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M. M. Kulkarni



complex set of social, political, economic, religious, demographic, educational and cultural factors that make up the full ecology of human life". In Karnataka, the policy makers too seem to have understood that there can be a domain specific choice of language- going by their near silence on the Supreme Court verdict.

Acknowledgement:

(I am indebted to Prof. N. Krishnaswamy of CIEFL for inspiring many like me to see the language issue from a non Western point of view and prodding me to work on this topic. I am indebted to Dr, J, Sadananda of Kuvempu University for helping me to see this issue of language choice within a framework.)

Contributor:

Dr. Shakira Jabeen B is the Head of the Department of English at Nehru Memorial College, Sullia, Karnataka. She is an alumna of CIEFL- Hyderabad, Dept. of Political Science, Kuvempu University- Shivmogga and a former faculty of RIESI, Bangalore. Her area of research is 'Language Policy'. Her other areas of interest are - Socio linguistics, Cultural Studies, Theory and ELT. (khan.shakira@gmail.com)

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The Nature of Mother's Employment on Nurturing Campus Persistence among Undergraduate Students

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Abstract

Objective: The study aims to empirically test the relationship between types of campus adaptations across students' mothers' level of nature of occupation among engineering undergraduate B. Tech students pursuing a four-year study at Indian Institutes of Technology (IIT's) and National Institutes of Technology (NIT's) in India.

Method: The Multivariate Analysis of Variance (Manova) test was run with SPSS vs. 21 to compare the student's campus adaptations of IIT's and NIT's by students' mothers' level of occupation. Multistage random sampling with n = 1420 students were selected comprising of employed at government (n = 172), employed at private (n = 141), own a business (n = 71) employed as unskilled labourer (n = 10), farmer (n = 10), retired from government service or pensioner (n = 06), not alive (n = 03), unemployed (n = 107).

Result: In the academic adaptation, students' mothers' who were employed by the government, owned a business, employed as unskilled labourer and pursued farming had positive outcome while students' whose mothers' were employed at private, retired from government service, not alive and unemployed had negative outcomes. In social adaptation students' whose mothers' were employed by the government, owned a business, retired from government service and unemployed had positive outcomes while students' whose mothers' were employed at private, employed as an unskilled labourer, pursued farming and not alive had negative outcomes. In physical - psychological adaptation, students' mothers' who owned a business, not alive and unemployed had positive outcomes while student's mothers' employed at the government, employed at private, employed as an unskilled labourer, pursued farming and retired from government service had negative outcomes. In the institutional adaptation, students' mothers' employed at the government, employed at private own a business, employed as an unskilled labourer, retired from government service and not alive had positive outcomes and students whose mothers' were farmers and unemployed had negative outcomes.

Conclusion: Campus adaptations do vary across student's mother's level of occupation influencing student's experiences at IIT's and NIT's.

Keywords: socio-economic status, parents, mother, occupation, adaptation

1. Introduction

Parents' expectations and socio-cultural background influences overall adjustment and academic achievement of students (Balboni & Pedrabissi, 1998). Mothers' and mothers' attitudes differed toward their children's academic performance and perceptions of academic competence by gender (McGrath & Repetti, 2000). The socio-economic problems impact transition from knowledge-based economy to knowledge-based society (Mindeli & Pipiya, 2007) where socioeconomic differences in family size reflect cultural differences in confidence and social support for parenting (Newman, 2009). This reflects that social background differences in education and youth transitions in higher education (Iannelli & Smyth, 2008) impacts transitions to post-secondary and tertiary education (Tieben & Wolbers, 2010). The parent's academic involvement impacts students perceptions of achievement goals (Régner, Loose, & Dumas, 2009) with social and economic purposes of higher purposes of higher education (McArthur, 2011a). Ball and Vincent's concepts of 'hot' (informal) and 'cold' (formal) knowledge provide a complimentary resource for exploring students from low socio-economic status access knowledge (L. Smith, 2011). Though culture and economic factors are found to influence students decision towards higher education (Bowden & Doughney, 2012); parents' concerns exist over the inclusion of



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Supportive care of patients with breast cancer: The role of the onco social worker with special reference to India

¹ Dr. Sandesh KS, ² Dr. Sheethal Rajshekar Rai, ³ Dimple Rajshekar Rai, ⁴ Rakshitha Preethu D'Souza

¹ Head of the Department of PG Studies in Social Work, Nehru Memorial College, Sullia, Karnataka, India

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Abstract

This study looks into the meaning of breast cancer and supportive care. It then reviews who onco social workers are, and the role played by them. Research is made using previous studies and finally conclusions made with new knowledge concerning the supportive care and role of onco social workers.

Keywords: breast cancer, social workers

Introduction

"Breast cancer is the most common cancer among women" (Christina, 2017) [1]. It is the second leading cause of cancerous deaths among women, after lung cancer (HRSA, 2010).

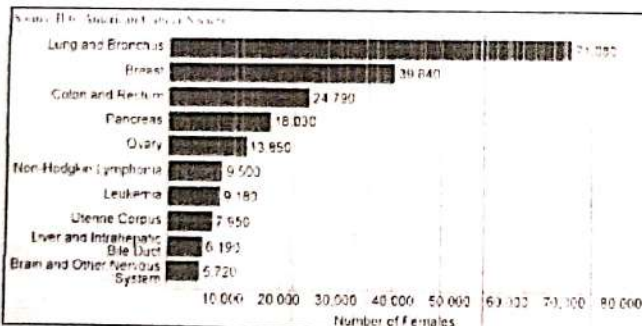


Fig 1: leading Causes of Cancer deaths among females (All Ages), by Site, 2010 estimates

Cancer is a situation whereby there is an excessive growth of cells in the body. Breast cancer can be a ductal carcinoma, which is the most common and starts in the milk duct, or lobular carcinoma, which begins from the lobules. It can further be invasive or noninvasive. Invasive breast cancer is one, which the cells break out from the ducts, or lobules while non-invasive is one, which the cancer is still in the origin (Christina, 2017) [1]. Some of the symptoms of breast cancer include armpits pain, redness of breast skin, rash around nipples, sunken nipple, nipple discharge, change in breast size and shape, and peeling of breast skin.

Supportive care is care that is given to help relieve "symptoms caused by serious illnesses like cancer" (Society, 2017) [7-8]. The main of such care is to make an ill patient feel comfortable. Oncology social workers are professionals who offer to counsel people affected by cancer. They also provide emotional support and aid in getting practical help (Ginny, 2015) [3]. Oncology social workers usually assist either individually or in support groups. An oncology social worker and breast cancer are so related hence a reasonable basis for a study finding more on the role of an oncology social worker in handling breast cancer.

Literature Review

There are so many previous studies made concerning breast cancer. Research shows that cancer has become a fast-spreading non-communicable disease in low and middle-income countries. The problem is that these countries are not well equipped with the right personnel and equipment (Julia, et al., 2016). A group of researchers, on the other hand, emphasized on offering treatment-related toxicities, which offer supportive care. They claimed that this aspect might be overlooked in lower-middle-income countries (Fatima, et al., 2013). Another group gave a solution of making use "of primary care networks and community-based programs" (Patricia, et al., 2013) [7] to offer adequate support to breast cancer patients despite the shortage of personnel and equipment. When compared to China and the United states, WHO gave an analysis that India lost the largest number of people due to breast cancer (The Pink Initiative, 2015) as shown in the table below.

Handwritten signature in green ink.



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Awareness about cancer among the public in Dakshina Kannada district of Karnataka, India

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¹Head of the Department of PG Studies in Social Work, Nehru Memorial College, Sullia, Karnataka, India

²Public Health Dentist, Sullia, Karnataka, India

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⁴ Assistant Professor, Department of PG Studies in Social Work, Nehru Memorial College, Sullia, Karnataka, India

Abstract

Cancer is a curable disease that can turn terminal when presented for treatment in its later stages. While it is a non-communicable illness, many factors contribute to its prevalence including genetics, lifestyle and exposure to toxic waste. Social work involves helping individuals, families and communities to improve their overall well-being to enhance social functioning (Healy, 2014). Oncology social workers help patients and their families cope with the distress brought on by cancer from its onset to the treatment or terminal stage (Mostert, 2017). Social workers in the Dakshina Kannada area, therefore, must create awareness on the causes of various cancers, their advancement and treatment to increase the current cancer survival rate (Mostert, 2017; National Institute of Cancer Prevention and Research, 2017). This paper reviews the cancer awareness levels in the Dakshina Kannada district of Karnataka state in India to determine the levels of cancer awareness causal factors and possible solutions that social workers can use to solve the issues this raises.

Keywords: cancer, treatment

Introduction

India has the most cancer incidences and deaths in the world. Cancer incidences in Karnataka between 2011 and 2014 increased from 52099 to 56330 while deaths increased from 22923 to 24785 (Indiastat, 2014) [4]. The leading causes of cancer deaths in India are oral, breast and cervical cancer where the latter is the key reason for death amongst women (Breast Cancer India, 2014; World Health Organization, 2016) [12]. This paper reviews studies conducted in Dakshina Kannada, a rural district located in Karnataka, to determine the level of cancer awareness and outline recommendations that oncology social workers can use to improve the condition in this area.

Acknowledgements

We would like to thank Dr. Janet Parameshwara Head, Medical Social Work (Oncology), Kidwai memorial Institute of Oncology, Bangalore for giving us the guidance we needed to finish this paper.

Literature review

A study of 3 different rural areas of Dakshina Kannada conducted by the Department of Oral & Maxillofacial Surgery at the Nitte University shows that people are aware of the existence and dangers of cancer but they are still slow to seek medical care due to their social economic state and widespread stigma associated with cancer. Another study conducted by WHO in Nigeria lists stigma, discrimination, poverty and illiteracy as the main drivers of lack of awareness of breast cancer among women. A research published in the South Asia journal of cancer in 2014 lists the cognitive barrier

as the main cause of lack of awareness where family history contributes to awareness levels. "Social Work Theories in Context: Creating Frameworks for Practice" is a book that outlines the duties of a social worker in creating change for vulnerable populations such as women, the poor and those with disabilities. One of the most effective strategies they use is providing these populations with knowledge about the problems they face and their possible solutions (Healy, 2014) [3].

