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National Level Symposium
on
16th February 2019

SOUVENIR

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by
Dr.S.Palaniammal
Dr.A.Sukumar

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Department of English
Department of Mathematics

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CHAIRPERSON'S MESSAGE



It is my privilege and honor to be the Chief Patron of ADIVIDYA 2K19 National Level Symposium on 16th February 2019. I am confident that you will find this event an indelible and rewarding one.

ADIVTYA 2K19 will certainly be a quintessential symposium for sharing the acquired knowledge to get it proliferated. The educational advancements are so dynamic that changes, developments, new practices and innovations are happening at light's pace. In that way, I have to appreciate and congratulate the diligent efforts of SKACAS crew in devotedly organizing this symposium.

I wish the ADIVTYA 2K19 a grand success.

Smt. S. MALARVIZHI
Chairperson & Managing Trustee
Sri Krishna Institutions

PRINCIPAL'S MESSAGE



It is indeed a great privilege for me to welcome all the student participants of various institutions to ADIVIDYA 2K19. This avenue promises to be an exhilarating venture for the students to exhibit their exemplary uniqueness on constructive spectrum of field

The success of this symposium is solely on the dedication and efforts of the entire team of Sri Krishna Adithya College of Arts and Science who started working tirelessly and whole-heartedly to make it a triumphant reality. The organizers, indeed, have done an excellent work, especially when a symposium of this stature is organized.

ADIVIDYA 2K19 will sure be a knowledge enriching forum. The exceptional competitions and other invigorating events are the highlight and hallmark of this symposium. The management has been so supportive to celebrate the victorious ADIVITYA 2K19. I wish the students will have a wonderful experience with us and carry back sweet memories of satisfactory participation in ADIVITYA 2K19.

Dr.S.PALANIAMMAL

Principal

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PAPER ID: SKADI1001

BUSINESS STRATEGY AND LEADERSHIP

K.M PARAMESHWARI

Research Scholar, Sri Ramakrishna College of Arts and Science (Formerly SNR Sons
College (Autonomous), Coimbatore, T.N

ABSTRACT

The study on the top executives and their effects on organization. The basic premise is that in order to understand why organization do the things they do, or perform the way they do, we need to deeply comprehend the people at the top, their observation of facts or events, abilities, values, social connections, aspirations and other human features.

The scope of strategic leadership includes performance of individual executives especially CEO's, top management teams, governing bodies and board of directors. This makes emphasis on uniqueness of the leaders and the effects of their uniqueness on their outcomes. As the difference between the leadership and strategic leadership plays a major role in production and sales, this project studies the effect of strategic leadership and why it has been implemented in companies for betterment of their organization.

Inspite of studying research, the analysis helps the organizations of employees to understand their positions and the effects of their activities in their organization. This also helps managers and teams to provide strategies for their further growth.

KEYWORDS: *Uniqueness, Executives, Top level Management.*

PAPER ID: SKADI1002

E-MARKETING

DR. A. SUKUMAR, AKILA. K, DHATCHANA.E

Head of B. Com PA, Students,

**Department of Commerce, Sri Krishna Adithya College of Arts and Science, Coimbatore,
TN**

ABSTRACT

Marketing is a business term that specialists have characterized in many diverse ways. Indeed, even at organization level individuals may see the term in an unexpected way. Essentially, it is an administration procedure through which items and administrations move from idea to the client. It incorporates distinguishing proof of an item, deciding interest, settling on its cost, and choosing appropriation channels. It likewise incorporates creating and actualizing a limited time technique. The main four p's of marketing are product price place promotion. Product refers to an item or items of a business intend to sell. Price refers to how much the company will sell the product for, when establishing price, companies must give considerations to the unit cost price, marketing costs and distribution expenses. Place refers to distribution of the product. Key consideration includes whether the company will sell the product through a physical storefront, online or through both distribution channels. Finally, promotion refers to the integrated marketing communications campaign. Marketing plays a vital role in business process and also there are more types of marketing in that one of the types is E-Marketing. As now a day the process of digitalization process gets increased the use of e-marketing also get increased rapidly.

***“Good marketing makes the company look smart,
Great marketing makes the customer feel smart”***

KEY WORDS: *Product, Price, Promotion, Place, Digital*

PAPER ID: SKADI1003

A STUDY ON APPLICATION OF RUNGE- KUTTA METHOD WITH RESPECT TO TRAFFIC FLOW PROBLEM

DR.S.NARESH KUMAR, ABIRAMI.K, SELVA NANDHINI.N

Head of Mathematics, Student, Department of Mathematics, Sri Krishna Adithya
College of Arts and Science, Coimbatore, TN.

ABSTRACT

Runge –Kutta method is a technique of numerically iterating Ordinary Differential Equations. Now-a-days the need for solving real world problems has been increased. Here we considered a traffic flow problem involving different parameters. Solving vehicular traffic flows which are based on Partial Differential Equations are more complicated and time consuming that cannot be done in real-time, so ODE mathematical models are constructed from obtained PDE. The accuracy of Runge-Kutta method is more reliable to solve the increasing need for traffic flow optimization. In this paper, the construction of an ODE mathematical model is done for a real world problem, in particular, traffic flow is discussed and a numerical solution is given as an example. The solution obtained from a fourth order Runge-Kutta method (for first and second order ODE) is more accurate and precise.

KEYWORDS: *Runge-Kutta method, Ordinary differential equation, Traffic flow, Partial Differential Equations, Mathematical models.*

PAPER ID: SKADI1004

CONSUMER BEHAVIOR TOWARDS DIRECT MARKETING

KAVITHA.K,PRAISY C. B

Associate Professor, Student, Department of Commerce, Sri Krishna Adithya College of Arts and Science, Coimbatore, T.N.

ABSTRACT

Direct marketing is a method where the company sells directly to consumers through the internet or mobiles or even through personal selling. The study provides an overview about the direct marketing methods and their benefits. The investigation aims at knowing the impact of these benefits on consumer behaviours through knowing their respond about the advantages of direct marketing and email. Consumer database is important for the criteria of direct marketing for it's the base that any company does its studies on. Consumer database enables capturing the main characteristics of predictions and consumers who are ready and willing to purchase the product or service exhibited by the firm. Consumer database also offers demographic information about the consumers and collects data about the ages, incomes, educations, genders, and previous purchases. The objective of this study is to analyse the consumers behaviour towards direct marketing and to know the factor that affects the direct marketing. The data for this study is collected from primary sources. The statistical tool used for the analysis are simple percentage analysis and chi-square test.

