile of these women home caregivers. The paper also examines the working conditions of these workers in this relatively new segment of the health care industry in order to understand and highlight their issues and challenges.

Keywords: Unorganised workers, Home caregivers, Elderly health care

INTRODUCTION

Aging is inevitable – for an individual, for our society and for the Indian economy as a whole. As economies demographically transition from developing to developed – fertility rates drop, as do mortality rates, and life expectancy increases, resulting in a growing ageing population.

According to the study "Caring for our elders: Early Responses India Ageing Report 2017", the elderly (individuals who are 60 years or more), constitute about 12 percent of the world's 7.3 billion population. This is predicted to go up to 22 percent by 2050.

In India too, the number of elderly or senior citizens has increased from 77 million in 2001 to 104 million in 2011. By 2050, the elderly population is likely to be around 300 million, constituting about 20% of the country's population. Among the states, Tamil Nadu has the

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second highest percentage of senior citizens in the country (11.2 percent), next only to neighbouring Kerala (12.3 percent).

As the number and percentage of the elderly continue to grow, providing care for the elderly has become a major issue facing families today. A convenient and cost effective method of caring for senior citizens is to employ a paid, informal domestic caregiver. These caregivers are usually women recruited through an agency or through word-of-mouth to provide support and care for the elderly. This paper attempts to explore the challenges faced by these paid domestic caregivers who are providing a vital service for the elderly.

NEED FOR THE STUDY

The elderly in India are not only living longer, many of them are also living alone. The reasons for the lack of support for senior citizens are many:

1. The breakup of the joint family system, especially in urban India, has left a vacuum in the support structure for the elderly.
2. Dual career couples where both husband and wife work is on the rise, resulting in aged parents and / or in-laws being left alone for extended periods of time during the day.
3. Globalisation has opened doors for Indians to work and study abroad. Many young, working people leave behind elderly parents, in pursuit of a better education, job and life outside the country.

These reasons have given rise to a new segment in the healthcare sector - that of paid domestic care givers. Given the vital service provided by these paid domestic care givers, our paper seeks to understand the challenges faced by the women working in this segment.

OBJECTIVES

Three primary research objectives have guided this study:

1. To understand the socio-economic profile of informal domestic home caregivers.
2. To discover the issues and challenges faced by them.
3. To evaluate if any connection exists between the demographic profile of the caregivers and their issues.
4. To suggest measures for overcoming the problems of the women home care workers.

REVIEW OF LITERATURE

1. Dr. Diptirekha Mohapatra conducted a study on "Female Workers in the Unorganised Sector in India (International Conference on Studies in Humanities and Social Sciences (ICSHSS'15) July 29-30, 2015 Phuket (Thailand), mentioned that women in the unorganized sector are facing recurrent inequity in employment and harassment at work and violation of

A Study On The Importance Of Research In Community Radio Programs**Submitted by****Dr. K. Usha, Head, (Associate Professor), Post Graduate and Research Department of Public Administration , Anna Adarsh College for Women, Annanagar, Chennai -40**

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ABSTRACT

The examination of radio as a medium cannot be justified without taking into consideration, the magnanimous role of community radio. It is often described as a third tier broadcasting medium along with public and private radio broadcasting. Just like the nature of a democracy, community radio is a medium designed by the people, of the people and for the people of a community, to serve the needs, aspirations, interests of the community. Community Radio (CR) gives marginalized people, a platform to voice out their opinions and be heard by all. A significant tool that facilitates education and infotainment community radio is generally held by voluntary organizations, civic groups, NGOs, educational institutions, women's groups, etc to facilitate the change the society is in dire need of. Community radio is fundamentally not a technical enterprise, but a venture into building humanity. Such a powerful medium, which has brought several communities together, requires extensive research to design the content of broadcast in such a way that it truly empowers the people of the community and facilitates a positive shift towards the ultimate development of the community and the society as a whole. This paper will discuss why this is so and how this is being done currently and will also throw light on what can be done further to enhance the field of research for Community Radio and its programmes.

