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3.4.3 Research papers in Journals

2019-2020

3.4.3 NUMBER OF RESEARCH PAPERS PER TEACHER IN THE JOURNALS NOTIFIED ON UGCWEBSITE DURING THE LAST FIVE YEARS

3.4.3.1 NUMBER OF RESEARCH PAPERS IN THE JOURNALS NOTIFIED ON UGC WEBSITE DURING THE LAST FIVE YEARS

S.NO	Title of paper	Name of the author/s	Department	Name of journal	Year of publication	ISSN number	The link to the journal website.	The link landing to the paper/article.	List in UGC Care/Scopus/Web of science/Others
	Total Publications for 2019: 40 Number of papers Published in UGC Journals: 26 Number of Papers published in SCOPUS: 6 Web of Science: NIL Other Publications: 8								
1	A study on Consumer Preferences regarding restaurants, food delivery apps	Dr.Nisha U & Ms. Nisha M	Commerce	Journal of Management Research and	2019-2020	ISSN 2394-2770	http://jmraonline.com/	PROOF ATTACHED	UGC Journal No: 63796
2	Z Score Estimation for Indian Companies with Reference to CNX Nifty Index of National	Dr.John Benedict.D & Dr.Shakila.P	Commerce	International Journal of Research in Advent	2019-2020	2321-9637	https://www.ijrat.org/	oads/Conference_Proceedings	UGC CARE JOURNAL
3	"Women's Work" - A Paradigm shift towards Economic Development	Dr. R.A. Rabika Begum	Commerce	Suraj Punj Journal for Muti-Disciplinary	2019-2020	ISSN: 2394-2886	VOL 9 ISSUE 6 2019 (spjmr.com)	DOI:16.10089.SPJMR.2018.V9I4.16.3306	UGC Approved-Group A Journal
4	Homepreneurs: A Transformational Startup Behaviour	Dr. E. Nirupama, Dr. M. Hemalatha	Commerce	Suraj Punj Journal for Muti-Disciplinary	2019-2020	ISSN: 2394-2886	http://spjmr.com/VOL-9-ISSUE-6-2019/	https://app.box.com/s/j2pdf07dltyqpaci09gby4tak1rhy046	UGC Approved-Group A Journal
5	Capacity Building in Cyber Security to make India Secure to go Cashless	Dr. Sumangala Devi K.C Dr. Chitra.I	Commerce	International Journal of Recent Technology and	2019-2020	2277-3878	PRINT	PROOF ATTACHED	SCOPUS
6	Role of Passion as a Mediator between Motivational and Individual Traits of Technology	Dr. Srividya Prathiba	Commerce	International Journal of Recent Technology and	2019-2020	ISSN: 2277-3878	https://www.semanticscholar.org/paper/Role-of-Passion-as-a-Mediator-	https://www.ijrte.org/wp-content/uploads/papers/v8i4/C6465098319.pdf	SCOPUS
7	"A Study On Students' Perception On The Effectiveness Of Mobile Learning Apps"	Dr.Uthira D, Dr. R.A. Rabika Begum	Commerce	Infokara Research	2019-2020	ISSN:1021-9056	https://www.infokara.com/	https://www.infokara.com/gallery/58-nov-c132.pdf	UGC Approved-Group A Journal
8	"A Study On Impact Of Mobile App Atmospherics On Online Purchase Intention"	Dr.Uthira D, Dr. M. Hemalatha	Commerce	Infokara Research	2019-2020	ISSN:1021-9056	https://www.infokara.com/	https://www.infokara.com/gallery/56-nov-c130.pdf	UGC Approved-Group A Journal
9	The Impact of Corporate Governance on The Financial Performance of Listed	Dr.Uthira D, Dr.Nisha U, Ms. Soundarya	Commerce	Think India Journal	2019-2020	ISSN:0971-1260	https://thinkindiaquarterly.org/index.php/think-india/login?source=%2Fi	PROOF ATTACHED	UGC care
10	"A Study On Online Brand Experience And Its Impact On Customer Engagement"	Dr.Uthira D,Dr. E. Nirupama	Commerce	Infokara Research	2019-2020	ISSN:1021-9056	https://www.infokara.com/	https://www.infokara.com/gallery/57-nov-c131.pdf	UGC Approved-Group A Journal