KEYWORDS: *Direct marketing, consumer, analysis, database.*

PAPER ID: SKADI1005

**A STUDY ON CONSUMERS ATTITUDE TOWARDS TAMIL NADU
STATE TRANSPORTATION CORPORATION BUS SERVICES WITH
SPECIAL REFERENCE TO COLLEGE STUDENTS OF COIMBATORE
CITY**

Dr. G. SOWMYA, MS.SHAHIN

Assistant Professor, Student

Sri Krishna Adithya College of Arts and Science, Coimbatore, TN.

ABSTRACT

This study tends to convey the attitude of college students towards TNSC Bus Services. The objective of this study is to identify the level of satisfaction of services offered by TNSC and problems faced by college students in availing the services of TNSC. A sample of 100 respondents - College student's residing in Coimbatore city were collected and analysed using percentage analysis. It is found from the study that majority of the College Students are aware of Weekly, Monthly, Yearly passes and also satisfied with the service of TNSC buses. Most of the College students opined that less space for standing inside the bus and not returning the balance amount as a problem. The College students expect certain services and facilities from the TNSC such as Extra buses during peak hours, Maintenance of buses, comfortable seats which are very common. The study conclude that if these suggestion are taken into consideration by the government then TNSC will always remains number one in providing the services utmost satisfaction not only to the College students but also for the general public.

KEYWORDS: *TNSC, Bus service, Satisfaction of Service*

PAPER ID: SKADI1006

A STUDY ON VOLATILITY OF GOLD AND SILVER PRICES IN MCX

A.SUJETTHRA, J.SUJITHA

Assistant Professor, Student

**Department of Commerce, Sri Krishna Adithya College of Arts and Science
College, Coimbatore, TN.**

ABSTRACT

An item showcase is a market that exchanges essential financial division as opposed to made items. Delicate wares are rural items, for example, wheat, espresso, cocoa, leafy foods. Hard items are mined, for example, gold and oil. Speculators access around 50 noteworthy ware markets worldwide with absolutely monetary exchanges progressively dwarfing physical exchanges which products are conveyed. Prospects contracts are the most established method for putting resources into products. Prospects are verified by physical resources. Product markets can incorporate physical exchanging and subordinates exchanging utilizing spot costs, advances, fates, and choices on prospects. Ranchers have utilized a straightforward type of subsidiary exchanging the wares advertise for quite a long time for value hazard the board.

A monetary subordinate is a money related instrument whose esteem is gotten from a product named underlie. Subsidiaries are either trade exchanged or over-the-counter (OTC). An expanding number of subordinates are exchanged through clearing houses some with Central Counter gathering Clearing, which gives clearing and settlement benefits on a fates trade, just as off-trade in the OTC market.

KEYWORDS: Gold Price, Silver Price, Price Volatility in MCX

PAPER ID: SKADI1007

ROLE OF PAYMENTS BANKS IN PROMOTING FINANCIAL INCLUSION IN INDIA

M.P.PRINCE ALLWYN JEBARAJ, V.KIRUTHIKA

Assistant Professor, Student

Sri Krishna Adithya College of Arts and Science, Coimbatore, TN.

ABSTRACT

The Indian government has taken many initiatives to promote the financial inclusion in order to achieve effective reach of financial services to the people those who are unable to access it. To achieve the goal of financial inclusion, a new banking system has been introduced recently known as Payments banks. It is a new model of banking system initiated by RBI. The payments banks can accept a restricted deposit, which is limited to Rs.1 lakh per customer and may be increased further in future. But these banks cannot issue loans and credit cards. Both current account and savings accounts can be operated by such banks. Payments banks are allowed to issue services like ATM cards, debit cards, net-banking and mobile-banking. This paper is going to discuss the various role of payments banks in promoting effective financial inclusion in India.

KEYWORDS: *Financial Inclusion, Payments Bank, RBI*

PAPER ID: SKADI1008

DIGITAL COMMERCE

AVANTHIKA.M, SNEHA.B, SIFANA BANU, NINDU DHARSHINI.S

Assistant professor, Students

**Department of Commerce, Sri Krishna Adithya College of Arts and Science, Coimbatore,
TN.**

ABSTRACT

E-commerce is the activity of buying or selling of products on online services or over the Internet. Electronic commerce draws on technologies such as, electronic funds transfer, supply chain management, Internet marketing, online transaction processing, electronic data interchange (EDI), inventory management systems, and automated systems. Modern electronic commerce typically uses the World Wide Web for at least one part of the transaction's life cycle although it may also use other technologies such as e-mail. Typical e-commerce transactions include the purchase of online books such as Amazon and music purchases music download in the form of digital distribution such as iTunes Store, and to a less extent, customized/personalized online services. There are three areas of e-commerce: online retailing, electric markets, and online auctions. E-commerce is supported by electronic business.

KEYWORDS: *e-commerce, electronic data*

PAPER ID: SKADI1009

E-COMMERCE AND E-BANKING

ABINAYA. E, LEENA. A

Assistant Professor, Students,

**Department of Commerce, Sri Krishna Adithya College of Arts and Science,
Coimbatore, TN.**

ABSTRACT

E-commerce is the process of buying and selling goods and service through the network systems like internet, social media, etc., Now-a-days E-commerce has been very easy to purchase a goods at our doorstep. While we purchase a product, we may face so many obstacles regarding payments in the earlier stage. In order to eliminate this obstacle, E-banking system has been introduced. E-banking means transaction of money or any other cash fund to another person through online payments like Paytm, Net-banking, debit card, credit card, etc., Both E-banking and E-commerce plays a vital role in the marketing field as well as current world.

KEYWORDS: *Social media, Obstacles, Online payments.*

PAPER ID: SKADI1010

KNOWLEDGE MANAGEMENT

ARUNA. A, PREETHA. P, SHANTHINI. K.P, KIRUTHIKA. R

Assistant Professor, Students,

**Department of Commerce, Sri Krishna Adithya College of Arts and Science,
Coimbatore, TN.**

ABSTRACT

Knowledge management is the systematic management of an organization's knowledge assets for the purpose of creating value and meeting tactical & strategic requirements; it consists of the initiatives, processes, strategies, and systems that sustain and enhance the storage, assessment, sharing, refinement, and creation of knowledge. The full scope of knowledge management (KM) is not something that is universally accepted. However, before one looks at the differences in the definitions, let's the similarities. KM is about making the right knowledge available to the right people. It is about making sure that an organization can learn, and that it will be able to retrieve and use its knowledge assets in current applications as they are needed.

