

3. Research, Innovations and Extension

3.4: Research Publications and Awards

3.4.4: Number of books and chapters in edited volumes published per teacher during the last five years

3.4.4.1: Total Number of books and chapters in edited volumes published during the last five years

3.4.4.1_2 List of chapter/book along with the links redirecting to the source website

S.no	Title of book	Author Name	Book chapter	Link
AIDS				
1.	Electrical, Electronics, Information and Communication Technologies	Dr. D. Shravani	Deep Learning for Classification of Salient Object Classification in Unmanned Crime Spot	https://ieeexplore.ieee.org/document/10157964/
2.	Advancements in Smart Computing and Information Security	Dr. D. Shravani	A Machine Learning Framework for Automatic Detection of Malware	https://link.springer.com/book/10.1007/978-3-031-23095-0
CME				
3	NA	Dr. K. Vaidehi	Drivers Drowsiness Detection using Image Processing and I-Ear Techniques	https://iopscience.iop.org/article/10.1088/1742-6596/2325/1/012057
4	Pervasive computing and Social Networking	Dr. K. Vaidehi,	An Automated System to Preprocess and Classify Medical Digital X-rays	https://link.springer.com/chapter/10.1007/978-981-19-2840-6_59
	Pervasive computing and Social Networking	Sumera	An Automated System to Preprocess and Classify Medical Digital X-rays	https://link.springer.com/chapter/10.1007/978-981-19-2840-6_59

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5	Computational Methods and Data Engineering	Dr. K. Vaidehi	Classification of Animals Using MobileNet with SVM Classifier	https://doi.org/10.1007/978-981-19-3015-7_25
6	Advancements in Artificial Intelligence & Soft Computing	Sumera	Light fidelity(Li-Fi): A wireless technology	Printed Copy
7	Data Mining and Data Warehousing	NanditaManvar		Printed Copy
8	Inventive computation and information technologies.	Dr. K. Vaidehi	Vision-Based Personal Face Emotional Recognition Approach Using Machine Learning and Tree-Based Classifier	Printed Copy
CSE				
9	Automatic Water Level Detection using IOT	Dr.D.Shravani	ICDECT 2019	https://link.springer.com/chapter/10.1007/978-3-030-24318-0_76#:~:text=The%20device%20has%20sensors%20(ultrasonic,and%20the%20buzzer%20beeps%20continuously.
10	A survey on Face Recognition Using Convolutional Neural Networks	M.Swapna	ICDECT 2019	https://link.springer.com/chapter/10.1007/978-981-15-1097-7_54
11	Isolated Health Surveillance System Through IOT Using Raspberry Pi	Sumaya Afreen,	ICDECT 2019	https://link.springer.com/chapter/10.1007/978-3-030-24318-0_80

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12	Isolated Health Surveillance System Through IOT Using Raspberry Pi	Asma Begum	ICDECT 2019	https://link.springer.com/chapter/10.1007/978-3-030-24318-0_80
13	Automatic water controller switch and pH determination for overhead tank using IOT	Amtul Sana Amreen	ICDECT 2019	https://link.springer.com/chapter/10.1007/978-981-15-1097-7_1
14	Novel Performance Analysis of DCT, DWT and Fractal Coding in Image Compression	G. V. S. Raju	AISC	https://link.springer.com/chapter/10.1007/978-981-15-1097-7_51
15	"A Review on Automatic Glaucoma Detection in Retinal	Dr.K.Vaidehi	AISC	https://link.springer.com/chapter/10.1007/978-981-15-1097-7_41#:~:text=Retinal%20image%20analysis%20has%20been,such%20as%20glaucoma%20and%20retinopathy.
16	"Short-Term Load Forecasting Using Wavelet Denoising Signal Processing Technique",	Dr.K.Vaidehi	AISC	https://link.springer.com/chapter/10.1007/978-981-15-1097-7_58#:~:text=The%20fundamental%20commitment%20of%20this,utilizing%20wavelet%2Dbased%20BPNN%20models.
17	A study of Physiological Homeostasis and its analysis related to cancer disease based on regulation of pH values using Computer Aided Techniques"	Dr.K.Vaidehi	AISC	https://link.springer.com/chapter/10.1007/978-981-15-1097-7_61

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18	"Handwritten Mathematical Symbol Recognition using Machine Learning Techniques: Review"	Dr.K.Vaidehi	(LAIS - Springer),	https://link.springer.com/chapter/10.1007/978-3-030-24318-0_75#:~:text=Hidden%20Markov%20Model%20(HMM)%20based,segmentation%20and%20isolation%20symbol%20recognition.
19	"Review on Facial Expression Recognition System using Machine Learning Techniques",	Dr.K.Vaidehi	(LAIS - Springer),	https://link.springer.com/chapter/10.1007/978-3-030-24318-0_70
20	"Incidence Of Cancer In Breast Fed Grownups A Study	Dr. B. Srinivasu	3rd International Conference on Data Engineering and Communication Technology, Springer-AISC	https://link.springer.com/chapter/10.1007/978-981-15-1097-7_60
21	"Emotion Detection Framework For Twitter Data Using Supervised Classifiers"	Dr. B. Srinivasu	3rd International Conference on Data Engineering and Communication Technology, Springer-AISC	https://link.springer.com/chapter/10.1007/978-981-15-1097-7_47
22	Students' Performance Evaluation And Analysis	Dr. B. Srinivasu	3rd International Conference on Data Engineering and Communication Technology	https://www.proquest.com/openview/t9bec859a3147b70b86b8cd7ff0b4d12/1?pq-origsite=gscholar&cblf=2030612
23	Telugu Movie Review Sentiment Analysis Using Natural Language Processing Approach	Dr. B. Srinivasu	3rd International Conference on Data Engineering and Communication Technology	https://link.springer.com/chapter/10.1007/978-981-15-1097-7_57
24	Supervised Machine Learning Approach for Identification of Malicious URLs	Dr. B. Srinivasu	1st International Conference on Advances in Computational Intelligence and Informatics (ICACII – 2019)	https://link.springer.com/chapter/10.1007/978-981-15-3338-9_23

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25	"A Study Of Different Techniques In Educational Data Mining	Dr. B. Srinivasu	International Conference on Emerging Trends in Engineering, Springer-LAIS, Osmania University,Hyderabad,India, 2019.	https://link.springer.com/chapter/10.1007/978-3-030-24318-0_65
26	Survey On Overlapping Community Detection For Multimedia Social Network	Dr. B. Srinivasu	International Conference on Emerging Trends in Engineering, Springer-LAIS, Osmania University,Hyderabad,India, 2019.	https://link.springer.com/chapter/10.1007/978-3-030-24318-0_66
27	A Review On Different Question Answering System Approaches	Dr. B. Srinivasu	International Conference on Emerging Trends in Engineering, Springer-LAIS, Osmania University,Hyderabad,India, 2019.	https://link.springer.com/chapter/10.1007/978-3-030-24318-0_67
28	"A Study Of Malicious Url Detection Using Machine Learning And Heuristic Approaches	Dr. B. Srinivasu	International Conference on Emerging Trends in Engineering, Springer-LAIS, Osmania University,Hyderabad,India, 2019.	https://www.academia.edu/66860232/A_Study_of_Malicious_URL_Detection_Using_Machine_Learning_and_Heuristic_Approaches
29	"A Survey On Network Intrusion Detection System Using Machine Learning	Dr. B. Srinivasu	International Conference on Emerging Trends in Engineering, Springer-LAIS, Osmania University,Hyderabad,India, 2019.	https://www.researchgate.net/publication/334708717_A_Review_on_Network_Intrusion_Detection_System_Using_Machine_Learning
30	"A Comparative Study On Document Clustering Using Different Unsupervised Learning Approaches	Dr. B. Srinivasu	International Conference on Emerging Trends in Engineering, Springer-LAIS, Osmania University,Hyderabad,India, 2019.	https://www.researchgate.net/publication/334708619_Document_Clustering_Using_Different_Unsupervised_Learning_Approaches_A_Survey
31	"A Comparative Study Of Liver Disease Classification Using Data Mining And Machine Learning Algorithms	Dr. B. Srinivasu	International Conference on Emerging Trends in Engineering, Springer-LAIS, Osmania University,Hyderabad,India, 2019.	https://link.springer.com/chapter/10.1007/978-3-030-24318-0_72

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32	"Automated Lighting Smart Parking using Internet of Things"	Rajasekhar Shastry	The International Conference on Intelligent Computing, Information and Control Systems [ICICCS 2019]	https://www.researchgate.net/publication/336670569_Automated_Lighting_Smart_Parking_Using_Internet_of_Things
33	"Automated Lighting Smart Parking using Internet of Things"	Dr. Ramana Murthy	The International Conference on Intelligent Computing, Information and Control Systems [ICICCS 2019]	https://www.researchgate.net/publication/336670569_Automated_Lighting_Smart_Parking_Using_Internet_of_Things
34	"Automated Lighting Smart Parking using Internet of Things"	Kishor Kumar Reddy C,	The International Conference on Intelligent Computing, Information and Control Systems [ICICCS 2019]	https://www.researchgate.net/publication/336670569_Automated_Lighting_Smart_Parking_Using_Internet_of_Things
35	"Automated Lighting Smart Parking using Internet of Things"	Anisha P R	The International Conference on Intelligent Computing, Information and Control Systems [ICICCS 2019]	https://www.researchgate.net/publication/336670569_Automated_Lighting_Smart_Parking_Using_Internet_of_Things
36	Prediction of Students Educational Performance using Machine Learning Techniques	Dr.B.V.Ramana Murthy	Springer ASIC Series	https://link.springer.com/chapter/10.1007/978-981-15-1097-7_36
37	A Survey on Internet of Things: Enablers, Constraints, Smart Solutions and Applications	Dr.B.V.Ramana Murthy	ICDECT	https://www.researchgate.net/publication/338467853_Comparative_Study_on_Internet_of_Things_Enablers_and_Constraints
38	Usage of Web Mining for Sales and Corporate Marketing	Shivani Yadao	Communication Software and Networks, Proceedings of INDIA 2019 (pp.55-60)	https://www.researchgate.net/publication/345262971_Usage_of_Web_Mining_for_Sales_and_Corporate_Marketing
39	Machine Learning Architecture a Recent Paradigm	Lingala Thirupathi Reddy	Machine Learning Architecture a recent Paradigms, INSC International Publishers	NA