Methods

Three studies that detail the incidence of oral, breast and cervical cancer are intensely reviewed to pick out what they state about the level of cancer awareness presented in various areas of Dakshina Kannada. The first article is "Oral cancer awareness in rural Karnataka - are they aware?" By Gopinath Thilak P.S., Renita D'leema & Vinayak Kamath (2015) [2], the second is "A Profile of Breast Cancer Cases in Dakshina Kannada District: A Hospital Based Study" by Hezil Deepika Saldanha, Leena J B (2014) [10] and "Profile of cervical cancer patients attending Tertiary Care Hospitals of Mangalore, Karnataka: A 4 year retrospective study" by Aadhy Sharma (2017) [6].

Findings

The first study uses questionnaires to determine the level of awareness regarding the causes of oral cancer, how it spreads, its relation to AIDS and family history and the levels of stigmatization. The results are shown in the table below (Gopinath Thilak, D'leema, & Kamath, 2015) [2].

M. M. S. S. S.

. The Bond between Language and Script

Translated by Dr Shakira Jabeen

Rahamath Tarikere

Indian cultural
Forum - online Journal

December 22, 2017



I have always believed that travelling is more rewarding than reading. Unless one travels the length and breadth of India, there is no way to understand the diversity that adorns her. It was not until I visited Tripura did I know that Kokborok is one of the official languages spoken by lakhs of people written in Roman and Bengali scripts. On my trip to Meghalaya I learnt that Khasi was written in Roman script. Anyone who knows English can effortlessly read the Kokborok and Khasi newspapers. That person can only read and not understand a single word. This reflects the relationship language shares with script. Language and script do not share one to one relationship. There is no guarantee that one would understand a language through a script. The connection between language and script is arbitrary—any language can be written in any script and all languages can be written in one script. Presently,

M. M. K. K.

Generally, there cannot be a script without language unless it is meant to hold secrets. But, there are languages without scripts. In modern times, a script is inevitable for a language. Languages like Koraga, Lambani, Kodava, Omma Kodava, and Byary have trailed due to their lack of script. The knowledge systems held in these oral languages get confined to small areas. Languages like Khasi, which have adopted the Roman script, have broken the shackles and moved forward, proving, in turn, that all languages can be written in any script. Ideally, every language should have its own script to be able to express the unique sounds in those languages. But this wish would go against the arbitrary relationship that script shares with language. More often than not, the borrowed scripts don't represent all the sounds of a language. For example, the retroflex "l" which is absent in English is represented with "zh" while writing the word "tamizh", knowing full well that "zh" does not stand for the retroflex "l". The "z" sound of Persian, Urdu and English are represented in Kannada with "j".

There are deeper problems even when a language has its own script. The cultural baggage a language carries forms a barrier while expressing diverse cultural views. Women find it difficult to express their inner feelings and trepidations in a language designed by men. The marginalised find standard languages inadequate to express their experiences. The same is true of people who bear the cultural burden of languages which are not of this soil. Worst of all is the state where a foreign language, script, and culture are imposed on a speech community. The loss that the community faces in terms of memory, culture, and knowledge system is nothing less than the death of that speech community.

Rahamath Tarikere is a Professor at the Kannada University in Hampi and a Sahitya Akademi Award winning writer. He returned his Sahitya Akademi Award to protest against the killings of scholar M M Kalburgi and rationalists Narendra Dabholkar and Govind Pansare

Dr. Shakira Jabeen B is from the Department of English, Nehru Memorial College, Sullia, Karnataka

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Perils of an Imagined Enemy

Translated from Kannada by Dr Shakira Jabeen

Rahamath Tarikere

January 12, 2018



An incident that took place twenty 25 ago has the capacity to question many of our notions about land, language, and their enemy. I was invited to a town, to the proliferation of such "tigers" in many part of the country.

Rahamath Tarikere

thronging to the cities of Karnataka. The cosmopolitanism that's emerging out of this hybridity is pushing the regional language communities to the periphery. Their disgruntlement becomes a fertile ground for harvesting followers for the fanatic organisations. A similar narrative of injustice and loss of employment opportunities was floated in USA. President Donald Trump's victory owes much to this neo-Nazi imagination. Trump's America has seen an escalation in race related attacks.

We create a lethal mixture of fundamentalism by inciting the feelings of the oppressed and legitimising mindless offensive attitude. It is the same as enormous physical energy, without proper mental makeup, turning man into a beast. It is these mindless bodies that go around devouring vulnerable human beings. They spare the strong. It is pitiable that, in imagining the enemy, there is also gloating about religion and nation. History is proof that imagining the enemy has only made the real enemies more powerful. There is a need to remember that fundamentalism and cruelty are not the armaments of the mighty. Similarly, they cannot be the weapons of the soulless and insecure beings either.

*Rahamath Tarikere is a Professor at the Kannada University in Hampi and a Sahitya Akademi Award winning writer. He returned his Sahitya Akademi Award to protest against the killings of scholar M M Kalburgi and rationalists Narendra Dabholkar and Govind Pansare
Dr. Shakira Jabeen is from the Department of English, Nehru Memorial College, Sullia, Karnataka*

N.M. Kalburgi



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Rural Development and Panchayath Raj System in Karnataka State

Mrs. MAMATHA .K.

Department of Political Science.

Nehru Memorial College, Sulya, DK district, Karnataka

Abstract:

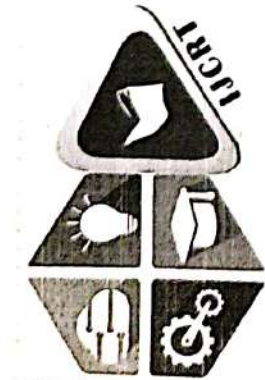
The rural development and panchayath Raj system made its growing path after the 73rd and the 74th amendments to the constitution of India, enacted in 1992, lay down ground rules with basic structural framework for decentralized governance at district and lower levels which can sustain themselves against external interference and emerge as effective and strong people's institutions in the name of panchayath Raj System. The Amendments mandate that every state shall establish a three-tier system of Panchayat, at the village, Taluk and district levels. State of Karnataka is mainly dependent on agriculture, nearly 65 per cent of the people residing in rural areas. So, in the rural area the panchayaths, taluk areas taluk panchayaths and district level Zilla Panchayath have to be involved in planning, decision making, monitoring and execution of development programmes in order to facilitate the process of development in support of the Government, to cater the needs of the large number of populations. Rural development is the method of enhancing the quality of life and financial well-being of individuals in rural areas, specifically living in populated and remote areas. Traditionally, rural development was centred on the misuse of land-intensive natural resources such as forestry and agriculture. In Karnataka, majority of the population, resides in rural communities. The development of all aspects within rural communities is vital for the effective development of the country. These include, education, employment opportunities, infrastructure, housing, civic amenities and the environmental conditions. The development of all aspects within rural communities is vital for the effective development of the country. These include, education, employment opportunities, infrastructure, housing, civic amenities and the environmental conditions' all development aspects realised only after 1992.

Key words: Rural Development, Agriculture, panchayath Raj institutions, Community.

Introduction:

Panchayath Raj institutions Participation and Sustainability Program and rural development awareness among the communities about the value of participation in making local institutions vibrant and improving the last mile delivery of government programs. It incorporates local knowledge and choices in village development programs for inclusive and sustainable development. However, it is important challenges due to gaps in information and inadequate participation at grassroots level makes it difficult to fully achieve the stated objectives. Members of village-level institutions are also constrained by poor awareness, insufficient skills and limited resources, and therefore struggle to lead development activities in villages through panchayath raj institutions. Rural women are at an added disadvantage due to wide gender gaps in education and skill development, as well as, limited knowledge on health and hygiene, financial security and general lack of confidence these are hindering the development of the village so panchayath raj institutions made a drastic





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Issues and Challenges of local Self-Governance in Karnataka State

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Abstract: This paper made a modest attempt the issues and challenges of local self-Governance in Karnataka state. The 73rd and the 74th amendments to the constitution of India, enacted in 1992, lay down ground rules with basic structural framework for decentralized governance at district and lower levels which can sustain themselves against external interference and emerge as effective and strong people's institutions. The Amendments mandate that every state shall establish a three-tier system of Panchayat, at the village, Taluk and district levels. State of Karnataka is mainly dependent on agriculture, nearly 65 per cent of the people residing in rural areas. So, in the rural area the panchayaths, taluk areas taluk panchayaths and district level Zilla Panchayath have to be involved in planning, decision making, monitoring and execution of development programmes in order to facilitate the process of development in support of the Government, to cater the needs of the large number of populations. The state governments as well as PRIs are also addressing the issue through other means such as reduction of personnel through privatization, issue of secured redeemable bonds, user charges for services, etc. Besides, the Government of India decided to allow direct lending to Gram Panchayat, Self Help Groups and NGOs for providing roads, drinking water, primary schools, Govt must self-rule through grants and by conferring autonomy on them. When there is a financial resource are adequate in LSG with issues and challenges, they can make wonders.

Key words: local Self – governance, Grama Panchayath, Development, Villages, Panning.

Introduction

The important Attributes of good governance must be determined by the nation's vision of the larger social and economic goal(s) and the value system has to promote. to reach a consensus in the case the latter is extremely difficult. It is however, possible to move towards a minimal common agenda across the spectrum of political thinking on a value system that would be promoted through panchayath Raj system. In this connection Govt. of India introduced 73rd and 74th Constitutional Amendments and were passed by Parliament in December, 1992. Through these amendments local self-governance was introduced in rural and urban India. Panchayati Raj Institutions (PRIs) are the best instruments to meet the needs of people as the programmes are a manifestation of the needs of the masses at local level. Three-tier system of panchayats at village, intermediate block/taluk/Mandal and district levels except in States with population is below 20 lakhs (Article 243B).in Karnataka with the introduction of panchayath raj act 1993, the local self Govt. (LSG) became popular. The state of Karnataka in India has been in the forefront of administrative decentralization and





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Campus Environments - An Institutional Perspective

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Abstract: Higher education is known for multitude of institutions who are on a rampage to provide for best of best education to every student. A student is often left with dilemmas where all institute provide for similar courses of same duration. The choice of one's institute is often left with multiple parameters though often striding the take away with the availability of ones choice of academic major. Nevertheless, over the years of being one at campus, the student often relinquishes the internal and external environment of institution to be a cherished with said parameters that serve as benchmarks for future generations to opt as one.