KEYWORDS: *Knowledge, Management, Organization.*

PAPER ID: SKADI1011

GREEN BANKING

THENMOZHI. N, DIVYAPRIYA.M, MANEESHA MURALI

Assistant Professor, Students,

**Department of Commerce, Sri Krishna Adithya College of Arts and Science,
Coimbatore, TN.**

ABSTRACT

The banking industry plays a vital role in economic growth and environment protection by promoting sustainable and socially responsible institutions. This kind of banking is termed as “GREEN BANKING”. The problem related to the environment, maintaining the ecological balance and environmental sustainability has become issue for debate around the world. Both the organisation and consumer has understood the important of environment for survival of human beings. The concern for environmental sustainability by the banks has given rise to concept of green banking. It is paperless banking which is not only reduce the cost of banking activities but also helps in environment sustainability. Green banking means promoting environmental friendly practices and reducing your carbon footprints from your banking activities. This paper covers introduction of green banking, objectives, green banking in India, methods, products and services, benefits and challenges of green banking.

KEYWORDS: *Banking, Green banking, Environmental Protection.*

PAPER ID: SKADI1012

CUSTOMER SATISFACTION TOWARDS HIMALAYA PRODUCTS

SHREEKARTHIKA, P. GOWRI

**Assistant Professor, Student, Department of accounts and finance, Sri Krishna Adithya
College of Arts and Science, Coimbatore, TN.**

ABSTRACT

Himalaya Drug Company is producing no. of products like are Skin care, Baby products and health care products. So, In India Himalaya is one of the important products in the market. This paper is analysing the Customer satisfaction towards using the Himalaya products. The main objective is to know about the satisfaction level and various opinion of usage of Himalaya products. And it also helps to realize the value of Herbal usage from the chemical product. For that we have prepare opted questionnaire and collect the response from 120 respondents. Here we have used tables and analytical chart to explain the results. The results will be helpful to attain the objective.

KEY WORDS: *Customer satisfaction, Opinion of the customer and Buying Behaviour.*

PAPER ID: SKADI1013

A STUDY ON SALES PROMOTION ACTIVITIES IN BIG BAZAAR WITH REFERENCE TO COIMBATORE CITY

SATHIYAVANI. S, THARANI. A, RAMYA. J

Assistant Professor, Students, Department of Commerce, Sri Krishna Adithya College
of Arts and Science, Coimbatore, TN.

ABSTRACT

Marketing is made up of 4 elements: product, price, place, promotion. A product can be either a product or a service. Place is where the product is purchased. Price is the amount a consumer pays for the product to purchase. The need for promotion arises from the intensity of competition. Sellers must show how to attract customer's attention. Sales promotion is one level or type of marketing aimed either at the customer or at the distribution channel. Sales promotion is used to introduce new product and to lift up the sales in a business. Sales promotion is a type of pull marketing technique. Sales promotion includes several communication activities that attempt to provide value added or incentives to consumers. Sales promotions often come in the form of discounts. Discounts impact the way consumers think while shopping. Big Bazaar has democratized shopping in India and is more than a hypermarket. Retailing in India is gradually inching its way towards becoming the next boom industry.

KEY WORDS: *Marketing- Sales Promotion- Coupons- Discount- Customer awareness- Retailing- Four p's of marketing- customer satisfaction.*

PAPER ID: SKADI1014

GOOGLE SMART CONTACT LENS

SANGEETHA PRIYA. A, ANSAR DHEEN. N, PREMSAAGAUR V M

Assistant Professor, Students, Department of Computer Science, Sri Krishna Adithya
College of Arts and Science, Coimbatore, TN.

ABSTRACT

Google Contact Lens is a smart contact lens project by Google. The project aims to assist people with diabetes by constantly measuring the glucose levels using tears. The project is being carried out by the life sciences division of Google X and Novartis and it is currently being tested using prototypes. The lens consists of a wireless chip and a miniaturized glucose sensor. A tiny pinhole in the lens allows for tear fluid to seep into the sensor to measure body sugar levels. Both of the sensors are embedded between two soft layers of lens material. The electronics lie outside of both the pupil circumference and the iris, so there is no damage to the eye. There is a wireless antenna inside of the contact that is thinner than a human's hair, which will act as a controller to communicate information to the wireless device. The antenna will gather, read, and analyse data. Power will be drawn from the device which will communicate data via the wireless technology RFID.

KEYWORDS: *Google, Project, Prototypes, communication, wireless.*

PAPER ID: SKADI1015

CONTENT MARKETING

V. SINDHU, SINDHIA KEERTHANA. C, SARANYA. B

**Assistant Professor, Students, Department of Commerce (PA) Sri Krishna Adithya
College of Arts& Science, Coimbatore, TN.**

ABSTRACT

Content marketing means attracting and transforming prospects into customers by creating and sharing valuable free content. The purpose of content marketing is to help companies create sustainable brand loyalty and provide valuable information to customers, as well as create a willingness to purchase products from the company in the future. This relatively new form of marketing does not involve direct sales. Instead it builds trust and rapport with the audience.

KEYWORDS: *Marketing, companies, brand, direct sales.*

PAPER ID: SKADI1016

DIGITAL MARKETING-THE MODULE

THENMOZHI. N, DIVYA. A, NIVETHA. G

**Assistant Professor, Students, Department of Commerce (PA) Sri Krishna Adithya
College of Arts& Science, Coimbatore, TN.**

ABSTRACT

Now-a-days digital marketing places a vital role in society. Digital marketing is the global marketing. Digital marketing paves the way for the businessmen to develop their business by selling the product through online. Digital marketing is the world super connected service. Digital marketing is the tools for the well-targeted, conversion oriented, quantifiable and interactive market for creating innovation in marketing. Digital marketing helps us to measure the effectiveness of a digital marketing campaign through analytics. It is the medium of communication which is more powerful and involves social media websites, chats, apps, and Email. Digital marketing has become a new phenomenon that brings together customisation and mass distribution to accomplish marketing goal.

KEYWORDS: *Global marketing, social media, online service, marketing, websites.*

PAPER ID: SKADI1017

OPTIMIZING THE TOTAL COST IN JOB ALLOCATION

MARY TENCY. E.L, HARINI. M, MEGHA. M

Students, Assistant Professor

Department of Mathematics, Sri Krishna Adithya College of Arts and Science,
Coimbatore, TN.

