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NATIONAL E-CONFERENCE ON CHALLENGES AND CHANCES FOR INDIAN BUSINESS IN POST COVID-19 ERA



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	1. Assistant Professor, Department Of Commerce, Srmist, Ramapuram 2. Assistant Professor, Department Of Commerce, Srmist, Ramapuram 3. Ii – Year B.Com Student, Department Of Commerce, Srmist, Ramapuram	
39	A STUDY ON PERCEPTION OF PROFESSORS TOWARDS ONLINE TEACHING IN POST COVID-19 ERA N. SAGAYAVANI , Ms.J.A.JESINA., Assistant Professors ,Annai Fathima College of Arts and Science.	191
40	WORK LIFE BALANCE OF WOMEN IT PROFESSIONALS WITH SPECIAL REFERENCE TO CHENNAI CITY Author: JENESISZODYKHA V., M. Com., B.Ed., Ph.D (Pursuing), Vels University (VISTAS), Chennai. Co-author: Dr. R. V. Suganya, Guide and Research Supervisor, Assistant Professor, Department of Commerce, Vels University (VISTAS), Chennai.	196
41	COVID19 URGE BUSINESS TRENDS *Author- Mr. Ilaiyaraja (Assistant Professor) **Co-author-Logeetha C (M.Com) Achariya Arts and Science College (Affiliated to Pondicherry Univercity)	198
42	RESULT ONLY WORK ENVIRONMENT (ROWE) – A DELUSION *Author – Dr.D. Sadish Kadhane **co-Author- Chirine Lavocat L	203
43	A STUDY ON PERCEPTION OF STUDENTS ON INTERNET BANKING IN ANNAI FATHIMA COLLEGE Ms.SRIDEVI ,Ms.BALASAKTHI M.COM (C.A) II YEAR Department of Commerce Annai Fathima college	207
44	FOREIGN DIRECT INVESTMENT AND INDIA IN THE POST COVID-19 ERA Alagiriswamy J1, Assistant Professor, Department of Economics, Loyola College, Chennai TKS Villalan2, Associate Professor and Head (Retd.), Pachaiyappa's College, Chennai	210
45	Impact on Logistic Service Quality: Tangibility and Reliability G.Santhosh kumar,R.Velanganni,G.Vinodhini Assistant Professors -commerce and Economics, BIHER.	213
46	Impact on Logistic Service Quality among Customer Satisfaction Dr. M. Sankar, Assistant Professor - commerce and Economics, BIHER Dr. M. Manohar, Assistant Professor - commerce and Economics, BIHER K. Thiagarajan, Assistant Professor of commerce and Economics, BIHER	216
47	Logistic Performance: Efficiency and Effectiveness Dr. M. Sankar, Assistant Professor - Commerce and Economics, BIHER S. Barani chelvi, Assistant Professor - Commerce and Economics, BIHER	220
48	DETERMINATES OF ELECTRONIC-LOGISTIC PERFORMANCE: THE MEDIATING ROLE OF IOT S. Suresh Vels Institute of Higher Education and Research (VISTAS) DR. M. Sankar Bharath Institute of Higher Education and Research (BIHER)	223
49	A CONCEPTUAL STUDY - INFLUENCER MARKETING PLATFORMS IN INDIA FOR A SUCCESSFUL CAMPAIGN Mrs. A.R.HASEENA BANU1, Mr.D.RENGARAJ2 & Deepak3 1. Assistant professor, Department of Commerce,SRM IST,Ramapuram 2. Assistant professor, Department of Commerce,SRM IST,Ramapuram 3. Student 2nd year B.Com, Department of Commerce,SRM IST,Ramapuram	232
50	A STUDY ON COMMODITY TRADING AND INVESTERS AWARENESS IN INDIA A.SURYA*, M. KAMALADEVI** PG Student (II-M.COM)*, Assistant Professor- Department of Commerce** Patrician College of Arts and Science Adyar, Chennai – 600 020.	240
51	A STUDY ON WORK FROM HOME: A NEW BUSINESS OPPORTUNITY TIANNA STEPHNIE LINCOLN,PG Student (II-M.COM), M. KAMALADEVI,Assistant Professor,Department of Commerce,Patrician College of Arts and Science,Adyar, Chennai - 600 020.	245

A STUDY ON WORK FROM HOME: A NEW BUSINESS OPPORTUNITY

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Abstract

Entrepreneurship is crucial to a vital and thriving economy. Since an increasing number of entrepreneurs start from home, achieving this aim calls for an understanding of the combination of workplace and home. This article explores the processes within work from home businesses. Our empirical evidence provides several refinements to the concept of implementation in this specific domain. The home-based business requires, flexibility, affordability – effectuation to be associated with low levels of entrepreneurial self-efficacy and experience. To conclude, exploring business online or through traditional method or door to door or shop sales etc., may seem to be convenient and manageable but it requires to be smart and work effectively to be successful.

Key words - Implementation, Homebased, Flexibility, Affordability.

1.1. INTRODUCTION

Owning and operating a business, is always related to renting commercial real estate, commuting to an office, or managing employees. But with the rise of home businesses, more and more people are discovering ways to use remote work to pursue entrepreneurship with their headquarters at home. In today's connected world where technology affords us more flexibility in how and where we work, home-based businesses come in a wide variety of forms. Some businesses require to convert a spare room into a mini warehouse for products, while others can be run completely online. But generally, one can start these types of businesses using the existing space and means by making it affordable.



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A subclass with bi-univalence involving Horadam Polynomials and its coefficient bounds

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Abstract:

In this research contribution, we have constructed a subclass of analytic bi-univalent functions using Horadam polynomials. Bounds for certain coefficients and Fekete-Szegő inequalities have been estimated.

Keywords: Analytic functions; Bi-univalent functions; Horadam polynomials.

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I-CORDIAL LABELING OF SPIDER GRAPHS

S. SRIRAM¹, K. THIRUSANGU², §

ABSTRACT. Let $G = (V, E)$ be a graph with p vertices and q edges. A graph $G = (V, E)$ with p vertices and q edges is said to be an I-cordial labeling of a graph if there exists an injective map f from V to $\lfloor \frac{-p}{2} \rfloor \dots \lfloor \frac{p}{2} \rfloor^*$ or $[-\lfloor \frac{p}{2} \rfloor \dots \lfloor \frac{p}{2} \rfloor]$ as p is even or odd respectively such that the injective mapping is defined for $f(u) + f(v) \neq 0$ that induces an edge labeling $f^* : E \rightarrow \{0, 1\}$ where $f^*(uv) = 1$ if $f(u) + f(v) > 0$ and $f^*(uv) = 0$ otherwise, such that the number of edges labeled with 1 and the number of edges labeled with 0 differ at most by 1. If a graph satisfies the condition then graph is called I-Cordial labeling graph or I - Cordial graph. In this paper we intend to prove the spider graph $SP(1^m, 2^t)$ is integer I-cordial labeling graph and obtain some characteristics of I cordial labeling on the graph and we define M-Joins of Spider graph $SP(1^m, 2^t)$ and study their characteristics. Here we use the notation $\lfloor -p..p \rfloor^* = \lfloor -p..p \rfloor - [0]$ and $\lfloor -p..p \rfloor = \lfloor x/x \text{ is an integer such that } |x| \leq p \rfloor$

Keywords: Cordial Labeling of graphs, I-Cordial labeling of graphs, Spider graphs
AMS Subject Classification: 05C78

1. INTRODUCTION

A graph G is a finite nonempty set of objects called vertices and edges. All graphs considered here are finite, simple and undirected. Gallian J A [1] has given a dynamic survey of graph labelling. The origin of graph labelings can be attributed to Rosa. The vertex set is denoted by $V(G)$ and the edge set is denoted by $E(G)$. The concept of integer I - Cordial labeling was introduced by Nicholas T and Maya P [2] and they have proved some standard graphs are I-cordial labeling. Jeyanthi.P and Saratha Devi. T [3] studied on edge pair sum labeling. Sriram.S and Govindarajan .R [4] [5] [6] discussed on homocordial labeling of spider graphs and Pell labeling of Joins of square of path graph. Motivated towards the study of integer I-cordial labeling of graphs we study on the spider graphs $SP(1^m, 2^t)$ and prove that they are I-Cordial graph and also study joins of $SP(1^m, 2^t)$. We also identify some characteristics based on construction of $SP(1^m, 2^t)$ and joins of $SP(1^m, 2^t)$. We also study on M-joins of $SP(1^m, 2^t)$ graph. The basic preliminary concept of graphs is from Handbook of graph theory [7]