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11	Identifying goals and strategies for anti-smoking campaigns targeting adolescents	Dr. S Jaishree, Dr.Sandhya Rajasekhar &	Communication and Media Studies	Mass Communicator; Volume 13, No. 1	2019-2020	ISSN: 0973-9688	https://www.indianjournals.com	https://www.indianjournals.com/ijor.aspx?target=ijor:mcomm&volume=13&issue=1&a	Others
12	Study on Cultural Representation of Women in Tamil Films	Dr. R. Preetha	Communication and Media Studies	International Journal of Communication	2019-2020	2250-0014	http://www.tjprc.org/journals/international-journal-of-communication-and-	http://www.tjprc.org/view_paper.php?id=11461	Others
13	Self-Presentation Strategies on Facebook: A study among college students in Chennai	Dr. Susan Sridhar & Ms. Bharathi B	Communication and Media Studies	International Journal of Basic and Applied	2019-2020	P-ISSN 22493352	http://www.pragatipublication.com/	http://www.pragatipublication.com/assets/uploads/doc/777af-136-144.17023.pdf	UGC approved till 14.06.2019
14	Language as a Tool for Effective Communication Management	B. Sahana	English	International Journal of Recent Technology and	2019-2020	2277-3878	International Journal of Soft Computing and Engineering (ijrte.org)	v.ijrte.org/download/volume-8	SCOPUS
15	New Historicist Reading of the end of spring by Sahar Khalifeh	Lakshmi V	English	Novel Trends and Techniques in Literature	2019-2020	ISBN No : 9789386 890375	print journal	PROOF ATTACHED	others
16	Optimisation of citrus fruits extracts in the formulation of paneer	Lakshmy Priya S,Agadha S, Rajalakshmi P	Food Science	International Journal of Food Science &	2019-2020	SSN NO:2455-489	http://www.foodsciencejournal.com/	http://www.foodsciencejournal.com/archives/2019/vol4/issue2/4-1-55	UGC Care 47557
17	Quality Evaluation of Speciality Rice Varieties Available in South Indian (Chennai) Market.	Ramalingam Anjana, **Haripriya Ashok Kumar,** Ranjit	Food Science	Journal of Diabetology. Volume 10. Issue2.	2019-2020	ISSN: 2543-3288 E-ISSN: 2078-7685	https://www.journalofdiabetology.org/	https://www.journalofdiabetology.org/text.asp?2019/10/2/62/257206	UGC Care list/ Web of science
18	Sun Dried mushroom (Agaricus Bisporus) powder incorporated paneer and its impact on Vitamin	Lakshmy Priya S,Haripriya M	Food Science	International Journal of Science & Research, Vol:	2019-2020	SSN NO:2319-706	www.ijsr.net	https://www.ijsr.net/get_abstract.php?paper_id=ART20198206	Others
19	Efficacy of interactive communication system in the management of gestational	Savitha Padmanabhan, Uma Magehwari.S	Food Science	Eastern Journal of Medical Science	2019-2020	e-ISSN-2456-2785	https://mansapublishers.com/EJMS	https://mansapublishers.com/EJMS/article/view/1710/1328	Others
20	Srijan Ke badalte Ayamon Ka Zimmedar Hridayodgar-Prakash Ki Oor (Our responsibility	Prof. RATNAKAR NARALE, Dr.sudha Trivedi	Hindi	Pustak Bharati Research Journal	2019-2020	ISSN-2562-6086(UGC care listed research	https://www.pustak-bharati-canada.com/pbj_dwts/jo	https://www.pustak-bharati-canada.com/pbj_dwts/journal2019_1st_issue.dwt	UGC CARE
21	Analyzing Binge-Watching Behavior Using Data Mining Techniques	Dr K B Priya Iyer, Nishkala G, Priyankha MV, Srilalitha R	Information Technology	Think India Journal	2019-2020	0971-1260	https://thinkindiaquarterly.org/index.php/think-india/login?source=%2Fi	https://www.academia.edu/40979725/Analyzing_Binge-Watching_Behavior_Using_	UGC Care List – D
22	Iterative Validation Model/Star Validation Model for Improving Software Development Process	Sakthi Kumaresh Sowmyalakshmi, Pooja Arora	Information Technology	International Journal of Research in Advent	2019-2020	E-ISSN: 2321-9637	http://www.ijrat.org/archives/SPECIAL-ISSUE-ICCCMIT-2019	https://ijrat.org/downloads/Conference_Proceedings/ICCCMIT-	UGC Listed

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23	A Cost Effective Mathematical Model for Strategic Workforce Planning	Dr K B Priya Iyer, Dr Fernandes Jayashree Felix	Information Technology	International Journal of Engineering and	2019-2020	2249-8958	https://www.ijeat.org/	https://www.ijeat.org/wp-content/uploads/papers/v9i2/B2275129219.pdf	UGC Listed & Scopus Indexed
24	Machine learning and digital health	Dr.R.Anusha Ms.A.Angayarkanni Ms.R.Gavoury	Information Technology	International Journal of Computer Trends	2019-2020	2231-2803	http://www.ijcttjournal.org	http://www.ijcttjournal.org/archives/ijctt-v67i4p108	UGC Approved
25	A study of the impact of Business intelligence on Banking,retail and Education	Dr.R.Anusha Ms.A.Angayarkanni Ms.R.Gavoury	Information Technology	International Journal of Computer Science	2019-2020	2277-5420	http://ijcsn.org	http://ijcsn.org/IJCSN-2019/8-3/A-Study-of-the-Impact-of-Business-Intelligence-on-	UGC Approved
26	Blockchain Enabled supplychain management	Dr.R.Anusha Ms.A.Angayarkanni Ms.R.Gavoury	Information Technology	International Journal of Recent Technology and	2019-2020	2277-3878	https://www.ijrte.org	https://www.ijrte.org/wp-content/uploads/papers/v8i4/D7875118419.pdf.	Scopus
27	Dengue fever prediction using data mining classification technique	Dr.R.Anusha	Information Technology	International Journal of Recent Technology and	2019-2020	2277-3878	https://www.ijrte.org	https://www.ijrte.org/wp-content/uploads/papers/v8i4/D8810118419.pdf	Scopus
28	A Prediction to Choose Customers in Auto Ancillary Automotive Products using K-	Dr. K. Shyamala, Ms C.S Padmasini	Information Technology	*International Journal of Recent Technology and*	2019-2020	2277-3878	https://www.ijrte.org/	D7391118419.pdf (ijrte.org)	Scopus
29	Application of Artificial Intelligence in Business Operations	Ms. Shyamala Krishnamurthy, Ms. Krupa N	Management Studies	Syndicate Journal-the Journal of Management	2019-2020	ISSN : 2278 8247	https;:/mopvc.edu.in	https://mopvc.edu.in/wp-content/uploads/2021/06/SJOM_MARCH2019.pdf	Others
30	A study on the significance of Digital World in the Healthcare Sector- A critical review from	Dr Lalitha Balakrishnan Ms. Ramya Raman	Management Studies	International Journal of Research and Analytical	2019-2020	2349-5138	https://www.ijrar.org/	IJRAR(ISSN 2348 –1269, Pri	UGC Approved
31	Employee Attrition and Strategies of Retention Employees with Reference to IT	Dr.Latha D.S	Management Studies	International Journal of Management	2019-2020	ISSN :2249-7455	www.ijamtes.org	PDF ATTACHED	UGC Listed
32	Green Cities: The Contributing Role of Green Capitalism towards Sustainable	Dr.Kavin Mary.S	Management Studies	International Journal of Management	2019-2020	2249-7455	www.ijamtes.org	0089.IJMTE.2019.V9I7.19.28	UGC Approved
33	Gamification Through Flow: Exploring the Mechanism in Gamification of Learning	Dr. Chitra Dey	Management Studies	Academy of Management Perspectives	2019-2020	0065-0668	https://aom.org/research/journals/journal	https://journals.aom.org/doi/abs/10.5465/AMBPP.2019.16857abstract	OTHERS
34	Impact Of Store Attributes on Customer Satisfaction and Store Brand Loyalty – A Mediation	Ms.Geetanjali Jindger and Dr.Lalitha Balakrishnan	Management Studies	Journal of Development Research	2019-2020	2229-7561	https://vesim.ves.ac.in/research-publications/journal-of-	https://vesim.ves.ac.in/images/Compressed-JDR-Volume-13-Issue-4-Oct_Dec-2020.pdf	OTHERS