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40	ADVANCES IN SCIENCE TECHNOLOGY AND INNOVATION	Dr.G.Padmasree	Influence of Manganese (Mn) and Dysprosium (Dy) Doping on the Magnetic Properties of YFeO3	https://www.researchgate.net/publication/353736025_Magnetization_studies_of_Mn_doped_YFeO3_multiferroics
41	Computer Networks and simulation	Lingala Thirupathi Reddy		https://www.flipkart.com/computer-networks-simulation/p/itm6959120e61180
42	ADVANCES IN SCIENCE TECHNOLOGY AND INNOVATION	Dr M.Swapna	Music Therapy Based On Facial Emotion Predicted System –86	Printed Copy
43	ADVANCES IN SCIENCE TECHNOLOGY AND INNOVATION	Dr M.Swapna	Influence of Manganese(Mn) and Dysprosium(Dy) Doping on the Magnetic Properties of Yttrium Iron Oxide (YFeO3) Multiferroic Materials -- 51	Printed Copy
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46	IoT Applications, Security Threats and Countermeasures	Dr. K.N. Sahu	Application of internet of things in healthcare	https://books.google.co.in/books?hl=en&lr=&id=oaA4EAAAQBAJ&oi=fnd&pg=PA177&dq=IoT+Applications,+Security+Threats+and+Countermeasures+Dr.+K.N.+Sahu+Application+of+internet+of+things+in+healthcare&ots=wdCq12Wc2y&sig=DfAEg6VKhN1pgq6wROMnw16Bo1o#v=onepage&q&f=false

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47	Intelligent Systems and Machine Learning for Industry	Dr. UdayiniChanadana	Intelligent Systems and Machine Learning for Industry/Biorthogonal filter-based algorithm for denoising and segmentation of fundus images	https://www.taylorfrancis.com/books/edit/10.1201/9781003286745/intelligent-systems-machine-learning-industry-anishakishor-kumar-reddy-nhungia-nguyen-meghabhushan-ashok-kumar-marlia-mohd-hanafiah
48	Futuristic Trends in IoT	Dr. G. Karthik	Futuristic Trends in IoT	Printed Copy
EEE				
49	NA	SreelathaAihloor Subramanyam	A Preliminary Study on Collusion Detection In Transactive Energy Systems	https://ieeexplore.ieee.org/document/9772020
IT				
50	Proceedings on 3 rd International Conference on Data Engineering and Communication Technology (ICDECT)	Dr.A.KanakaDurga	Clustering based Block Chain Technique for Securing Wireless Sensor Networks	https://link.springer.com/chapter/10.1007/978-981-15-1097-7_39#:~:text=This%20paper%20proposes%20a%20blockchain,to%20the%20compromised%20base%20stations.ext
51	Proceedings on 3 rd International Conference on Data Engineering and Communication Technology (ICDECT)	Ms.T.C.Swetha Priya	Clustering based Block Chain Technique for Securing Wireless Sensor Networks	https://link.springer.com/chapter/10.1007/978-981-15-1097-7_39#:~:text=This%20paper%20proposes%20a%20blockchain,to%20the%20compromised%20base%20stations.

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52	Proceedings on ICICCT 2019 – System Reliability, Quality Control, Safety, Maintenance and Management	Mrs.Afreen Fatima Mohammed	A Hybrid Approach for Secure Iris-Based Authentication in IOT	https://link.springer.com/chapter/10.1007/978-981-13-8461-5_18#:~:text=During%20Enrollment%20stage%20of%20an,the%20cloud%20server%20for%20storage.
53	Proceedings on International Conference on Emerging Trends in Information Technology and Engineering	Mrs.Afreen Fatima Mohammed	A Survey on Security Mechanism In IoT	https://ieeexplore.ieee.org/document/9077819
54	Proceedings of 3 rd International Conference on Data Engineering and Communication Technology (ICDECT)	Ms.T.C.SwethaPriya	Clustering based Block Chain Technique for Securing Wireless Sensor Networks	https://link.springer.com/chapter/10.1007/978-981-15-1097-7_39#:~:text=This%20paper%20proposes%20a%20blockchain,to%20the%20compromised%20base%20stations.
55	Proceedings of 5 th International Conference on Communication and Electronics Systems (ICCES)	Mrs. G Sreelatha	Ensuring Anomaly-Aware Security Model for Dynamic Cloud Environment using Transfer Learning	https://ieeexplore.ieee.org/document/9138009
56	Proceedings on ICISC 2021	Mrs. G Sreelatha	Extended Equilibrium-Based Transfer Learning for Improved Security in Cloud Environment	https://link.springer.com/chapter/10.1007/978-981-16-1395-1_41

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58	Proceedings of 2nd International Conference on Advances in Distributed Computing & Machine Learning 2021	Mrs. Ch. M. Shruthi	Applying IoT to Improve Services in Healthcare Units: Case Study of Secure Remote Health Monitoring System”	https://link.springer.com/chapter/10.1007/978-981-16-4807-6_5
59	Computer Networks and Inventive Communication Technologies	Dr. B Srinivasu	K-Nearest Neighbor and Collaborative Filtering-Based Movie Recommendation System	https://link.springer.com/chapter/10.1007/978-981-19-3035-5_35#:~:text=The%20combination%20of%20KN%20algorithm,result%20and%20improve%20recommendation%20performance.
60	Proceedings of Third International Conference on Advances in Computer Engineering and Communication Systems	Dr. B Srinivasu	A Survey on Automatic Text Summarisation	https://link.springer.com/chapter/10.1007/978-981-19-9228-5_58
61	Proceedings of International Conference on Network Security and Blockchain Technology: ICNSBT 2023	Mrs. T C SwethaPriya	Protecting the Privacy of IoMT based health records using Blockchain Technology	https://link.springer.com/chapter/10.1007/978-981-99-4433-0_34#:~:text=So%2C%20blockchain%20technology%20promises%20privacy,security%20to%20the%20patient%20information.

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62	Intelligent Computing and Applications	Dr G Sreelatha	Modified Cloud-Based Malware Identification Technique Using Machine Learning Approach	https://link.springer.com/chapter/10.1007/978-981-19-4162-7_17
H&S				
63	Advances in science technology and innovation	Dr.G.Padmasree	Influence of Manganese (Mn) and Dysprosium (Dy) Doping on the Magnetic Properties of YFeO ₃	Printed Copy
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3. Research, Innovations and Extension

3.4: Research Publications and Awards

3.4.4: Number of books and chapters in edited volumes published per teacher during the last five years

RESPONSE _____

3.4.4.1: Total Number of books and chapters in edited volumes published during the last five years

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3.4.4.1.4: Copy of the Cover page, content page and first page of the publication indicating ISBN number and year of publication for books/chapters

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Deep Learning for Classification of Salient Object Classification in Unmanned Crime Spot

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M Manoj Kumar ; U. Kumaran ; D Shrivani ; Bomnaka Uday Kumar ; Makineni Rajesh ; K Sireesha [All Authors](#)

22 Full Text Views

Abstract

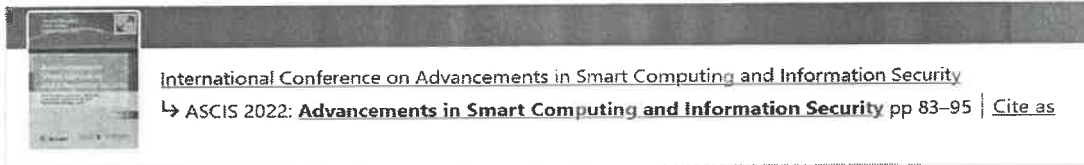
Document Sections

- I. Introduction
- II. Background Study
- III. System Design
- IV. Methodology

Abstract: The identification of saliency objects is a crucial and difficult step in the process of identifying potential suspects from an occurrence. The first step in conducting investigations is to gather a variety of artefacts, marks, the location, and the extent of the occurrence. The examination of machine learning proved to be of great use in the creation of automatic model investigations. Markings play a significant role in the decision-making process while trying to identify things found at a unmanned crime spot (UCS). Because of the extremely sensitive nature of the investigation situation, the prompt identification of artefacts at the unmanned crime spot is of the utmost importance. The recordings gathered from CCTV cameras at the site of the incident are the primary input that the strategy takes into consideration. The conversion from video to images is the first step in being

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A Machine Learning Framework for Automatic Detection of Malware

Syed Shabbeer Ahmad, Atheequllah Khan, Pankaj Kawadkar, Imtiyaz Khan, Mummadi Upendra Kumar & D. Shrivani

Conference paper | First Online: 11 January 2023

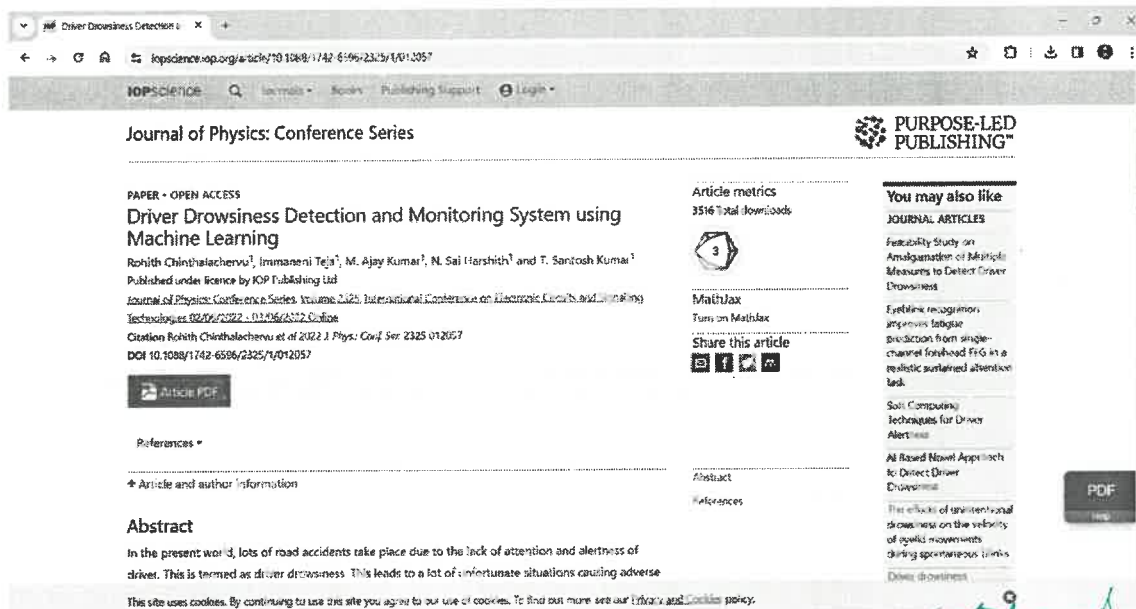
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Abstract

