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LIST OF PAPERS PUBLISHED DURING LAST FIVE YEARS

Title of paper	Name of the author/s	Department	Name of journal	Year of publication	
Psychological Health: A Must for the Students in Management Education	Dr. V.SreeJoythi	MBA	International Journal of Innovative Research and Creative Technology	2022	
A Study on diversity &Inclusion at Workplace	Nuzhath Khatoon	MBA	International Journal of Innovative Research and creative Technology	2022	
Importance of Savings for Retirement and Early Decision Making in Human Life	Sushma Karnati	MBA	International Journal of Management (IJM)	2021	
The Best Employesrs Of India- Insights from Corporate Delegates	Dr. V.SreeJoythi	MBA	International Journal for Research Trends and Innovation	2021	
Exploring Cyber security threats on society	Nagasri Vanga	MCA	International Journal for Research Trends and Innovation	2021	
Work-life Balance:Prospects and Retrospects	Dr. V.SreeJoythi	MBA	International Journal for Multidisciplinary Innovative Research	2021	
Impact of social Networking sites on the academic performance of Gondwana University students	Dr. Sandeep Shankar rao Guddiliwar	MCA	IRJSE	2021	
A Study on Employee Engagement In PG College	N.Anjali	MBA	International Journal of Innovative Research & Creative Technology	2020	
Indian Economy: A survey of The FY 2018-2019	Dr.V..Sreejyothi	MBA	International journal of scirnce & engineering development research	2020	
Training and Development	M.Harshavardhan	MBA	International Journal For Multidisciplinary Research	2020	
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Cloud Computing in Analytics	Bidyutala Sahoo	MCA	International Journal for Research Trends and Innovation	2020	
Smart Indoor using IOT	Mohammed Mahboob Hussain	MCA	International Journal of Science & Engineering Development Research	2020	
Inspiring Solutions with Global potential: Meeting Corporate needs	Dr.V..Sreejyothi	MBA	International journal for multidicciplinary research	2019	
Smart Indoor using IOT	Mohammed Mahboob Hussain	MCA	International Journal of Science & Engineering Development Research	2019	
Conceptual Framework on Role Effciency in worklife balance	Dr.V..Sreejyothi	MBA	International Journal of Science & Engineering Development Research	2018	
The study MIS on impoving Organization performance	Nuzhath Khatoon	MBA	International journal for research of trends and innovations	2018	

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Psychological Health: A Must for the Students in Management Education

Authors
Dr. V Sree Jyothi, Sushma Karnati

Abstract
Manager plays a crucial role in leading an organisation to success. It is their personality that creates a good marketing condition within and without the organisation. They should possess very good decision making abilities, with clarity about their decisions. They should also be able to face the repercussions that arise out of their decisions. Then only they can win the trust of their stakeholders. In the ever changing business

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Psychological Health: A Must for the Students in Management Education

Dr. V Sree Jyothi [1], Sushma Karnati [2]

[1,2] Associate Professor,
Aurora's PG College, Hyderabad

Abstract

Manager plays a crucial role in leading an organisation to success. It is their personality that creates a good marketing condition within and without the organisation. They should possess very good decision making abilities, with clarity about their decisions. They should also be able to face the repercussions that arise out of their decisions. Then only they can win the trust of their stakeholders. In the ever changing business environments which are becoming more and more unpredictable and which are facing cut-throat competition, managers have to face many challenges from political, environmental, social, technological, economic and legal sectors. In this process, they are facing a tremendous pressure which is resulting in their physical, psychological, cognitive and social attitudes. Consequently their psychological health is up-set, seriously damaging their managerial abilities. This article throws light on some aspects which show strong impact on the psychological well being of the managers.

Keywords: Autonomy Dimension, Personality Disposition, Gender Variation, Disruptive Tendency.