ABSTRACT

The objective of this paper is to assign a number of resources like computer centres, departmental stores, manufacturing firms etc., to an equal number of activities like expert programmers, skilled and unskilled workers etc., so as to minimize the total cost or maximize the total profit of allocation. The assignment problem is one of the fundamental combinatorial optimization problems in the branch of operations research or optimization in mathematics. The problem of assignment arises because of assigning the available resources having multitudinal degrees of efficiency for performing different activities. These kinds of problems are solved by Hungarian algorithm.

KEYWORDS: *fundamental combinatorial, optimization, minimize cost, maximize profit, optimal solution, Hungarian algorithm.*

PAPER ID: SKADI1018

**AN EMPIRICAL STUDY ON EMPLOYEE SAFETY AND WELFARE
MEASURES WITH REFERENCE TO IRON AND STEEL INDUSTRIES
IN COIMBATORE CITY**

M.AVANTHIKA, S.NANDHINI

**Assistant Professor, student, Department of Commerce, Sri Krishna Adithya College of
Arts and Science, Coimbatore, TN.**

ABSTRACT

Employee safety and welfare measures are something that is given by the industry to provide a comfortable working place to the workers. These safety measures motivate the employees to work in secured and comfortable surroundings. The welfare measures are mainly provided to motivate the employees to give out their optimum effort to the work. The production is depending on the employees. So, it is the need and also the duty of the employer to provide safe and secure work place to the workers. This study aims in knowing the safety and welfare measures provided by the iron and steel industries to its employees. The main objective of this study is to analyze the existing safety and welfare measures taken by the industries and to identify the level of satisfaction and impact of those safety and welfare measures among the workers. The data for the study is collected from both primary and secondary data and are collected through simple sampling technique. The statistical tool used for analysis is Chi-square test.

KEYWORDS: *Employee, welfare, safety.*

PAPER ID: SKADI1019

STARTUP INDIA

R. LAKSHMI PRIYA, M.U.UDAYASREE, B.BHUVANESWARI

Assistant Professor, Students, Department of Commerce, Sri Krishna Adithya College
of Arts and Science, Coimbatore, TN.

ABSTRACT

This paper focuses on "STARTUP INDIA" and its success till date as well as the challenges it is likely to face. It is announced by Prime Minister of India Shri.Narendra Modi in his Independence Day speech on 2015. India is a developing south Asia country. It is the most populous and 7th largest country by area. In the present decade, India is undertaking an essential shift towards startup welcoming policies and a business-friendly environment. India is a populated country having increasing demand which is putting a competitive environment forcing to create innovative systems. One of these systems is a startup economy system. This paper is aimed at about the growth and prospectus of startup system in India.

KEYWORDS: Startup, Employment, Entrepreneurship, Innovations, Ecosystem, India.

PAPER ID: SKADI1020

EDUCATIONAL DATA MINING

RAMAJAYAM G, LIKITHA M S, I.P.YUVASHREE

**Assistant professor, Students, department of Computer science, Sri Krishna Adithya
College of Arts and Science, Coimbatore, TN.**

ABSTRACT

Educational Data Mining (EDM) is the domain of study concerned with mining educational data to find out enthralling patterns and knowledge in educational organizations. It is an emerging discipline, concerned with thriving procedure for exploring the unique types of data that come from educational milieu. It provides intrinsic knowledge of teaching and learning technique for efficacious education planning. Its objective is to comprehend how students learn and identify the settings in which they learn to revamp educational outcomes and to gain insights into and explain educational circumstance.

KEYWORDS: *Educational data mining, domain, technique.*

PAPER ID: SKADI1021

CASHLESS ECONOMY

R. LAKSHMI PRIYA, BALA MANOJ.S, KEERTHANA.K

Assistant Professor, Students, Department of Commerce, Sri Krishna Adithya College
of Arts and Science, Coimbatore, TN.

ABSTRACT

The most recent decade has seen a sharp ascent of cashless exchanges in the created nations as well as in a large number of the creating nations. Markets are in a progress stage, from supermarkets, hyper markets to electronic markets. Utilization of plastic cards, web-based shopping and electronic instalments are gathering force. Governments are additionally getting to be hello their tech by acquainting on the web offices with their subjects. In a joint effort with different establishments, governments have been moving from money based to a cashless framework so as to expand productivity and lessening costs At, first, it was anything but a considerable achievement at the end of the day it has risen. Presently, it is advancing a direct result of the overall web accessibility with easy to use programming and equipment. This paper is an endeavour to comprehend the hypothetical idea of a cashless society. An observational investigation was done in the Sultanate of Oman to distinguish the connections of a portion of the indicators, for example, Easy, Fast, Secure, and Benefit with ward variable Use of cashless instruments. Results after Exploratory Factor Analysis (EFA) and Multiple Linear Regression (MLR) demonstrate that Easy, Secure, and Benefits of cashless instruments are huge indicators however quick, is certainly not a huge indicator of the Use of cashless instruments, at 0.1 criticalness level.

KEYWORDS: Cashless, E-Transactions, SWOT, Factors, Women.

PAPER ID: SKADI1022

CUSTOMER RELATIONSHIP MANAGEMENT

AKSHAYA C B, SHERIN J, ARCHANA M

Assistant Professor, Students, Department of Mathematics, Sri Krishna Adithya
College of Arts and Science, Coimbatore, TN.

ABSTRACT

Customer relationship management is a mix of individuals, procedures and innovation that tries to comprehend an organization's clients. It is an incorporated way to deal with overseeing connections by concentrating on client maintenance and relationship improvement. CRM has developed from advances in data innovation and authoritative changes in customer-centric forms. Organizations that effectively actualize CRM will receive the benefits in client reliability and long run gainfulness. Nonetheless, fruitful usage is slippery to numerous organizations, for the most part since they don't comprehend that CRM requires company-wide, cross-functional, customer-focused business process re-engineering. Despite the fact that a substantial bit of CRM is innovation, seeing CRM as a technology-only arrangement is probably going to come up short. Dealing with an effective CRM usage requires a coordinated and adjusted way to deal with innovation, process, and individuals. Organizations that effectively actualize CRM will receive the benefits in client reliability and long run productivity. Be that as it may, effective usage is slippery to numerous organizations, for the most part since they don't comprehend that CRM requires broad, cross-useful, client centred business process re-designing. Despite the fact that a huge part of CRM is innovation, seeing CRM as an innovation just arrangement is probably going to fall flat. Dealing with a fruitful CRM execution requires an incorporated and adjusted way to deal with innovation, process, and individuals.

KEYWORDS: connection, innovation, success.