1. INTRODUCTION

Institutional Adjustment versus Institutional Adaptation

Institutional Adjustment

Early adjustment to university has positive outcomes such as relatively high grades and credit completion (Grayson, 2003). The student perception of institutional climate impacts socio-emotional and academic adjustment (Jia et al., 2009). This also personified by gender-typed behaviors negatively persuading one's institutional adjustment (Ueno & McWilliams, 2010). Further adjustment to college varied by place of residence (Al-Qaisy, 2010) as growing up in foster families' impacts institutional attachment (Nowacki & Schoelmerich, 2010). Thus temperament of students towards institution adjustment (Al-Hendawi, 2013) within an institutional culture (Cesaroni & Peterson-Badali, 2013) varies on academic and social adjustment perspective across different institutions (Al-hattami et al., 2014). However, student attachment to place as an institutional attachment (Terrazas-Carrillo et al., 2014) could be hindered with negative life events impact adjustment to the institutions psychological capital (Liu et al., 2015).

Institutional Adaptation

Students increasingly adapt their career goals to their environment which is positively related to interest and achievement but achievement overtakes interest in adaptation (Hirschi & Vondracek, 2009). Thus affirmation and adaptation values of the elite residential college institutions vary (Gomes, 1999) which seeks sneak peek into systemic adaptation to a changing environment in higher education as a move towards the next generation of quality assurance models (Jeliazkova & Westerheijden, 2002).

2. STRUCTURAL COMPONENTS OF INSTITUTIONAL ADAPTATION

Age

Age is a predictor of persistence at an institution (Cabrera et al., 1992). An age of early entry indicates an improvement in institutional quality (Bommier & Lambert, 2000) where significant differences in institution readiness among students of same age cohort persisted (Gagne & Gagnier, 2004).

Gender

Institutionalisation of gender and diversity management in engineering education (Leicht-Scholten et al., 2009) recognizes identity formation and learning the culture as gendered barriers for women's persistence in engineering education (Wolffram et al., 2009). Re-engineering engineering education to retain women has retention relying on retention of academically elite women students without engineering backgrounds in undergraduate engineering education are impacted by the culture of engineering education (McLoughlin, 2009). Household and regional

gender equality impact choice of the institution (Kambhampati, 2009) and persistence in engineering differ by gender (Lord et al., 2009). Retention of women in undergraduate program (Kasarda et al., 2010) relies on retention and attrition of women in engineering (Godfrey et al., 2010). A mixed-methods study of retention, and career plans of women in engineering (Paretti et al., 2010) states that gender-typed behaviors impact institutional adjustment (Ueno & McWilliams, 2010) and women's confidence and self-rated abilities affects completion (Chao & Cohoon, 2010).

Disability

The theory of planned behavior predicts graduation among college and university students with disabilities (Fichten et al., 2014). Further student motivation and decision to utilize support services was framed by the level of acceptance of their disability i.e., their integration of their disability to their authentic self (O'Shea & Meyer, 2016). Hence institutions need to provide barrier-free campus environment for students with disabilities (Chen et al., 2015) stressing that physical environment of campus like institution building more significantly impacts students experience on campus (Coulson et al., 2015).

Academic Year

Students expectations and preparedness encourage a better match between student and institution among first year (Jansen et al., 2013) students who attended single-sex two year pre-secondary institute had higher rate of attendance at later four-year bachelor education colleges than students with coeducational academics (Park et al., 2013) grades and financial status have a bearing on student retention (Djulovic & Li, 2013) determining that first year academic performance influences persistence in academics in future years of study at college (Cabrera et al., 2013) where first-year programs like orientation programs impact adaptation of students resulting in retention of students (Mayo, 2013). The causes for retention and attrition in first-year transition, academic advising, career planning and placement etc (Zerna & Ph, 2014) has more to do with student engagement in the type of academic and social engagement influencing bachelorette attainment or degree completion in four-year institutions (Flynn, 2014). Though course preference, and first-year educational performance were significant predictors of attrition (Harvey & Luckman, 2014); knowledge and skills imparted among first-year influencing retention of students (Pande et al., 2014). Lastly, effective academic library use and e-resources in campus positively affects academic performance of the first year undergraduate students impacting their retention (Tewell, 2015).

Academic Major

Academic governance and product design should be in relation to the requirements to the educational market (Adina & Liviu, 2013) as it remains a well acknowledged fact that education predicts markets for employment (Damnjanovic et al., 2013). The students patterns of use as per ones academic major classifies an academic institution (Bahr, 2013a) where students have limited access to institutions when it comes to selecting prestigious top institutions and choice of academic major that relied heavily on institution feasibility (Tavares, 2013). Further academic failure results in attrition with unsuccessful academic major leading towards transfer to other academic major that ensure academic success by undoing failure (Arias Ortiz & Dehon, 2013). Thereby college persisters differ in their academic majors and career choices (Morgan et al 2013) and persistence in engineering academic major determine career outcomes in engineering (Xu, 2013). Moreover with lack of completion of previous years course or academic major reverse degree completion (Donhardt, 2013) with attributed failure at academic major competencies lowering rate of degree completion (Bahr, 2013b). This could also have a long lasting effect on returns to education in terms of earning diversifying by the type of academic major course chosen (Hérault & Zakirova, 2013). Lastly, persistence patterns of students differ in engineering academic majors and non-engineering academic major (Wei et al., 2014) as it observed that switching over to alternate academic major deters persistence of students (Higgins & Staley, 2014) especially impacting retention of female students in engineering academic major course (Varol & Varol, 2014).

Religion

Student spiritual identity is formed at religiously affiliated university to a greater extent (Forward et al., 2014) Persistence patterns of religious minority students are at a greater level of introspection in religious affiliated

A conceptual framework on perspectives of student experiences at campuses throttling student satisfaction

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ABSTRACT

This research paper focuses on vivacity of student experiences at divergent campuses. The peak in serenity of institutes with not so spacious campuses irks the noise among students on quality versus quantity perpetuation of education. The conceptual framework is an effort to realise that it is students experiences at large moulds and sustains student satisfaction making campuses a memorable demystifying the personification of multitudinal functioning of campuses.

Key Words : Constraints, Improved production technology, Socio-economic profile, Suggestions

INTRODUCTION

Student experiences :

For long the quality of education rested on customers perceptions of quality, their vital ratings often loomed large assuming towards overall satisfaction (Owlia and Aspinwall, 1998). The university as a quality measure on student growth (Tam, 2002) finds a divergence in its early regular and late registration affecting college students success (Smith *et al.*, 2002). College experience determines students educational plans (Pascarella *et al.*, 2003) forecasting that student adaptation to new learning environments can have unexpected outcomes (Taylor *et al.*, 2004). This has called out for a collective approach to enhancing engineering education for undergraduates (Mcalpine *et al.*, 2005) with strategies for improved academic and social outcomes needs to enhance student success skills (Webb and Bringman, 2006) that nourishes students perceptions in educational choices (Aboh, 2006). Further the undergraduate college experiences impact workforce of the 21st century (Engberg, 2007). The perceptions of education among students of engineering (High and Dockers, 2007) acts as a planning process perspective on upward influence determining campus change (Barnett *et al.*, 2008) of college students towards personal growth of recognition and life satisfaction (Stevic and Ward, 2008).

Uncovering hidden information within university's student enrolment (Siraj and Abdoulha, 2009) has its demography correlates with domain-based life satisfaction of college students (Zullig *et al.*, 2009) transcending towards student engagement (Queensland, 2009). The undergraduate education satisfaction of the higher education institutions (He and Xiaohua, 2010) is based on customer

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Physical and Psychological adaptation at Campus Environments

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ABSTRACT

A sound mind in a healthy body – this phrase articulates the interconnectedness of the psyche and physic. It is necessary to observe that every student has peculiar strengths and different needs. Thus it remains resourceful to acknowledge the campus environments that serve as perpetual entities of adaptation to students mentally and physically.

1. Introduction

Physical – Psychological Adjustment versus Physical – Psychological Adaptation

Physical – Psychological Adjustment

Physical factors influence adjustment of students to college (Adler et al., 2008). At college, the psyche on social adjustment of students (Hersh & Hussong, 2006) relies on college adjustment that deters health (Adler et al., 2008). Poor adjustment to college life mediates the relationship between drinking motives and alcohol consequences (LaBrie, et al., 2012). This couples with physical aggression impacting social and psychological adjustments (Kawabata et al., 2012) and any poor adjustment to college life mediates the relationship between drinking motives (LaBrie et al., 2012) having its association of acculturation alongside psycho social adjustment and weight status among students (Chang & Halgunseth, 2015).

Students perceptions of institutional climate vary across years impacting psychological and behavioral adjustment (Way et al., 2007). The ethnocultural person–environment fit has its different level of college adjustment (Hutz et al., 2007) as it's often the psychological and behavioral adjustment that deters students perception of campus climate (Way et al., 2007). The students role is sought to be maximized when perfectionism is linked with college adjustment (Chang et al., 2011). The domain specific approach of optimism and pessimism impacts college adjustment and educational outcome expectancies (Chang et al., 2011). Students initial poor adjustment at institution can be guarded by emotional management and emotional self-efficacy (Nightingale et al., 2013) where negative emotions (Nyamayaro & Saravanan, 2013) self-esteem (Pasha & Munaf, 2013) along with psychological capital (PsyCap) and proactive behaviours influences new comer's adjustment to college (Klemme Larson et al., 2013). Students who have better cognitive abilities and socio-emotional adjustment charge over-representation in college academic major (Chen et al., 2013) and students who have similar types of enhanced cognitive abilities have better socio-emotional adjustment (Chen et al., 2013). The social

predict adjustment of engineering students to be varying by ethnicity (Lent et al., 2013) manoeuvres callous-unemotional traits and behaviours (Ciucci et al., 2014) to seek out coping (Cristina & Dias, 2014) and emotional maturity (Sinha, 2014) towards psychological need satisfaction from early to late adolescence as a predictor of adjustment in institution (Ratelle & Duchesne, 2014). After all it is planfulness among college students that impacts psychological adjustment (Yang & Chang, 2016).