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32	Green Cities: The Contributing Role of Green Capitalism towards Sustainable	Dr.Kavin Mary.S	Management Studies	International Journal of Management	2019-2020	2249-7455	www.ijamtes.org	0089.IJMTE.2019.V9I7.19.28	UGC Approved
33	Gamification Through Flow: Exploring the Mechanism in Gamification of Learning	Dr. Chitra Dey	Management Studies	Academy of Management Perspectives	2019-2020	0065-0668	https://aom.org/research/journals/journal	https://journals.aom.org/doi/abs/10.5465/AMBPP.2019.16857abstract	OTHERS
34	Impact Of Store Attributes on Customer Satisfaction and Store Brand Loyalty – A Mediation	Ms.Geetanjali Jindger and Dr.Lalitha Balakrishnan	Management Studies	Journal of Development Research	2019-2020	2229-7561	https://vesim.ves.ac.in/research-publications/journal-of-	https://vesim.ves.ac.in/images/Compressed-JDR-Volume-13-Issue-4-Oct_Dec-2020.pdf	OTHERS
35	Impact of Consumer Level Perceptual Factors on Store brand Attitude and Purchase	Anuradha Venkatraman and Dr.G.Sivanesan	Management Studies	JAC: A Journal of Composition Theory. Vol 12(10),	2019-2020	ISSN 0731-6755	http://www.jctjournal.com/	PROOF ATTACHED	UGC CARE LIST
36	Sociological Study on the Conditions of Migrant Workers in the Garment Industry in	Dr.Sudha Krishnakumar	Social Sciences	International Journal of Management	2019-2020	**0976-6510**	www.iaeme.com.	https://iaeme.com/Home/article_id/IJM_10_04_007	UGC CARE and SCOPUS INDEXED
37	Women Academicians and Health- A Sociological Inquiry	Dr.Sudha Krishnakumar	Social Sciences	Smart cities: Marching Towards Women	2019-2020	N:978-93-88398-6	PRINT	PROOF ATTACHED	UGC CARE GROUP-1
38	A Study on Political Awareness Level of Women in Chennai	A.Uma Maheswari	Social Sciences	Smart cities: Marching Towards Women	2019-2020	N:978-93-88398-6	PRINT	PROOF ATTACHED	UGC CARE GROUP-1
39	A study on the significance of Digital World in the Healthcare Sector- A critical review from	Dr Lalitha Balakrishnan Ms. Ramya Raman	Management Studies	International Journal of Research and Analytical	2019-2020	2349-5138	https://www.ijrar.org/archive.php?vol=6&issue=2&page=7	https://www.ijrar.org/	UGC
40	Tharkaala Kavithai Koorugal (Contemporary poetry Elements)	Dr.R.Rajeswari	Tamil	Journal of Modern Thamizh Research - Raja Publications	2019-2020	ISSN 2321-984X	http://www.rajapublications.com/	PROOF ATTACHED	UGC CARE JOURNAL NO.40720

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S.NO	Title of paper	Name of the author/s	Name of journal	Year of publication	The link landing to the paper/article.
1	A study on Consumer Preferences regarding restaurants, food delivery apps and home cooking	Dr.Nisha U & Ms. Nisha M	Journal of Management Research and	2019-2020	PROOF ATTACHED
5	Capacity Building in Cyber Security to make India Secure to go Cashless	Dr. Sumangala Devi K.C Dr. Chitra.I	International Journal of Recent Technology and	2019-2020	PROOF ATTACHED
9	The Impact of Corporate Governance on The Financial Performance of Listed	Dr.Uthira D, Dr.Nisha U, Ms. Soundarya	Think India Journal	2019-2020	PROOF ATTACHED
15	New Historicist Reading of the end of spring by Sahar Khalifeh	Lakshmi V	Novel Trends and Techniques in Literature	2019-2020	PROOF ATTACHED
31	Employee Attrition and Strategies of Retention Employees with Reference to IT Industry	Dr.Latha D.S	International Journal of Management	2019-2020	PDF ATTACHED
35	Impact of Consumer Level Perceptual Factors on Store brand Attitude and Purchase Intention.	Anuradha Venkatraman and Dr.G.Sivanesan	JAC: A Journal of Composition Theory. Vol	2019-2020	PROOF ATTACHED
37	Women Academicians and Health-A Sociological Inquiry	Dr.Sudha Krishnakumar	Smart cities: Marching Towards Women	2019-2020	PROOF ATTACHED
38	A Study on Political Awareness Level of Women in Chennai	A.Uma Maheswari	Marching Towards Women Empowerment'	2019-2020	PROOF ATTACHED
40	Tharkaala Kavithai Koorugal	Dr.R.Rajeswari	Journal of Modern Thamizh Research - Raja Publications	2019-2020	PROOF ATTACHED