PAPER ID: SKADI1023

DIGITAL MARKETING: AN EFFECTIVE MARKETING STRATEGY

AKSHAYA C.B, SNEHA K, SHNEHA U. K

Assistant Professor, Students, Department of Mathematics, Sri Krishna Adithya
College of Arts and Science, Coimbatore, TN.

ABSTRACT

In this world of digitisation, digital marketing is a vogue that is sweeping across the whole world. The trend of digital marketing is growing day by day with the concepts of internet marketing that is turning into an important platform of digital marketing along with the electronic gadgets like the digital billboards, mobile, tablets and smart phones, gaming consoles, and many such gadgets that help in digital marketing. And a few years from now it will be eventually seen that the conventional marketing being replaced by digital marketing. Digital marketing is going to be top on the agenda of many marketers, and they might be looking for innovative ways to market online, reduce cost per lead, increase click-through-rates and conversion rates, and discover what's hot in digital marketing. This approach is based on real data, facilitated by web analysis, helps companies to focus the efforts and to have success with the new offer versions.

KEYWORDS: *Digital marketing, Internet marketing, Mobile marketing, Social media marketing, Viral marketing, Impacts, Marketing Strategy.*

PAPER ID: SKADI1024

FINANCE

E.ABINAYA, MOHAMMED AASHIQUE. A, DEEPAK.L

Assistant Professor, Students, Department of Mathematics, Sri Krishna Adithya
College of Arts and Science, Coimbatore, TN.

ABSTRACT

Finance is an allocation with space and time by the cover of assets and liabilities. It is a basic structure of business. It is a process of acquiring and disposing assets. Under states of various degrees of uncertainties and risks the elements of benefits and liabilities are incorporated in some cases. Thus, the way the finance is characterized as the art of money management. Basically, the economy of a country is directed towards the speculated wealth of a growing nation. The finance is the main source of the country and helps in the management of the factors related to the economy of the nation. Though there may be different types of factors that are responsible for the growth and development of the country the finance play a vital role among all. This paper is to reveal the basic functions of the finance, its objective, needs, types, scope and related information regarding the finance and the purpose within a nation. And also to ascertain the factors where the finance of our nation is lacking.

KEYWORDS: *finance, assets and liabilities.*

PAPER ID: SKADI1025

CUSTOMER PREFERENCE OF COLGATE AND DABUR WITH SPECIAL REFERENCE TO COIMBATORE

M.AVANTHIKA, INDHU MATHILS

Assistant Professor, Student, Sri Krishna Adithya College of Arts and Science,
Coimbatore, TN.

ABSTRACT

The specific objective of present study is to know about the factor influences the consumer's decision to buy a particular brand of tooth paste. A descriptive research design was used to achieve the objective. We have used simple percentage method. Our study is based on primary data, for which we have used a close- ended- questionnaire. The sample 175 response was selected in Coimbatore. For analysis and interpretation we used tables and graphical presentation as a tool. A comprehensive marketing research will be the only tool that can analyze the customer preference to consume the tooth paste Colgate and dabur. It is depends on age, gender and psychological desire to purchase the particular product.

KEY WORDS: Customer Preference, Toothpaste Industry and Brand Awareness.

PAPER ID: SKADI1026

BIG DATA

HARSHINI. B

Student, Business Analytics, PSGR Krishnammal College for Women, Coimbatore, TN.

ABSTRACT

In the information era, enormous amounts of data have become available on hand to decision makers. Big data refers to datasets that are not only big, but also high in variety and velocity, which makes them difficult to handle using traditional tools and techniques. Due to the rapid growth of such data, solutions need to be studied and provided in order to handle and extract value and knowledge from these datasets. Furthermore, decision makers need to be able to gain valuable insights from such varied and rapidly changing data, ranging from daily transactions to customer interactions and social network data. Such value can be provided using big data analytics, which is the application of advanced analytics techniques on big data. This paper aims to analyze some of the different analytics methods and tools which can be applied to big data, as well as the opportunities provided by the application of big data analytics in various decision domains. With the in-crease in storage capabilities and methods of data collection, huge amounts of data have become easily available. Every second, more and more data is being created and needs to be stored and analysed in order to extract value. Furthermore, data has be-come cheaper to store, so organizations need to get as much value as possible from the huge amounts of stored data. The size, variety, and rapid change of such data require a new type of big data analytics, as well as different storage and analysis methods. Such sheer amounts of big data need to be properly analysed, and pertaining information should be extracted.

KEYWORDS: *Big Data, Database*

PAPER ID: SKADI1027

**A STUDY ON CUSTOMER SATISFACATION TOWARDS E-BANKING
SERVICES PROVIDED BY COMMERCIAL BANKS IN COIMBATORE
CITY**

L. SULEKA

**Students, Department of Commerce, Sri Krishna Adithya College of Arts and Science,
Coimbatore, TN.**

ABSTRACT

Information technology has contributed to the remarkable changes in the banking sectors. Due to the impossible extension of information and correspondence technology [ITC] the concept of banking has been significantly changed. Indian banks, utilizing the latest developments in the technology, introduced the modern banking system called e-banking. Even though all banking sectors are offering e-banking services to their customers, they have to focus more on their satisfaction also. The emergence of e-banking service is playing a fore front part for the country's money related headway boosting customer satisfaction. The main objective of this particular study is to analyse the satisfaction level of customers towards E-banking services and importance level on different dimension of e-products in Coimbatore city. For the purpose of the study, required primary data and secondary data has been collected and various statistical tools have been used to extract the output.

KEYWORDS: *Economy, E-Banking, customer satisfaction, commercial banks, Internet banking, Mobile banking, cybercrime.*

PAPER ID: SKADI1028

GLOBALISATION

NITHYA. M, MAHALAKSHMI. M

**Students, Department of Commerce, Sri Krishna Adithya College of Arts and Science,
Coimbatore, TN.**

ABSTRACT

The paper aims to give an analysis of globalisation in terms of its theoretical perspectives, root causes and general policy implications. Following the presentation of some definitions and of the specific character of globalisation, the paper considers the role of the technological environment and of transnational companies in the process. It then analyses the main theoretical approaches or theses on globalisation: hyperglobalism; scepticism and transformationalism. The subsequent analysis of causation starts with a distinction between driving forces and dominant forces – or cause causantes – of globalisation. The dominant causes are seen as a subset of the driving ones and are identified with those innovative elements in the technological and or organisational spheres which contribute to the development of the productive forces. Conclusions and policy implications follow.