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A Study on Diversity & Inclusion at Workplace

Dr. Nuzhath Khatoon

Associate Professor
Aurora's PG College
(Affiliated to Osmania University)

Introduction:

Diversity and inclusion are the central concepts in contemporary workplaces. Diversity refers to changes in demographic characteristics of the workforce and work organization like race, ethnicity, sex, education level, geographic background, language, value system and other attributes. The narrow usage of surface diversity meaning attributes of people that can easily be seen and thus often become the basis of stereotyping and misunderstanding. These dimensions are often important in social interaction and are familiar to most of us as potential bases for difficulties at work.

Most of these differences relate to ascribed status: like social position that is accorded to people because of who they are rather than what they have achieved. Most of these attributes are not under the control of a person and cannot be changed at will through energy, effort or talent some, such as sex, race, typically do not change throughout one's life.

The broader usage of diversity exist within the organization can cause problems in communication and interaction to which diversity can be applied. Some examples are an employee's functional area (Department/Specialization), organizational level, geographic origin or accent or personality and work style, any of these can be the basis of a serious stereotyping and prejudice. Thinking of these diversity issues improve our understanding of workplace dynamics and leads us to a broader range of research literature and techniques for addressing problems, for examples many studies exist on homogeneity vs heterogeneity in problem solving groups based sometimes on sex but often on other types of differences.

From the psychological perspective on diversity management, our concerns are the behavior and feeling of different people and how organization and managers can most effectively deal with these issues.

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IMPORTANCE OF SAVINGS FOR RETIREMENT AND EARLY DECISION MAKING IN HUMAN LIFE

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Assistant Professor, Department of Management, Institute of Management Studies and Research, Kosara, Chandrapur, Maharashtra, India

Sushma Karnati

Research Scholar, Department of Management, Gondwana University, Gadchiroli, Maharashtra, India

ABSTRACT

Time has influence on the lives of people and the physical, social and other environmental factors impact the human life, as well as the life of income earners. External aggressions, internal disturbances may lead to distress for the families which sometimes incapacitate the income earners, which directly or indirectly leads to families becoming unguarded and uncared for. This requires guard which provides safety nets, or coverage against risk to see that the family lives well, social lives are

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THE BEST EMPLOYERS OF INDIA- INISGHTS FROM CORPORATE DELEGATES

*Dr. V Sree Jyothi, Associate Professor, Aurora's PG College, Hyderabad
**Sushma Karnati, Associate Professor, Aurora's PG College, Hyderabad

Abstract: In recent times, the concept of a work place has changed considerably, in every sector, from corporate offices, co-working spaces and social media. Whatever be the place of work, a good employer not only brings out the best in his employees but also facilities their Personal and Career growth, through various initiatives and programmes. 'Forbes India', a globally renowned business magazine, in collaboration with AON conducted a study on the companies that managed talent best. Through meticulous planning and consistent efforts, 16 companies, by dint of their employers' innovative strategies and their human touch in administration, enhanced the skills of their staffers while retaining their individuality. The study reveals that employers need to foster individuality and inclusion to be among the most sought after. The students of management education have to be acquainted with these virtues, as they are going to be future employees and employers as well. This article lays focus on the good culture to be sustained in good business.

Keywords: Enabling infrastructure, aligned culture, accountability, diverse work force, spectrum of choices, institutional biases, family-centric approach, strength finder, EV technology, alignment of goals, attrition rate, right ecosystem, job rotations, competency mapping, zero waste practices, communication plat forms, motivated workforce, divergent thinking, prioritising, ethical behaviour.

Introduction

Once upon a time Management gurus used to think that people management is the concern of HR Department. But as the concept of knowledge economy grew, It has become the concern of all stakeholders in the organisation. In past, talent management meant talent acquisition and motivation of the employees. But times have changed. Organisations have to respect the individuality of the employees and "include" them. Hence, diversity and inclusion have to be embraced. But AON Best employers feel that diversity is the means to a more just and more effective employee experience. They prefer 'acquired' diversity to 'inherent' diversity. They address the institutional biases that shape their company culture.