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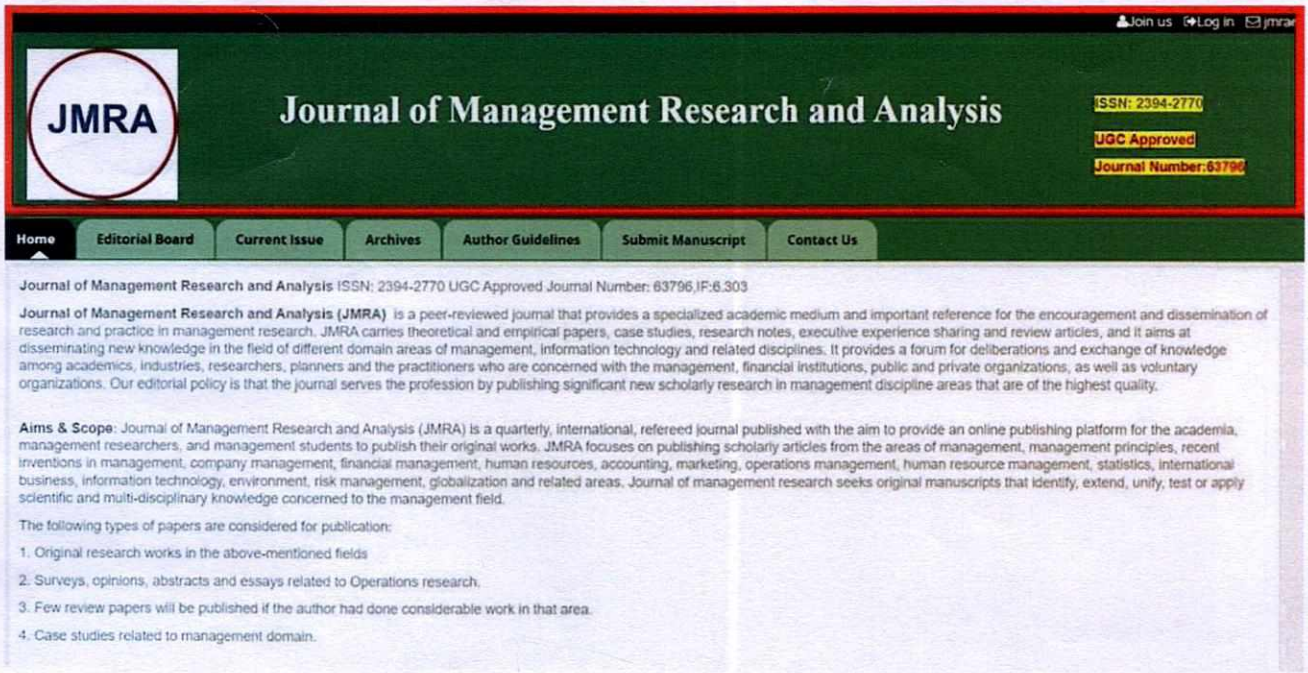
Dr. Nisha.U and Ms. Nisha.M - A Study On Consumer Preferences Regarding Restaurants, Food Delivery Apps And Home Cooking - Journal of Management Research and Analysis (JMRA) – 2019 – ISSN 2394-2770



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Journal of Management Research and Analysis

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Journal Number:63796

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Journal of Management Research and Analysis ISSN: 2394-2770 UGC Approved Journal Number: 63796,IF:6.303

Journal of Management Research and Analysis (JMRA) is a peer-reviewed journal that provides a specialized academic medium and important reference for the encouragement and dissemination of research and practice in management research. JMRA carries theoretical and empirical papers, case studies, research notes, executive experience sharing and review articles, and it aims at disseminating new knowledge in the field of different domain areas of management, information technology and related disciplines. It provides a forum for deliberations and exchange of knowledge among academics, industries, researchers, planners and the practitioners who are concerned with the management, financial institutions, public and private organizations, as well as voluntary organizations. Our editorial policy is that the journal serves the profession by publishing significant new scholarly research in management discipline areas that are of the highest quality.

Aims & Scope: Journal of Management Research and Analysis (JMRA) is a quarterly, international, refereed journal published with the aim to provide an online publishing platform for the academia, management researchers, and management students to publish their original works. JMRA focuses on publishing scholarly articles from the areas of management, management principles, recent inventions in management, company management, financial management, human resources, accounting, marketing, operations management, human resource management, statistics, international business, information technology, environment, risk management, globalization and related areas. Journal of management research seeks original manuscripts that identify, extend, unify, test or apply scientific and multi-disciplinary knowledge concerned to the management field.

The following types of papers are considered for publication:

1. Original research works in the above-mentioned fields
2. Surveys, opinions, abstracts and essays related to Operations research.
3. Few review papers will be published if the author had done considerable work in that area.
4. Case studies related to management domain.