2. PRELIMINARIES

Definition 2.1. A tree is called a spider if it has a centre vertex C of degree $R > 1$ and all the other vertex is either a leaf or with degree 2. Thus a spider is an amalgamation of

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16	IMPACT OF INSTITUTIONAL RELATIONSHIP ON EMPLOYEES' MORALE Dr.R.Fahima Sultana	85
17	A STUDY ON THE CUSTOMER'S AWARENESS TOWARDS INSURANCE WITH REFERENCE TO T.NAGAR Dr.M.Selina Muthu Rani Ms.G.Anitha	90
18	IMPACT OF COVID 19 ON UNEMPLOYMENT AMONG THE EDUCATED YOUTH Dr.V.CHITRA Ms.K. MERUDHULESWARI	99
19	ELECTRONIC HUMAN RESOURCE MANAGEMENT SYSTEM: SATISFACTION OF EMPLOYEES IN INFORMATION AND TECHNOLOGY SECTOR Mr.Kalaiarasan.C Dr. R. Panchalan	104
20	FINACIAL INCLUSION THROUGH BUSINEES CORESPONDENTS Mr.Shaneeb P	109
21	PERFORMANCE OF LIFE INSURANCE CORPORATION OF INDIA:ORIGIN, GROWTH, AND DEVELOPMENT Ms.Meera A Dr.T.R.Gurumoorthy	113
22	MEASURING CONSUMER PSYCHOLOGICAL SATISFACTION WITH RESPECT TO DOCTOR'S TELE-CONSULTATION SERVICES Ms G Vaishnavi Ms Shobana Padmanabhan	114
23	IMPACT OF INDIAN NATIONAL EDUCATION POLICY 2020 ON STUDENTS AND TEACHERS Dr.V.Anuraadha Dr.D.Sumathi	118
24	"AN ANALYTICAL STUDY OF PERFORMANCE AND SERVICES OFFERED BY LIC OF INDIA WITH SPECIAL REFERENCE TO NASHIK CITY" Ms. Sonali Ramesh Limaye	123
25	INVESTORS BEHAVIOUR OF STOCK MARKET INVESTMENT Dr. R.RAMKI Dr. R. SAROJA DEVI	130
26	ROLE OF SENSORY MARKETING IN DESIGNING STORE ATMOSPHERICS; EFFECTS ON PURCHASE INTENTION Liza Emmanuel Dr .Jayanta Banerjee	137
27	A STUDY ON WORK STYLE PREFERENCES AND CHALLENGES FACED BY IT EMPLOYEES BEFORE AND DURING THE COVID-19 PANDEMIC (WITH SPECIAL REFERENCE TO CHENNAI CITY) M. Mahendran Dr. L. Cesis Dastan	141
28	CONSUMER PREFERENCE TOWARDS KIRANA STORES FOR PURCHASE OF ESSENTIAL ITEMS POST COVID – 19 Ms. T.D. REKHA Dr. ANITA RAMAN	147
29	A STUDY ON USAGE OF DIGITAL BANKING SERVICES - DURING COVID-19 Dr.Sambamurthy Padmavathi Ms.Sakthi S	153
30	FINANCIAL PERFORMANCE OF SELECTED AUTOMOBILE COMPANIES IN INDIA: A STATUS CHECK VISHAL KRISHNAN M, Dr. HARIDAYAL SHARMA	160

**ELECTRONIC HUMAN RESOURCE MANAGEMENT SYSTEM: SATISFACTION OF
EMPLOYEES IN INFORMATION AND TECHNOLOGY SECTOR**

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Dr. R. Panchalan, Professor, Department of Commerce, IDE, University of Madras

Abstract

Technological improvement and electronic tools dominance on phenomena world, and different sciences such as management, contributes to this fact that today employees have a greater awareness than employees in past in this area. New technologies have created a new generation of employees and the organizational structure has changed. The changes are organized in a way that today the absence of organization on the www, means the loss of huge capital resources. These days associations or officially more extensive organizations face numerous difficulties like globalization, the worth chain for seriousness and mechanical changes. To emerge the online innovation, the new idea of E-HRM, entered the field of HR. This type of management is suitable for human resource professionals to create that causes encouragement in their competencies and is playing an effective role. Every respected movement, including account, business and individual exercises as well as saving resources, through an electronic framework is accomplished, among the exercises that associations can do through the sites, are considered as staff matters.

Key words: HR, e-HRM, Employees, satisfaction level

INTRODUCTION

Electronic human resource management (E-HRM) signifies a comparatively innovative transformation in the field of HRM. In a moving competitive atmosphere, human resources are significant basis of competitively sustainable benefit. The E-HRM technology comforts the human resource role which suits the human resource (HR) essentials of the business over web technology based networks. Electronic human resource management stocks data concerning, recruitment, training, employee personal data, payroll, performance management, and deliberate location. The HRM of a corporation is liable for recruitment, selection, training, performance evaluation, promotion practices, grievances handling, job satisfaction, motivation and organizational commitment functions. Managing of Human resource is definitely not a basic errand since it manages the populace. HRM is included to improve associations' exhibition, sort out workers' fulfillment, to make a positive brand picture inside the business. Innovation in HR has become a need; step by step the usage of innovation and its headway in HRM makes it indivisible. The headway of information innovation has changed the way we live, convey and work. E-HR is the essential use of electronic advancements to HR-related frameworks that alongside other hierarchical changes will prompt all the more comprehensively based admittance to HR data and more extensive freedoms for dealing with the data.

Functions of E-HRM

Electronic phase is alive in all extents of HRM where there is transmission of information starting with one employee then onto the subsequent employee and from one customer to other together inside and in the managed from are strongly essentials in a large portion of the capacities and activities of HRM. E-HRM is a technological lodging to the commercial world. The authorization of supervisors and employees to achieve self-confident selected HR capacities discharges the HR department from every one of these errands, permitting the most HR staff to zero in fewer on the functioning and additional on the tactical essentials of HR in relation and permitting the associations to lesser the HR department operating stages. The key features of E-HRM system which adopt a enormous part in decreasing the categorized expenses and of course towards globalization worldview With the implementation of HRMIS, human resource activities can be undertaken without breaking a

Since $p\text{-value} = 0.45$ is less than $\alpha = 0.05$ we shall reject the null hypothesis. There exists enough evidence to conclude that age is useful as a predictor of E-Learning.

Conclusion

Human Resource management has undergone dramatic changes in the last fifty years, while technological advancement has allowed the transformation of many business activities, including the IT industry. The use of E-HRM is one of the most critical factors for the success and longevity of any form of company in today's global market, and an organization that can use it best, in contrast to other rivals, would be in a better position. Since E-HRM is self-service, it encourages employee loyalty and satisfaction. E-HRM serves as a centralized forum for resolving complaints. E-HRM is helping both workers and the banking industry. E-HRM has a positive effect on the HR role of private sector banks by dramatically reducing form-filling and agreeing swift access to large numbers. The employee can also possess path of his achievements without ensuring to go over time-consuming lawful actions.