Physical – Psychological Adaptation

Students adaptation to college measures mental health variables, satisfactions, interpersonal orientations, and assessments of the learning environments (Rooijen, 1986). Based on social adaptation theory, the task and habit situation are vital elements of attitude and behavior making a personality, social support and emotional intelligence determining personal and emotional adaptation in universities or institutions environment (Tomás et al., 2014). This also leverages ahead on college freshmen's self-efficacy, effort regulation and perceived stress on students' adaptation to college (Seong, 2014). In short, student experience three styles of adaptation - A person-focused approach on patterns of wellbeing - positive and connected, unconnected and finally the style of adaptation of stressed (Russell et al., 2010) that overall perspires the threshold over adaptation.

2. Structural Components of students Physical – Psychological Adaptation

Age

Age is an unchangeable attribute of an individual with a personal human face characteristic (Thornton et al., 2016). On health grounds, college-age young adults are among those who consume the greatest amount of sugar-sweetened beverages, with half reporting daily consumption (Byrd-Bredbenner et al., 2012). Thus age influences health and its priorities. As for safety, the perception of safety significantly varied across student age groups on campus (Patton & Gregory, 2014).

Campus Environment—A Study of Adjustment versus Adaptation on Academic Forefront

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Abstract- Campus environments are studied to improve students' quality of life and well-being that enhance transforming their total educational experiences. The focus is to understand student's perception of academic environment which by default has to be academically fulfilling juxtaposing between adjustments towards adaptation. Thus, student experiences on academic forefront necessitates for adaptation which is undoubtedly through multiple componential level of student adjustments.

1. INTRODUCTION

1.1 Academic Adjustment

Academic adjustment and attachment best predicts academic success of students (Fastre et al., 2008) who keep refining academic goals (Sheldon, 2008). The adjustment to the university also has its say majorly on academic performance (Petersen et al., 2009) as adjustment problems faced by students also vary by faculty perceptions (Jenkins & Galloway, 2009). The prominent among them being curriculum adjustment towards academic performance (Chang et al., 2009) with self-efficacy and motivation determining the academic adjustment of students in higher education institutions (Thomas et al., 2009). Further with motivation and learning strategies determining academic adjustment of college students (Cazan & Anitei, 2010), the academic achievement on the fore lore of academic adjustment among first-year college students (Calaguas, 2011) makes academic self-concept churn academic adjustment in higher education (Wouters et al., 2011). Academic adjustment in found gendered among students of minority race (Kiang et al., 2012) with students adjustment to college differing by gender and study level of academic year (Al-Khatib et al., 2012) and having its say on self-regulated learning of academic adjustment (Cazan, 2012). The extra-curricular involvement also derails academic adjustment and achievement in higher education (Leandro et al., 2012). Thus academic achievement impacts college adjustment of students (Sangeeta & Chirag, 2012). Students' academic adjustment also relies on english language difficulty that acts as a barrier impacting

social adjustment which indirectly influences academic adjustment at university (Sam et al., 2013). Students with specific types of reading spelling disorders also differ in their adjustment problems (Müller et al., 2013).

Academic adjustment, social adjustment, psychological adjustment and institutional attachment varies among international students (Rajab et al., 2014) with academic adjustment to university (Clinciu & Cazan, 2014) predetermining academic resilience towards academic adjustment of first year students (Cazan, 2014). Academic self-efficacy along with academic motivation and satisfaction at college environment affects college adjustment of first-year students (Salmain et al., 2014). The academic self-efficacy positively influences adjustment to college (Azar & Reshadatjoo, 2014) with demographic variables impacting academic adjustment of first-year students (Adeniyi et al., 2014) and determining adjustment that delve to the academic achievement of students (Patel, 2014). Of late, even with test anxiety having its role in academic adjustment (Rana & Mahmood, 2015), supplemental instruction in engineering education enhances students to adjust to and succeed in university institutions (Malm et al., 2015).

1.2 Academic Adaptation

Adaptation level to university environments influences academic grades (Hewitt, 1975). The students adaptation to college in terms of academic adaptation differed by gender (Valeri-gold et al., 1998) with insights also largely snooping off adapting curriculum to patterns and perception of students of race and colour (Sawyer, 2000).

M. S. Subalaxmi
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BANKING TRANSFORMATION THROUGH GREEN BANKING IN INDIA , THEIR EFFECTS AND IMPLICATION OF KODAGU DISTRICT

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ABSTRACT

This paper suggests the banking transformation through green banking and how this transformation has a greater implication and effects in kodagu district. Today Indian banking has undergone a tremendously transformation moving forward from manual to technological leading position. Today a consumer can go to an ATM across locations, operate the bank account through web, call a customer service centers for queries and never need a visit to branch for banking transactions. On account of demonetization of 500 and 1000 rupee notes the banks and the customers were involved in acceptance and exchange of currencies. During this all the banks were overcrowded in kodagu district and now people are adopting themselves to the green banking technology. Even if the banking transactions become easy, people are not accepting the modern banking technology rather than using ATMs. This shows that even if there is Digitization people look back the disadvantages and the fraud which might occur due to green banking technology.

KEYWORDS: Banking, Demonetization, Technology, transformation, Digitization.

INTRODUCTION

Banking sector is considered as the key element for today's sustainable development and is environment friendly. Environmental impact of banks is not physically related to their banking activities but with the customer's activities. Today a larger transformational change is taking place in banking sector. Demonetization process has lead the people to use the technology for their banking transactions.

Although banks are considered environment friendly and do not impact the environment greatly through their own internal operations, the external impact on the environment through their customers activities is substantial. "Green banking" refers to the banking business conducted in such areas and in such a manner that helps the overall reduction of external carbon emission and internal carbon footprint. To aid the reduction of external carbon emission, banks should finance green technology and pollution reducing projects.

Digitization has brought a major change in the minds of people particularly in kodagu district. People are adopting themselves to the banking technologies but still there are some loopholes which may lead to the failure of digitization process. ATMs have been widely adopted but the level of adoption of other electronic banking means despite their potential are yet to pick in a big way.

REVIEW OF LITERATUTE

Green Banking aims at greener and a clean future. From the primary survey conducted we found that surprisingly even those people who are using online facilities provided by their banks nearly 60 percent of them are unaware of the term Green Banking. They find that among those who are aware of Green Banking

Emerging Issues, Challenges and Suggestions of Higher Education in India

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Rudrakumar.M.M¹

Abstract

Education is one of the significant factors instrumental to the development of a country. It should be transformed to the needs of the time and changing scenario of the world. It provides an opportunity to critically reflect upon the social, economic, cultural, moral and spiritual issues facing humanity. India needs more efficient and educated people to drive our economy forward. There are many Indian around the corner who known for their capabilities and skills.

To develop India as an education hub or to become a prosperous partner in global economy, India has to qualitatively strengthen education in general and higher education with research and development in particular. This paper is mainly focused on the overall performance of higher education system in India. We try to find out the initiatives taken by the government to raise level of education system. This paper aims to identify emerging issues and challenges in the field of Higher Education in India. Finally the paper concludes here is need of plans requires solutions that combine, employers and youth need of Expectations of from various stakeholders Students, Industry, Educational Institutions, Parents and Government.

KEY WORDS: Higher Education, Financing, challenges, Issues.

Introduction

Higher education is very important for a developing country like India and it is encouraging to increasing human development. Higher education in India has experienced phenomenal expansion since independence. India has produced scientists, engineers, technologists, doctors, teachers and managers who are in great demand all over the world. Now it is one of the top ten countries in our industrial and technological capacity, because of the significant contribution of manpower and tools provided by higher education, especially, technical education. India has already entered into the era of knowledge explosion. It has proved its tremendous potential by its performance in nuclear and space domains. In the coming few decades will be heralded by space craft, satellites, internet and others

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N. Mahalingam





Evaluation of selective cocoa (*Theobroma cacao* L.) clones from Central and South America in their initial years of growth

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Keywords: Cocoa, clones, dry bean yield, growth

Cocoa (*Theobroma cacao* L.) has originated from Amazon basin and other tropical areas of South and Central America. Genetic resources from these regions with their establishment potential, high yield, disease resistance and other desirable commercial qualities, have been utilised in breeding programs of Cocoa Research Institutes of Ghana, Nigeria, Trinidad and Fiji for development of superior varieties (Martin, 1987; Adu Ampomah, 1996). In India, initial introductions were made from Malaysia and Nigeria at ICAR-CPCRI, Regional Station, Vittal and subsequently collections were made from Central and South American region to widen the genetic base. Also, these collections have been assessed for their morphological, physiological and molecular characteristics in their initial years of establishment (Elain Apshara *et al.*, 2013). Results of evaluation trials in Indonesia have claimed that progress in breeding with new clones is 20-40 per cent over hybrids (Napitupulu, 1993). Genetic evaluation of germplasm collections for their diversity, quantitative and qualitative characteristics is very essential in selection of promising genotypes and further improvement in hybridization programs (Minimol *et al.*, 2015). Hence, the evaluation of newly collected 15 specific clones comprising of Bolivar (B), Pound (POU), Rio Branco (RB), Rosario Izupa Mexico (RIM), Santa Cruz (SCZ) and Trinitario Selected Hybrid (TSH) were carried

out to assess their adaptability, precocity in bearing, variability in pod characteristics and yielding potential.

The clones were planted during 2007 with 2.7 m x 5.4 m distance under 2.7 m x 2.7 m spaced arecanut. Five trees from each clone were evaluated for their cropping efficiency in the arecanut based cropping system from fifth to ninth year of growth. Growth characters *viz.*, plant height (m), girth (cm), first branching height (m), number of branches and canopy area (m²) were recorded. During the main harvest season in the month of June, five pods from each tree were observed for pod weight (g), husk thickness (cm) and beans number per pod. The husked fresh beans were fermented, dried and observed for single dry bean weight (g), shelling (%), nib recovery (%) from 50 beans. Fat (%) from powdered nibs were estimated by Soxhlet extraction method using petroleum ether as solvent. The data were analysed using SAS programme.

From the growth characters of nine year old trees, provided in Table 1, it was observed that only girth and canopy area of clones differed significantly. Vigour with respect to girth or trunk circumference and canopy size influences the yielding potential of the crop in all clonal evaluation trials (Efron *et al.*, 2000). Among the clones studied, girth of trees ranged from 25 to 32 cm and canopy

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CAMPUS ADAPTATIONS OF ENGINEERING UNDERGRADUATES ACROSS RELIGIONS

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ABSTRACT

Objective: The study aims to empirically test the relationship between types of campus adaptations across student religion at birth of engineering undergraduate B. Tech students pursuing a four-year study at Indian Institute of Technology (IIT's) and National Institute of Technology (NIT's) in India.