Exploring Cyber security threats on society

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Abstract: Cyber security is crucial to society as protecting information, computer networks, databases, and software programs has become one of the biggest challenges in the current day situation using countermeasures for cybersecurity. So, to ensure security, software, antivirus, firewalls, other technological tools are essential for safeguarding personal and sensitive data. As our governing bodies are building cybersecurity policies and infrastructure, all technical savvies and educated people should compliance with the cyber infrastructure. The information security triad confidentiality, integrity and availability are ensured for the information systems by reducing the damage done by cyber-attacks. An intrusion detection system (IDS) is a software application which scans and monitors networks for any suspicious activity or a policy breaching and issues alerts if any such are found. Cybersecurity, ethics, and cyber safety and cyber threats are need to be integrated with the education to reduce the risks associated with them. New approaches are finding their way to ensure cyber security. This paper focuses on emerging trends of cybersecurity using technologies like social-networking, cloud computing, e-commerce.

Keywords: cyber safety, e-commerce, intrusion detection system, cyber security, cyber safety.

Introduction

A remarkable transformation was possible in India due to the diffusion of technology to the grass root level and same happened with the computers with internet connection. Everything happened so suddenly and rapid delivery of information increased productivity and decreased cyber security. India stands fifth in worldwide ranking of countries affected by cybercrime [1]. Among the Indian organizations, which responded to KPMG's [2] Cybercrime survey report 2014, 89 % considered cybercrime as a "major threat" (p, 3). Much of the vulnerability is because of computer illiteracy and pirated software.

Internet is one of the fastest –growing areas of technical infrastructure development [1]. Since the degree of digitization of economic activities is tightly linked to the probability of experiencing cyber-attacks [3] , India's massive digitization efforts deserve

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Work-Life Balance: Prospects and Retrospects

Author[s]	Dr. V Sree Jyothi, C. Kameswari
Country	India
Abstract	Work-life balance is the state of equilibrium in which personal life and professional life are balanced equally, without being detrimental to each other. It consists of flexible work arrangements which make room for other life programs and practices. The term is of recent origin, used in UK in late 1970s and in the USA in late 1980s. It describes the balance needed by a working individual between his working time and personal time. Besides his job, one has to fulfill one's personal interests, family obligations and leisurely activities. As the saying goes, all work and no play makes jack dull. Similarly, all play and no work too is dangerous. In recent times, technology enables men and women discharge their duties with ease, by the help of smart phones, emails, video, chat and others. They need not confine themselves to a 9 to 5 time schedule, as the previous generations had to. But balancing work and life is not as easy as it is advocated to be. There are a lot of dos and don'ts in this process.

Work-Life Balance: Prospects and Retrospects

Dr. V Sree Jyothi [1], C. Kameswari [2]

[1] Professor, Aurora's PG College
[2] Associate Professor, Aurora's Business School
Hyderabad

Abstract

Work-life balance is the state of equilibrium in which personal life and professional life are balanced equally, without being detrimental to each other. It consists of flexible work arrangements which make room for other life programs and practices. The term is of recent origin, used in UK in late 1970s and in the USA in late 1980s. It describes the balance needed by a working individual between his working time and personal time. Besides his job, one has to fulfill one's personal interests, family obligations and leisurely activities. As the saying goes, all work and no play makes jack dull. Similarly, all play and no work too is dangerous.

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Impact of social Networking sites on the academic performance of Gondwana University students.