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Dr. Nisha. U, Journal of Management Research and Analysis (JMRA)
Available online at http://jmraonline.com
ISSN: 2394-2770, Impact Factor: 6.303, Volume 06 Issue 1(2), March 2019, Pages: 149-153

1

"A STUDY ON CONSUMER PREFERENCES REGARDING RESTAURANTS, FOOD DELIVERY APPS AND HOME COOKING"

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[1](Assistant Professor & Head of the Department, Department of Commerce (Marketing Management) M.O.P.Vaishnav College For Women (Autonomous), 20, IV Lane, Nungambakkam High Road, Chennai – 600034, India)

[2](Assistant Professor, Department of Commerce (Marketing Management), M.O.P. Vaishnav College For Women (Autonomous), 20, IV Lane, Nungambakkam High Road, Chennai – 600034, India)

Abstract

From being a primal essential to a form of ever-lasting memory and good experience, food has indeed evolved with time. Food will continue to evolve till the end of time. Consumers today are spoilt for choice. The ways decisions are made are also changing along with the changes in the composition of the peer group. With the world becoming a smaller and more connected place thanks to the presence of various forms of media including social media, we are influenced by people who are present in our lives although not intimately but even on an acquaintance basis. Keeping this fad in mind, the food industry is not far behind. 'Eating out' has become a trend among all age groups. The dynamics of eating out are also changing. From a time when the adults spoke about how the food at home was healthy and tasty and should be adhered to, to modern times when all generations are embracing new options and are open to trying new varieties of food in terms of cuisines, destinations, time of day etc.

This research throws light on the food preferences of consumers, the evolution and the different aspects involves in choosing a particular restaurant for take away or eating out. Aspects of the emerging trends in the increased use of food apps and casual home dining are also highlighted in this research.

Key words: Casual dining, cuisines, food, food delivery apps, home cooking, restaurants, hotels.

I. INTRODUCTION

Food is an essential element for a person's living. It is that substance which is consumed to provide nutritional support to the body and can be of either plant, or animal nature. Food has become an integral part in all our lives and has even grown to show a person's standard of living and lifestyle. Over time, people began to spend lavishly for it. And in our present times, there exist a variety of different establishments in the form of hotels and restaurants that one can go to try various cuisines and at different costs.

One such area where we have a plethora of choices happens to the sphere of food. Not only do we have a choice about cuisines, where to eat and around the clock options. Gone are the days when breakfast meant from 7am to 10am and dinner from 7pm to 10pm. Restaurants do follow this practice, however not with food being ordered online we are serviced like never before.

Grunert (2011) stated that "people seek food, not nutrients. The common beliefs underlying all these classifications are that food has social and psychic meanings that meals serve as communicative symbolism, and "that eating is an experience that may be invested with many intellectual and emotional values quite apart from metabolic utilization of the food" (Babcoke, 1948). Eating is a deeply engrained source of satisfaction and the restaurant customer wants an eating experience which combines food, service, decor, and indefinable extra (Hall, 1977).

In hospitality, food and beverage reigns supreme. It is the largest element of the hospitality industry and can take the form of high-end restaurants, fast-food eateries, catering establishments and many other manifestations. When a restaurant is part of a hotel, food and beverage can dramatically enhance the overall guest experience by offering excellent food and first-class customer service.

According to a recent sectoral report published by IBEF (Indian Brand Equity Foundation), food has been one of the largest segments in India's retail sector, valued at $490 billion in 2017. The Indian food retail market is expected to reach Rs 61 lakh crore ($894.98 billion) by 2020. The Indian food processing industry accounts for 32 percent of the country's total food market, one of the largest industries in India and ranked fifth in terms of production, consumption, export and expected growth. The online food ordering business in India is in its nascent stage, but witnessing exponential growth. The organised food business in India is worth $ 48 billion, of which food delivery is valued at $15 billion. Investment in food startups, which mainly include food ordering apps, has increased by 93 percent to $130.3 million, comprising 17 deals till September 2017, as against only five deals in 2014.

Hall (1977) stated that the millions of people who "eat out" every day have a wide variety of needs and tastes from a quick lunch to a luxurious meal with elaborate service. Because of these differences there are many kinds of restaurants varying from street stands for a hot dog or bowl of noodles to elaborate restaurants with the best cooking. There are millions of people away from their homes everyday either by necessity or by choice. The restaurant and catering business has developed to feed this huge number of transients-office and factory workers, schoolchildren,

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International Journal of Recent Technology and Engineering (IJRTE)
ISSN: 2277-3878, Volume-8, Issue-2S11, September 2019

Capacity Building in Cyber Security to Make India Secure to go Cashless

I. Chitra, Sumangala Devi

Abstract: Recent developments have accelerated to move in India towards a Cashless economy. The Jan Dhan Yojana (Jan Dhan Government Scheme) announced in 2014 is providing for the cost free creation of a bank account for every Indian family. Each bank account is also accompanied by a Rupay Debit card for withdrawing money deposited in the account. The currency demonetization at the end of the year 2016, with the removal of certain denomination of bank notes. The additional initiatives and service offerings are also now encouraging the use of cashless transaction via, online banking, payment cards, e-wallets, direct carrier billing and crypto currency. A study said, as India changes to a large scale economy, cyber dangers are in a new high with the amount of these incidents happening in banking methods rising in the previous five decades. The research demonstrated that demonetization has provided an impetus into e-wallet providers and cellular wallets have seen a huge growth in downloads. Additionally, cyber- risks will only grow as India will be seeing a change towards a strong economy. The kinds of cyber security events like Phishing, scanning, site intrusions and defacements, virus code and denial of service attacksmay keep growing. The joint research by Assocham and PWC stated on ATM card hackstruck on the Indian banks in October this past year, impacting approximately 3.2 million debits. The cyber strikes on Indian sites have increased almost five times before four decades.

Index Terms: Cashless Economy, Cyber-threats, Phishing, Scanning, Website intrusions.