Method: - The Multivariate Analysis of Variance (Manova) test was run with SPSS vs. 21 to compare the student's campus adaptations of IIT's and NIT's by religion. Multistage random sampling with n = 1420 students were selected accounting for Hindus (n = 1206), Muslims (n = 45), Christian's (n = 29). Students belonging to other minority communities were Christians (n = 29), Jains (n = 24), Sikh (n = 08) and Buddhist (n = 03). However, the student population who surprisingly did not want to associate themselves with any religion loomed large with associating themselves with being called Indian (n = 28), humanity (n = 15), Atheist (n = 35) and not applicable (n = 26).

Result and Conclusions: - There are significant differences across student religion on different forms of campus adaptations where much noticeably students who less associated themselves to any religion by being known on the survey as Indian, humanitarian, atheist and not applicable – all had positive institutional adaptation with negative academic, social and physical – psychological adaptation. In short, campus adaptations do vary across student's religion influencing student's experiences at university.

Keywords: Campus, adaptation, academic, social, physical, psychological and institution

INTRODUCTION

Religion on Campus impacts campus ethos (Proctor, 2002) with religious inclusion influencing higher education (Stevenson, 2014) resulting in college adjustment varying by student's religious background (Jackson, Mark Pancer, Pratt, & Hunsberger, 2001). It is often observed that when education and religiosity is taken into consideration, colleges do not dampen or damage student's religious commitment (Schmalzbauer, 2013). Religiosity impacts life of students (Abdel-Khalek & Lester, 2015). Of recent years there is a shift from religiosity to spirituality (Cragun, Henry, Mann, & Russell Krebs, 2014). Spirituality and religiosity are overlapping construct with one forming the subset of the other sharing some characteristics but also retaining nonshared features (Joshnloo, 2012). Exploring the essence of spirituality where spirituality is the human attempt to make meaning of the self in connection to and with the external world (Mayhew, 2004) proves vital to understand and assess spiritual health of student's (Fisher, 2009). Spirituality relates to each student's field of study influencing them in thier making of sound professionals especially in that of engineering (Halsmer et al., 2010) where spiritual wellbeing heavily influenced college adjustment (Mansor & Syahidah, 2012). Further campus climate experiences and perceptions differed by religious and spiritual views of students impacting diversity (Mayhew, Bowman, & Rockenbach, 2014). The campus spiritual climate affects student's diverse world views (A. B. Rockenbach & Mayhew, 2014) shaping student satisfaction (A. B. Rockenbach & Mayhew, 2014). Hence religion and spirituality impacts quality of life of college students (Hsien-Chuan Hsu, Krägeloh, Shepherd, & Billington, 2009). In Brief, religion impacts higher education (Mayrl & Oeur, 2009) where religious belief impacts college adjustment among college students (Edmondson & Park, 2009) and religiousness impacts college life (Moran, Roberts, Tobin, & Harvey, 2008) as it contributes to giving a meaning in life and general wellbeing (Z. H. Khan, Watson, Naqvi, Jahan, & Chen, 2015). In short, campus context, college encounters and religious spiritual struggle impact ecumenical world view development (Bryant, 2011) where religious coping depends on individual levels of religiosity and spirituality (Krägeloh, Chai, Shepherd, & Billington, 2012).

The student undergraduate B.Tech population of Institute of National Importance of IIT's and NIT's classified as per All India Survey Report on Higher Education (AISHE) from 2011 – 2016 on the basis of religion are as follows :-

Year	Total Student Across Religions		Muslim		Other Minorities	
	Male	Female	Male	Female	Male	Female
2011 - 12	56640	8099	190	22	305	148
2012 - 13	68296	10327	760	86	654	148

THE ACCEPTANCE OF DEBIT CARDS AS MODERN-DAY
BANKING PRACTISES AMONG RURAL POOR – A CASE STUDY
OF BANTWAL RURAL

Dr.Vijayalakshmi N.S*

Mr.Suresh**

Abstract

Objective: - The perception on modern day banking practices in terms of acceptance of debit cards among rural poor people of bantwal rural is undertaken in the study

Methodology: - A case study approach with descriptive research and deductive reasoning is followed with mixed method sampling is adopted for the study. Stratified sampling helps to identify bantwalrural as the largest densely populated rural area among rural taluks of Dakshin kannada. Further under probability sampling, simple random technique is used to identify respondents who had bank accounts at nationalized commercial banks followed with non-probability sampling technique of convenience sampling was chosen to collect data from respondents using structured questionnaire.

Findings and Conclusions: - The findings indicate that though there is significant effect in debit card acceptance of modern-day banking practice with male having upper hand. This leads us to future research on what makes women less accept a debit card as part of the modern-day banking practices with few women confirming on a fragile note that though they had bank accounts with basic minimum cash whose transactions laid at hands of their better half or their husband; the male head of the family contouring them only as symbolic representative of bank accounts.

Key Words: -Debit cards, Modern day banking practices, rural, male and female

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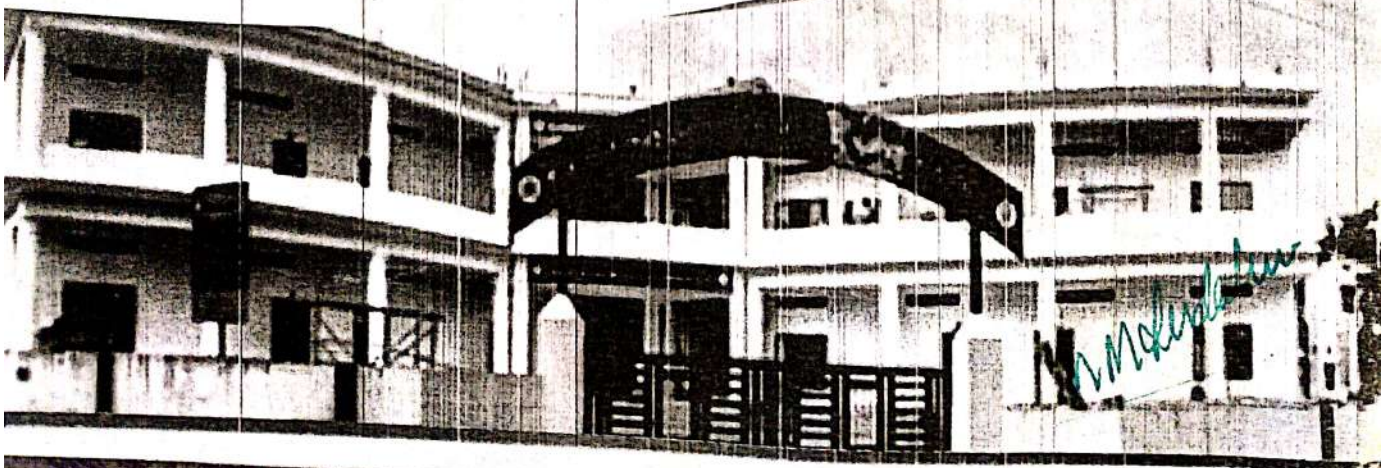
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A SURVEY ON IMPACT OF PLASTIC BAN IN SULLIA CITY

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ABSTRACT

Plastic bags have been introduced in 1970's decade and it gained a huge popularity amongst consumers and retailers. India's population is increasing along with plastic users also increasing drastically day by day. Many plastic factories are producing the tons of plastic bags. Which are very popularly used by people for shopping purposes, because of cheapness and convenience to use. But it creates a negative impact. Many countries have been banned plastic bags due to public concern over the negative impact on environment and agriculture especially in agricultural countries such as India, Bangladesh, Pakistan South Africa, etc. We have conducted the survey to know the usage of plastic bags in Sullia city before and after the plastic ban by Indian Government. We are recorded the respondents response regarding the impact of plastic ban in Sullia city. It revealed that, still people are continuing the use of plastic bags for their daily purposes. So, Government should take strict action to control and dispose of plastic bags to create a healthy environment.

Keywords: Plastic bags, cheapness, respondents, population

INTRODUCTION

Plastic bags have been introduced in 1970's (Williamson, 2003) and gained an increasing popularity amongst consumers are varieties across the world. It is estimated that around 500 billion plastic bags are used every year worldwide. This widespread utilization is attributed to their cheapness and convenience to use. The vast majority of these bags are discarded as wastes usually after a single use. The reason, these plastic bags are very thin and non recyclable materials.

Different reports showed that plastic bags are still causing severe environmental pollutions and also human and animal health damages in urban and rural areas of the country and especially for agriculture countries. Because these plastics are decompose with soil. It will reduce the fertility of the soil. Some of the basic reasons could be poor waste management and perhaps lack of awareness about the negative impacts of plastic bags. This is the main reason to increasing of plastic bags usage in India.

OBJECTIVES

The objectives of the study

- To know the impact of plastic bag ban regulation on consumers and retailers before and after
- To know the consumer opinion regarding plastic ban and alternatives can adopt instead of plastic bags

A Conceptual Framework on Sustenance of Business Models towards Business Continuity

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Abstract

Business remains dynamic in business environment. The sustenance of business through applied business models in dynamic business environment vary according to the nature and functioning of every organisation. Further the duration of sustenance of business model among business diverge among economies and organisations. This research paper is thus an attempt to focus on the nature and level of sustenance of emerging versus existing business models across economic stride with consecutive development in technology towards business continuity.

Key words:- business model, business continuity, Sustenance

Introduction:-

Worldwide markets have been suffering in the recent years from significant and sudden changes due to different processes like globalization, European integration, ICT development, and global economic crisis. All the above elements pose global competition thereby insisting companies to change their business strategies and business models in order to fight against the challenges. This change becomes even more necessary when small and medium business enterprises are exposed to the loss of competitiveness coming from market changes. Hence business continuity is threatened and challenged.

It is therefore vital to find sustenance of business models towards business continuity.