Gudelliwar Sandip S[1], Dr. SK Yadav[2], Dr. SB. Kishor[3]

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ABSTRACT

Social media could be a common technique for communication among university students in the Republic of India. However, the unnecessary use of social media can even have a negative impact on academic performance of students. This analysis explores the questionnaires conducted by a survey on university students studying at Gondwana University, Gadchiroli,

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A Study on Employee Engagement in PG Colleges

Authors

N. Anjali

▶ Publication Number

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Abstract

Employee engagement is stronger predictor of positive organizational performance clearly showing the two way relationship between employer and employee compared to the three earlier constructs: job satisfaction, employee commitment and organizational citizenship behaviour. Engaged employees are emotionally attached to their organization and highly involved in their job with a great enthusiasm for the success of their employer, going extra mile beyond the employment contractual agreement. It refers to a condition where the employees are fully

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A STUDY ON EMPLOYEE ENGAGEMENT IN PG COLLEGES

N. Anjali

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Abstract: Employee engagement is stronger predictor of positive organizational performance clearly showing the two way relationship between employer and employee compared to the three earlier constructs: job satisfaction, employee commitment and organizational citizenship behaviour. Engaged employees are emotionally attached to their organization and highly involved in their job with a great enthusiasm for the success of their employer, going extra mile beyond the employment contractual agreement. It refers to a condition where the employees are fully engrossed in their work and are emotionally attached to their organization. Employee engagement is crucial for the betterment and growth of the organization; to the point, it is the investment of the organization's most important asset that must be cultivated, groomed, and advanced.

Employee engagement is level of involvement and commitment on behalf of an employee's level of participation in their organization and its values. Engaged an employee is aware of business context, and works with Colleagues for the benefit of the organization to improve performance within the job. This is a positive attitude towards the organization and its values held by employees. This project is an effort to understand how employee engagement is associated with employee job satisfaction and how on employee loyalty leads to better work force and affect its loyalty. Objectives of the study are to assess the importance of employee engagement in PG colleges and to make suggestions to improve performance. An engaged faculty will show a high degree of commitment and involvement in the profession. For him/her teaching is more of commitment than compliance. Important thing to be noticed here is where this commitment and involvement of a faculty reflect upon? This paper tries to go deeper into the analysis of justifying what engages the faculties of management colleges and institutions in such a way that it enhances the students' performance.

Keywords: Employee engagement, emotional attachment, student's performance, organizational commitment, organizational citizenship behavior

INTRODUCTION

Employee engagement refers to a condition where the employees are fully engrossed in their work and are emotionally attached to their organization. Employee engagement is the emotional commitment the employee has to the organization and its goals. The employees must be assigned challenging assignments as per their interests and expectations so that they devote their maximum time to work rather than loitering and gossiping around. Employee engagement is not a Human Resources initiative that managers are reminded to do once a year. It's a key strategic initiative that drives employee performance, accomplishment, and continuous improvement all year long. It's the outcome from how your organization interacts with people to drive business results. Employee engagement strategy plays a vital role in motivating the performance levels of the workforce. A motivated employee will seek out ways to accomplish a task. He will look at contributing his best at every new opportunity that comes in his way. Such employees realize the connection between their contribution and the company's needs.

INDIAN ECONOMY: A SURVEY OF THE FY 2018-19

Dr. V. Sree Jyothi[1], C. Kameswari[2]