I. INTRODUCTION

The current demonetization movement has had an enormous effect on several sectors of the Indian market and has substantially influenced the way people transact in daily life. From midnight of 8 November2016, 500 INR along with 1000 INR notes ceased to be regarded as legal tender. Though the government's goal was to stop the counterfeiting of money, black cash, tax evasion and terrorism financing demonetization also had a direct influence that the way people banking in India. When the Indian Government recently banned two high-values currency notes, it led to all kinds of choes. It led to enormous queues to exchange cash at banks and ATM's. And that in a state where over half of its taxpayers don't own a bank account. But as the dust continues to pay, a concrete long-term advantage of this method seems to be emerging: shifting India to a digital market where digital transactions play an important part in the monetary system. The rush to get this done, however, is most very likely to create a spike in cybercrime.

Revised Version Manuscript Received on 16 September, 2019.
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The demonetization initiative of this administration of India is very likely to raise the rate of deployment and development of electronic services, thus allowing the transition from a cashless economy. With electronic India, the basis for transforming India into an empowered and knowledge market was laid. Cyber security the security of valuable intellectual property, company information and monetary transactions in electronic type against theft and abuse is an increasingly crucial issue. Given the increasing rate and sophistication of risks and also to transparent focus on recognizing a more cashless market. The government was investing in a variety of reforms for higher financial inclusion. So after the demonetization proceeds, the market was prepared with the entire infrastructure needed tohave a jump towards a democratic society. On its own part, RBI and National payments firm of India (NPCI) leveraged technologies introduced newer route for banking together with the general aim of enhancing customer experience protection and simplicity of trades.

THE EVOLUTION OF INDIA'S FINANCIAL INFRASTRUCTURE

The Evaluation of India's financial infrastructure can be divided in to three phases.

1st phase of Technology Initiatives	IInd Phase of Technology Initiatives	IIIrd Phase of Technology Initiatives
1984 Introduction of Magnetic Ink Character Recognition (MICR) 1987 First ATM technology installed in Kolkata 1988 Computerized settlement operation at clearing houses of RBI 1988 2000 Core banking software	2001 Internet Banking 2004-2005 Real time Gross Settlement (RTGS) National Electronic Fund Transfer (NEFT) 2007 Mobile Banking 2008 Cheque truncation system	2010 Immediate Payment Service (IMPS) 2012 Adoptionof ISO 20022 Messaging standard in the Next Generation RTGS (NG-RTGS) System 2014 Jan Dhan Yojana National Unified USSD platform, Bharat Bill Payment system (BBPS) 2016 Unified payment interface (UPI) Payment banks, mobile wallets 2017 Bharat Interface for Money (BHIM) app

Sources:www.pwc.in, ASSOCHAM securing the Cashless Economy

II. CYBER SECURITY IN CASHLESS ECONOMY

With more programs being contained from the banking ecosystem, the resources of trade origination will observe a substantial growth which signifies cyber dangers will continue togrow. Additionally, cyber dangers willonly grow as India will be seeing a change towards a cashless market with much more timeto discover and time to react to these strikes the yield on investments such as cyber-attacks is far higher in emerging markets such as India compared to developed economy like US.

Since the nation is undergoing an electronic revolution, theeffect of the transformation makes it critical for financial

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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 49has 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

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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 a economic conditions that it evolves from. Literature and other cultural forms reflect these mater conditions of history and are also the products of the ideologies of particular times. Most significan New Historicism stresses upon the textuality of history, i.e., history is also a narrative told by some influenced by the prejudices and themes of a particular age. Thus, the authority of the history is questic and literature is considered to play a major role in the construction of history, whether it be contributi the existing ideologies or taking a stand against them.History becomes merely a collection of narrat which must be read inside the context and the position of the writer. Thus, when history is written by in power to consolidate their positions, the rest can only register their voices in protest. These v xpressed in art and literature in defiance of the nationalist, official or widely accepted narrative ffectively records history.

ey Words: *New Historicism, textuality, guerrilla forces, immigration.*

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Palestine is a place that exists as a separate nation only on paper. The president, politicia er office bearers are mere figureheads with no comprehensive power; the land of Palestine has ndaries. Israel is the actual ruler and it occupies the remaining of Palestinian lands, namely th p and West Bank. Palestinians are refugees in their own lands and even their refugee camps a roached upon by Israel. Ibrahim Nasrallah in *The Time of White Horses* debunks the idea that rael was created by utilising unused lands of Palestine. He tells the story of a village being fo ired by European Jews with the support of the British. The son of the village head rebels ag nued intrusion of Jews into the villagers' agricultural lands, with the help of the other young n ge. The story emphasises on the fact that the Arabs began to rebel against Jewish settlement own lands, which were the means of their survival, were lost. Palestinians continue to reb i 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. T to establish Israel with the Balfour Declaration of 1917, during the time of the British Jews who were affected by Europe's anti-Semitic policies and the survivors of Hitler's con migrated in large numbers to Palestine. European and American forces

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TO WHOMSOEVER IT MAY CONCERN

Ms. C.S Padmasini, has published the article **"Prediction of Automotive Customer Choice Through Classification Techniques"** in the Journal **"International journal of Computer Science and Applications"** in January 2018 in her capacity as a **Research Scholar, Dr. Ambedkar Government Arts College, Chennai** while in service as a **full time faculty in the Department of Information Technology, M.O.P Vaishnav College for Women**, during this period.