Business models have always existed and the concept of the business model itself is more recent (DaSilva & Trkman, 2014; Zott, Amit, & Massa, 2011). Business models have severely threatened business continuity (Eggers & Park, 2017). Business models have a central role in companies' business strategies and in ensuring the continuity of revenue streams (e.g. Amit &

E-BANKING SERVICES IN INDIA

Assistant Professor, Nehru Memorial College, Sullia, DakshinaKannada, Karnataka
Rudrakumar.M.M

ABSTRACT

The tremendous advancement in information technology and communication is a rapid change in banking sector. E-banking has come up with various banking services which allowed customer to transact their account from anywhere and anytime using internet. The objective of the study is to observe the trend and growth of the E-banking services in India. The study is based on the secondary data which is being collected from annual report of RBI and represented in tabulation form. From the study the research a found that there is a tremendous growth in modern banking services.

Key words: Technology, E-banking, modern banking.

Introduction:

The information technology has become one of the vital features in the banking sector. With the proliferation in information technology and communication there is a rapid change in the banking sector. Innovation in the banking sector has changed the whole financial system in the economy. Now a day's banks are pushed to develop new and innovative techniques and customer oriented service to maintain competition against competitor. E-banking is defined as automatic delivery of banking product and services which includes traditional and modern banking services through internet. Internet banking allows customer to transact their account from anywhere and anytime using internet and it also avoids waiting in queue for banking services as time factor is very important for the customers, so modern banking services offered by banks in an effective way that satisfies customer. E-banking is less expensive and reduces transaction cost. Modern banking delivery channels includes ATM, Debit card, Credit card, POS, NEFT, RTGS, ECS, Mobile banking etc. the study "E-BANKING SERVICES IN INDIA" is undertaken to know the growth in modern banking servers in India

Electronic channels:

Automated Teller Machine (ATM):

The Automated Teller Machine (ATM) is a machine which facilitates basic banking activities viz, withdrawal of money, depositing money and checking of ones own balances etc. ATM does most of the functions of cashier in the bank. ATM is operated by plastic card issued by the bank which is called as ATM Card, with it special features. This plastic ATM Card is replacing cheque, personal attendance of the customer, banking hours and bank holidays restriction and paper based verification.

Debit card:

Debit card is also known as plastic card which is used for making payment while making purchase. money comes directly from the user's account when transaction is made. Debit cards usually also allow for instant withdrawal of cash, acting as an ATM card for withdrawing cash.

Credit card:

A credit card is a payment card issued to users (cardholders) to enable the cardholder to pay a merchant for goods and services based on the cardholder's promise to the card issuer to pay them for the amounts so paid plus the other agreed charges.

Point of sale (pos):

The point of sale (POS) or point of purchase (POP) is the time and place where a retail transaction is completed. At the point of sale, the merchant calculates the amount owed by the customer, indicates that amount, may prepare an invoice for the customer (which may be a cash register printout), and indicates the options for the customer to make payment. It is also the point at which a customer makes a payment to the merchant in exchange for goods or after provision of a service. After receiving payment, the merchant may issue a receipt for the transaction, which is usually printed but is increasingly being dispensed with or sent electronically.

Electronic Clearing Service (ECS):


ECS is an electronic mode of payment / receipt for transactions that are repetitive and periodic in nature. ECS is used by institutions for making bulk payment of amounts towards distribution of dividend, interest, salary, pension, etc., or for bulk collection of amounts towards telephone / electricity / water dues, cess / tax collections, loan instalment repayments, periodic investments in

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M. M. Hammoudeh



The Construction of Off-School Practice Teaching Base for Investment Major Based on Big Data

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Abstract. Aiming at the problems in securities investment practice teaching, such as the large gap between school practice teaching and industry demand, the core business connection in off-campus practice teaching is difficult; exploring the construction of off-campus practice bases, and reducing the gap between on-campus practice teaching and industry demand. Based on the construction of traditional off-campus practice teaching bases, this paper proposes an off-campus practice teaching base combining big data technology. The off-campus practice teaching base based on big data technology is an important part of campus construction. It not only meets the needs of "Internet +" vocational education development, but also meets the requirements for training enterprise talents. Based on the system structure of the practice base under big data, combined with the characteristics of 5 V of big data, it comprehensively analyzed the management strategies of the personnel, equipment and teaching process of the base. Through the use cases of the practice base outside the school, in the context of the era of big data, it effectively implemented the "education for the fittest is the best education" modern education concept. In this paper, a questionnaire survey is conducted on the satisfaction of students in a practical teaching base outside the school, and the teaching effect is evaluated. Experimental simulation results show that students have a good response to the experimental base. After training, the temperament and business quality of students have been improved, and teamwork awareness has been enhanced. It can be seen that the construction of a practical teaching base based on the background of big data will greatly integrate the base resources and provide timely feedback and countermeasures to the problems that arise at the base. The questionnaire survey shows that the proportion of students who are satisfied with the management of the practice base is 64%, the basic satisfaction rate is 28%, and the dissatisfied rate is 8%, which indicates that the students are mostly agreeable with the management of the practice base and are basically satisfied. The dissatisfaction accounted for 36% of the total, indicating that there is a certain deviation in the management of the practice base. Based on the big data background, the construction of an off-campus practice base for investment majors has certain research value. Big data technology can be used to improve traditional practice base some flaws.

Keywords: Investment science · Teaching base · Big data · Off-campus practice

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An Empirical Study on Adaptability of Mobile Banking Services in India – A Quantitative Investigation

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Abstract

Objective: - To make mobile banking system adaptable with easy hands on access to its beneficial features among Indian banking customers with high end access to digital payment system.

Methodology: - An empirical study comprised a sample of 170 respondents were data was collected based on convenience sampling through a structured questionnaire created on five-point likert scale.

Data Analysis: - Mean and t-test was applied to identify the results.

Conclusion: - Banks must take collective efforts to organize campaigns to make customers aware about the benefits of mobile banking in order to make them adopt the technology as the future of Indian banking relies on technology-based devices.

Keywords: Mobile banking; Adoption intention; customer adaptability, features of M-banking

Introduction

With time, banking has risen beyond its conventional model of customers waiting in line while banks rendered their services, to now making their services available to customers round the clock. For businesses all around the globe, technology has proved to bring about intense development. The banking industry has continually explored the chance for innovation to give its customers a

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Role of Market Microstructure in Maintaining Economic Development

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Abstract: The study aims to explore the brief idea of market microstructure and its effects on the trade market and the price discovery process. The findings will be further discussed and the effect of market microstructure in the financial market will also be discussed. Microstructure components and their effects in various business markets have become an important challenge that will be solved through the identification of them. A systematic review will be chosen for conducting the study as the topic is surveyed before. Therefore, the data collection method will help the study in finding reliable data and information that makes a study valuable. The problem in the market structure such as price volatility as well as changes in the equilibrium price rate of the market is vital. This has been related with the relevant nature of the stock market changes, which took into account the trading problems as well as price volatility. This has also been part of the financial market problems and the relevant change in the market decisions due to non-trading barriers.

Keywords: Microstructure, Market microstructure, financial growth, Equilibrium price, Economy.

1. Introduction

The microstructure is regarded as the study based on the financial market and the operation. The primary focus of microstructure is to analyse market exchange and the venues for trading. The microstructure of the market is very important in analysing the economic structure of the market as it helps in discovering the price process and determines the spreads and quotes. Hence, understanding the growing impacts of market microstructure needs to be understood for implementing better strategies in the market. The microstructure is becoming one of the growing topics of financial research as it is important for the growth and development of the algorithm and for electronic trading. As a result, rapid financial evolution is noticed in the market. The primary focus of market microstructure is to explore the range of exchange structure, trading venue, the process of price discovery, trading behaviour on intraday stock, and cost for the transaction.

The report will explore the role of market microstructure for maintaining economic development as well as the growing impact it has on the market. The impact of microstructure in exchange and its evolution will be made along with the identification of its role in the financial market. Microstructure in the currency market will also be discussed in the report. The report will further demonstrate the methodology used for constructing the paper which will show that it is made with proper ethical consideration. Moreover, some SMART recommendations will be made so that the financial organizations can implement the suggestions for their growth and development.

Aim of the study

The aim of the study is "To understand the role of microstructure in the economic development and its maintenance".

Objectives of the study

The study will fulfil some objectives that will help the study to achieve its goal. The first objective of the study is to examine the impacts of microstructure in exchange and its evolution. The second objective is to identify the role of microstructure in the financial market. The third objective of this paper is to recognize the impact of microstructure in the currency market. Finally, the fourth objective is to understand the impacts of the microstructure in trading.

Background

Market microstructure is regarded as the purest form in financial intermediation. According to Kasach et al. (2021), the trading market works between investors to investors where they deal with financial assets. The market microstructure is the field for study in the financial section where the subject makes an exploration cost trading securities and trading costs' impact on the financial market. The cost of the trading is dependable on the relateable measurements and deals with commissions. However, as argued by Biswas et al. (2021), the focus of microstructure and its working area is on the measurable rather than the commissions. As viewed by Rengarajan & Geng (2020), the components of the microstructure are introduced to the investors in the financial market so that they can understand and examine the trading process.

The economic structure of the financial industry is based on the analysis of the microstructure components as it holds a piece of empirical evidence in the character of trading costs. The sources of the spread are not independent as trading costs draw an inference on the importance of these sources. Microstructure literature has three themes that are a) the original transaction process in the stock market, b) the impacts cast upon the transaction process by market structure as well as trading rules, c) the implication of the transaction process in economic decisions that are compulsory. A chronological development can also be seen due to the application of market microstructure in these divisions. Keeping all these things in mind, it can be stated that the use of market microstructure has become a fundamental thing in the financial industry. The microstructure is important in the market as it assures the economic valuation of the financial organizations.

2. Literature review

Examination of the impacts and its evolution of microstructure in exchange

Market microstructure is based on the study of organizational trading and its development in the financial market. As opined by Dębska et al. (2021), the investor needs to find a buyer and a seller who are willing to make the investment for buying instruments in the financial market. The seller is also required to look for the buyers who are interested in buying based on the market value of the instrument. Making a buying and selling process in the financial market is typically limited to the participants of the exchange system. However, the exchange system can mitigate the issues arising between the buyer and the seller during bargaining. On the contrary, as suggested by Natrayan et al. (2021), dealers make contracts directly with the client where they negotiate terms within themselves.