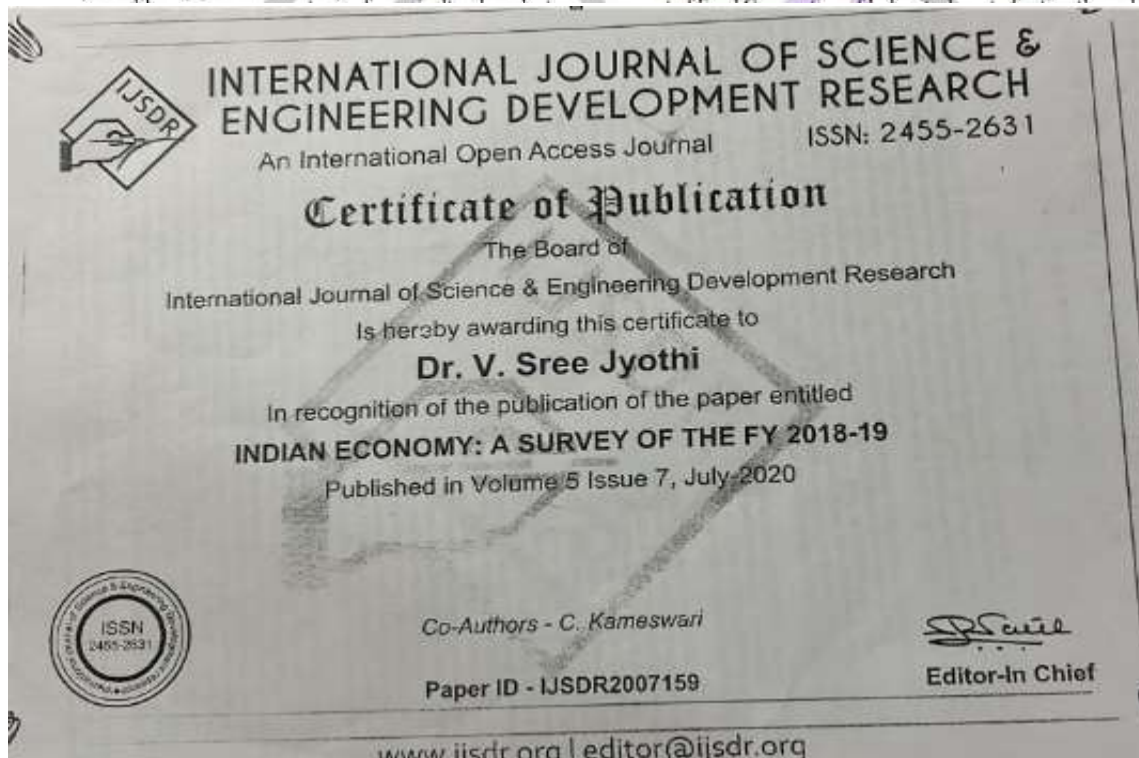Aurora's PG College, Hyderabad
HOD, Aurora's Business School, Hyderabad

Indian Economy recorded a GDP of 7.2% during the financial year 2017-18, whereas it came down to 6.8% in 2018-19. Inspite of this fall, India stood as the fast-developing economy in the world. When compared to 2017-18, there a decay in the world production in 2018-19. In 2018, the world economy decayed due to trade clashes credit policies and economic controls in the developing countries of the world. India stood as the seventh largest economy in the world. When compared to the economies of China and those of other larger ones, India's average Growth rate was recorded high during 2014-15 and 2017-18. As per the consuming power of its people, India was the third largest economy during the said period.

India has to confine herself to the GDP of 6.8% in 2018, due to the decay in development in the sector of Agriculture and its allied wings, commerce, Hotel, transport, warehousing, information and broadcasting, public administration and defense.

For the last five years, after 2014-15 the actual GDP growth rate of our country is 7.5%. In 2018-19, the growth in agricultural sector has been affected, as the area of farming under Rabi season has come down. Issues like reduction is Government final consumption, change in stocks and decay in valuables to led to the decay in GDP rate growth. In 2018-19, In GVA, the share of Agriculture sector and its allied wings is 16.1%, whereas that of Industrial sector is 29.6% and that of service sector is 54.3%, as per the records.

Indian Agriculture has been facing many challenges for some years. Water scarcity and division of agricultural lands into smaller units affected the agriculture produce. The economic survey was of the option that ICT based weather smart farming has to be taken up to achieve stability and growth in agricultural productivity. To improve rural economy, allied sectors like poultry, dairy and aqua should be given top priority. When modern technology is used in food subsidy and food management, food security will be available to all equally.