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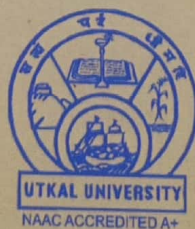
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**DEPARTMENT OF HISTORY
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EFFECT OF GREEN HRM PRACTICES ON EMPLOYEES WORKPLACE

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ABSTRACT

Green HRM is defined as an environment friendly HR practice that contributes to the sustainable usage of resources in the industrial sectors all over the sphere. The perception has primarily attracted conceptualization attention, rather than any extensive empirical attention. However, it has begun to gain traction and increased academic interest within the management field, because of its potential contribution to improving corporate environmental performance, and its implicit influence over employee workplace behaviors. The objective of the study is to determine the level of satisfaction with reference to gender and to analysis relationship between overall Satisfaction level with E-Payroll System and E-Attendance. Convenient sampling and snow bowling technique were used as sampling technique. Since the research study focuses on satisfaction of the employees on green HRM practices of both men and women. The findings of the study appear to suggest organizations across the globe are absorbing Green HRM as a proactive step towards protecting the environment. So in this paper, researcher have made an attempt to encourage the importance of Green HRM in polluting industries and to study the latest environmental friendly solutions to keep on Green in the Human Resource Function.

KEY WORDS: Green HRM, employee satisfaction

INTRODUCTION

In recent years, the environmental matter has developed as one of the serious societal priorities and as an innovative development strategy of societies. Thus, this subject has been attracting many management scholars because of the strategic significance of emerging a sustainable organization. The "green" human resource management (GHRM), known as "environmental" human resource management, is deliberated as an essential tool for the effective implication of the organization's sustainable development strategy. In fact, the quest for reaching a GHRM can be found at the global level since it brings not only benefits for organizations, such as environmental performance and sustainable performance, but it also motivates individuals to commit in green activities and produce green ideas. Therefore, when a person compels to the environmental goals, she or he has an appropriate change in attitudes and behavior to pursue the green value of the organization. Moreover, their belief towards the in-built benefit of environmental commitment is combined and, subsequently, they are willing to exert extra effort to attain the success of organization's green goals.

LITERATURE REVIEW

According to SuhaimiSudin (2011), green management initiatives has become an important factor as far as the business is concerned. Also researchers agree that employees must be inspired, empowered and environmentally aware of greening to carry out green management initiatives. The paper also focuses on the development of a new model of strategic Green HRM which includes relationship between assessment based HR interventions, environmental management system, Green intellectual capital and corporate environmental citizenship.

Robert Stoesser (2000) stated that the websites of some key corporations have the capability to accept electronic resumes, for the bulk of small and mid-sized businesses, including many banks. Some banks are considering offering "E-Recruitment" service for their marketable customers.




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CUSTOMER PERCEPTION OF FINANCIAL INCLUSION THROUGH PRADHAN MANTRI JAN DHAN YOJANA (PMJDY)

 Dr. M. Ruben Anto, Dr. R.M. DURAIARASAN

Abstract

Inclusion in finance is the foundation of a country's economic growth and progress. Without financial inclusion inclusive development is unlikely. The householders were not able to open the bank accounts because of financial analphabetism at present. Pradhan Mantri Jan Dhan Yojana (PMJDY) is one of India 's excellent steps toward financial inclusion, to resolve the constraint. PMJDY's key aims are to provide various financial services such as savings and bank accounts, remittances, loans, insurance, and pensions. There have been 31.56 million account holders currently benefiting from PMJDY. The results of the study prove that the scheme has been successful as far as Chennai is concerned.

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Article

Adoption of Genetically Modified Technologies in Agriculture and their sustainability: Some issues

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Adoption of Genetically Modified Technologies in Agriculture and their sustainability: Some issues

A.Sivaprakasam¹, A. Abdul Raheem² and T.Vaidegi³

Abstract

To fulfill the always expanding need for food grains, agrarian Sustainability and the need to create advances that don't affect the climate is the need of great importance. In spite of extraordinary advancement in rural profitability, it would be over-hopeful to accept that the rural creation will stay direct later on. Critical difficulties, notwithstanding, stay to create arrangements that will uphold the more extensive development of more feasible types of agrarian creation, Integrate organic and natural cycles into food creation, limit the utilization of pesticides that cause mischief to the strength of the ranchers , customers and climate. This paper investigations the issues encompassing the selection of GM Technologies and examines the components influencing the shopper and the ramifications of results on the future commitment of GM innovation to agribusiness.

Keywords: GMO, Gene, GM Technology, Identity preservation.

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1.1 Introduction

Science is always truth seeking, beautiful, and caring. The science of GM technology is no exception. It is the application part of the science which, at times, generates contradictions, and not the science *per se*. While there is general appreciation of the potential and impact of GM technology, controversies generally surround the transformation component resulting in Genetically Modified Organisms (GMOs), which may pose certain risks Inherent to the technology. Therefore, it is not the science or the technology which is a subject of controversy, but it is the mode and nature of its application, through techniques and technologies, which could stir contradictions.

Science is consistently truth chasing, wonderful, and mindful. The study of GM innovation is no exemption. It is the application part of the science which, now and again, produces logical inconsistencies, and not the science in essence. While there is general enthusiasm for the potential and effect of GM innovation, debates by and large encompass the change segment bringing about Genetically Modified Organisms (GMOs), which may represent certain dangers Inherent to the innovation. Along these lines, it isn't the science or the innovation which is a subject of contention, yet it is the mode and nature of its application, through procedures and advancements, which could mix logical inconsistencies.

1.2 Implications for Agricultural Sustainability

Despite the fact that the reception of GM crops has diminished the employments of pesticide and herbicide in certain nations, the ecological gatherings have been the most vocal in contradicting the GM crops because of their apparent likely dangers to the climate. The absence of unmistakable advantages to the purchaser has made the developing opposition GM nourishments in numerous nations. Reviews have indicated that there were contrasts in the purchaser's information, discernment and ability to burn-through GM food sources. Taiwan and the U.S. were steadier to GM nourishments than Japan, Norway and Spain. Be that as it may, even in the United States, there were advocates just as rivals to GM food sources. Besides, for the individuals who disdained the GM nourishments, they were eager to pay significant charges to the non-GM choices. Apparently, it is as yet basic to improve the yields of principle staple food harvests, for example, rice, corn (maize), wheat, and cassava for food security. Biotechnology, for example, GMOs holds the best guarantee to convey the following Green Revolution. Anyway the way to this objective won't be simple and smooth. Truth be told, it will be rough.

Transgenic crops - Modified traits and their use / purpose :

Crops	Genetic Modification	Purpose
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Linkage between Altman Z score and other financial performances of Ashok Leyland Limited in India – Comparative Analysis

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Abstract

The present study is mainly based on the secondary data and the data is collected from the annual report of selected company and websites of moneycontrol.com, BSE.com etc for the period ended on 31st March 2007 to 31st March 2019. IGR and SGR under Du Pont analysis and Altman Z score were used as modern financial variable instead of other financial variables like operating profit ratio, ROCE etc. (Suwaidan 2004), Adam Lindgreen et al (2008), Jain Neeta et al, Zhi Tang et al (2010) Md Abdur Rouf (2011) and Yaghoub Alavi Matin et al.2011). All the parameters have been analyzed with descriptive analysis, Karl Pearson's correlation for its validity. The coefficient of determination has also been tested through linear regression analysis and result of co efficient of correlation proved that IGR, SGR and Altman Z score has significant relationship with each other at 1% levels. Dividend per share, Operating profit per share, Return on Capital employed and Inventory turnover ratio has significantly predicted SGR and Asset Turnover only significantly predicts Altman Z score of Ashok Leyland Limited for the study period.

Keywords: Altman Z score, DuPont Analysis, ROA, Ashok Leyland Limited

1 Introduction

1.1 Financial performance: Company analysis is an thing of Economy-Industry-Company analysis sequence. Financial analysis starts with a historical analysis of earnings and dividend and its growth rate. Growth of economy depends on growth and development of corporate sector. The literature review of Fiori et al (2009) financial performance be measured based on profitability, solvency, liquidity and repayment capacity. Griffin and Mahon (1997) stated that the most popular financial measures are size, ROA, ROE, asset age and 5 years ROS. Babalola et al (2012) in Nigeria, Swati Goyal in India measured financial performances based on Profit After Tax. Bert Scholtens (2006), Brammer et al (2006) measured financial performance based on Profit after Tax and Market capitalization as stock market performances. Zhi Tang et al (2011) measured financial performances based on ROA. Theofanis Karagiorgos (2010) measured financial performances based on total sales, total assets, number of employees and risk and also measured stock return based on market capitalization. Evelyn Setiawan et al (2012) measured financial performances based on ROI and size measured by Total Sales and leverage measured by Total debt to Total Equity.