Cyberspace is every expanding with inclusion of diversified networks and systems. With the emerging technologies such as Internet of Things (IoT) and distributed computing, there is seamless integration of heterogeneous applications with interoperability. This has brought

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An Automated System to Preprocess and Classify Medical Digital X-Rays

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Light Fidelity (Li-Fi): A Wireless Technology(Conference Paper)

Aseem, S., Jijula, S., Survesa
 Stanley College of Engineering and Technology for Women, Telangana, Hyderabad, India

Abstract
 Wireless communication is the need of the hour. There is a huge demand for improvement in the means of communication. The brewing crisis of the radio frequency (RF) spectrum demands the need for a system like light fidelity (Li-Fi) which relies on the aspect of visible light communications (VLC). Li-Fi technology offers a variety of effective solutions to problems faced in recent years. This technology utilizes data transmission by light, and the unique properties of the white light emitting diode (LED) lamp switching comes into play. In the proposed system we transmit an audio signal generated by a mobile phone. The signal is modulated and then transmitted by LEDs in form of a light signal which is read by the solar panel and the received signal is transformed into an electrical signal. The signal is demodulated and read by the speakers. Li-Fi is a fast, upcoming, and growing technology. It's a better alternative to Wi-Fi in wireless communication. In the present paper, the authors have focused on the pros of Li-Fi, its applications, and its fundamental working. Li-Fi is greener, safer, and more economically feasible in the future of communication. © Grenze Scientific Society, 2023.

Author keywords

Li-Fi, Li-Fi, Radio Frequency, VLC, Visible Light Communication

Indexed keywords

Engineering controlled terms: Light emitting diodes, Light transmission, Radio waves, Wi-Fi
 Engineering uncontrolled terms: Effective solution, Light fidelity, Light emitting diode, Radio frequency, Radio frequency spectrum, Radioregulation, Spectrum demand, Visible light communication, Wireless communications, Wireless technologies
 Engineering main heading: visible light communication

Funding details

Funding text
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Abstract (summary)

This paper aims to reduce the manual work involved in the performance evaluation and analysis of students, by automating the process right from retrieval of results to pre-processing, segregating, and storing them into a database. The authors also aim to perform analysis on huge amounts of data effectively and facilitate easy retrieval of various types of information related to students' performance. They aim to achieve this through Python, C++/Java, and other Database tools. Further, a scope is given to establish to data warehouse wherein data mining techniques can be applied to perform various kinds of analyses, creating a knowledge base and use it further for prediction purposes.

Indexing (details)

Title	Students' Performance Evaluation and Analysis
Author	Rachakatta, Bhavani; Srinivasa, B; Ch Prasanna Lakshmi; Thasleem, Sana
Publication title	E-Manager's Journal on Software Engineering: Nagasaki
Publication date	Oct/Dec 2018
Volume	13
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Srinivasa Baskapu

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Srinetia Beeghi & Ramakrishna Kodikogga

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Madhujyoti & Srinivas Reddy

Conference paper | First Online: 26 July 2019

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Sabali Fatma & Sriwahyuni Radjugu

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Publisher: Learning and Analytics in Intelligent Systems
Page Numbers: 587-597
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 DOI:10.1007/978-981-15-9387-4_7
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The usage of web has grown to a big extent recently. Web is not only a source of information but is also a great platform to run a business successfully. Some of the major usage of web in E-commerce is retail, sales, and marketing areas. One of the technologies which serve as a tool to these users is web mining. The term of data mining is to extract the useful

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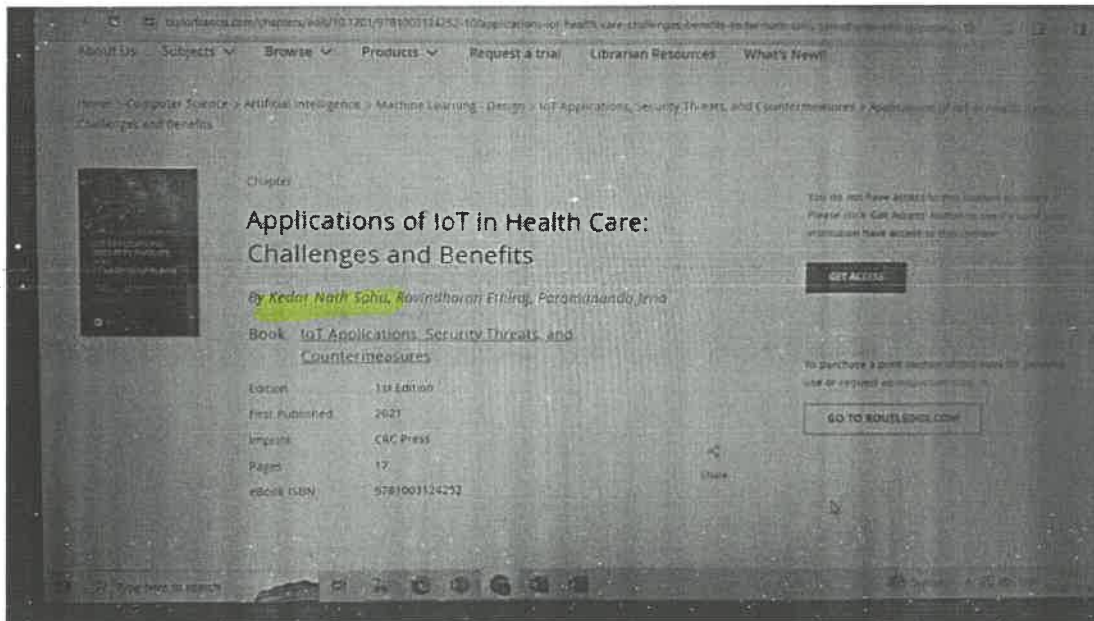
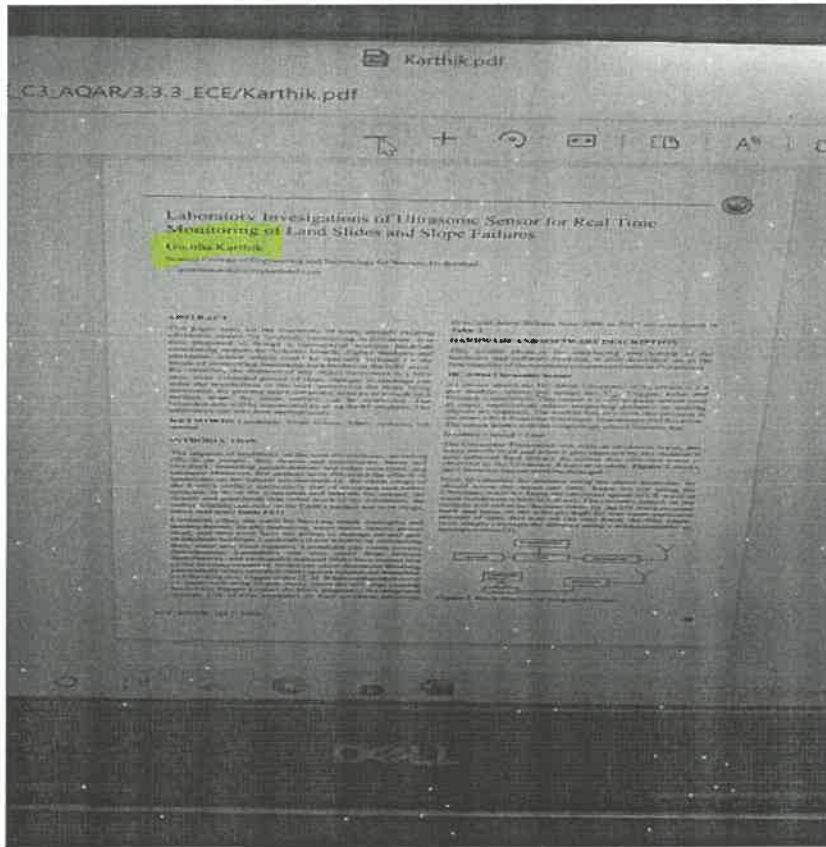
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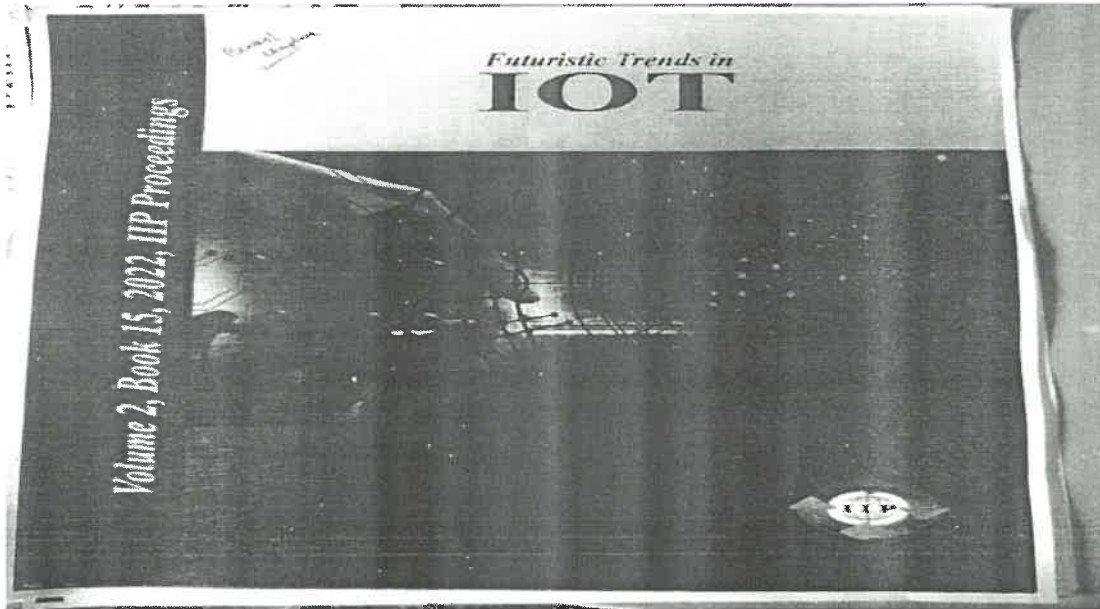
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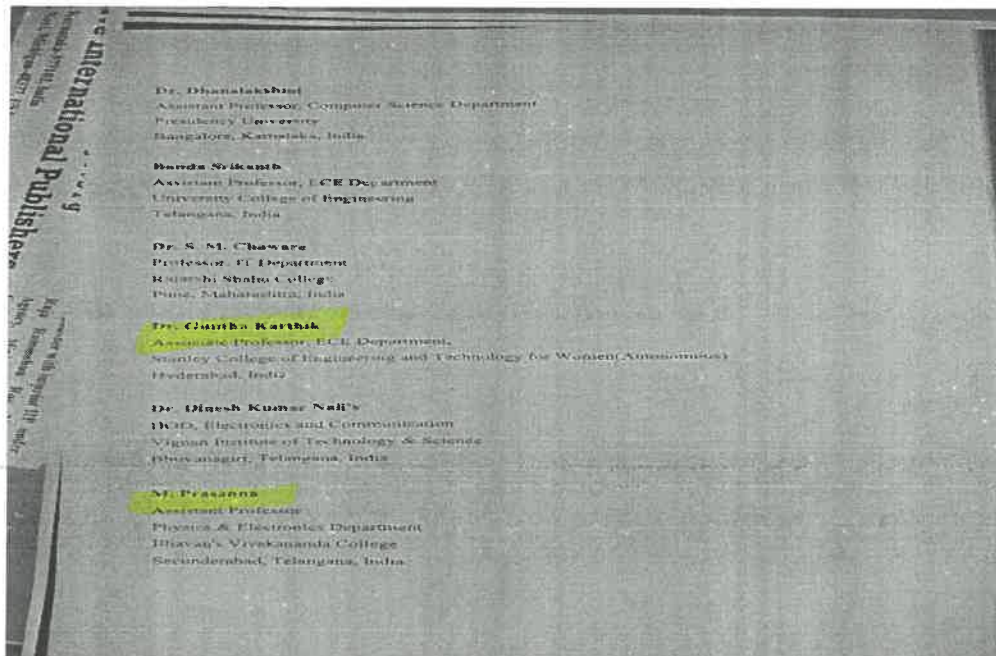
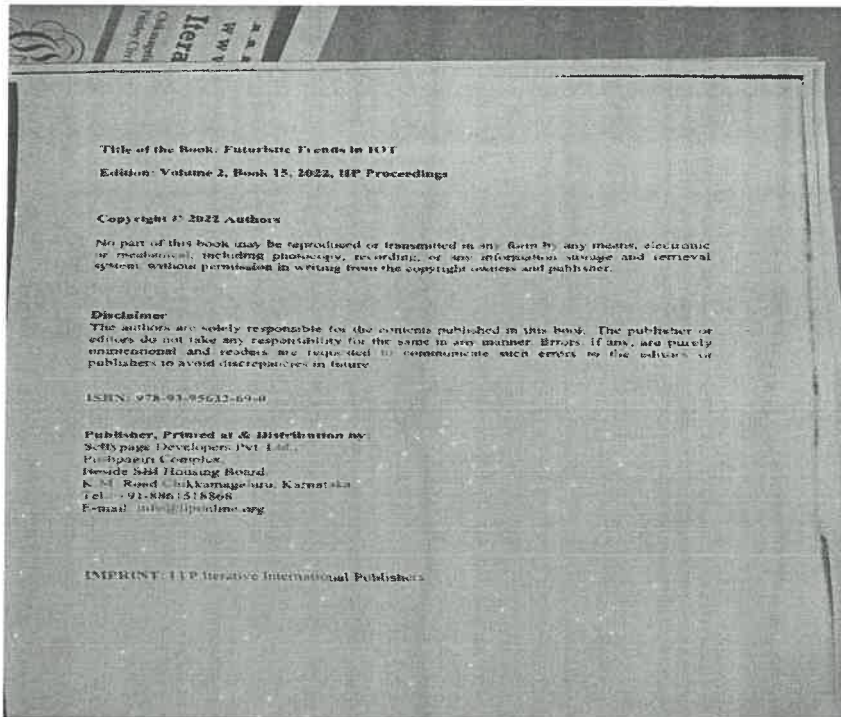
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A Preliminary Study on Collusion Detection In Transactive Energy Systems