The GVA growth in 2014-15, in the agricultural sector was very low. In 2016-17, it was 6.3% whereas in 2018-19 it is only 2.9%. During this period, i.e., between 2014-19, there was a downtrend in crop production, animal husbandry and forestry. But in aqua sector, the growth was high, almost three times. Small and marginal farmers depend mostly on agricultural sector, if we observe the data. In nutritional standards, India occupies the first place whereas in food security it stands in 76th place in the list of 113 Countries. This situation indicates that India has to improve her food supply management. The government of India took crucial

TRAINING AND DEVELOPMENT

M Harshavardhan,

Assistant Professor,
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Abstract: Training and Development is a vital part of HRM, it helps in nurturing the people according to the needs and demands of the organizations. It serves as a platform to identify the future leaders among the group of employees. Organizational objectives can only be achieved only when there is a team effort, Training and Development caters the team building and team playing abilities among the employees by providing the both departmental and cross-departmental training programs. Training and development refer to educational activities within a company created to enhance the knowledge and skills of employees while providing information and instruction on how to better perform specific tasks. Training is a short-term reactive process meant for operatives and process while development is designed continuous pro-active process meant for executives. Training and Development is a structured program with different methods designed by professionals in particular job. In fact, many organisations are using term "training and development" as one and same. Mostly we hear the term "training" for the purpose of the inducing skills and knowledge among employees. Both training and development are continuous and core tasks of organisation, but employee training will be for the particular job to develop skills in concern particular job for a particular period and will be given periodically whenever updating of skills needed for performing particular job and moreover training is meant for the purpose of development of technicality among employees. Training is mainly provided for making employee aware on how to handle particular job, technology or equipment for doing particular task or function in the organisation. Ultimately training of employees will be by way of teaching by the professional in particular job which involves technicality to develop skill.

Keywords: Training & Development, Employees, Knowledge, Skills, Organizational objectives.

Need for training and development:
Companies spend money on training and development as -

o   Training opportunities increase employee retention.
o   Training is cheaper than replacing.

CUSTOMER RELATIONSHIP MANAGEMENT

Jagadeesh kumar Peram,

Assistant Professor,
Aurora P.G. College, Punjagutta,

Abstract: Customer Relationship Management is an upright concept or strategy to solidify relations with customers and at the same time reducing cost and enhancing productivity and profitability in business. An ideal CRM system is a centralized collection all data sources under an organization and provides an atomistic real time vision of customer information. A CRM system is vast and significant, but it can be implemented for small business, as well as large enterprises also as the main goal is to assist the customers efficiently. Usually an organization consists of various departments which predominantly have access to customer's information either directly or indirectly. Most of the organizations have dedicated world class tools for maintaining CRM systems into their workplace. A CRM system is not only used to deal with the existing customers but is also useful in acquiring new customers. The process first starts with identifying a customer and maintaining all the corresponding details into CRM system which is also called as 'Opportunity of Business' Customer Relationship Management strategies have given a new outlook to all the suppliers and customers to keep the business going under an estimable relationship by fulfilling mutual needs of buying and selling.

Relationship with customers can change from time to time because it is evolved under distinguished situations. Following are the stages from where the relationship with customers can evolve –

- **Exploration** - Exploration is the process when customer investigates or tests the supplier's capabilities and performance or cross verifies the products or brands usefulness. If the test results fail to satisfy customer's demands, the relationship can drastically come to an end.
- **Awareness** - Awareness is the process when the customer understands the motivational values of supplier or the product he sells.
- **Expansion** - Expansion is the process when the supplier wins customers faith and customer falls under huge interdependence of the supplier. This is the time when there are more chances of business with that particular customer and expand business.
- **Commitment** - Commitment is a powerful stage when suppliers learn to adapting business rules and goal to excel.

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CLOUD COMPUTING IN ANALYTICS

Bidyutlata Sahoo

Assistant Professor (MCA)
Aurora's P.G. College,
Paniagutta, Hyderabad

Abstract: Big Data and Cloud Computing as two important technologies are at the center of concern in the IT industry. Every single day an enormous amount of data is producing from different sources. This data is so huge in size that traditional processing tools are unable to deal with them. Besides being huge in size, this data travels so fast and has a lot of diversity. Big Data is a concept that deals with storing, processing and analyzing large amounts of data. Cloud computing on the other hand is about offering the infrastructure, platform and software to enable such processes in a cost-effective and efficient manner. Many sectors, including among others businesses (small or large), healthcare, education, etc. are trying to leverage the power of Big Data. In healthcare, for example, Big Data is being used to reduce costs of treatment, predict outbreaks of pandemics, prevent diseases etc. This paper, presents an overview of Big Data Analytics as a crucial process in many fields and sectors and how cloud computing helps for this purpose.