Identifying the role of microstructure in the financial market

The microstructure plays a big role in the market liquidity spiral where the liquidity of the stock market is linked to it. The nature of the market liquidity spiral has many dimensions based on the informational events, stock market and its nature, and risk management. As explained by Setiani et al. (2021), the time period between the negotiation of the final seller and buyer is very crucial as it holds risk management issues. The margin of trade is destabilized due to the crisis in the market that can be normalized and balanced with the help of market microstructure.

Impact of microstructure in the currency market

The currency market is influenced by the microstructure of the market that helps the market in currency stabilization. According to Pu et al. (2021), the currency is structured and balanced by the foreign exchange that is examined with spot exchange. Trading is not necessarily controlled by the exchange and trading where trading is regarded as a basic requirement of the market. The impact of microstructure is important in the currency market as the market needs to find equilibrium between the trading market and currency. A link can also be found between currency trading and the condition of microeconomic. As per the view of Aneke et al. (2021), micro-based research has been made recently that can justify the existing link and the micro foundation can be found for the dynamics.





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A STUDY ON THE IMPACT OF COVID 19 ON INDIAN ELECTRONIC RETAIL INDUSTRY

Dr. Vijayalakshmi N.S

Abstract

Before COVID-19, the modest rate of growth in electronics industry was seen globally. Post this pandemic, the electronics industry globally has witnessed a double impact. Production facilities of electronic parts have also been halted because of a slowdown in logistics along with an unavailability of workforce throughout the world. On the contrary, different E-commerce giants throughout the world have discontinued delivery of the non-essential goods including maximum electronics goods which might affect electronics industry.

Studies have been done for understanding the electronics industry in India and abroad based on application, type of products, geography, etc. On the basis of type of products, market can be classified into SSD, DRAM, Image sensor, MCP, etc. On the basis of application, market is assessed based on communication equipment, automotive, industrial, enterprise systems, personal electronic goods, etc. Personal electronics industry is being expected to be affected the most because of coronavirus pandemic.

Geographically, market is assessed into Asia, Europe, North America, etc.

Keywords: COVID-19, Indian electronic industry, impact of COVID on retail sector

Introduction

Mitigation measures aim at slowing COVID-19 taken in the past couple of months have impacted the demand, supply as well as daily operations of retail sector. This includes the resale activities of used as well as new electronic goods mainly to general population for household and personal consumption and use.

The impact of the retailing sector is large mainly because of various factors. The electronics retail sector is considered to be economic heavyweight. On an average, in India approximately 1 out of 12 workers is employed in the electronic retail sector and this sector accounts for about 5% of the total GDP. Also, it serves the final demand and therefore occupies a significant position in the value chain both as the household and the provider and as outlet for the upstream sector. It even compliments the activities in the hard hit segments like tourism. Additionally, the electronics retail sector in India is quite labour intensive. So any kind of disruptions have disproportionate rate of employment consequences. This sector mainly depends on part time and low wages, gig workers and part time workers which aren't

N. M. Kulkarni

for becoming global hub for the electronic systems designing and manufacturing. For achieving this goal, driving efficiencies need to be developed to make core components like the chipsets and for creating competing environments for the industrial sector in India. The semi-conductors and the electronic components are changes constantly because of the technological advancements. Therefore the electronic manufacturing industry should be capital intensive. The electronic components segment constitutes the electronic products, thus playing an important value on billing of the material. Thus, the spirited electronics manufacturing eco-system has to achieve the net balance in payments (Salem, and nor,2020). The main obstacle in attracting investment in manufacturing of the electronic components or the semi-conductors is including import at the "Nil" customs duty. Most of the semi-conductors or the electronic components come under information technologies agreement. Thus, high cost capital is needed for competing at the global scale. More resistance offered to inadequate infra, lack of good quality, poor power and water supplies at the competing rate, lack of the supply chains, high cost of logistics, local environment problems, lack of proper technology, skilful human resource, etc.(Kunchaparthi,2020).

Last scheme that was introduced for fighting these lacunae has been the modified special package scheme which was designed for providing the financial incentives for offsetting disabilities as well as high cost in manufacturing of the electronic goods. The scheme was on till 2018, sec, 31st for the new projects and expansion projects. It offered subsidies to investment in the capital expenditure in order to set up the electronic manufacturing facilities. It also played a significant role for promoting investments in this regard. Although in past 4 years the electronic manufacturing industry in India depicted a growth of about 25% CAGR, because of the efforts made by GoI. This potential and actual growth is still under the constraints like the huge capital investments as well as the high paced technological advancements. Government is still making a lot of efforts for creating a conducive business environment for manufacturing electronic goods in India. It aims at getting large investments in the manufacturing hub(Nakhate,2020).

One of the major suppliers of electronics in India is China. The electronic goods industry in India might face a lot of disruptions in terms of supply, production, impact of reduction on the prices of products because of heavy dependent on the electronic components supply directly and indirectly as well as local manufacturing. China exports about 50% of electronic goods in India. The imports of electronic goods has already reduced to 40% because of the pandemic and the subsequent foreclosure. The countermeasure of this was that India promoted an indigenous production. It aims at reducing the dependence on the single market. Further, China is the 3rd largest exports partner of India for exporting raw material like mineral fuel, organic chemicals, cotton, etc. (Mirza and Gupta, (2020).

The impact depends on scope of activities that are happening with China. The shutdown that has happened in China has completely banned import of different electronic components which affect the Indian automakers as well as auto components segment.

However the current level of inventory seems to be sufficient for Indian industry. In case the shutdown persists in China, it will cause a contraction of about 8 to 10% in India in the car manufacturing sector(Zarembaet.al. 2020).

Talking about E-commerce industry, the online stores are benefitting a lot from this switch of customer behaviour to shopping online. Now, they have been positioned quite well for

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Abstract

With technological advancement, organizations are evolving and building a novel-tech culture by the implementation of IoT-based devices including big data, cloud computing, and Google glasses. Organization can predict their future events across all functional areas including marketing, human resource management, finance, and operations with the digitalization of both structured and unstructured data present in the organization. Organizations are rapidly shifting towards the IoT for improving the overall recruitment process as well as the manpower management system of the organization. The decision-making ability of the organizations is highly affected by the implementation of IoT-based devices. The article will highlight the role of IoT in an organization and how it impacts overall recruitment and manpower management. Recruitment is one of the most critical factors for the growth of the organization. IoT-based applications such as Google glasses allow capturing the interviews for analyzing the behavior and attitude of the candidate. IoT helps to capture the information that enhances the decision-making ability of the organization as well as helps in choosing the well-deserved employees for the organization. Hire Bue is an AI-based application used by the organization for improving the recruitment process.

Keywords: IoT, recruitment process, manpower management, Google glasses, and Hire Bue

Introduction

In this article, the role of IoT in improving the overall recruitment and manpower management system of the organization has been studied. Due to the rapid development of economic globalization and the advent of information technology, various organizations have shown changes under the influence of the technologies therefore organizations have focused on the manpower management of the organization and turn them into their competitive advantages. The recruitment process is the most critical aspect of the manpower management system of the organization as it plays an important role in the success of the organization. The organization needs to develop strategies to use the IoT-based application for the overall recruitment process and manpower management system of the organization. Numerous devices are connected to the internet with the development of computer and network communication technology¹. The introduction of IoT has blurred the differences between the real world and the virtual world. HR managers of the organizations use IoT to search the details of the candidates as IoT stores the various details such as objects, people, and web pages that are important for the manpower management and overall recruitment of an organization.

The growth of Big Data and 5G technology has played an important role in the growth of IoT business data. Using IoT-based technology such as cloud computing and big data helps the organization to store their big volume of data that enhances the task efficiency of the organization. Construction of the HRM information technology gets improved with the IoT-based applications and reduces the expenditure of management costs. Labor costing, recruitment monitoring, payroll accounting, automatic attendance, and tacking compensation are some of the major advantages of using IoT-based applications in the organization². IoT helps an organization to gain competitive advantages and provides opportunities for research on strategic information. Using IoT-based applications by the company helps them to develop and implement new systems.

Based on the information technology and competitive strategy, the strategic significance of HR information technology has been discussed. The organization uses IoT-based applications to understand the needs of the employees as well as easily achieve the goals of maximizing economic benefits³. It helps to develop an appropriate route for organizational development by reducing the human resources challenges in the organizations. Increasingly fierce competition in the market has forced the organization to adopt the IoT based applications in their organizations for enhancing the manpower management of the organization⁴. The changes in the market environment are easily adapted to the HR management system as it helps in promoting the reform process. The system helps to enhance the efficiency of personnel management and the development of various tasks that happen due to favorable conditions.

2. Literature review

2.1 overview of the chapter

IoT and digitalization have a long-term effect on the success of the organization such as changes in the employment forms, the transformation of job profiles and occupation, and provide a huge platform for economic development for the organizations. In the literature review, the effect of IoT on the recruitment process of the organization as well as the manpower management system of the organization. The chapter will discuss the process of e-recruitment, digitalization, and the impact of IoT on the productivity of the organization. The manpower management system of the organization can be defined as the planning of human resources available in the organization. The manpower management system is one of the most important factors for the success of the organization. In the chapter, the role of IoT in the manpower management system of the organization can be discussed.

2.2 IoT Design for Manpower management system of an organization

IoT systems have become one of the most important tools for generating spatial-temporal data in organizations. The IoT system has been used by the organization to solve the problem of storing large volumes of data in the organization. The user terminal

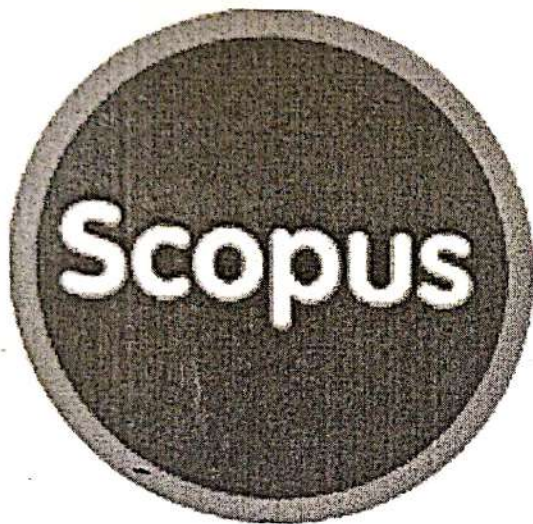
¹Gaur, Bhawna, Vinod Kumar Shukla, and Amit Verma. "Strengthening people analytics through wearable IOT device for real-time data collection." *2019 international conference on automation, computational, and technology management (ICACTM)*. IEEE, 2019.