KEY WORDS: Community Radio, NGO, Radio Broadcasting, Development Communication

Introduction

With the advent of new media opening up various avenues for education, entertainment, information and infotainment, the role of mainstream media has been replaced significantly, thanks to the competencies and creativity that new media has imbibed in itself in the past decade. In such an arena, mainstream media is expected to be more innovative, user friendly, and more feedback oriented to become the 'go-to' medium for audiences. This calls for a revamp of the broadcast content by mainstream media houses, for them to compete in par with new media. A revamp not only requires ingestion of new and creative content, but also the elimination of that content, that do not fit the dynamically changing media industry and audience anymore. This inevitably demands a thorough research across the fabric of the media industry, involving the study of consumer needs and expectations, potential competition, and an extensive SWOT analysis (Strengths, Weaknesses, Opportunities and Threats) by media houses that will elevate them to the subsequent levels in the process of attaining that 'go-to' status. It is the study of the effects of the different mass media on social, psychological and physical aspects. Research survey that segments the people based on what television programs they watch, radio they listen and magazines they read.

Talking about research, one particular medium that perfectly fits into the glove is radio, which has been reaching more and more audiences every day. Radio broadcasting is any use of radio waves to send messages to large groups of people which is used to send audio signals such as talk or music programming. Thanks to its portable, cost effective, inexpensive, simple, and quick nature, radio is becoming a part of audiences' daily life. The entry of private players into the broadcasting fray has been one of the paramount reasons for this boost in listenership, which was previously much insignificant because of lesser options and conventional programme formats. Today, we have radio stations competing with each other in grabbing the market share with their thematic programming styles, interactive audience participation, making 'visualization' in programming possible through effective writing for radio, and so on to such an extent that audience have started directly or indirectly playing a major role in the programming for radio.

What role does research play in community radio programming?

- Community Radio Programming Research helps in facilitating interaction between the political leadership and the community. This is because it aims at finding out

A STUDY ON CULTURAL REPRESENTATION OF WOMEN IN TAMIL FILMS

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ABSTRACT
India is a country of diverse culture varying from region to region with different linguistic patterns. Indian films have frequently encountered globalized forms of cultural expression. Globalization made drastic changes in the Indian media industry. Regional films like Tamil movies play a significant and unique role in creating an impact on culture especially in shaping the society. Tamil movies were appreciated as the best movies by experts and by their regional people. Representation and portrayal of women in Tamil films changed dramatically in the last few years and have created a big impact. The study aims and explores at analyzing women's role in Tamil film and the emerging trends by how women is been represented in films creating an impact on various cultural factors like local culture, image portrayed, career, family relationships, education, decision making. The study uses qualitative method of research design to critically examine and analyze the cultural representation of women in Tamil films through in depth interviews.
KEYWORDS: Tamil Films, Cultural Representation & Construction of Images

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INTRODUCTION

In the journey of hundred years, Indian cinema has come a long way so the portrayal of women characters. Representation of women has evolved in a different way across the globe with respect to the Film industry. Women mostly represent enhancing roles in Indian cinema, especially in Tamil films for a long period. Representation of women in the mass media not only touched the lives of the audience, but also showed their inner strength, beauty and complexity. Each decade has presented its own brand of women.

Women's position within the media power structures and media representations of women are persistently concerned in every society because negative stereotyping reflects and reinforce wider gender inequalities. Tamil films maintain the transmission of traditional women's roles depicting culture and society. Research on gender and cinema has emphasized the question about women's identity. In fact, the study of the images of women in cinema were a central concern of the 'second wave' feminism of the 1960s and 1970s, criticizing women's image in film and women's roles in the film industry Jackson and Jacjic (1998).