Akinmulegun Sunday Ojo (2012) empirically examined the effect of financial leverage (measured by Debt-Equity ratio) on Earnings per Share (EPS) and Net Assets per Share (NAPS). Author used panel data on effect of leverage on performance indicators of some corporate firms in Nigeria during 1993 and 2005 and employed econometric technique of Vector Auto Regression (VAR) on the variables and found that leverage shock on EPS indirectly affect the NAPS. Leverage therefore significantly affects Corporate Performance.

Dr. D P Singh (2012) examined working capital management and profitability in the IT and Telecom industry in India by using Working capital ratio, Sales to Total Asset ratio, Cash conversion cycle and selected 11 companies in India and applied Karl Pearson's coefficient correlation and Regression analysis based on pooled observations and concluded that working capital turnover ratio, Sales to Total Assets ratio and ROCE has positive significant relationship with profitability of both IT and Telecom Industry in India and also observed that Telecom industry is operating below average so far as working capital management concerned.

Shailesh et al (2013) examined capital structure practices with its effect on profitability of top 5 pharmaceutical companies in India, listed on BSE for the period of 5 years and used operating profit margin ratio, ROCE, RONW and Debt Equity ratio and applied Regression analysis and found that profitability of selected firms in India, is insignificant in bringing any changes in their Capital structure.

Dr. Shiv Prasad et al (2013) examined financial health of ITDC, public sector undertaking in India and concluded that the financial health was in the too healthy zone during 2007, 2008 and 2009, which have come to gray area due to recession in tourism sector, global crisis and terrorist attack at Mumbai.

Sharma et al (2015) have remarked in their studies that SAIL's corporate profitability and working capital management component has strong relationship. The profitability ratio has been negatively related with working capital turnover ratio while it has positively related with CR, LR, DTR and ITR. The profitability and working capital management variables of SAIL's exhibit a downward trend for studied period except in 2013-14.

Ogbodo & Egbunike (2016) aimed at determining the relation between HR performance ratios (proxy taken were Revenue per employee and Net income per employee) and firm's financial performance (Proxy taken were Return on Assets and Net Profit Margin) in Nigeria. The sample under study was Insurance companies & Banks that were quoted on Nigerian Stock Exchange for the financial year 2012-13. The panel data was generated taking this sample and data for financial years 2008-09 to 2011-12 and was analysed using multiple regression. The results showed that Net income per employee had a positive and significant influence on ROA and Net profit margin while Revenue per employee had a negative and significant influence on ROA and Net profit margin. The authors advocated that firms should disclose soft and hard both the factors that are contributing towards accomplishment of firm's goals and objectives. Also, statutory bodies should develop models to recognize, measure and report Human resource in balance sheet as an asset.

Dr. S. Vijaylakshmi et.al. (2017), in the article titled, "A Study on Financial Performance Analysis of Bharti Airtel Limited", took a period of 5 years from 2011-2016 for the financial assessment of the company selected. The financial tools employed to measure the financial position was ratio analysis. Under ratio analysis short term and long term ratios were used to see the liquidity, profitability and stability level of the company. It can be concluded from the study that the liquidity level of the company keeps on varying. Profitability of the company is not as good as the sales is decreasing and income is also not stable. Bharti Airtel needs to improve their debt position also.

J.Pavithra. et.al. (2017) in paper titled, "A Study on the Analysis of the Financial Performance with Reference to Jeppiaar Cements Pvt. Ltd." made a conclusion about the financial performance analysis of Jeppiaar Cements Pvt. Ltd. The period of the study was taken for 5 years from 2009-2013. Comparative financial statements, ratio and trend analysis was employed to study the financial position over the years. It was found that the debtor's turnover ratio had an increasing trend which is not considered a good sign for the company and concluded overall profitability position to be good. The current ratio showed fluctuation but the creditworthiness of the company was observed to be good.

Dr K Aparna et al (2018) studied availability of number of economies for producing on a large scale and small size firms by availing particularly the internal economies, carried out to identify whether these internal economies derived from different functional areas are truly enjoyed or not and selected 9335 public limited companies under seven categories for their period of three years from 2014-2016 and applied Analysis of Variance, concluded that greater difference among the different categories of public limited companies with respect to their profitability, expenditure and turnover positions.

Dr Krishn Awatar Goyal et al (2019) analyzed the financial performance of TCS Limited under Dupont analysis, Altman B model and found that Company has gained momentum in a positive direction and it can be estimated that in the coming years the upward trend in the sales, operating income, net profit of the company will be observed. The financial health of the company is very sound and it doesn't indicate any sign of the bankruptcy.

**A STUDY ON GREEN MARKETING AND ITS IMPACT ON CONSUMER BUYING
BEHAVIOUR IN CHENNAI**

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Abstract

Green marketing is going to be proactive topic with it steps into the world of the consumers where consumers are not only aware for the multiple brands and their perceived quality but also they have started to pay more attention to the environment and thereby becoming more eco-friendly. Global warming, pollution and climate change are some of the problems that have become an increasingly concerning issue internationally. Environmental deterioration has led to businesses changing the way in which they conduct themselves, leading to the emergence of green marketing. A considerable amount of research has been conducted on green marketing and consumer behaviour mainly in developed cities in India. There is, however, a noticeable dearth of knowledge pertaining to consumers in Chennai. Thus, the aim of this paper is to examine, at an exploratory level, the influence of green marketing on the purchasing behaviour of Chennai consumers. A survey was conducted on a sample of 100 consumers using a quantitative, exploratory and descriptive design. The results indicate that Chennai consumers have high knowledge levels on the issues facing the environment. Elements of the green marketing mix, specifically, green promotion, were found to raise awareness and encourage positive change in consumption behaviour. A large proportion of respondents preferred to patronize socially responsible retailers. Furthermore, respondents preferred green products over standard alternatives. However, they were price sensitive which affected their purchasing decisions. It emerged that there was no significant difference between low and high income earners in terms of price sensitivity, and no significant difference between lower and higher qualified respondents in terms of knowledge and awareness of environmental degradation and green marketing.

Keywords: green marketing, green marketing mix, consumer purchase decisions.

1. INTRODUCTION

Green marketing refers to the process of selling products and/or services based on their environmental benefits. Such a product or service may be environmentally friendly in itself or produced and/or packaged in an environmentally friendly way. The obvious assumption of green marketing is that potential consumers will view a product or service's "greenness" as a benefit and base their buying decision accordingly. The not-so-obvious assumption of green marketing is that consumers will be willing to pay more for green products than they would for a less-green comparable alternative product - an assumption that, in my opinion, has not been proven conclusively. While green marketing is growing greatly as increasing numbers of consumers are willing to back their environmental consciences with their dollars, it can be dangerous. The public tends to be skeptical of green claims to begin with and companies can seriously damage their brands and their sales if a green claim is discovered to be false or contradicted by a company's other products or practices. Presenting a product or service as green when it's not is called greenwashing. Simply put, green cleaning is about using products that are safe and healthy for you and the environment and about employing eco-friendly cleaning practices, like reducing water

usage. It's also about using products from conscientious companies with sustainable business practices.

green marketing to be effective, you have to do three things; be genuine, educate your customers, and give them the opportunity to participate.

1) Being genuine means that

- That you are actually doing what you claim to be doing in your green marketing campaign and
- That the rest of your business policies are consistent with whatever you are doing that's environmentally friendly. Both these conditions have to be met for your business to establish the kind of environmental credentials that will allow a green marketing campaign to succeed.

2) Educating your customers isn't just a matter of letting people know you're doing whatever you're doing to protect the environment, but also a matter of letting them know why it matters. Otherwise, for a significant portion of your target market, it's a case of "So what?" and your green marketing campaign goes nowhere.