Publisher: IEEE Cite This PDF

Sreelatha Aihloor Subramanyam; Hassan S. Hayajneh; Xuewei Zhang All Authors

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Abstract

Document Sections

1. Introduction

Abstract: With deeper penetration of distributed energy resources, a need for decentralized control and economic operation has initiated the concept of transactive energy systems. As this framework is still under discussions among policymakers, there are some potential issues regarding the mitigation of market power and collusive behavior of market participants. In repeated transactions, a distribution system has favorable conditions to form

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Computer Networks and Innovative Communication Technologies pp 461-474 | Cit. as

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K-Nearest Neighbor and Collaborative Filtering-Based Movie Recommendation System

Sanjivani Badugu¹ & B. Manjunatha

Conference paper | First Online: 14 October 2022

301 Accesses

Part of the Lecture Notes on Data Engineering and Communications Technologies book series (LNDECT, volume 141)

Abstract

Over the past several years, the recommendation system has become one of the important aspects in our day to day life. Recommendation systems are used in various areas like YouTube, Amazon, etc. Collaborative filtering algorithms have been used in recommendation systems for a long time. They have been effective in resolving a number of issues with commercially available systems. Methods based on a user's neighborhood have showed potential in forecasting user ratings. The aim of this paper is to design and evaluate 'kNN algorithm and Collaborative Filtering algorithm' for producing movie recommendations. The dataset used in this paper is 'Movielens dataset' which is downloaded from Kaggle. The system was implemented using 'Python programming language'. Initially, compared different distance measures and then performed correlation. Based on the correlation value, developed system will recommend similar movies/users. Performances of both the developed algorithms were analyzed in terms of accuracy. Finally the result shows that the accuracy of the recommendations is very good and we will get more accurate movie recommendations based on the combination of 'kNN algorithm and collaborative filtering algorithms'.

Keywords

- Recommendation system
- kNN
- Correlation
- Collaborative filtering
- Cosine similarity
- Matrix factorization
- Machine learning



Intelligent Computing and Applications pp 169-178 | Cit. as

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Modified Cloud-Based Malware Identification Technique Using Machine Learning Approach

Srida Sreedatha¹, Arthave Gowdhar & Sarabha Lakshmin

Conference paper | First Online: 14 November 2022

140 Accesses

Part of the Smart Innovation, Systems and Technologies book series (SIST, volume 315)

Abstract


As there is drastic improvement in the wireless signals, which is associated with IoT environment and results in the development mobile devices. This is needed as there is growth in the impact of the mobile devices nowadays, threat developers also active in spreading the malware day to day to weaken the user's data privacy and integrity as it is eventually need for the mobile users. So, there is a need of effective framework to identify the malware, which is exist in the smartphone android applications and able to analysis the devices dynamically from time to time. To develop a machine learning-based web framework, which is able to identify the malware in the mobile devices. As this framework should be more effective for the real-time applications as it the propose framework needs more salient features to gain the effectiveness based on the feature selection concept. For the analysis, we have to take more samples on various android applications and analysis the framework with certain parameters like F-measure and data accuracy. As feature selection is concern, we can consider chi-square, gain ratio, information gain, logistic regression analysis, one R and PCA.

Keywords


- Mobile devices
- Android
- Feature selection
- F-measure
- Data accuracy

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Ensuring Anomaly-Aware Security Model for Dynamic Cloud Environment using Transfer Learning

S. Sneekha A. Raju sneekha@annauniv.edu • Published 2021 • Computer Science • 2020 5th International Conference on Communication and Electronics Systems (ICES)

Cloud concepts such as resource sharing, outsourcing, and multi-tenancy create significant challenges to the security community. Also, trusted third party and web technologies based cloud service provisioning arises new security threats in the cloud environment. Cloud security research still faces the shortcomings in improving the detection accuracy and detecting the new or unknown attacks in the cloud. Machine learning techniques play a significant role in automatically discovering the... Expand

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Extended Equilibrium-Based Transfer Learning for Improved Security in Cloud Environment

Inventive Systems and Control pp 555-562 | Cite as

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Abstract

Cloud computing provides dynamic and efficient access to data compared to local server and standalone computers. It provides capability to the users to achieve most of the functionalities of servers on the network to maintain store and process data on demand. The increased utilization of the cloud eventually makes data storage protection and processing essential. Most of the machine learning techniques provide security solutions to the cloud environment. It is a challenging task to maintain the efficiency of the dynamic cloud environment due to unpredictability of the new attacks. Transfer learning is one of the feasible solutions with minimal training data and increased accuracy in attack detection. Transfer learning techniques improve the detection of various types of benign and unknown new attacks by using the knowledge from the source domain. In this work, transfer learning involves a pre-trained network namely Alex net which is used for fine-tuning the features in convolution layers that are extracted. Also, here an optimized model utilizes an extended equilibrium optimizer for reducing learning Complexity. Hence, it is feasible to limit the maximum quantity of features in data without dropping its original property, less computing time, and memory space. Also, extended transfer learning is applied for obtaining an initial solution; this combination is tuned with the equilibrium reducing an error rate and higher accuracy will be obtained.

Keywords

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Recent Trends in Speech Processing for Speaker Emotion Recognition-A survey

Y.V.Sreevani, Dr.R.Visalakshi, Dr.Srinivasu Badugu

PDF

Abstract

Over the past few decades, Speech Processing technology has been one of the technologies that is being practiced by wide range of engineers, scientists, linguists. The dominant features fetched from the speech data always served as key component of decision making. It is therefore, become imperative for computers or systems to have the capability to understand and decipher human speech. This would help them resolve decision related problems efficiently, but the task of quantifying the speech features,

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International Conference on Network Security and Blockchain Technology
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Protecting the Privacy of IoT-Based Health Records Using Blockchain Technology

T. C. Sathya Saijith¹ & A. Sathya Saijith

Conference paper | [Open Access](#), [Revised: 06/11/2023](#)

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Part of the [Lecture Notes in Computer Science](#) book series (LNCS, volume 733)

Abstract

Internet of medical things (IoMT) has become one of the revolutionary technology nowadays due to wide spread use of IoT in healthcare applications. IoMT improves the human-machine interaction enhancing the instantaneous monitoring of patient's health and also involves patients in making decisions. So, the current medical devices have to be transformed into IoMT-based medical devices to collect patient information instantaneously. The patient's health-related information can be obtained from remote location without any need to go to hospital, and this data can be processed and is sent to medical staff for further use. So, we are in need of technology that secures the confidentiality of the health information of patients. Blockchain is one such technology that helps in securing privacy of patient's health-related data. Blockchain technique uses a sequence of blocks comprising the block ID, previous block ID and the transactions. The preceding block ID can be used to maintain a link between subsequent blocks. These links continue until the first block is reached. This ID contains hash in blocks, and the hash is appended to subsequent blocks in chain. Any modifications to the patient information in a block will change the subsequent blocks in the chain also. So, changes to the data made by a hacker will become impossible. It uses public key cryptography for performing transactions between nodes. So, use of such type of cryptographic hash technique and chain formation for the blocks guarantees the security and privacy of the patient's health information or records.