In developing countries like India, cinema forms a part of the social, economic, and political context, it holds a strategic importance as a cultural phenomenon, which obviously takes into account the rapid development in the production and consumption of cultural products Thomas, (2001)

Mythology, religion, notions and ideas about family, tradition and cultural values strongly influence Tamil film industry. Though Tamil movies is still ruled and dominated by the premise of patriarchy, an emerging

Original Article

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Life Satisfaction and Sense of purpose in life as predictors of Game Engagement

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ABSTRACT

The ruthless penetration of immersive gaming technology has resulted in loss of significant human potential. While psychosocial interventions are emerging to combat this global epidemic, the underlying causal factors are seldom addressed. The aim of the present study is to investigate the extent to which engagement in gaming (video games and mobile gaming) regresses on satisfaction and meaning in life. An Ex-post facto research design was used. The sample comprised of 100 individuals over 18 years of age ($M_{age} = 25$ years) who were purposively selected. The Game Engagement Questionnaire (Brockmyer et al., 2009), The Satisfaction with Life Scale (Diener, Emmons, Larsen & Griffin, 1985) and The meaning in life Questionnaire (Steger, Frazier, Oishi, & Kaler, 2006) were employed. It was hypothesised that there will be a significant negative relationship between Game engagement, Life satisfaction, and Meaning in life. Pearson product moment correlation revealed a significant negative relationship between Engagement in game and Life satisfaction ($r = -.56, p < .01$) and also with Presence of meaning in life ($r = -.32, p < .05$). Multiple linear regression showed that both Satisfaction ($\beta = -.27, p < .05$) and Meaning in life ($\beta = -.31, p < .05$) significantly predicted game engagement, with the latter being a stronger predictor. Together they predicted 23% of variance in Game engagement ($R^2 = .23, F(2, 97) = 11.1, p < .05$). These findings are implicated in designing interventions that address deep seated existential issues which are plaguing our society and address the deleterious effects of gaming from a preventive perspective that calls for self-reflection and existential healing.

Keywords: Satisfaction in life, Sense of purpose in life, Game engagement

1. INTRODUCTION

Video games can be defined as interactive virtual spaces that are designed to entertain the user. These virtual environments can range from 2D caricatures to life like 3D ecosystems that is an amalgam of reality and fiction. The variety of genres it offers (racing, hunting, adventure, mystic journeys, witchcraft, role-playing, sports, gruesome violence, shoot outs, arson, brain teasers, multiplayer modes) keeps the user engaged and prevents the development of fatigue. There is growing body of research that points to the negative impact of gaming on psychological functioning of chronic gamers. Problematic gaming has been negatively correlated with affectivity, coping and self-esteem [1]. While gaming has been linked to improved selective and sustained attention, the pitfalls often outweigh the benefits which may or may not manifest in real life functioning [2].

1.1. Game Engagement

While there is overarching evidence for the negative effects of gaming on social skills development, stress, isolation, anxiety, and sleep disturbances; there is only a small proportion of

gamers who fall in the category of problematic users of Video games. This points to the role of individual protective factors in moderating the effects of Video games. One such factor is the level of game engagement experienced by the person. Game engagement can be used as a generic term for indicating involvement in the game. It can be defined as a state of absorption, characterised by increased immersion (a state of being part of the virtual environment, with little or no awareness of one's surroundings); decreased presence (subnormal state of consciousness and not being aware of the experience of being part of virtual reality) and increased flow (feelings of enjoyment that occur when a balance between skill and challenge is achieved in the process of performing an intrinsically rewarding activity)[3]. Emerging research posits that it is not the mere exposure to video games that contribute to psychological dysfunction, rather the level of game engagement influences its negative impact. High levels of game engagement have been linked to gaming addiction, loss of social relationships, aggression, vision problems, anxiety, absenteeism from work/college, poor conflict resolution, emotional dysregulation, obesity, poor communication skills, hyperarousal of brain's reward centers, and histological changes [4]. High, medium and low engagement state gamers respond differently as they have different motivators . It has been noted that low engagement gamers often lose curiosity in the game, and tend to give up as the difficulty level rises. Thus gaming companies try to manipulate challenge and difficulty level to suit the engagement level of varied players [5]. Game characteristics such as sound, graphics, controls, background, storyline, choices, multiplayer control, use of humour, and detailing of avatars predict game engagement to only some extent. This points to the role of other exogenous variables in the environment and within the individual that bears more weightage in determining the level of player engagement [6] . Researchers have begun to look at the predictors of game engagement in order to design interventions that reduce immersion. The aim is for the players to have a regular gaming experience without losing sight of the present. This is assumed to buffer against the negative effects of virtual gaming. The underlying premise is that low engagement reduces the amount of playing time and does not reinforce avoidance or escapist behaviours. Low engagement in gaming increases the likelihood of the player using multiple sources to unwind (lost hobbies, sports, social outings) rather than solely depend on video games which provides an illusion of easy relaxation. One of the pathways to addiction is when the virtual world offers a safe space away from the player's real life problems, worries and disappointments. By providing healthier means to combat these hassles, video games can be stripped off their reinforcing quality [7].