Keywords: Big data, DASaaS, DAPaaS, DAIaaS, Cloud Computing

INTRODUCTION

The expansion of data warehouses, webpages, audio and video streams, tweets and blogs is generating a massive amount of complex and extensive digital data. Coherent means are now available for creating, storing, and sharing this information, which also leads to data growth [1]. However, extracting useful knowledge from huge digital datasets requires smart and scalable analytics services, programming tools, and applications.

Big data analytics use compute- intensive data mining algorithms that require efficient high- performance processors to produce timely results. Cloud computing infrastructures can serve as an effective platform for addressing both the computational and data storage needs of big data analytics applications. Much big data already resides in the cloud, and this trend will increase in the future. For example, IT research and advisory firm Gartner estimates that, by 2016, more than half of large companies' data will be stored in the cloud. This trend requires that clouds become the infrastructure for implementing extensive and scalable data analytics

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Published In:	Volume 5 Issue 7, July-2020
Abstract:	Smart Indoor systems achieved great popularity in the last decades as they increase the comfort and quality of life. Most smart home systems are controlled by smartphones and microcontrollers. A smartphone application is used to control and monitor home functions using wireless communication techniques. We explore the concept of smart home with the integration of IoT services and cloud computing to it, by embedding intelligence into sensors and actuators, networking of smart things using the corresponding technology, facilitating interactions with smart things using cloud computing for easy access in different locations, increasing computation power, storage space and improving data exchange efficiency. In this chapter we present a composition of three components to build a robust approach of an advanced smart home concept and implementation.
	Internet of things, Smart indoor, Cloud computing, Home appliances, Smart indoor

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SMART INDOOR USING IOT

*Mohammed Mahboob Hussain

Assistant Professor (MCA)
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Abstract: Smart Indoor systems achieved great popularity in the last decades as they increase the comfort and quality of life. Most smart home systems are controlled by smartphones and microcontrollers. A smartphone application is used to control and monitor home functions using wireless communication techniques. We explore the concept of smart home with the integration of IoT services and cloud computing to it, by embedding intelligence into sensors and actuators, networking of smart things using the corresponding technology, facilitating interactions with smart things using cloud computing for easy access in different locations, increasing computation power, storage space and improving data exchange efficiency. In this chapter we present a composition of three components to build a robust approach of an advanced smart home concept and implementation.

Keywords: Internet of things, Smart indoor, Cloud computing, Home appliances, Smart indoor automation.

Introduction

Classic smart home, internet of things, cloud computing and rule-based event processing, are the building blocks of our proposed advanced smart home integrated compound. Each component contributes its core attributes and technologies to the proposed composition. IoT contributes the internet connection and remote management of mobile appliances, incorporated with a variety of sensors. Sensors may be attached to home related appliances, such as air-conditioning, lights and other environmental devices. And so, it embeds computer intelligence into home devices to provide ways to measure home conditions and monitor home appliances' functionality. Cloud computing provides scalable computing power, storage space and applications, for developing, maintaining, running home services, and accessing home devices anywhere at any time. The rule-based event processing system provides the control and orchestration of the entire advanced smart home composition.