3) Giving your customers an opportunity to participate means personalizing the benefits of your environmentally friendly actions, normally through letting the customer take part in positive environmental action.

II. LITERATURE REVIEW

Green marketing

Green marketing has become an important area of focus for both companies and society in general. It is similar to traditional marketing, the only difference is that it incorporates marketing activities that entail manufacturing, differentiating, pricing and promoting goods or services which are environmentally safe and are able to satisfy consumers' environmental needs (Ansar, 2013). Green marketing is defined by Diglel and Yazdanifard (2014) as a range of activities, which include alteration of the production process, adjustment of product lines and progression in packaging, as well as transforming advertising.

The term "green marketing" is used interchangeably with "sustainable marketing", "ecological marketing" or "environmental marketing". The objective is, ultimately, to sell products that are harmless to the environment, whilst simultaneously actively encouraging consumers to support and protect the environment (Stern and Ander, 2008). This implies that businesses need to change the way in which they operate and to provide products that are beneficial to both consumers and the environment.

Green business

The Department of Environmental Affairs and Tourism (2005) believes that globalization has resulted in a shift in the way business is conducted. This, along with the growing pressure on the environment as well as the usage and exploitation of natural resources, has meant that trade and the environment have become inextricably linked. There are various reasons, besides environmental degradation, for companies adopting green marketing. Singh (2012) identifies government pressure, corporate social responsibility, opportunity, and stake-holder and competitive pressure as key motives to embracing green marketing within firms.

Many studies have shown that consumers prefer eco-friendly products and have a favourable attitude towards companies that follow green practices (Bhatia and Jain, 2013). Rayapura (2014), in support, cites a Nielsen global study which showed that 55% of global online consumers across sixty countries surveyed expressed willingness to pay more for products and services from companies that are dedicated to positive social and environmental impact. Marcacci (2013) observes that there has been a significant increase in the demand for green products and services, as well as for green enterprises. Therefore, consumer demand for environmentally safe products is considered to be the primary motivation behind

THE CONCEPT OF GREEN MARKETING CHALLENGES AND OPPORTUNITIES FOR SUSTAINABLE DEVELOPMENT

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ABSTRACT

Green revolutions, going green, environmental protection, sustainable life style, sustainable development, protecting our earth and many more have become a natural phenomenon in our everyday life. Green marketing is a tool used by many companies in various industries to follow this trend. The development of green marketing has opened the door of opportunity for companies to co brand their products into separate line, lauding the green-friendliness of some while ignoring that of others. This paper mainly focuses on the concept, need, importance & strategy of green marketing in India. As society becomes more concerned with the natural environment, businesses have begun to modify their behavior in an attempt to address society's "new" concerns. Some businesses have been quick to accept concepts like environmental management systems and waste minimization, and have integrated environmental issues into all organizational activities. One business area where environmental issues have received a great deal of discussion in the popular and professional press is marketing. Terms like "Green Marketing" and "Environmental Marketing" appear frequently in the popular press. Many governments around the world have become so concerned about green marketing activities that they have attempted to regulate them.

Keywords : Green marketing, Sustainability, Environmentally Safe, Recyclable, Eco-Friendly products.

Introduction

The term green marketing is often used freely and in the wrong context. The terms like phosphate free, recyclable, refillable, ozone friendly and environmentally friendly are some of the things consumers most often associate with green marketing. But green marketing incorporates a broad range of actions such as the product modification, changes to the production process, packaging changes, as well as modifying advertising which can be applied to consumer goods, industrial goods and even services. According to a recent research, at a world level, the positive fame of a company about its environmental responsibility is determined by the 53% of consumers (about 1 billion) as an important reason that makes them buy and use its products. Unfortunately, a majority of people

believe that green marketing refers only to the endorsement or advertising of products with environmental characteristics. Terms like Phosphate free, Recyclable, Ozone friendly, and environment friendly are some of the things consumers most often associated with green marketing. In general, green marketing is a much broader concept that can be useful to consumer goods, industrial goods and even services. Thus green marketing incorporates a broad range of activities, including product modification, changes to the production process, packaging changes, as well as modifying advertising.

WHAT IS GREEN MARKETING :

□ The marketing or promotion of a product based on its environmental performance or an improvement thereof (Charter & Polonsky 1999).

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- A holistic and responsible strategic management process that identifies, anticipates, satisfies and fulfils stakeholder needs, for a reasonable reward, that does not adversely affect human or natural environmental well-being.

Green marketing consists of all activities designed to generate and facilitate any exchanges intended to satisfy human needs or wants, such that the satisfaction of these needs and wants occurs, with minimal detrimental impact on the natural environment. A greater part of people believe that green marketing refers solely to the promotion or advertising of products with environmental characteristics. Terms like Phosphate Free, Recyclable, Refillable, Ozone Friendly, and Environmentally Friendly are some of the things consumers most often associate with green marketing. While these terms are green marketing claims, in general green marketing is a much broader concept, one that can be applied to consumer goods, industrial goods and even services. For example, around the world there are resorts that are beginning to promote themselves as "eco-tourist" facilities. Thus green marketing incorporates a broad range of activities, including product modification, changes to the production process, packaging changes, as well as modifying advertising. Yet defining green marketing is not a simple task. Indeed the terminology used in this area has varied, it includes: Green Marketing, Environmental Marketing and Ecological Marketing. This early definition has three key components, such as it is a subset of the overall marketing activity; it examines both the positive and negative activities; and narrow ranges of

environmental issues are examined.

WHY IS GREEN MARKETING CHOSEN BY MOST MARKETERS?

Most of the companies are venturing into green marketing because of the following reasons:

a. Opportunity

In India, around 25% of the consumers prefer environmental-friendly products, and around 28% may be considered healthy conscious. Therefore, green marketers have diverse and fairly sizeable segments to cater to. The Surf Excel detergent which saves water (advertised with the message—"do bucket paanirozbachana") and the energy-saving LG consumers durables are examples of green marketing. We also have green buildings which are efficient in their use of energy, water and construction materials, and which reduce the impact on human health and the environment through better design, construction, operation, maintenance and waste disposal.

b. Social Responsibility

Many companies have started realizing that they must behave in an environment-friendly fashion. They believe both in achieving environmental objectives as well as profit related objectives. The HSBC became the world's first bank to go carbon-neutral last year. Other examples include Coca-Cola, which has invested in various recycling activities. Walt Disney World in Florida, US, has an extensive waste management program and infrastructure in place.

c. Governmental Pressure

Various regulations are framed by the government to protect consumers and the society at large. The Indian government too has developed a

Hypertext Induced Topic Search framework based on Relational Semantic Analyzer

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Abstract - A relation analysis algorithm that scores the Web pages is hyperlink-induced subject search also known as portals and experts. The idea behind Hubs & Authorities was focused on a specific insight into web pages generated when the Internet was formed; that is, many web pages called hubs acted as broad directories, which were not impartial in the information kept but used as remixes of a comprehensive information catalogue that directed the users to other prominent pages. A good gateway is a page pointing to many other websites, while a good authoritative describes a page connected by many different hubs. Search engines play a more and more important role with the immense development in knowledge accessible to end users across the Web. It is always less rare, though that the findings collected are a burden of worthless pages regardless of their general purpose. The Network infrastructure of the next generation, defined by the Semantic Web, offers the level of architecture that will transcend this constraint. A variety of search engines were suggested that improve the accuracy of knowledge collection by taking advantage of main material of Semantic Web tools, namely relationships. However most current solutions would function on the annotated entire knowledge base in order to interpret the data. In this paper we recommend a page rank algorithm based on relationships that can be used along with search engines from the semantic web, which basically relies on knowledge that can be retrieved and annotational resources extracted. Pertinence is calculated as the likelihood that a collected resource currently includes associations that the user expected to exist when he established the query. The major contribution of this work is to create an algorithm for scoring results based on the mathematical model of a simultaneous correlation between various keywords and an odd membership score. Compared to the related programmes, conducted test cases have better accuracy rating with sufficient response time.