There are about 244 million active gamers in India between the ages of 18 and 40 years, with maximum users in their early 20s [8]. Young adulthood is considered a critical period which marks multiple milestones such as completion of education, joining the workforce, entering a matrimonial relationship, and starting a family. Due to multiple stressors operating in their personal and social life, it is not uncommon for this cohort to desperately seek ways to cope with life's challenges. While recreational drug use is the major culprit, especially in the west, gaming has emerged as a leading source of coping. Studies have explored variables such as Negative affect, Life satisfaction, shunning of psychological needs, Relationship satisfaction, Pursuit of pleasure and Meaning as predictors of game addiction and found mild to moderate effects [9]. But their effects on game engagement which is a precursor to game addiction is scarcely researched upon. The present

NEW HISTORICIST READING OF *THE END OF SPRING* BY SAHAR KHALIFEH

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Abstract:

New Historicism, as a literary discipline, sees any text as embedded in the social, historic economic conditions that it evolves from. Literature and other cultural forms reflect these material conditions of history and are also the products of the ideologies of particular times. Most significant New Historicism stresses upon the textuality of history, i.e., history is also a narrative told by someone influenced by the prejudices and themes of a particular age. Thus, the authority of the history is questioned and literature is considered to play a major role in the construction of history, whether it be contributing to the existing ideologies or taking a stand against them. History becomes merely a collection of narratives which must be read inside the context and the position of the writer. Thus, when history is written by those in power to consolidate their positions, the rest can only register their voices in protest. These are expressed in art and literature in defiance of the nationalist, official or widely accepted narrative. Literature effectively records history.

Key Words: New Historicism, textuality, guerrilla forces, immigration.

Palestine is a place that exists as a separate nation only on paper. The president, political office bearers are mere figureheads with no comprehensive power; the land of Palestine has no boundaries. Israel is the actual ruler and it occupies the remaining of Palestinian lands, namely Gaza and West Bank. Palestinians are refugees in their own lands and even their refugee camps are encroached upon by Israel. Ibrahim Nasrallah in *The Time of White Horses* debunks the idea that Israel was created by utilising unused lands of Palestine. He tells the story of a village being created by European Jews with the support of the British. The son of the village head rebels against the continued intrusion of Jews into the villagers' agricultural lands, with the help of the other young men. The story emphasises on the fact that the Arabs began to rebel against Jewish settlements on their own lands, which were the means of their survival, were lost. Palestinians continue to resist the occupation, because Israel is persisting on its land acquisition and open immigration.

Israel has had the complete support of the United States and Europe since its inception. It was established to establish Israel with the Balfour Declaration of 1917, during the time of the British Mandate. Jews who were affected by Europe's anti-Semitic policies and the survivors of Hitler's persecution migrated in large numbers to Palestine.

The Design Thinking in Language Management using AI

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Abstract:

Learning is an art. Language learning is another art. Human beings possess the natural learning cognitive ability. Whereas, the same is not possible with making the machines (robots) learn languages. The management of how languages can be taught using Artificial Intelligence to the robots is a very complex science. This paper details in simple language how the robots learn the language.

Keywords: Design Thinking, Management, Language, AI, Prototype.