KEYWORDS: *Globalisation, hyper globalism, scepticism.*

PAPER ID: SKADI1029

DIGITAL BRANDING

KAMALI.C, LAKSHMI.V

**Students, Department of Commerce, Sri Krishna Adithya College of Arts and Science,
Coimbatore, TN.**

ABSTRACT

Digital branding is the trend setting means of marketing in the modern era of marketing. It involves the internet based marketing. Digital Marketing has emerged as a specialism over the large decade with its origins rooted in direct marketing. Digital branding develops a business Identity, visibility and credibility in the community that interacts with the business or through other digital mediums. This makes digital branding essential for creating and establishing a brand's story and presence in the digital world. Digital branding involves a complete digital media manipulation strategy that goes beyond standard online tactics commonly seen with internet branding like, posting daily tweets, promotional or email blasts. As opposed to digital marketing, branding aims to create connections between consumers and the product or service being delivered so that brand recognition is established in the digital world. Digital branding discusses the professional implications of choosing to abstain from social media use and urge educators to recognize that the digital branding may be an emerging asset for young professionals in twenty-first century. Digital branding is a huge industry right now, and several trends have emerged that, when adopted, can help companies boost their visibility and build a reputation online. Building a strong brand in the digital age is vital. This white paper details how government leaders can create a roadmap for digital transformation, promote culture change and ultimately create a foundation for continuous improvements as innovations reshape the digital landscape in the months and years ahead. Thus, this paper deals with the prevailing trends and future development in digital branding.

KEYWORDS: *Digital branding, Internet, Branding, Media*

PAPER ID: SKADI1030

CYBER CRIME ON WANNACRY RANSOMWARE AND ITS MECHANISM TO CONTROL

KARTHIK R, SURESH KRISHNAN B

**Students, Department of Commerce, Sri Krishna Adithya College of Arts and Science,
Coimbatore, TN.**

ABSTRACT

Cybercrime has been one of the common practices made by the computer expert. In this paper some of the impact of the cybercrime Using ransomware wannacry have mentioned. Cybercrime is a activity contains various kinds of Malicious attacks by using it as weapon to threaten the victim by gaining the victims access on technology. This paper gives detailed information regarding cybercrime related to want to cry ransomware, modes of ransomware and security measures including prevention to deal effectively with ransomware and also the crime made by the hackers using malicious content called Ransomware, by encrypting the victim's file and demanding them \$300 to \$600 via bit coin in order to decrypt them. And its mechanism to control.

KEYWORDS: *Cyberattack – victim's information access –Crypto- Malware-- Malicious content. - wannacry ransomware and the mechanism to control.*

PAPER ID: SKADI1031

GREEN ENTREPRENEURS

MADHUMIITHA. G REVATHI. B, PREETHA. V

Students, Department of Commerce, Sri Krishna Adithya College of Arts and Science,
Coimbatore, TN.

ABSTRACT

Earth is the beautiful home that gives the entire essential thing needed for life. As a Global citizen, it is our duty to preserve the beauty of the Earth. But we people destroy it by way of utilizing the natural resources in an ineffective way. Due to this, one in five people around the world are dying every year. Hence, it is the pressing need to solve those environmental problem. One of the best solutions is creating and developing large number of Green Entrepreneurs. Green Entrepreneurs are those who produce products which facilitate the environment or which reduces the negative environmental effects. The aim of this paper is to highlight the factors influencing Green Entrepreneurs. This paper reveals that Green Entrepreneurs producing Organic products, Nursery products, Mat-making and Handicrafts are seen in the study area. A Semi-Structures Questionnaire is used to collect primary data from the Green Entrepreneurs. E-Journals, Books and some thesis were used to obtain the secondary data. The data were analysed statistically using SPSS package. From the analyses it is found that passion towards environment factors influence them to start to business and many factors influence them very badly for their betterment.

KEYWORDS: *Green Entrepreneurs, Natural resources, Environment, Products.*

PAPER ID: SKADI1032

CONSUMER PERCEPTION TOWARDS ROYAL ENFIELD IN COIMBATORE

RADHA. A, USHA NANDHINI. R

**Students, Department of Commerce, Sri Krishna Adithya College of Arts and Science,
Coimbatore, TN.**

ABSTRACT

The purpose of this study on customer preference will help us to understand the needs & Wants of the customers towards Royal Enfield. The study could provide appropriate and timely information about the position of preference level of customer towards Royal Enfield. As the objectives of this study is to analyse the customer preference and to find out the customer satisfaction level towards the iconic brand Royal Enfield. This study also investigate the services and factors which influence the customers to purchase the Royal Enfield bikes and also identify what customers are expecting from the Royal Enfield. To know about the customer Preference and factor which influence the customer's preference in buying decision process. Customer preference is influenced strongly by culture, social, personal and psychological factors. For this purpose, 120 customers were selected and obtained the various responses based on the questionnaire method. By and large it was found that most of the customers are choosing Royal Enfield vehicles because of its Vehicle Appearance, pickup, good models and engine appearance.

KEYWORDS: *Royal Enfield, customer perception*

PAPER ID: SKADI1033

CUSTOMER RELATIONSHIP MANAGEMENT

R. SAFRIN, SOUNDARYA.R

**Students, Department of Commerce, Sri Krishna Adithya College of Arts and Science,
Coimbatore, TN.**

ABSTRACT

Retailing is the largest private industry in the world. It is also India's largest industry accounting for over 10% of the country's GDP and around 8% of the employment. Customer relationship management is an emerging tool that enables marketers to maintain their presence in the dynamic marketing environment. In the organized retail store and firms are concentrating and targeting the consumer from the different segments like rural, urban, low, middle and high-income segments etc. The research paper attempts to evaluate the CRM practices of the retail stores. CRM is highly exercised in the industry like hospitality, services industry etc. but it is having equal importance in the retail industry also. The results of this research paper show that the customers don't take a single second when it comes to change the preference and break the loyalty for an organization, in such a situation it the CRM of the organization which will compel the customers to visit the retail outlet again and again.

KEYWORDS: CRM, Retailing, Organization, Customer.

PAPER ID: SKADI1034

ISSUE OF CURRENCY AND FUTURE OF BANKING

DAVID JOEMON. J, MADHU SRINATH, BOOBALA KRISHNAN

**Students, Department of Commerce, Sri Krishna Adithya College of Arts and Science,
Coimbatore, TN.**

ABSTRACT

One of the most important roles of central bank is issuing currency. For, issuing currency, the central bank has to maintain certain amount of reserves in the form of gold and foreign exchange. This is supporting the issue of currency and maintain its value. As the banker to the issue by the central bank is its liability, because it is nothing but a promissory note. This liability has of asset. Hence, the bank maintains certain amount of asset in the form of gold and foreign currency. Thus, the central bank adopts different types of notes issue.