I. INTRODUCTION

The growth of the World wide web has brought the common search algorithms fresh problems to be confronted. The user's input query can impact an access control model, and the topics retrieved may vary and are not connected to a search subject[1]. Also, depending on importance and semantime relationships to the topic of search[3]–[5], the findings obtained can be influenced by the classification process[2]. In this region, therefore, there are several major challenges which can be summarized [6]–[8]:

- (i) Many of the existing search engines only focus on indexing and discovery of numerous keyword pages which are often short, vague and which do not represent the importance of the topic.
- (ii) Different search often use the user's query to search in databases in order to maximise the reach of the search and boost the accuracy of the returns without changing the keywords.

(iii) Ranking is a big concern and not an issue for search engines. If a page is important to a question but very low (for example, below top 20), the user would obviously not see the page.

The goal is to overcome the limitations of semantic search and conventional, keyword-based search related issues. Semantic search uses tags to retrieve data, add the value of linking these tags to understand the context behind them and add more tags to help boost the results of searches [9]. An ontological approach that represents vocabularies and relations among semantic entities. The components that exist in any domain or region that reflect the tic-semanrelationship[10]-[14] are defined in the ontology. This paper separates the contributions into four main groups, which can be summarised as follows:

The semantical structure for web retrieval is suggested of the enhancing the ambiguous input query and correctly extracting relevant data in reasonable time using techniques like MapReduce and Latent Dirichlet allotment that a novel pre-processing algorithm has been developed to extract keywords useful from crawled sites. To order and identify the corresponding results of the ambiguous query based on semantized relationships a rating algorithm and mathematics model of the semantized scoring is developed. Enhancement of the query engine using a Wordnet and analyser ontology to boost keyword input.

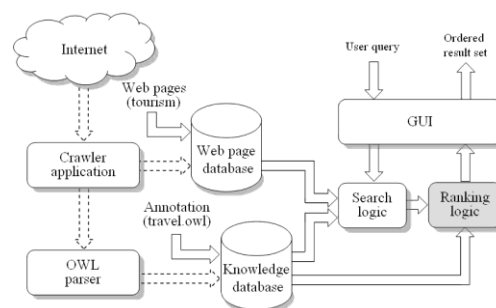


Fig1. Overview of HITS system

We also continued to expand the information available to Internet users by significantly expanding the Site. However, it is increasingly necessary for end-users, by merely following the hyperlink network as Berners-Lee and Fischetti had expected in 1999, to navigate this vast repository and locate the appropriate resources.[4] The most useful resource today for the organisation of information and content retrieval from the Web[9] is the search engines. However, there are several sites that are certainly pointless for the customer, including among the most renowned search engines,[18]. This is largely because the very simple requirements for their recuperation approach depend on the inclusion of question keywords on the pages returned. It must be remembered that mathematical algorithms are used in the "tuning" of the outcome and more significantly, methods are used to optimise customer satisfaction based on the principle of significance feedback.

In certain instances, to show this peculiar effect, let's see what happens when a consumer enters the Italian edition of the well-known Google search engine with a query composed of the following keywords: Hotel, Rome and Historical Center (or hotel, Rome and the Centro Stoic). He or she wouldn't be very shocked if she noticed that the result package actually consists of several hotels in the historical area. An additional hotel in a small town is also included, which is some distance from the centre of Rome. However, there are two hotels in the historic centre of other major Italian cities. Finally, the three hotels called Roma, even though they have little to do with the chosen area, are among the 10 most important results. The consumer wants only 4 of the 10 findings provided (even if they seem to satisfy the user query, based on the strategy adopted to process it).

OPTIMAL ESTIMATION FOR THE NORM OF PRE-SCHWARZIAN DERIVATIVE

K. MUTHUNAGAI, G. SARAVANAN¹, AND S. BASKARAN

ABSTRACT. In this research contribution we have considered two subclasses of bi-univalent functions defined using subordination and studied about the bounds for the pre-Schwarzian norm. Initially Shalini et al. have handled this problem. We have made a remark on the proofs and bounds by Shalini et al.

1. INTRODUCTION

Let H be the class consisting of all analytic functions on the unit disk U where $U = \{z : z \in \mathbb{C}, |z| < 1\}$. Consider the subclass A of H , that comprises of all analytic functions that are normalized in the form

$$(1.1) \quad f(z) = z + \sum_{n=2}^{\infty} a_n z^n.$$

Let

$$L_u = \{f \in A : f'(z) \neq 0, z \in U\},$$

the class of all locally univalent functions. The norm $\|T_f\|$ of the pre-Schwarzian derivative of $f \in L_u$ is defined by

$$\|T_f\| = \sup_{|z|<1} (1 - |z|^2) \left| \frac{f''(z)}{f'(z)} \right|.$$

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Key words and phrases. Bi-univalent, pre-Schwarzian derivatives, Subordination.

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A subclass with bi-univalence involving (p, q) -Lucas polynomials and its coefficient bounds

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Abstract

We have constructed a subclass of analytic bi-univalent functions using (p, q) -Lucas polynomials in this research contribution. Bounds for certain coefficients and Fekete–Szegő inequalities have been estimated.

Keywords Analytic functions · Bi-univalent functions · (p, q) -Lucas polynomials · Fekete–Szegő Inequality

Mathematics Subject Classification 30C45 · 30C15

1 Introduction

Let $\tilde{f}(z)$ be a normalized analytic function of the form:

$$\tilde{f}(z) = z + \sum_{n=2}^{\infty} a_n z^n, z \in U \quad (1.1)$$

where $U = \{z : z \in \mathbb{C}, |z| < 1\}$ and let A be the class of all such functions. Let $S = \{\tilde{f}(z) \in A \ni \tilde{f}(z) \text{ is univalent in } U\}$.

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Combination labeling of joins of fire cracker graph

S. Sriram^{1*} and K. Thirusangu²

Abstract

Let G be a graph with finite vertices p , finite edges q . An injective function is called a combination labelling if such that each edge has the label $\binom{x}{y}$ or $\binom{y}{x}$ according as $x \leq y$ or $x \geq y$. A graph with a combination labelling is called combination labelling graph. In this paper we study on the joins of Fire Cracker graph by joining one Fire Cracker graph with similar Fire Cracker graph and prove that it is Combination labelling graph. We further study on some properties connecting the Fire Cracker graph. We further analyse on finding the sum of the joins of Fire Cracker graph. We extend our discussion on Permutation labelling and strong k -combination labelling of Fire Cracker graph.

Keywords

Fire Cracker graph, Joins of Fire Cracker graph, Combination Labelling graph, Permutation labelling graph, Strong k -combination labelling.

AMS Subject Classification

05C78.

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Contents

1	Introduction	196
2	Preliminaries	196
3	Main Results	197
4	Example	198
5	Conclusion	199
	References	199

1. Introduction

A graph G consists of finite vertices and finite edges. Gallian[1] has given a extensive survey on labelling. The beginning of labelings can be associated with Rosa. In studying the different labelling techniques in graph theory we have under stood that combination labelling of graphs, permutation labelling of graphs, parity combination cordial labelling [3,4,5,6,7] is one such labelling which has predominant feature in various scientific problems. In order to utilise such labelling techniques we have here taken the Fire Cracker graph and have significantly added one Fire Cracker graph with another Fire Cracker graph and call it as joins of Fire Cracker graph. This technique helps in attaching as many number of joins of Fire Cracker graph so as to enable us to apply

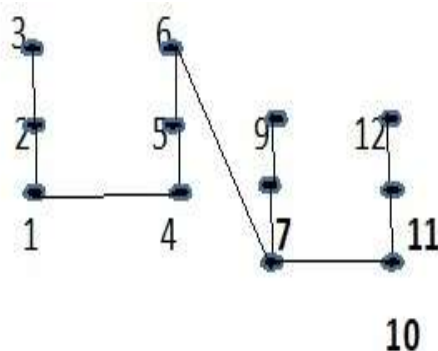
combination labelling and prove that they are combination labelling graph. Further we have analysed on the nature of such labelling by comparing it with the permutation labelling. In further motivated towards Strong k -combination labelling techniques we have also analysed on the possibility of Fire Cracker graph being a strong k -combination labelling. Combination Labelling was introduced by Suresh Manjanath Hegde, Sudhakar Shetty[2]. We refer to basic terms and terminology of graphs[8].