INTRODUCTION:

Learning may often happen in a very classroom filled with people (or an office filled with colleagues), but the reality is, it's personal—especially when it involves learning a brand new language. Unfortunately, it hasn't always been easy for HR and learning and development professionals to make unique, customizable experiences for workers. In the recent times, due to advancements in technology, design thinking has changed how we learn new skills at work—we now have the power to style human-centered applications and programs specifically for individual learners.

DEFINING DESIGN THINKING:

So what exactly is design thinking? It was psychologist Herbert A. Simon, who introduced the concept of “changing existing situations into preferred ones” (p. 111) in his book, *Sciences of the Artificial*. With this, he introduced a more human-centered approach to design—a qualitative, comprehensive concept which will be applied to a range of diverse fields, from medicine to education—but it's evolved even further since technology has started playing such a major role in our lives. In an era of digital transformation in learning and development, when it's only too easy to overlook the importance of human

factors amidst rapid technological change, design thinking offers some way of understanding, assessing and testing user experiences in a very truly empathetic way.

APPLYING DESIGN THINKING IN LEARNING:

Design thinking is divided into five key steps—empathize, define, ideate, prototype and test—each of which might (and should!) be employed by HR and learning and development teams to boost workplace education and language training.

1. EMPATHIZE:

To understand the language learners' goals, the first step in developing language curricula is to know the learners' goals. Does an employee want to brush informed verb conjugations before a conference call? Is an employee curious about speaking a brand new language fluently? Do employees have to learn industry-specific concepts during a certain language? Knowing each employee's needs and motivations will enable you to style a learning program that helps them efficiently achieve personal goals.

2. DEFINE: IDENTIFYING KNOWLEDGE GAPS AND PROBLEMS

If one has got a transparent understanding of the learners' needs and desires, it's time to spot the matter areas. What are the steps they have to require so as to realize their goals and what may well be preventing them from succeeding? A native Japanese speaker, as an example, may find it tougher to be told Spanish than a native Italian speaker because of a lower degree of lexical similarity. Problems should be described in human-centric terms so both learners and L&D professionals can understand and agree on particular pain points. During this stage, one must also determine what success sounds like for every individual. This may help as you start to style a replacement learning path, which leads us to the third step within the design-thinking process.

3. IDEATE: BRAINSTORMING SOLUTIONS AND NEXT STEPS

Now that one just knows what the end-result should be, it's time to work out how, exactly, learners can get there. What should the training content be and the way should or not it's delivered? This can be where resources like AI, machine learning and trainers in virtual classrooms may be indispensable, as they'll suggest custom techniques and tactics that fit the requirements of particular learners. almost like Netflix, which analyzes user activity to suggest films and television shows, AI may be employed in acquisition programs to check behaviour and recommend relevant content/methods that may enable learners accomplish the goals identified in phase one. Of course, this can be additionally to ideas from HR and L&D teams—the more solutions you'll be able to brainstorm, the better.

4. PROTOTYPE: DESIGNING A ACQUISITION ENVIRONMENT

During the prototyping stage, one has got the chance to place their solutions into practice. If one thinks that learners will favour video content over written communication, record a brief tutorial or lecture. Think they'll prefer learning in groups? The aim is to assess whether these new content delivery and teaching methods are achieving the required

results. Prototyping will provide the insights needed to iterate and improve a proposed learning solution prior more structured testing.

5. TEST:

The final step in designing a learning program is testing. like prototyping, this process may be repeated again and again to boost the user experience. Once HR and L&D professionals have a transparent understanding of a language learner's profile (their behaviours and preferences – data as an example coming from a digital language needs analysis system), they'll use this data to brainstorm new solutions and build new prototypes yet again—it's an eternal cycle intended to assist designers and developers create truly customized and effective solutions for learners.

A relevant question arises as to how a robot is taught to learn and comprehend a language?

Neural Networks have made great progress, as robots can now recognize images and voice resembling humans; and that they can understand language accurately.

CAN AI LEARN LANGUAGES?