KEYWORDS: Banks, Currency, Promissory note.

PAPER ID: SKADI1035

ENTREPRENEURSHIP-THE MODEL

SRI BHAGAVATH GEETHA.M, POOJA.K,GOLKONDA.C.RATHI

Students, Department of Commerce, Sri Krishna Adithya College of Arts and Science,
Coimbatore, TN.

ABSTRACT

Entrepreneurship has now emerged as a profession like other profession. The last two decades have seen the advent of various new disciplines in the area of management. One such discipline, entrepreneurship has emerged quite recently when small entrepreneurs began to enter the markets to promote their products. Entrepreneurship has influenced every aspect of business thinking and planning. Apart from this, it has also influenced our day to day lives in the form of technological advancement. Entrepreneurs can make the organizational structure and it is the basic of the organisation. Entrepreneurs are able to solve the problems which are faced by external environment. Entrepreneur will guide the employees to do the works in the enterprise. Entrepreneur work on the estimation of the future like earning profits, retaining in the market etc., usually there are more competitors in the market so the entrepreneur must have some knowledge how to overcome the obstacles faced by them. Entrepreneurship is positively associated with economic growth. To the end of this paper we have also included the types of entrepreneurs on the basis of their functions.

KEYWORDS: *Entrepreneurship, organisation, Growth*

PAPER ID: SKADI1036

NEW DIRECTIONS AND INNOVATIONS IN HUMANITIES
EMPIRICAL STUDY OF A SOLVENCY ANALYSIS OF SELECTED
PHARMACEUTICAL COMPANIES IN INDIA

S.NISANTH, M.SARAVANA KUMAR

**Students, Department of Commerce, Sri Krishna Adithya College of Arts and Science,
Coimbatore, TN.**

ABSTRACT

In today's globalised economy, the main objective of every firm is to make profits and enhance shareholders wealth. In the global market, number of companies among Indian Pharmaceuticals, have entered into Merger and Acquisition agreements the objective of the study is to evaluate the impact of Merger and Acquisition on the Solvency position of selected pharmaceutical companies. For the present study, 8 pharmaceutical companies listed under Bombay Stock Exchange (BSE) which involved in M&A activities in India after recession period ie., after 2007. The analysis is based on the various Solvency ratios are compared between pre and post-event periods. Other statistical tools Mean, Standard Deviation, Co-efficient of Variation and Paired 't' test have been used in this research.

KEYWORDS: *Economy, solvency ratios.*

PAPER ID: SKADI1037

**VIRAL MARKETING ON FINANCIAL SERVICES
MOBILE INTERNET BANKING**

VIGNESHKUMAR.S, ARUNKUMAR.K

**Students, Department of Commerce, Sri Krishna Adithya College of Arts and Science,
Coimbatore, TN.**

ABSTRACT

Viral market is a market the trades in social network. That includes the techniques marketing. Viral marketing is the word of marketing which aims to the result in a message spreading exponentially. Viral marketing is a strategy that allows spreading marketing and ads, over many different types of social media. It refers to the social network and brand awareness of mobile Banking

KEYWORDS: *Viral marketing, Mobile Banking, social network.*

PAPER ID: SKADI1038

E-MARKETING – THE PRESENT SCENARIO

M. SATHIYA REKHA, V. MEENA, T. THIRIPURA SUNDARI

Students, Department of Commerce, Sri Krishna Adithya College of Arts and Science,
Coimbatore, TN.

ABSTRACT

Marketing aims at creating customer satisfaction by building an everlasting relationship with customer. marketing ensures an organization capacity in tapping information technology to reach its specified objective. Result in the development of new business models that add customer value and increase company's profitability. It aims to achieving increases brand awareness. E-marketing add value to product or services. Enlarges customer base by reaching out to new marketing's-marketing enables companies to be more efficient and flexible in their internal operations, to work more closely with their suppliers and to be responsible to the customers. E-marketing is the capacity to involve and integrate business and market processes. The solution for the frauds that are done can be solved by "caveat emptor "means "let the buyers beware". When the customer is giving their personal details, they must be aware of the fraudulent at stop the process. When they found any of the fraudulent activities, they call even complain in the consumer courts. There may be even fake advertisement. The customer must be aware of the fraudulent. The must be careful while sending their personal information or even about the payments. For avoiding the fraud in the name of the pin numbers the customers can choose the option cash on delivery. To avoid the fraud, they must choose the reputed websites. The reputed websites may not do such fraud as they do not need to spoil their reputation and if there is any chance of fraud, they might take serious steps.

KEYWORDS: Marketing, customer satisfaction.

PAPER ID: SKADI1039

NEURAL NETWORKS IN DATA MINING

HARSHINI.V.C, SOWMIYA.M

**Students, Department of Computer Technology, Sri Krishna Arts and Science College,
Coimbatore, TN.**

ABSTRACT

Neural Networks and its application in data mining is very wide. In this paper a wide survey of neural networks and its applications are discussed. Artificial Neural Network (ANN), regression and Decision Tree (DT) are some of the important technologies in data mining practitioners. Due to their black box nature, many practitioners are varied from neural networks. Data mining is basically using various techniques for the identification of nuggets of information or decision-making knowledge in bodies of data. Data mining tools can tell the future trends and activities to support the decision of officials. Some of the data mining tools can also solve traditional problems which consume enough time, this is because that they can rapidly browse the entire database and find some useful information. Neural Networks have high acceptance ability for noisy data and high accuracy that are preferable in data mining.

KEYWORDS: *Neural Networks, Data mining*

PAPER ID: SKADI1040

SALES AND MARKETING INTELLIGENCE

C.S. NARESH, V. SRI GIRI

**Students, Department of Commerce, Sri Krishna Adithya College of Arts and Science,
Coimbatore, TN.**

ABSTRACT

Marketing intelligence is involved among the marketing and behavioural concepts that have received inconsiderable attention in the market world. Sales intelligence refers to technology's applications and practice for the collection, integration, analysis and presentation of information to help sales people to find monitor and understand data that provides insights into prospects and existing clients daily business. Marketing intelligence may be regarded as peripheral duty of sales force, because of their boundary position, they can offer their company direct access to important information about competitors and customers. The data used in sales intelligence solution is based on either internal data behavioural data or open data. The revised proposed model shows that organizational commitment is the most important factors that is motivating the behavioural effort of sales force towards sales and marketing intelligence activities. Managerial communication and motivation toward sales and marketing intelligence has more effectiveness to organizational commitment.