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Employee Attrition and Strategies of Retention Employees with reference to IT Industry

31

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ABSTRACT

Attrition is the gradual decrease in the number of employees due to retirement, resignation or death. Attrition is a critical issue and pretty high in the IT industry. Whenever a well-adopted and well-talented employee leaves the organisation, it creates an emptiness of space in the organisation. Hence Retention of employees is becoming a major concern for all organization in the prevailing scenario. In the recent years the task of retaining the talented employees has become tough for the employers and this had led to the augmenting rate of attrition. This study is mainly undertaken to understand the level of employee's attitude, the dissatisfaction factors in the job and for the reason influencing to change the job and to understand the strategy for retaining employees. From the study it is found that absence of cordial relationship with peers, approachable supervisor, improper feedback mechanism and job dissatisfaction are the major problems that are faced by the employees that influences to leave the organization. Furthermore it is found that better salary, open communication, skilled work appreciation, rewards, better working conditions, respect for suggestions are most preferred strategy to retain the employees.

Keywords: Attrition, Retention, Job satisfaction, Strategy and Talented employee

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Introduction

Attrition refers to the phenomenon of the employees leaving the company. It is measured with a metric called attrition rate, which simply measures the no of employees moving out of the company (voluntary resigning or lay off by the company)".

The organization suffers loss of the cost spent on the training of employees and end up spending more for recruiting the vacancies and replacing the employees who had left. When a well-trained and well-adapted employee leaves the organization, it creates a vacuum in the organization. The organization ends up losing the talented employees with key skills, competency, and knowledge and business relationships. The HR of every organization is proactive in reducing attrition in the organization, which contributes to the maximum effectiveness, growth, and progress of the organization.

The biggest challenges of the HR managers in the organization are to understand it is their responsibility to create and sustain an environment that fosters retention. The employees require direction, recognition, Compensation power and career growth to grow and remain satisfied in their current job. If they fail to support and motivate the employees the organization faces difficulties in retaining the potential talented employees.

Types of Attrition:

1. Voluntary Attrition – Employee depart on his own from the organization.
2. Involuntary Attrition - Employee's departure at the hands of the employer.

OBJECTIVES:

- To understand the reasons contributing to attrition
- To measure the effectiveness of the retention strategies
- To identify whether any personal factors are associated with the study variable.

Review of Literature.

According to T. Narayana Rao, T. Subbarayudu (2017) "Nine Elements That Trigger Employee Attrition – A Study on BPO's Visakhapatnam" in which nine factors were identified that stimulates attrition in BPO Industry namely: Improper recognition of work, Health hazards for continuous phone, mental strain due to continuous arguments with customers, work life imbalance, monotonous work, Lack of career growth and opportunity, salary and working conditions, meeting targets and job security and growth. Every organization is comprised of people. Acquiring their services, developing their skills,

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TO WHOMSOEVER IT MAY CONCERN

Ms. Anuradha Venkatraman, has published the article "**Impact of Consumer Level Perceptual Factors on Store Brand Attitude and Purchase Intention."** in the Journal **"JAC: A Journal of Composition Theory. Vol 12(10), 710:726."** in October 2019 in her capacity as a **Research Scholar, Bharathidasan University, Tiruchirappalli, India,** while in service as a **full time faculty in the Department of Management Studies, M.O.P Vaishnav College for Women**, during this period.

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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.

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WOMEN ACADEMICIANS AND HEALTH – A SOCIOLOGICAL INQUIRY

37

Dr. Sudha Krishnakumar
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Abstract

The concept of Smart City Mission was introduced by the government in order improve the quality of life of its citizens and their well being. One of the cities identified thus include Chennai also. There is a global consensus about the idea that 'health is the key for a nation's progresses. The field of higher education has become highly competitive and today's academicians are confronted with complex roles to keep up with the expectations of the students. It is asking too much from one person to research effectively, teach well, deal with endless administrative demands, be permanently available to students, and have some kind of sensible, balanced work-life ratio. Being challenged intellectually, professionally, pedagogically at the work place and physically, psychologically, emotionally and socially at workplace and at home, the working academicians of today have to make a lot of adjustments almost similar to a juggler just to stay balanced and focused. With all these aspects in mind, the present paper is a sincere attempt to study the importance given by women academicians of Chennai to their health and well being. The competitive and challenging environment in the sphere of higher education requires today's academicians to be result-oriented and dynamic and to fulfill these roles, they are constantly striving to keep with the modern technologies in the field of education as well as searching for innovative methodologies in teaching. The specific focus of this paper will be on role demands, work environment and family support

Introduction

The concept of Smart City Mission was introduced by the government in order improve the quality of life of its citizens and their well being. The area-based development is supposed to transform existing areas into better planned ones, thereby improving the façade and 'liveability' of the whole city. Comprehensive development in this way will improve quality of life, create employment and improve incomes for all, especially the poor and the disadvantaged, leading to inclusive [illegible] Some of the core infrastructure elements in a Smart City w[illegible] adequate water supply, assured electricity supply, [illegible]g solid waste management, efficient [illegible]

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A STUDY ON POLITICAL AWARENESS LEVEL OF WOMEN IN CHENNAI.