²Margherita, Emanuele Gabriel, and Ilenia Bua. "The role of human resource practices for the development of Operator 4.0 in Industry 4.0 organisations: a literature review and a research agenda." *Businesses* 1.1 (2021): 18-

³Kodithuwakku, Puma Dhakshika. "INTERNET OF THINGS IN HUMAN RESOURCE MANAGEMENT."

⁴Zhou, Zhiping, et al. "Effects of resource occupation and decision authority decentralisation on performance of the IoT-based virtual enterprise in central China." *International Journal of Production Research* (2020): 1-17.

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Role of Art Conservation Science in the Study of Tangible Cultural Heritage

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Abstract

Global benchmarks for assessing tangible cultural heritage are particularly maintained by the rules and regulations on cultural property in particular countries. This paper examines the validity of conversation science for cultural heritage, and what its role is to increase human knowledge. The evolving capacity of conversation science is changing over time differing from the conventional method of conversation. It significantly considers the long-term learning procedures constrained with specific methods. Over years it is evolving and new capacities are included in it. The unique concept of "tangible cultural heritage" is a living idea, and currently, in broader terms, it is illustrating the legacy of the manmade creation. Conservation science consists of a diverse practical side which expects to be understood in the theoretical constructions. Moreover, implicitly the complex parity of the cultural heritage involves multiple sets of new values and depicts the field of visual arts. The major purpose of this study is to depict the important factors of conversation science. Furthermore, this article examines the value of the conservation process maintaining the tangible heritages. Specifically, the article gives the details of the government approach in India to maintain its cultural heritage over time. It has given the value functions in understanding the current benefits of art conservation along with the value determination for the future generation. In attributing the sustainable goal of the conservation, this article had made unique approaches increasing the maximum potential vitality. In broader terms, the greatest importance of this study affirms the understanding of the role of conservation methods for cultural heritage.

Keywords— Tangible, Cultural Ministry of India, Economical value, socio-economic value, tangible cultural heritage, conservation science

INTRODUCTION

The multi-faceted world cultural heritage is similar to the essence of the core of humanity, though its definition overpowers enlightenment. However, it is naturally expressed in different cultures over time when it indicates natural patrimony, valuation, and the legacy of the generations. The innovative philosophy of cultural heritage is classified into two groups—the tangible heritage, and the intangible

components of the cultural heritage, whereas the intangible heritage is the cultural norms such as the regional language, performing art of a particular community. The tangible heritage of a country needs to be organized and managed properly in terms of the sociological, economical, political, and emotional value of the people. Conservation science is related here to manage those tangible cultural heritages of a country. Here, in this article, the significant

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**INTEGRATING THE PRINCIPLES OF STRATEGIC HUMAN CAPITAL AND
STRATEGIC HUMAN RESOURCE MANAGEMENT TO IMPROVE
ORGANISATIONAL PERFORMANCE**

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ABSTRACT

Strategic HRM policies are essential in improvement of performances of organisations. The aim of this study is to integrate the principles of SHC and SHRM that have enough potential in improving the performance of an organisation. Different objectives and research questions along with support of other articles are mentioned to support the importance of SHRM. The importance includes improvement of workplace environment, leadership and the strategy of business functions. Data indicates almost 47% of licensed large-sized companies globally use an effective SHRM strategy. Systematic review of six articles based on primary analysis of data regarding SHRM is selected along with Prisma Boolean selection strategy. Three themes are presented based on the outcome of articles to support the importance of green HRM and innovation for performance development. Limitations include non-availability of more data as well as absence of primary data in this research. Future aspect indicates use of this study as a good secondary source for future research.

Keywords: *Strategic HRM, strategic human capital, innovation, Organizational performances, Green HRM, employee motivation, Competitive advantages*

M. Shree Raman

INTRODUCTION

Strategic human resource management (SHRM) indicates the strategy of formulation and execution of human resources by modification of policies and practices for improving employee competencies and behaviour. SHRM is an important aspect in any organisation that supports the improvement of the performances of employees and organisation. This study will provide complete details about the concept of SHRM and strategic human capital (SHC) for the improvement of performance of a company. A systematic review of articles and discussion of the articles regarding SHRM, limitations and future scope will be discussed properly to identify the strategic process of HRM in organisations.

RESEARCH OBJECTIVES

The aim of this research is *"To integrate the principles of SHC and SHRM that have enough potential in improving the performance of an organisation"*.

Objectives

RO 1: *To determine the principles of SHC and SHRM for improvement of organisational performances*

RO2: *To identify advantages for the implementation of principles of SHC and SHRM for improvement of organisational performances*

RO3: *To analyse the issues regarding the implementation of principles of SHC and SHRM for improvement of organisational performances*

RO4: *To recommend solutions to the issues regarding implementation of principles of SHC and SHRM for improvement of organisational performances*

Research questions

RQ 1: *What are the principles of SHC and SHRM for improvement of organisational performances?*

RQ 2: *What are the advantages of the implementation of principles of SHC and SHRM for the improvement of organisational performances?*

RQ 3: *What are the issues regarding implementation of principles of SHC and SHRM for improvement of organisational performances?*

RQ 4: *What are the recommended solutions to the issues regarding implementation of principles of SHC and SHRM for the improvement of organisational performances?*

BACKGROUND

SHRM is an important aspect in any organisation that supports performance improvement with effective implementation of strategic planning by the HRM department in an organisation. Recent statistical data mentioned in the below graph suggest that almost 47% of licensed large-sized companies globally use an effective SHRM strategy for improvement of performance to maintain competitive advantage (Statista, 2022a).

Impact of Social Media Marketing on Organizational Performance: A Case Study of Amazon India

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Impact of Social Media Marketing on Organizational Performance- A Case Study of Amazon India

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With the intention of identifying how social media marketing can improve organizational performance, this research has focused on Amazon India. Through secondary data, different social media marketing strategies of Amazon are hereby identified at first. Then primary data is collected by sharing a survey questionnaire with one hundred random consumers of Amazon. From their responses, it was found that Amazon is using different tactics in different social media channels such as following different topical festivals of India and creating emotional ads. These social media ads are helping the organization to engage with the consumers and draw them to their e-commerce site and almost ninety consumers stated that they buy something whenever they are re-directed to Amazon's site through a social media ad.

Keywords: social media marketing, amazon strategy, negative impacts.

Introduction

In The world of marketing, social media marketing has acquired a special position due to its effectiveness and capability to cultivate better results (1). Several companies are there are investing heavily in social media marketing while some companies are still not sure whether they should cut investment from traditional marketing to boost social media marketing or not. Now, existing research works show that social media marketing can help an organization to engage with its consumers in a better manner however, traditional media can do the same (2). Therefore, the question is why companies should follow social media marketing instead of traditional marketing or any other digital marketing such as SEO.

On the other hand, very research works have focused on a particular company to find out how social media marketing is improving the performance of that company by improving its financial performance (3). If there is no concrete evidence that social media marketing can improve organizational performance then it is obvious that small

Impact of Transformational Leadership on Organizational Performance Through Employee Motivation

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Impact of Transformational Leadership on Organizational Performance Through Employee Motivation

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In order to find out how transformational leadership can increase organizational performance through employee motivation, this research focused on one of the well-renowned transformational leaders called as Jeff Bezos. From secondary data, it was found that Jeff Bezos is responsible for implementation of several programs AWS Grow Our Own Talent, Surge2IT, UXDR Apprenticeship Program and Amazon Technical Academy. These programs are the reasons that employees are motivated and are performing beyond expectation. From primary data it was found that employees love the way Jezz allows them to take part in decision making program and to follow innovation ways of working. After than when the financial performance of the organization for past 5 years is analyzed, only growth is found. It means, these programs are motivating employees, motivating employees are performing better and it is increasing organizational performance.

Keywords: Transformational leader, employees, organizational performance.

Introduction

There is no doubt that leaders play a major in success or failure of an organization (1). For example, where leaders like Steve Jobs or Mark Zuckerberg ensured success of Apple and Facebook, leaders like Martin Winterkorn caused failure of Volkswagen through the famous "Cheating Emission" Scandal. It shows good leadership can trigger success where poor leadership can affect organizational success. However, a debate is there always that raises questions regarding which is the best leadership style for organizational success (2). There are different types of leadership styles such as autocratic leadership, democratic leadership, transformational leadership, laissez-faire leadership, transactional leadership, and participative leadership style (4). Time to time different authors have supported and vouched for different leadership styles for improved organizational performance. For example, it is stated that autocratic leadership is useful in small companies. On the other hand, democratic leadership is considered as useful as it can collect valuable insights from employees at the time of decision-making (5). Transactional leadership is proved useful in creating a fair and highly productive

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Effect of E-Learning on the Academic Achievement of Students

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E-learning has become one of the most debated concepts in today's global education industry. While some speak in favour of e-learning, others criticize e-learning and state that it cannot cultivate better results compared to traditional learning. In today's Covid situation, e-learning has become necessary for universities around the world, this research has once again focused on this topic to identify whether e-learning can positively influence the performance of students or not. While identifying the same, three factors are selected that are technical competency, e-learning standards and e-learning infrastructure. After collecting data and information from existing empirical research works, it was found that e-learning can cultivate positive results in terms of student's performance in different universities and classes. However, it was found that for that positive performance, technical competency must be high and the standard of materials shared through e-learning must be effective enough. In terms of infrastructure, contradictory results are found as one research work stated that it is not vital for improved performance while the other stated that it is important for better academic performance. Overall, this research identified that e-learning can increase academic performance with the right tools and techniques implemented with it.

Keywords: e-learning, ICT infrastructure, information and communication technology, inductive research approach.

Introduction

Information and communication technologies, vastly known as ICTs are providing significant opportunities for online education and training. According to Suresh *et al.* (1), e-learning can facilitate collaboration and creativity for individuals and organizations. However, Rasheed *et al.* (2) raised questions that e-learning can be problematic for students as the absence of a traditional school/class alike environment can affect their