Keywords

Blockchain, IoMT, Healthcare, Hash, Smart devices, Block, Transaction

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Clustering-Based Blockchain Technique for Securing Wireless Sensor Networks

T. C. Sathya Saijith¹ & A. Sathya Saijith

Conference paper | [Open Access](#), [Revised: 06/11/2023](#)

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Part of the [Advances in Intelligent Systems and Computing](#) book series (AISC, volume 1070)

Abstract

Security is one of the major issues in WSNs. Due to the emergence of the WSNs, new requirements such as accessibility to services, data consistency, and network liquidity have come into picture. Although many protocols have been developed, they satisfy only a few requirements in managing security. This paper proposes a blockchain technology-based energy-efficient clustering approach for WSNs to provide security to the transaction records by including cryptographic techniques. It uses multiple collaborative base stations to reduce the network malfunctioning due to the compromised base stations. The proposed method achieves accessibility to services, data consistency, and network liquidity.

Keywords

Wireless sensor network, Blockchain, Base station, Sensor node, Cluster head

Policy, Transaction

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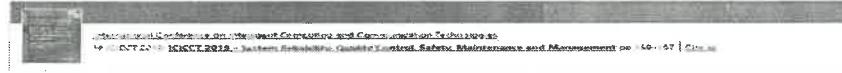
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A Hybrid Approach for Secure Iris-Based Authentication in IoT

Afreen Fatima Mohammed¹ & Ahmed Abdul Moiz Qyser

Conference paper | *Electr. Science*, 28 June 2019

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Abstract

Authentication is a crucial factor in IoT based environments. Authentication is the process of verifying the user identity and provides an authorized access to a system or a device. In an IoT environment, billions of users connect their devices to the cloud to utilize the services of it. Cloud enables these IoT devices to store the data on the cloud servers. In order to provide a secure access, user authentication is required. Therefore hybrid approach for authentication is proposed in this paper to promote secure access of data. A biometric authentication is a more secure way of storing and accessing the data from the cloud. The proposed paper discusses about the iris based authentication to access the data from the cloud through any authorized IoT device. The authentication algorithm proposed in this paper is the hybrid application of Biujain and RSA Algorithm which generates a binary template for an iris. A two-stage authentication is provided, thus enhancing more security and reliability.

Keywords

Biometric RSA Biometric Iris Recognition IoT

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T. C. Sreetha Priya & A. Kanaka Durga

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Abstract

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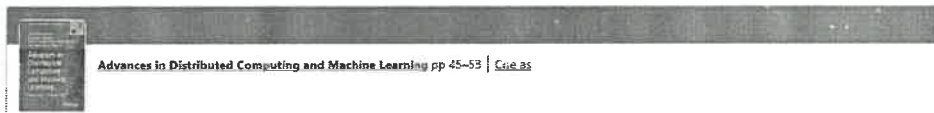
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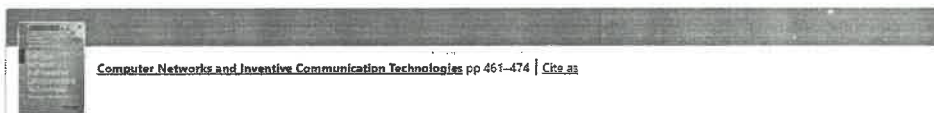
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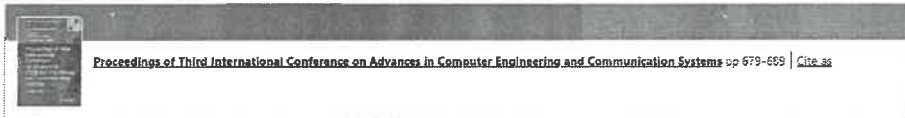
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Copper Oxide Nanoparticles for Energy Storage Applications

A. Arun Kumar
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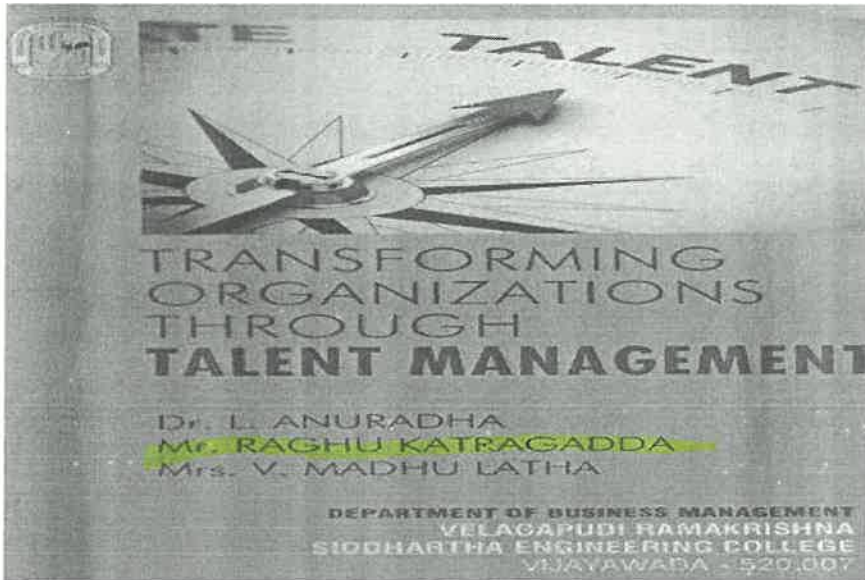
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Copper oxide nanoparticles are synthesized using chemical precipitation method. The synthesized nanoparticles are confirmed by X-ray diffraction technique. The average grain size of the synthesized nanoparticles is calculated by the Scherrer formula. The optical absorption studies are studied using UV-visible spectral analysis. Scanning electron microscopy is used to analyze the surface morphology of the synthesized nanoparticles. Photoluminescence studies are calculated carried out at an excitation wavelength of 320 nm.

ISSN: 10.1201/9781003257755-20

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THE BOOK

This book "Transforming Organizations through Talent Management" contains selected papers presented in the International Seminar on the same topic. Paper writers contributed on a wide range of conceptual and empirical issues. The book will provide in depth understanding on the Talent Management and different sub themes selected for the seminar. It facilitates the much needed awareness and knowledge sharing among Academicians, Researchers and Practising Managers.

The purpose of the book is to highlight different facets of Talent Management in the HRD perspective as well as the organizational perspective. The research papers are presented to facilitate ready reference for students pursuing courses in Talent management. Editors undertook critical examination and incisive review while selecting the submissions and papers. It will be highly useful to the future researchers and teachers.

The sub themes include: Attracting and Hiring Talent, Talent Management Services, Talent Alignment with Business Strategy, Talent Management and Succession Planning, Creating Work Culture for Talent Management and Developing an Integrated Talent Management Strategy

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14

DRIVING BUSINESS STRATEGY AND ENHANCING VALUE CREATION THROUGH TALENT ANALYTICS

Prof. A. SURYANARAYANA

Department of Business Management, Osmania University, Hyderabad

Dr. Y. PADMA YALLAPRAGADA

Senior Business Instructor, National Institute of Vocational Education,
Knowledge Human Development Authority, Dubai

INTRODUCTION

HR is described by some as a *support* or as a *staff* function and as a business partner by others; often by some as a function aspiring to claim a "seat at the table". Now, the time has come that HR professionals showcase their function as a key player in the business, just as principal and integral as Marketing, Finance, Supply Chain, or Operations, and in this process, to demonstrate that it has the potential to add enormous value to the business. Things change dramatically for HR when HR professionals see their role not just from the lens of the people dimension. It has emerged as an important player in the business and a key dimension of the HR role is to enable the enterprise to manage change, transformation, and enhance competitiveness through effective Talent Management strategies. Google, under the leadership of Laszlo Bock, the Senior Vice President of People Operations and Prasad Shetty, the Vice President of People Analytics, is at the forefront of harnessing Talent Analytics though

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¹Faculty at Corner Stone International School for Business Management, Al Ain, UAE

²Professor, Head of Quality Assurance, Skyline University College, Sharjah, UAE

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Gatya Kaverthi
12/3/24

Recent Reforms in Human Resources Development

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Abstract

"Human Resource Development" is too evocative of the master-slave relationship between employer and employee for those who refer to their employees as "partners" or "associates" to feel comfortable with. Eventually, the CIPD settled upon "Learning and Development", although that was itself not free from problems, "learning" being an over-general and ambiguous name, and most organizations referring to it as "training and development". The future belongs to India-the largest vibrant democracy in the world, teeming with opportunities. With hope in their eyes and a yearning to learn, the youth of this great nation awaits a new paradigm of education that fosters knowledge with analytical skills, logical reasoning and the ability to imagine beyond the given. This paper will discuss various latest schemes launched Government of India.

Keywords: Human Resources Development, Opportunities, Education.

Introduction

The National Policy on Education was framed in 1986 and modified in 1992. Since then several changes have taken place that calls for a revision of the Policy. The Government of India would like to bring out a National Education Policy to meet the changing dynamics of the population's requirement with regards to quality education, innovation and research, aiming to make India a knowledge superpower by equipping its students with the necessary skills and knowledge and to eliminate the shortage of manpower in science, technology, academics and industry. For the first time, the Government of India is embarking on a time-bound grassroots consultative process, which will enable the Ministry of HRD to reach out to individuals across the country through over 2.75 lakh direct consultations while also taking input from citizens online. Mr. Prakash Javadekar is the Union Minister of Ministry of Human Resource Development (MHRD), Government of India.