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Abstract

According to Milbrath political participation includes activities like voting, campaigning, discussing politics, attending political meetings, convincing another person to vote in a particular way, distributing party literature, contributing money to campaigns and contacting officials and other activities of this nature. Women involvement in politics dates back to centuries . From our historical literatures we understand the role of women in governance has been note worthy . In the year 1950, the Constitution of India granted adult franchise to all its citizens. The 73rd and the 74th Constitutional Amendment Acts, enjoin upon the states to establish a three-tier system of Panchayats at the village, intermediate and district levels and Municipalities in the urban areas respectively and have started a new era in the democratic process by reservation of seats for women in local bodies. India, with 137crores people is the second most populous country in the world, and its female population is around 66Crores. Their contribution to the social and economic development of societies is also more than half as compared to that of men by virtue of their dual roles in the productive and reproductive spheres. Yet their participation in formal political structures and processes, where decisions regarding the use of societal resources generated by both men and women are made, remains insignificant. Political Empowerment of women is a key requirement for achieving all-round progress. Having said this, a series of questions comes into one's mind .What is the level of political awareness of women living in urban areas? What factors contribute to political awareness? Are women interested in political information? Is it rural women or urban women who are more interested in political information? Are women interested in politics? And so on and so forth. For this purpose a study was undertaken on Political Awareness level of Women In Chennai.A sample of 43 was chosen for the study. A total of 14 questions was set on assessing the basic awareness level of women respondents with respect to political awareness. This study could be an eye opener in understanding how well women are involved and informed in matters other than their linked environment.

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Introduction

Participation of women in governance dates back to historical period. Be it in Vedic or Puranic period women have held important roles and participated in the rule of the kingdom or territory .Be it before independence or after independence, women's participation in

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எம்.ஒ.பி. வைணவ மகளிர் கல்லூரி, சென்னை, தமிழ்நாடு, இந்தியா.

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"வாழ்க்கையின் செய்திகள், அனுபவங்கள், சிக்கல்கள் ஆகியவைகளை உணர்ச்சியும் கற்பனையும் மேலோங்கி நிற்கும் வண்ணம் படைப்பது கவிதைப் பண்பு வாய்ந்த வாழ்க்கை விளக்கமாகும். வாழ்க்கையின் எப்பொருளைப் பற்றிக் கவிதை பாடினும் அது நம் உணர்ச்சியோடு தொடர்புடையதாகிறது. அதே சமயத்தில் வாழ்க்கையின் நடைமுறை உண்மைகளைத் தன் கற்பனை ஆற்றலால் அது சிறப்புறச் செய்கிறது. இது கவிதையின் ஒரு முக்கியமான பண்பாகும்." என்பார் தா.ஏ. ஞானமூர்த்தி (ப. 225, இலக்கியத் திறனாய்வியல்). இத்தகு கவிதைகளின் இயல்புகளை ஆராயும் நோக்குடையதாக இக்கட்டுரை அமைகின்றது. பா. விஜயின் 'வானவில் பூங்கா' எனும் கவிதை நூலிலுள்ள கவிதைக் கூறுகளை ஆய்வதன்வழி தற்காலக் கவிதையின் கூறுகளை நிறுவுவதே இக்கட்டுரையின் நோக்கமாகின்றது. கவிதையின் இன்றியமையாக் கூறுகளான எள்ளல் திறமும் சொல் நயமும் கற்பனைப் பெருக்கும் கருத்து வளமும் இத்தொகுப்பில் இடம்பெற்றுள்ள பாங்கு இவண் நுவலப்படுகின்றது.

எள்ளல் நயம்

"உணர்ச்சிகள் வலிமை மிக்கவையாதலால், அவை கிளரிவிடப்படும்போது தாமே வழிவகுத்துச் செல்லும் நினைவுக்கெட்டாத காலம் முதல் கவிதை என்னும் கருவியை மிகத் திறமையாகக் கையாண்ட நல்ல கவிஞர்கள் தாம் விரும்பும் உணர்ச்சியைப் படிப்போர் நெஞ்சங்களிலும் ஏற்றி வந்திருக்கின்றனர். எனினும் இது எளிய செயல் அன்று. வாசகனைத் தூண்டி விடும் முறையில் கவிதை எழுதப்பட வேண்டும். ஒவ்வொரு மொழியிலும் கவிதையின் உருவம் அம்மொழி இயல்புக்கேற்ப அமையும். (ப.434, கா. மீனாட்சிசுந்தரம், ஐரோப்பியர் தமிழ்ப்பணி) என்பதற்கேற்ப, கவிஞர்க்கேயுரிய தனிச்சிறப்பு, எள்ளல் கவிதைகளில் மிகுதியாகத் தென்படுவதைக் காணவியல்கின்றது.

எழுதிய பிறகு அது/எப்படியிருந்தாலும் சரி
எப்படியிருக்கிறது என்று/யாரிடமும் கேட்கக் கூடாது
(வானவில் பூங்கா, ப. 22)

காற்று வாங்குவதற்காக /கடற்கரை பக்கம் வந்த ஷாஜஹான்
மும்தாஜ் ஆவிகள்/இவற்றப் பார்த்துக்
கடலில் விழுந்து
இரண்டாம் முறை இறந்ததாகக் கேள்வி
(மேற்படி, ப.26)

எனும் வரிகளில், எள்ளலின் ஏற்றத்தினைக் காணவியல்கின்றது. புராணக் கதைகளைத் தொன்மம் என்பர். அத்தகு தொன்மக் கவிதைகளில் புதிய பரிணாமத்தினை இக்கவிதைகளில் அறிய முடிகின்றது.

மதச்சண்டையும் இன வெறியும் நாட்டில் தலை விரித்தாடும் தன்மையினை இத்தொகுப்பு எள்ளல் தன்மையுடன் எடுத்துரைக்கின்றது.

ஒருவன் வந்தான் / அவன் மதவெறியன்
இது இராமனுக்கா / அல்லாவுக்கா
எவன் செய்தான் இதை
மத இலச்சினை பொறிக்காத / துரோகியே
உன் பிறப்பு / உன் அன்னையின்
கர்ப்பத்திற்கு / இழுக்கு
தோசையை / வீசி விட்டுச் சென்றான்....
பசித்துக் கிடந்தவன்/மரித்துப் போயிருந்தான்
இந்த தோசைக்கும் / நமக்குக் கிடந்த

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