2. Preliminaries

In this section, we refer to some definitions which will be useful for our discussion in the course of working on the results for this paper.

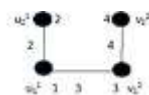
Definition 2.1. A (p,q) graph $G=(V,E)$ is said to be a permutation graph if there exists a bijection $f:V(G)$ to $1,2,3,\dots,p$ such that the induced edge function $f:E(G)$ to N defined for each edge xy as $f(x)Pf(y)$ or $f(y)Pf(x)$ according as $x > y$ or $y > x$

Definition 2.2. A (p,q) graph $G=(V,E)$ is said to be a combination labelling graph if there exists a bijection $f:V(G)$ to $1,2,3,\dots,p$ such that the induced edge function $f:E(G)$ to N defined for each edge xy as $\binom{x}{y}$ or $\binom{y}{x}$ according as $x > y$ or $y > x$



Now let us consider the Fire Cracker graph $F_{2,2}$ and let us obtain the sum of the edges as explained

We have the Sum $S = S_1 + S_2 + \binom{f(u_1^1)}{f(v_1^1)}$



Where $S_1 = \binom{f(u_1^1)}{f(u_2^1)}$ Hence $S_1 = \binom{2}{1}$

$S_1 = 2$ In a similar computation we have $S_2 = 4$ and $\binom{f(u_1^1)}{f(v_1^1)}$ is 3

Hence the sum of the Fire Cracker graph $F_{2,2}$ as 9 and hence we can prove that Fire Cracker graph $F_{2,2}$ is strong k-combination labeling graph.

But we can compute that for the joins of Fire Cracker graph $F_{2,k}$ the combination labelling of graph is not a strong k-combination graph. On computing the sum of the 1- join of Fire Cracker graph $F_{2,3}$ we find that $S = 2 + 3 + 5 + 6 + 8 + 10 + 11 + 4 + 120 + 7 = 186$ Hence we can prove that 1-join Fire Cracker $F_{2,3}$ is not a strong k-combination labelling graph. In general from the result obtained we find that M-join Fire Cracker $F_{2,2}$ is not a strong k-combination labelling graph.

5. Conclusion

We have identified in this paper Fire Cracker graph $F_{2,k}$ and have joined with set of Fire Cracker graph $F_{2,k}$ to form a M-Join Fire Cracker graph $F_{2,k}$ and have proved that it is combination labelling graph and studied on some characteristics of labelling them. We in future we like to identify some more graphs for which we can prove that it is combination labelling and try to find that whether they a strong k-combination graph or not.

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A study on M-Joins of super mean labeling on some digital alphabets

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ABSTRACT

Let G be a (p, q) graph and define an injective function $f: V(G) \rightarrow \{1, 2, 3 \dots p+q\}$. Now for suppose for each edge we assign the labels such that $E(G) \rightarrow \{1, 2, 3 \dots p+q\}$ the induced edge f^* is $f^* = \frac{f(u)+f(v)}{2}$ if $f(u) + f(v)$ is even and $f^* = \frac{f(u)+f(v)+1}{2}$ if $f(u) + f(v)$ is odd then f is called super mean labelling of graph. In this paper we wish to study the super mean labelling of some of digital alphabets C,G,L,M,N,S,V,W and extend the study towards the M-Joins of digital alphabets C,G,L,M,N,S,V,W and study some characteristics property related to them.

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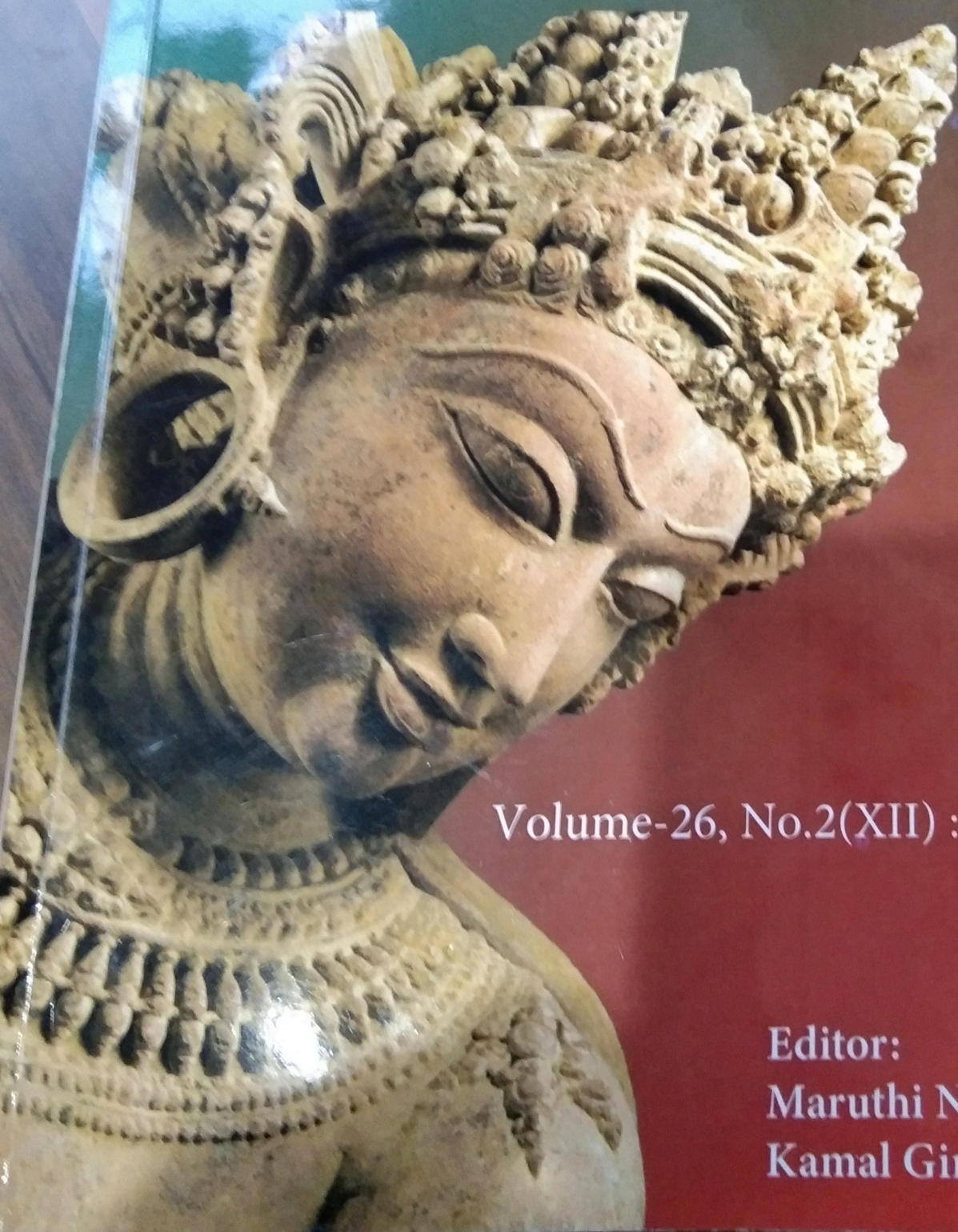
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WHERE ARE WE HEADING?