Overview of HRD in India

The essence of Human Resource Development is education, which plays a significant and remedial role in balancing the socio-economic fabric of the Country. Since citizens of India are its most valuable resource, our billion-strong nation needs the nurture and care in the form of basic education to achieve a better quality of life. This warrants an all-round development of our citizens, which can be achieved by building strong foundations in education. In pursuance of this mission, the Ministry of Human Resource Development (MHRD) was created on September 26, 1985, through the 174th amendment to

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12/3/24

A STUDY ON EMPLOYEE ABSENTEEISM

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According to Webster's dictionary, "Absenteeism is the practice or habit of being an absentee and an absentee is one who habitually stays away from work."

Human resources are the major assets of any organization and taking care of their welfare, satisfaction is the duty of the organization as a whole apart from earning profits. It is often easier for the organization to make arrangements to cover staff which are going to be off for long periods. However, employee taking odd days off and it become more problematic can have an immediate impact. Absenteeism is one of the major problems in any industry. "A Study on Employee Absenteeism" is concerned with the issues, reasons, effect of absenteeism and remedies to reduce the absenteeism. This study will highlights the various reasons for absenteeism and strategies to reduce the absenteeism.

Key words: Absenteeism, odd days, strategies.

Gatya Prasadil-
12/3/24

Lean HR: Potential for Future India

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Among many contemporary HR developments Lean HR is the most cost effective and creative area. This word is not a new word and has been in use in production industry for a long time. The core idea of Lean HR is to maximize HR value while minimizing cost. Lean means creating more value for hr with lesser resources. This approach requires empowerment and involvement of all employees and a new type of leadership and follows a bottom-up approach. The HR department has an important role to support this lean management process by relevant training and by nurturing development projects. The paper sees corporate culture as an essential prerequisite for successful implementation of lean HR. This paper will discuss the principles, Lean HR tools and potential of Six Sigma in Lean HR in India.
Keywords: Lean HR, India, Future, Potential

Introduction

The lean processes and the lean organizations are the latest approach. Lean is adaptable to all kinds of organizations - production, financial processes or the pharmaceuticals. The lean methodology helps to introduce cheaper and faster processes, which are primarily focused on the key value added delivered to stakeholders. The methodology focuses on maximizing product value. Though it works efficiently, Indian organizations are in nascent stage in implementation of lean HR practices. The term Lean is defined by Jim Womack to describe Toyota during the 1980s. Lean is a collection of principles which apply to HR like any other business area. The primary focus of the modern HR Management should be maximizing value of Human Resources. Among many contemporary HR developments Lean HR is the most cost effective and creative area. This word is not a new word and has been in use in production industry for a long time. The core idea of Lean HR is to maximize HR value while minimizing cost. Lean means creating more value for hr with lesser resources. This approach requires empowerment and involvement of all employees and a new type of leadership and follows a bottom-up approach. The HR department has an important role to support this lean

management process by relevant training and by nurturing development projects. Finally, lean management involves essential and stringent element it involves sacrifice.

Need for the Lean HR

HR does not focus on the total costs of its processes. The HR processes are expensive because many of them involve all managers and employees. It multiplies the total costs for the organization. The managers and employees cannot focus on their primary tasks and processes. They have to work for Human Resource. They have to devote their working time to "non-productive" processes, which they are obliged to follow. For example, the cost of the performance appraisals can be inequitable with the produced results if the detailed comparison and analysis is conducted. Indian companies need to be globally competitive when they reduce their non-productive processes and wastage of resources.

Principles of Lean HR

The guiding force for Lean HR is simple. It is common sense from which all logic flows. Even firms with large work force suffer duplication of work, wastage of time and efforts which often hinder the workflow. Lean HR is simple and based on the following principles:

- Focus on effective delivery of value to the users
- Engaging people with respect
- Elimination of inefficient processes & wastage
- Maintenance of constant flow
- Pull Through the System
- Strive for Perfection

Lean HR Tools

The following are the Lean HR tools:

- 5 Why's
- 5S
- AS Report
- Lean benchmarking
- Bottleneck Analysis
- Cross training
- Empowerment
- Fishbone Diagram
- Flow Chart
- Future State Map
- Gemba Walk
- Poka-Yoke
- Spaghetti diagram

Applying these tools in office environment has to be customized as per the nature and work of the business and its processes. All tools may not be necessary for a business. Therefore, external consultant's aid can be taken in initial phase.

Potential of Six Sigma in Lean HR

Lean Six Sigma can be applied to everything from staffing, training and retention to service delivery and wherever any event of operations that involves personnel or resource management. Lean Six Sigma removes the status quo by evaluating the value of existing processes and systems. Any procedural and tools that hinder the efficiency or quality of time, effort and resources are candidates for change under the Lean

Gatya Prasad
12/3/24

Recent IPOs in India
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Abstract

India Inc. is capitalizing the optimistic market mood and strong fund flows. The year 2017 has seen the harvest highest fund raising through IPO route and largest IPO of the decade. It was led by General Insurance Corporation; nine IPOs trading 50 - 350% higher than their offer price while 85 of the 122 IPOs & follow on public offers or FPOs (i.e. 70%) are trading at a premium to their offer price. In this context this paper will focus on the recent IPOs of the year.

Keywords: IPO, FPO, Indian Economy, India

Introduction
Initial public offering is the process by which a private company can go to general public by the sale of its stocks. The company can be new or an old if it decides to be listed on an exchange it will switch to an exchange it will switch to an option of IPOs. Companies can raise the capital through IPOs either by issuing new shares to public or to an existing share holder's instead of raising any fresh capital. The company which offers its shares is known as issuer it completes this activity with the help of investment banks. After IPO the company's shares are traded in an open market, those shares can be further sold in the secondary markets.

World markets offering alternative sources of finances innovatively financially engineered products like venture capital and hedge funds led to decline in interest rates. However in India interest rates were high compared to the rest of the world. Therefore, to tap this potential, world is looking at India as a destination to make alternative investments. This scenario led most of the Indian companies to go for these alternative sources of funds. In this backdrop the challenges for traditional IPO are worth reckoning.

IPO Challenges in India

The following are the challenges for IPOs in India:

- SEBI regulation and restrictions on IPO
- Complexities of IPO process
- Finding underwriters
- Costly process
- Too much technicalities
- Time consuming process
- IPO Valuation
- Need of technical expertise

Recent Trends in India

The recent years saw a rise in the number of companies using the initial public offering (IPO) route to raise capital and it is likely to stimulate financial growth in several of the sectors.

A rush in the secondary market has encouraged many companies to go to public in search of better valuations.

Gatya Prasad
12/3/24

Post Pandemic Economy - Challenges & Solutions

Editors

Dr. Yallapragada Padma

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Gatya Prasad
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Impact of Covid - 19 on the Airline Industry

Dr. Yallapragada Padma

Professor & Head Department of Business Management Stanley College of Engineering & Technology

Abstract

The COVID-19 virus has spread worldwide without acknowledging borders. It has impacted all industries, all sectors and all aspects of our lives with devastating economic and financial losses and significant uncertainties.

The newly discovered COVID-19 virus has drastically affected the world economy. Almost all countries have imposed restrictions on travel, including complete bans on all travel in order to prevent further spread of coronavirus infection. Due to the outbreak of COVID-19 worldwide, airline industry sectors are in great loss and risk. This study mainly focuses on implications of covid 19 on airline Industry. The study is based on secondary data and the data is collected by referring articles and various websites.

Introduction

Airline industry is in 'dire straits' right now, according to Frederic Dimanche of the Ted Rogers School of Hospitality and Tourism Management, Effect of COVID-19 on the airline industry can be observed in each region including America, Europe, Asia-Pacific and Rest of the World. Major companies of the airline industry that are getting affected globally include Qatar Airways, Emirates, China Eastern Airlines, Lufthansa, Boeing, Airbus, American Airlines Group Inc., and Delta Air Lines. For instance, Qatar Airways suspended all of its flights to and from Italy that was one of the worst-hit countries by the pandemic of COVID-19.

Implications of COVID-19 on the Airline Industry

The COVID - 19 pandemic has had a significant impact on the Airline industry due to travel restrictions and a slump in demand among travellers. Significant reductions in passenger numbers have resulted in flights being cancelled or planes flying empty between airports, which in turn massively reduced revenues for airlines and forced many airlines to lay off employees or declare bankruptcy. Some have attempted to avoid refunding cancelled trips in order to diminish their losses. Airliner manufacturers and airport operators have also laid off employees. According to some commentators, the ensuing crisis is the worst ever encountered in the history of the Man kind

Gatya Prasad
12/3/24

Impact of Covid 19 on Employment in India

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Abstract

Coronavirus has interrupted the demand and supply chain across the country and with this interruption, it can be understood that the tourism, hospitality, and aviation sectors are among the worst affected sectors which are facing the maximum impact of the current crisis. As the consumption of any product or services is decreasing, it leads down their services, the jobs of the employees are at a huge risk. This study mainly focuses on implications of covid 19 on employees in various sectors. The study is based on secondary data and the data is collected by referring articles and various websites.

Keywords: Lockdown, job loss and salary cut.

Introduction

Coronavirus has disrupted the demand and supply chain across the country and with this disruption, it can be seen that the tourism, hospitality, and aviation sectors are among the worst affected sectors that are facing the maximum impact of the current crisis. The financial market has experienced insecurity about the future course and consequences of COVID-19.

According to a survey by the Federation of Indian Chambers of Commerce & Industry (FICCI), the abrupt impact of COVID-19 reveals that besides the direct impact on demand and supply of goods and services, businesses are also facing reduced cash flows due to slowing economic activity which in turn is having an impact on all payments including to those for employees, interest, loan repayments and taxes.

Implications on the workforce

Job losses and salary cuts are possible in the high-risk services sector, comprising airlines, hotels, malls, multiplexes, restaurants, and retailers, which have seen a sharp fall in demand due to lockdowns across the country. If the current global and domestic economic slowdown persists, it will impact demand and realization.

Certainly, with this crisis impacting the business around the country, it will create very challenging situations for the workforce. Companies are not meeting the revenue targets hence, forcing employers to cut down their workforce

Gatya Prasadil
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Emerging Issues in Business and Management

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Valiant Valli: Breaking the Glass-Ceiling Case Study

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She was born and brought up in very affluent family of most famous Chennai based over century old conglomerate Murugappa Group. She never thought that one day she has to face gender bias from her own cousins, and she had to fight for the director position. The problem started brewing when her father, former chairperson of the group MV Murugappan died in 2017. She is the eldest daughter of MV Murugappan, Valli Anaschalam a technocrat, a nuclear engineer by training, with 23 three years of rich experience in MNC's. Valli being a senior consultant, having rich experience in the business, proposed to leverage her experience and contribute to the growth of the company. The board consisting mainly of family members has rejected her proposal.