Since the system is observing its environment, it can learn how people actually speak, not just formal language. How does AI understand language? Natural language understanding (NLU) may be a branch of computer science (AI) that uses computer software to grasp input made within the sort of sentences in text or speech format. NLU directly enables human-computer interaction (HCI). ... NLU uses algorithms to scale back human speech into a structured ontology.

LANGUAGE AND LEARNING FOR ROBOTS:

Robot technology will find wide-scale use only if a robotic device will be given commands and taught new tasks in a very language. Verbal interaction with a robot requires a language semantics, the language scientists propose a natural-model semantics which they then apply to the interpretation of robot commands. Two experimental projects are described which offer natural-language

interfaces to robotic aids for the physically disabled.

When a toddler is learning to talk, nobody bothers explaining the difference between subjects and verbs, or where they fall during a sentence. That is, however, how humans teach computers to grasp language: We annotate sentences to explain the structure and meaning of words, so we use those sentences to coach syntactic and semantic parsers. These parsers help voice-recognition systems like Amazon's Alexa understand language. It is a time-consuming process and one that's especially difficult for fewer common languages.

Mimicking the way a baby learns, the system observes captioned videos and associates the words with recorded actions and objects. It could make it easier to coach parsers, and it could potentially improve human interactions with robots. For instance, a robot equipped with this parser could observe its environment to bolster its understanding of a verbal command -- whether or not the command wasn't clear.

By associating the words with the actions and objects in an exceedingly video, the parser learns how sentences are structured. Therewith training, it can accurately predict the meaning of a sentence without a video. Since captioned videos are easier to supply than annotated sentences, this approach should make it easier to coach parsers. Meanwhile, this approach could even help us better understand the way young children learn to talk.

DESIGN THINKING RESULTS IN BETTER WORK:

With design thinking in learning, companies can provide employees with adaptable and personalized language-learning solutions within the workplace. And within the current market, where language skills can give a considerable competitive advantage (take Japanese e-commerce giant, Rakuten, for example- they required their global workforce be proficient in English within two years or face demotion), HR and L&D professionals can leverage this system to drive both individual and company success. a corporation

can only succeed if its employees succeed, and learning and development programs have a large role to play during this. Applying design thinking to all or any training is essential in ensuring that every team player is supplied with the knowledge that they (and the company) must move forward.

THINKING EDUCATION:

Design thinking describes a person's centered methodology; it begins from deep empathy and understanding of needs and motivation of learners. These are the various phases that help to navigate the event from identifying a design challenge to search out and build an answer. it's deeply a person's approach that relies on learner's ability to be natural, to interpret what learners observe and to develop ideas that are emotionally meaningful.

DESIGN THINKING PARADIGM:

Design thinking may be a method which is customized from the discipline of management studies to education. Tests → Prototype → Ideate → Define → it's an approach that nurtures the mindset of learners by creating world experiences and problem solving situations. Design thinking may be a structured framework for identifying challenges from the learners, gathering information and generating potential solutions, refining ideas and testing the solutions. A sort of optimism is needed in education. The look process is what puts design thinking into action. It's a structured approach to get and develop the ideas. There has been a rise within the learning and teaching of design thinking in education divisions. Using one's imagination is that the essential task in design thinking and also a technique of creative action. Design thinking is additionally called as investigative learning, which addresses learners not as receivers of knowledge, but as shapers of data. Design thinking is about believing that learners can make a difference and might give faith in creative abilities within them. There are five stages in design thinking. It directs the teachers to work out the simplest and suitable learning design and modules for learners that match the classroom environment. Both student and teacher can work collaboratively and might approach for a

design for teaching and learning. Design thinking may be a creative art which makes teachers as designers, and it creates a true effective teaching and learning.

CONCLUSION :

The study suggests Design Thinking pedagogy as a technique to be implemented for better machine language learning proficiency of learners using AI. Though design thinking encourages students to frequently evaluate how the activity helps them to realize the understanding, by this they themselves become creative thinkers and engage learners. Thus design thinking encourages developing their creative confidence; it gives the effective ways to interact with humans and robots.

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