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Inspiring Solutions with Global Potential: Meeting Corporate Needs

Dr Sree Jyothi Valiveti

Associate Professor, Aurora's PG College, Hyderabad

Abstract

This article presents some case studies which were fruitful by integrating various elements of design thinking methodology and coordinating them strategically. It also deals with applying the necessary framework to the problems facing business and society now. The Business world is at a very critical point. Rapid changes are occurring to force us to look not just to the new ways of solving problems but new problems to solve. Large companies are well-equipped to achieve break through from available markets. But unfortunately, there is no assurance of success due to technical virtuosity. It will be more sensible to make innovations from a customer-centric perspective. It will automatically lead to exploit available assets. The human-centric, desirability-based approach is the ultimate purpose of design thinking. That is why established companies like P & G, Nike, Con Agra and Nokia could not be over dependent on technology.

Keywords: Strategic Initiatives, Buyer's Market, Sellers Market, Rein Figuring, Environmentalism,

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Internet of things, Smart indoor, Cloud computing, Home appliances, Smart indoor

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SMART INDOOR USING IOT

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CONCEPTUAL FRAMEWORK ON ROLE EFFICACY IN WORK-LIFE BALANCE: WORKING WOMEN PERSPECTIVES

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Introduction

The concept of work-family (life) balance has emerged from the acknowledgement that an individual's work-life roles and personal/family life roles which may exert conflicting demands on each other. Conflict is a normal part of life and is a natural result of the conflicting demands arising from multiple roles, such as that of a mother, daughter, daughter-in-law, wife, friend, and employee. In order to manage the negative spillover of conflict, it is important to balance the demands from both the domains. Work-life balance is about adjusting work patterns to achieve overall fulfillment. A good work-life balance enables business to thrive and at the same time facilitates the employees to easily combine work with other aspiration and responsibilities. A positive work-life balance involves achievement and enjoyment. A good working definition of work-life balance may be meaningful if daily achievement and enjoyment in each of the four quadrants of life-work role, family role, friend's role, and self role are attained.

The Role and the Individual

When a person becomes a member of a social system, he or she 'receives' certain expectations from other members and responds to these, at the same time projecting his or her own expectations onto the role. One may react very positively and with great satisfaction to others' expectations and fulfils them to the best of one's abilities. Such a 'reactive' (responsive) approach will help the individual take on the role effectively. In contrast, another individual may use the expectations he or she has from the role- what Kahn and Quinn et. al., (1964) calls reflexive role expectations to develop a role - behaviour. This is a 'proactive' approach to role performance.

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The Study of MIS on Improving Organizational Performance

Dr. Nuzhath Khatoon

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Padala Rama Reddi College of Commerce and Management
(Affiliated to Osmania University)

Introduction:

MIS refers to the study of organizations, people, and technology, and how the three elements are interconnected. Information and technology are the two important apparatus of any organization. It is universal organizational practices that the manager has to ensure that the effectiveness of information systems is optimized in order to boost the overall levels of efficiency and organizational productivity. The main role played by MIS is not only revolves around the implications of technology but also on the performance of the employees (Grant, 2010) which turned out to be the excellent platform that serves as a mechanism for decision making.

Over the years, many companies have employed distinctive approaches for the execution and incorporation of MIS within their respective operational frameworks (Sungjune, 2015). While some have effectively implemented MIS and encountered abundant problems (Alec Cram, 2016). This streamlines the need to effectively analyze the distinctive organizational needs prior to implementation of MIS. Moreover, the relevant technology should be employed in the enhancement of the overall effectiveness of the MIS within the organizations (Kayworth, 2008) Based on these requisites, it is evident that there are numerous factors that contribute towards the overall implications of MIS within the organization.

Modern firms have been significantly impacted by this MIS integration in a number of important ways. The capacity to effortlessly translate and share crucial information between all levels and business divisions is provided by MIS in the first place. In addition, it gives management the opportunity to make the organization as a whole more profitable by giving staff more responsibility for serving customers. Third, information is easier to use, more accessible, and more accurate. Finally, contemporary MIS avoids needless duplication and redundancy of effort. Enterprise-wide systems like enterprise resource planning (ERP), customer relationship management (CRM), and supply chain management are replacing functional/departmental systems in many businesses (SCM). This resolves the issues brought on by having various, incompatible systems. Modernizing and streamlining data collection

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