MV Murugappan was the grandson of Murugappa Group founder Dewan Bahadur AM Murugappa Chettiar. Group company, Ambodi Investments Limited (AIL) was incorporated in 1942 and now has an authorized share capital is Rs. 200,000,000 and paid up capital is Rs. 24,430,220. Murugappan was on AIL's board since 1969 until sometime in 2016, when he resigned due to health reasons, after that her family did not have a board representation in AIL.

Financials of the Company

According to the Crisil report, AIL's financial flexibility is healthy, supported by the market value of its investments in group's listed companies - E.L.D. Parry India Ltd (38.47 per cent shareholding), Carborundum Universal Ltd (29.63 per cent), Tube Investments of India Ltd (36.36 per cent), Cholamandalam Investment and Finance Company (4.31 per cent) and Cholamandalam Financial Holdings Ltd (37.91 per cent). This provides healthy cover of over 20 times for the rated debt. AIL may retain its current holdings except to retire the rated debt. CRISIL has given A1+ rating for the company's Rs 150 crore commercial paper program. AIL is poised to receive steady dividend inflows from its direct shareholding in the Murugappa group's operating companies and sufficient to meet internal fund requirements. It has strong liquidity supported by debt free balance sheet and healthy cash accruals of over Rs 80 crore annually. It has a diversified investment portfolio and benefits from strong risk profiles of the listed companies in the group as well as the strong reputation of the Murugappa group.

The value of direct holdings of AIL in the listed companies of the Murugappa Group was about Rs 9,484 crore. Valli along with her mother and younger sister holds 8.15 per cent stake in AIL.

Vatsohrai
12/3/24

Emerging Innovations of Converging Times

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Abstract

The years 2010-19 has seen major global upheavals - on social, cultural, health, in addition on economic fronts. The magnitude of the global economic and social challenges the world is facing calls for a dramatic shift towards groundbreaking solutions. Innovation is the mantra for business in modern world, is more true and evident in the recent times too. In general, big or small every business has some risk. For startups, the risk absorpition capacity is limited. Unpredictable events marred the development ideas and a number of startups are nipped in the bud in the past and even during the current times. This paper highlights few innovations during the pandemic and lockdown times. In addition, it presents Funnel Model for successful innovation.

Keywords: Innovation, Sustainability, Scalability, India

Introduction

Covid led to a never before convergence as the problems created leveraging opportunities and which led to the development of resilient product and service ranges by some of the firms. The changing scenario also forced some of the businesses to change for better. It resulted in some robust innovations, which are effective and sustainable. Flexible and sustainable solutions are required for long-term success of the product and expansion of product life cycle. Innovation is not limited to private firms, even Government firms were in forefront of innovation from the beginning as they had better R&D infrastructure. In current times also they are progressing on the path of innovation. During lockdown, Southern Railway Signal & Telecommunication engineer, R Nidheej has developed a device to remind people to maintain at least a three-meter distance from each other. If two or more people wearing Social Distancing Ensuring Device happen to come within a distance of 2-3 meters, it will warn them with an alarm sound. It would continue to produce the alarm sound until they keep a range above 3 meters. The device can fit into a pocket or a small purse, can be attached with ID cards, and can be used along with a wristwatch. It weighs just 30 grams and uses radio frequency to detect the presence of human beings if they are wearing the same device. This is not only great innovation for passenger safety but also safety of on-duty railway employees. They have also developed a sanitizer dispenser, which uses ultrasound sensors and microcontrollers to dispense sanitizer automatically for 0.75 second when someone places his or her hands under it.

Satishkrishna
12/3/24

MILLENNIUM RESEARCH TRENDS

- CURRENT CHALLENGES & SOLUTIONS

Editors

Dr. Y. Vinodini

S. Vijay Kumar

*Gatya Prasad -
12/3/24*

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Gatya Khandi
12/3/24

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Gatya Krasodh
12/3/24

Innovative Research Trends & Opportunities

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Abstract

Indian minds are working in the top most organizations and leading the world. However, India is backward in its contribution to world of research. India is long-suffering from brain drain. This paper looks in the ways that India can develop, nurture best of the talent and stop the brain drain. It also discusses the successful case of Industry - Academia Research partnership at MEPCO Sivakasi.

Keywords: India, Innovation, Research,

Introduction

The concept of brain drain refers to global relocation of skilled workers from their countries to the countries offering greener pastures. Brain drain can hamper the growth of economy. In addition, this concept has requires attention in India. As India still is struggling to be a developed country, its needs immediate focus on R&D. It should spend at least 1% of its GDP on R&D to encourage quality research. Anelli, Massimo et al (2019) found that emigration of youths from Italy led to a reduction in innovation.

The new norm has finally arrived in India, "Publish, or Perish". Developing countries, as India, suffers the perils of low quality research, as the country hosts multitudes of literate and young population, there is crunch of resources to meet its demand. Therefore, the pressure of research leads to imitation and plagiarism.

Country and institutions needs development of research culture. Individual research requires huge internal motivation with external support. Motivation and resource can produce and good quality research in the academic environment. It is a hard to produce regular novel and useful research. Therefore, the sufficient time cushion should be available to the researchers. Though funding agencies are available, their number is abysmally low. It is not possible for every academic institution to avail funding from agencies.

As in developed countries, India needs corporate - academic partnerships to prevail upon better results. The CSR activities of Indian corporate can be diverted to academic institutions for generation of result-oriented research.

A sustainable research orientation is built on three primary pillars viz, funding, reward, and recognition. These these factors mostly are part of internal environment. Whereas there can be extraneous elements which effect the success, like political, economic, social, technological, environmental and legal.

Gatya Aravalli
12/3/24

New Imperatives in Post Covid-19 Scenario

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Abstract

The world has become truly a global village, now for one more reason, Covid-19. As the pandemic crawled on, a lot much is said and written in scathing criticism adding to the pandemic chaos. The much ado from various stakeholders continues even as the Covid-19 is having an unabated outing. Exceptional sanity also displayed from unprecedented quarters like never before. Altogether, this great black swan event led to a new social economic churning. Colossal damage could have been avoided, if the people were diligently sincere enough to the nature and self. However, every disaster turns in to opportunity and a lesson is learnt from the lesion. Therefore, the new imperative calls for the opportunities and pick up the loose strings to triumph over the looming crisis on the humanity. This paper tries to capture these new imperatives of the coming world order.

Keywords: India, Covid-19, Deglobalization, Pandemic, World

Introduction

Pandemic Covid-19 has exposed the underlying conditions of our societies, which so far were unnoticed. This black swan event has created a chance for development if we take the right steps. Sarah Ku et al. (2020) argues that disruptions are natural and recurring phenomena of life, the ways in which we deal with them differ based on attitudes, support, politics, capabilities, and limitations.

The year 2020 has seen and aggravated the fragility of complex globalized supply chains, and vast inequalities in access to healthcare and job security. India as a nation, as an economy as a plural society is under a heavy pressure like never before. The situation calls for new imperatives. A first aid will not suffice, we need to go for long term sustainable indigenous solutions to foster the country in to a robust and powerful economy. Developing a vaccine for infectious disease takes a long time and needs huge financial backing. However, it is need of the hour, Ahn D-G et al. (2020) opines that vaccine to prevent is a crying need to prevent and combat the disease. On the hind side, it is not free from dangers. Shibo Jiang (2020) warns against the ill effects of rushing to deploy COVID-19 vaccines and drugs without sufficient safety guarantees.

Satya Prasad
12/3/24

Impact of Pandemic on Indian Education Sector

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Abstract

The pandemic has significantly disrupted the entire education sector, which is a critical determinant of a country's economic future. The outbreak of corona virus disease (COVID-19) has been declared a Public Health Emergency of International Concern (PHEIC) and the virus has now spread to many countries and territories. The protection of children and educational facilities is particularly important. However, care must also be taken to avoid stigmatizing students and staff who may have been exposed to the virus. It is important to remember that COVID-19 does not differentiate between borders, ethnicities, disability status, age or gender. Education settings should continue to be welcoming, respectful, inclusive, and supportive environments to all.

The ongoing pandemic is changing the way education is being delivered around the world. As an education provider. Thinking of new ways on how to help your students learn. A large group of colleges and universities are trying to make the best of the situation to ensure that learning remains uninterrupted, with online, classes, assignments and admin work. But the challenge here is the multitude of tools and services that are needed to run an educational institution online.

Keywords: Covid-19, India, Education, Impact

Eliminating Physical Classrooms

Covid-19 has forced universities across India and the world indeed, to suspend physical classrooms and shift to online classes. In India, while this transition has been smooth for most private universities, the public ones are still adapting. There have also been debates on the nature of classes and the future of examination and evaluation- whether they could be conducted online or not. While faculty grapples with new ways of managing this sudden transition to online education, students are left clinging on to their mobile phones and computer screens. If the lockdowns were to continue for some time, how would higher education be affected? What are some of the deeper issues that require introspection? And what does this mean for the students going forward? The universities and teachers Business Standard reached out to agree that their transition to online teaching had not been very difficult. However, if the lockdown continued over a longer period, some investment in infrastructure and additional training for teachers and students would be required.

Satyashankar
11/2/24

Challenges of Banking Sector in Post Pandemic Economy

Mrs. T. Nagabharani

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Stanley College of Engineering and Technology for Woman

Abstract

Banks certainly have their hands full in light of the novel corona virus outbreak (covid-19). Borrowers and businesses face job losses, slowed sales and declining profits as the virus continues to spread around the world. The global COVID-19 Pandemic has emerged as the "black swan event" which is going to require extraordinary measures from governments across the globe to help resume economic stability. The government and the regulators have responded by providing an economic stimulates package with several measures to share up liquidity and provide forbearance on several financial and compliance commitments.

Keywords: Covid-19, India, Banking

Introduction

Banks are going to face a number of challenges at the Micro and Macro levels. The pandemic covid-19 and subsequent lockdown has jeopardized the economies of many countries. The complete shutdown of businesses has led to a dramatic reduction in cash flow and this poses a huge threat to banking operations. In India, to mitigate the risk the Reserve bank of India (RBI) and the government have taken precautionary measures, reducing the repo rates and cash reserve ratio. The banks however are going to face a number of challenges at the Micro and macro levels in the post-covid period.