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ABSTRACT

Migration is the most common phrase circulating world-wide at present. Migration involves the movement of people, animal or an object from one place to another. Human migration takes place usually in high numbers. Animal migration takes place according to the seasonal variations and food availability. According to UN, migration is defined as "as any person who is moving or has moved across an international border or within a State away from his/her habitual place of residence, regardless of (1) the person's legal status; (2) whether the movement is voluntary or involuntary; (3) what the causes for the movement are; or (4) what the length of the stay is." People migrate from one place to another starting on a scale of state to state or country to country or even from continent to continent. People migrate as individuals or families or groups. In India, human migration is quite high in recent years due to urbanization. Urbanization happens because of drought and attraction towards the mega cities. Today, millions of unskilled migrant workers relocate themselves for their livelihood. Last March 2020 was an unforgettable month for those migrant workers. When the Prime Minister of India announced lockdown due to Covid 19, those millions of workers were puzzled and left all alone without any hopes on how they will return to their native state or homes. Thus, it has created a huge chaos in their lives and left them helpless. This Paper will deal the situation of the migrant workers in detail.

Keywords : Human Migration, Lockdown challenges, Covid Pandemic

INTRODUCTION

Migration is the most common phrase circulating world-wide at present. Migration involves the movement of people, animal or an object from one place to another. Usually human migration takes place in a high number. Even animal migration takes place according to the seasonal variations and food availability. Here we are not going to discuss about the animal migration, but we will discuss elaborately on human migration.

According to UN, migration is defined as "as any person who is moving or has moved across an international border within a State away from his/her habitual place of residence, regardless of (1) the person's legal status; (2) whether the movement is voluntary or involuntary; (3) what the causes for the movement are; or (4) what the length of the stay is."

Human migration takes place either temporarily or permanently depending upon the situation and livelihood. People migrate from one place to another say from state to state or from one country to another country or in extreme cases even from continent to continent. People migrate as an individual or as families or in groups. Four major forms of migration occur; they are invasion, conquest, colonization and emigration or immigration.

But at present scenario, human migration takes place because of war, famine/drought, urbanization, livelihood such as jobs. In India, human migration is quite high in recent years due to urbanization. Urbanization began because of attraction towards building and living in mega cities.

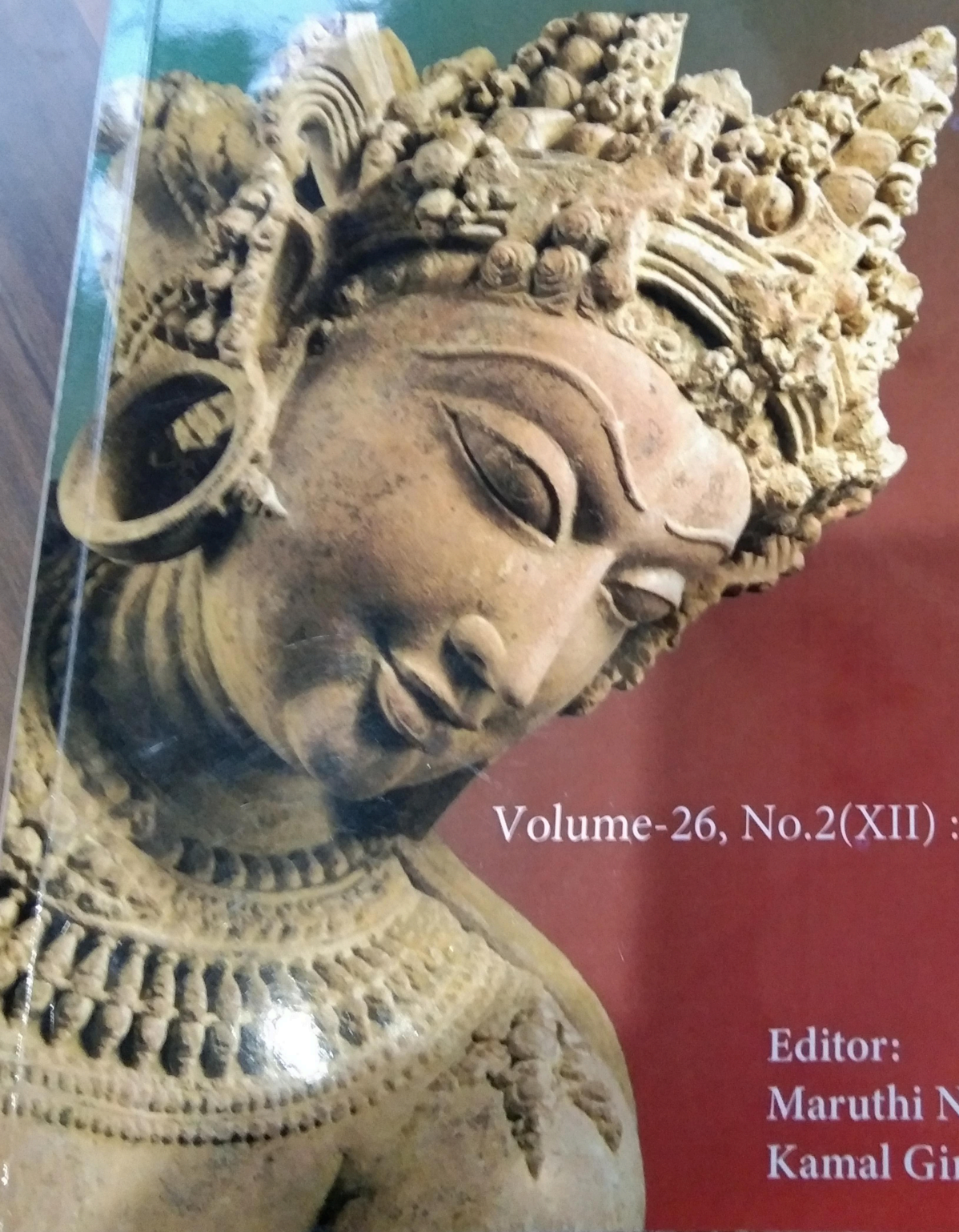
famine but today people migrate towards city in order to earn. When compared

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STUDY ON THE LEVEL OF ASSERTIVENESS IN COLLEGE STUDENTS

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ABSTRACT

Assertiveness is the quality of being self-assured, confident and the ability with which you think, act, react without being emotional and judgmental. The aim of the study is to assess the assertiveness of college students the result of which may facilitate to decide if training programs on assertiveness will be helpful and the objectives are to understand the socio demographic variables, to find out the level of assertiveness of the respondents and the relationships between the socio demographic variables and the assertiveness level. Descriptive research design was followed. Probability sampling technique was used to collect data. A sample of 55 college students at an age range of 18 to 26 years was used for the study. Socio demographic variables of age, gender and education stream were taken into consideration. Rathus Assertiveness Schedule (RAS) was used for data collection purpose. It was circulated in the digital form to college students and the feedback was collected digitally. The hypothesis was that there is no significant difference in the level of assertiveness between the males and females in the sample population and that the level of assertiveness increases with age of the students. The conclusion was that majority had moderate level in assertiveness with which we may assume that a training program on assertiveness will help to enhance the assertiveness from a moderate level to high level, which will empower the student to lead a successful professional and personal life.

Key Words: Assertiveness, college, students, passive, aggressive, education

INTRODUCTION

Assertiveness is the quality of being self-assured, confident and the ability with which you think, act, and react without being emotional and judgmental. It is a mode of self-expression, a mode of effective communication without being passive and at the same time non aggressive.

Joseph Wolpe (1958) defined assertive behavior as, "the proper expression of any emotion other than anxiety towards another person". Andrew Salter (1961) introduced Assertiveness Training (AT) and it was popularized by Joseph Wolpe.

Assertiveness is a skill that *can be learnt* and helps one to express his/her wants and needs. It helps to express ones opinion without hurting others, respecting their sentiments and opinions. Assertive people allow themselves the freedom of self-expression and have a high level of feel-good factor and never suffer from cognitive dissonance. They know the art of standing up for themselves without causing inconvenience to others. They are personally aware of their own abilities and weaknesses and so of the others.

Assertive people are good leaders because they are willing to take responsibility and at the same time give freedom of expression to others as well. As opposed to assertiveness are Passive and Aggressive behaviors.

PASSIVE BEHAVIOR:

...feelings in an attempt to keep others