Covid-19 has crippled our fragile economy. Pause in Production and sale and an upsurge in unemployment is bound to persist for some time. Bank assest are also eroding fast. By announcing a moratorium on EMIS for three months, RBI has unwittingly thrown open the door for citizens to further default on their commitments.

Corona Virus Challenges Traditional Banking Habits

As community spread of the corona virus (covid-19) Proliferates, alternatives to in person banking and physical exchanges are looking more and more attractive current official recommendations from the centers for disease control and prevention advice individuals to stay six feet away from visibility six people. This may be all but impossible at physical branches, where long lines and closed interactions with bankers are expected. All it takes is one infected person to sneeze or cough to put everyone else around them at risk. Moreover, some people

Chaitanya
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Satyendra
14/3/24

The role of emerging digital marketing technologies in the success of the Business

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ABSTRACT

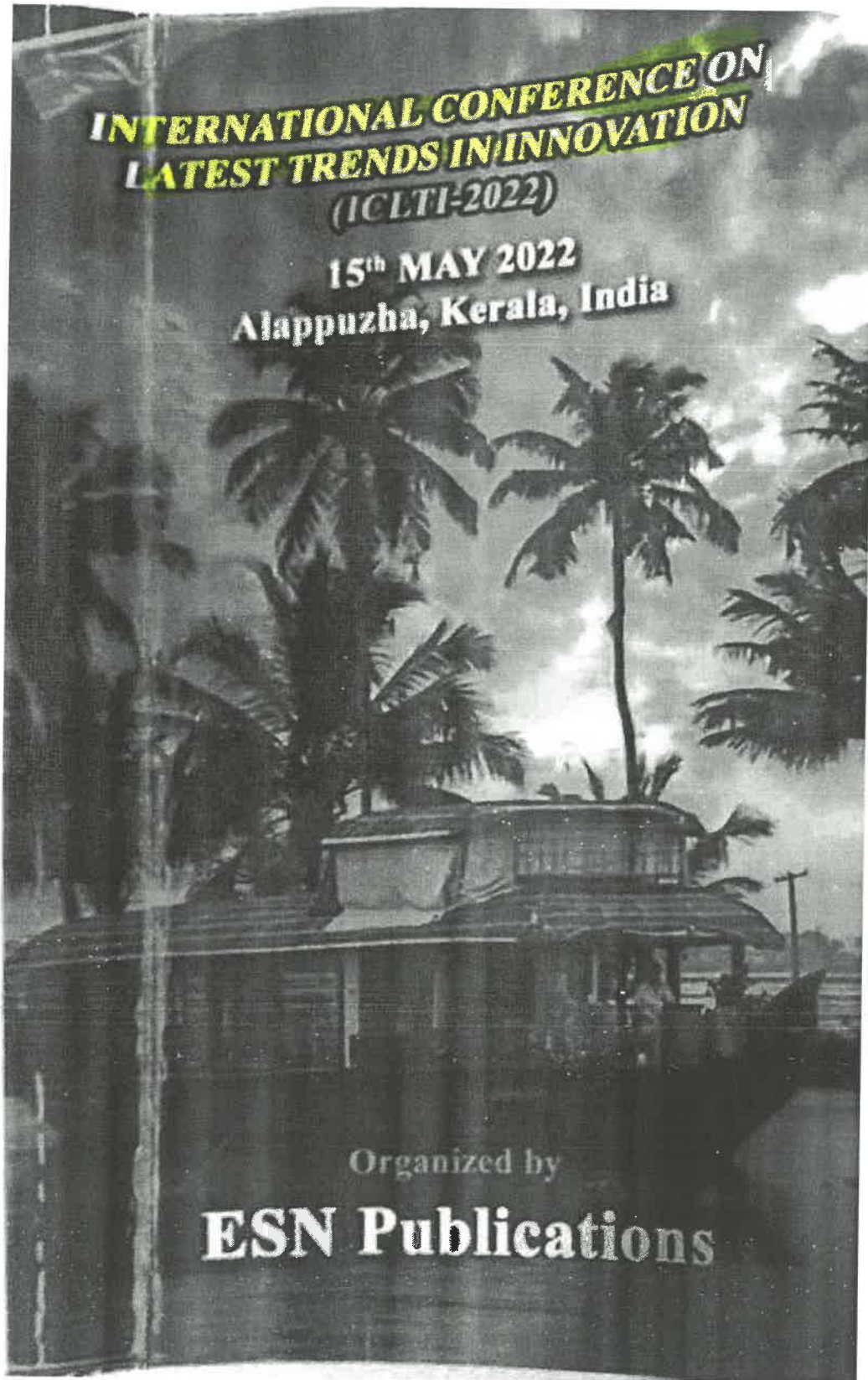
Digital Marketing is the promotion of products or brands via one or more forms of electronic media. The key objective is promotion of brands through electronic media it is the promotion of products or brands via one or more forms of electronic media, differs from traditional marketing in that it uses channels and methods that enable an organization to analyze marketing campaigns and understand what is working and what isn't – typically in real time.

Digital marketers monitor things like what is being viewed, how often and for how long, sales conversions, what content works and doesn't work, etc. While the Internet is, perhaps, the channel most closely associated with digital marketing, others include wireless text messaging, mobile instant messaging, mobile apps, podcasts, electronic billboards, digital television and radio channels, etc. This shifting environment presents new opportunities and challenges for marketers. With digital marketing, it's easy to fall behind. Digital marketing equips you with the tools you need to assess your organization's social media and digital marketing strategy and helps you identify areas of improvement. Useful for individuals from small- to medium-sized businesses who want to use new media as a vehicle for growth. Organizations are leveraging digital marketing methods for successful marketing strategy implementation inbound marketing through publishing content

Yallapragada
12/3/20

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Satya Kumar
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**AN EMPIRICAL EXAMINATION OF INTRINSIC
MOTIVATION, PERFORMANCE APPRAISAL
SATISFACTION, AND PERFORMANCE
OUTCOMES AMONG EMPLOYEES IN SELECT
SERVICE SECTOR ORGANIZATIONS**

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ABSTRACT

The empirical research examined the effect of Intrinsic Motivation (IM) and employees' Performance Appraisal Satisfaction (PAS) on Performance Outcomes (POs) viz., Organizational Commitment (OC) and Turnover Intention (TI). The existence of significant differences among variables under study due to different demographic factors was also tested. A questionnaire survey approach was used as a method of heterogeneous data collection involving 302 employees from three select Service Sector Organizations (SSOs). Correlation analysis, regression analysis and one-way ANOVA tests were conducted to test the hypothesized relationships. Empirical evidence supported the direct relationships of IM and PAS with OC and TI. The findings indicated that IM and PAS are above normal in most of the cases across the demographic groups. Significant differences were observed on perceptions of PAS and

Chaitanya Prasad
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Dr. Padma Yallapragada

Professor & Head
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presented a paper entitled

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INSTITUTIONS ON THE CUSP OF TRANSITIONING
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*Dr. Padma Yallapragada
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Gatya Prasadil
12/3/24

LEADERSHIP CHALLENGES IN HIGHER LEARNING INSTITUTIONS ON THE CUSP OF TRANSITIONING TOWARD EDUCATION 4.0

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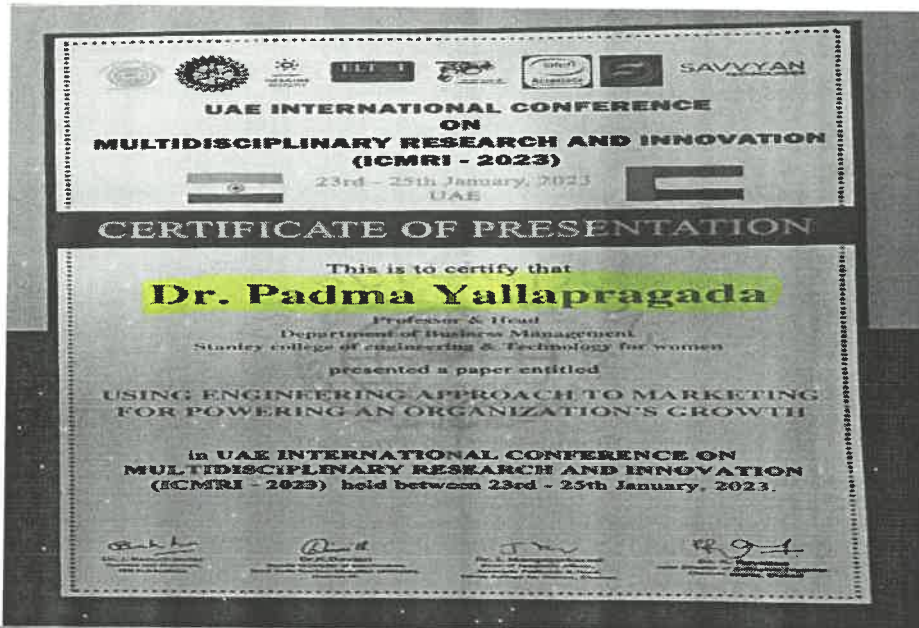
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ABSTRACT

Early part of the new millennium heralded the onset of **Education 2.0** as it witnessed technology percolating the education process as teachers and students alike began using basic technology. This era is followed by **Education 3.0** where intensive infiltration of user-generated internet on a massive scale as well as many and varied technological advancements became its hallmarks. During this period, with increased access to their own information, learners have the option to learn virtually. Availability of several platforms makes it possible for the learners to establish, use, and maintain easy connectivity with members of faculty and other students also. The erstwhile back and forth student-teacher centric processes are replaced by a unique personalized and networked approach to education where learner's independence, autonomy, and connectivity to different and diverse sources of information became the primary reasons for real celebrations all over. Now, the leaders of Higher Learning Institutions (HLIs) are on the cusp of an entirely new phase, which is the harbinger of **Education 4.0**. For these thought leaders, this is the most desired and desirable approach as it aligns itself with the emerging Fourth

Satyaprakash
12/2/24



**USING ENGINEERING APPROACH TO
MARKETING FOR POWERING AN
ORGANIZATION'S GROWTH**

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Marketing Engineering is a highly innovative field that brings science to the managerial intuition of marketing science to the practice of marketing science to the 21st century. The tremendous development in information and communication, whether electronic or traditional, affects the business environment, which requires more and more research, analysis, and accuracy in making marketing decisions. Marketing decisions obey and follow up engineering process and structure in

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