KEYWORDS: *Marketing, sales, customers.*

PAPER ID: SKADI1041

INTERNATIONAL MARKETING

SINDHU KAVI.R RAMYA.M

**Students, Department of Commerce, Sri Krishna Adithya College of Arts and Science,
Coimbatore, TN.**

ABSTRACT

International marketing is simply the application of marketing principles to more than one country. It refers to the firm-level marketing practices across the border including market identification and targeting, entry mode selection, marketing mix, and strategic decisions to compete in international markets. According to the American Marketing Association (AMA) "international marketing is the multinational process of planning and executing the conception, pricing, promotion and distribution of ideas, goods, and services to create exchanges that satisfy individual and organizational objectives." In contrast to the definition of marketing only the word multinational has been added. International marketing strategies are developed by various multinational companies on a global level in order to set a common brand platform for their products and brands. It also can have significant cost savings as major advertising and marketing campaigns can be developed centrally. Globalization has created new marketing behaviors, opportunities and challenges thereby making international marketing somewhat different from domestic marketing. Due to deregulation and technological advances in transportation and communication, companies can market in, and consumers can buy from almost any country in the world. In this situation of heightened competition, it is important for companies to offer products that would be of interest in the global marketplace and also adjust their product and service features to each country's different cultures and values. To sum up, when multinational companies segment their target markets and position their products, cross-cultural literacy is necessary, which is a concept of globalisation, requiring a company to "think globally and act locally". Without an understanding of cultural and structural differences between countries, even leading global corporations can fail in specific markets. Thus, this paper deals with the levels and various developments in the international marketing.

KEYWORDS: *International marketing, Globalisation, Technology development*

PAPER ID: SKADI1042

CONSUMER EMPOWERMENT: ISSUES AND CHALLENGES

SHARON SUGIRTHA. B.S, LAVANYA. K

**Students, Department of Commerce, Sri Krishna Adithya College of Arts and Science,
Coimbatore, TN.**

ABSTRACT

Consumers are the heroes of any market. All marketers aim at satisfying their consumers to the full. But especially in India consumers buy what is being sold in the market not knowing their power to claim what they exactly need. So, here comes the idea of consumer empowerment. This idea is made possible by the technological advancements which provide the marketers with the opportunity to empower the consumers. This paper aims at telling about the issues and challenges faced by the marketers in empowering the consumers. Empowering the consumers is very important. It helps in becoming a powerful consumer in the market. Many ways are used to know the tastes and preferences of the consumers. The new and advanced methodologies, theories and approaches are used by the marketers to know more about their consumers, to satisfy their needs. All these facilities have to be made known to the consumers, so that they get what they exactly need. In this process of empowering the consumers, many issues and challenges are faced. Still they do this because it helps the marketers in not losing their regular consumers. Marketers have to employ employees to manage this. This creates employment. It increases the profit percentage. If you do not get into the business of empowering your consumers, you may not be in the business at all.

KEYWORDS: *Consumers, markets, consumer empowerment, tastes and preferences.*

PAPER ID: SKADI1043

GOOGLE GLASS

S. GAYATHRI, M. RAJA INDHU, R. RAMYA

Students, Department of Computer Science, Sri Krishna Adithya College of Arts and Science, Coimbatore, TN.

ABSTRACT

Google glass is going to create a revolution in the field of wearable technology through its augmented reality glass. Google glass is a smart handsfree wearable technology product in a pair of glasses. It replaces the smartphones specification of google glass are camera, display, operating system, CPU, sensors, audio, connectivity and battery working of google glass is it takes pictures and videos and it also get directions. The certain appreciations of google glass is it translates what you see, it can anticipate your needs and it also search everything, design principles of google glass are they keep it relevant, it avoids the multitasking and it is open platform. They have certain advantages and disadvantages also. Future scope of Google glass is it is a futuristic, a gadget was seen in recent times. Its limited in scope right now. Google behaves bright and the device itself “incredibly compelling “. Google glass has lots of potential and typically you cannot put a price on that. There are plenty of Google glass competitors popping up on different crowd funding sites. Most of them are less expensive than google glass, none of them provide same range of possibility, that is whatever makes google glass special and it does not justify Google’s high price tag. It explains why so many people have signed up to become explorers so far.

KEYWORDS: *Google class, connectivity, advantages, disadvantages, scope*

PAPER ID: SKADI1044

**A STUDY ON CONSUMER PERCEPTION TOWARADS HIMALAYA'S
SKINCARE PRODUCT REFERENCE TO COIMBATORE CITY**

M. SHALINI

**Student, Department of Commerce, Sri Krishna Adithya College of Arts and Science,
Coimbatore, TN.**

ABSTRACT

The study was conducted on the topic “consumer perception towards Himalaya’s skincare product”. To investigate the influence of product dimension on customer satisfaction and customer loyalty as well as to understand the Himalaya effect of the product. Himalaya products are part of the knowledge of indigenous cultures and marginal societies across the globe which has stood the test of time. Consumer look for the healthy products along with the quality because in modern India there is a great awareness about the healthy life style. So, some people were going towards on herbal product. This study is on Himalaya’s skincare product

KEY WORDS: *Himalaya, Consumer satisfaction, Herbal product, Skincare, Societies.*

PAPER ID: SKADI1045

MOBILE BANKING

GAYATHRI. V, HARI PRIYA. M.R

**Students, Department of Commerce, Sri Krishna Adithya College of arts and science,
Coimbatore, TN.**

ABSTRACT

Mobile banking is a way for the customer to perform banking actions on his or her cell phone or other mobile device. It is a quite popular method of banking that fits in well with a busy, technologically oriented lifestyle. It might also be referred to as M-banking or SMS banking. The amount of banking you are able to do on your cell phone varies depending on the banking institutions you use. Some banks offer only the option of text alerts, which are messages sent to your cell phone that alert you to activity on your account such as deposits, withdrawals, and ATM or credit card use. This is the most basic type of mobile banking. A more involved type of mobile banking allows the user to log into his or her account from a cell phone, and then use the phone to payments, check balances, transfer of money between accounts, notify the bank of a lost or stolen credit card, stop payment on a check, receive a new PIN, or view a monthly statement, among other transactions. This type of banking is meant to be more convenient for the consumer than having to physically go into a bank, log on from their home computer, or make a phone call. While all of this is true, some are concerned the security of mobile banking. Most expert's advices against performing any large transactions over mobile banking, which is good advice. However, it is equally important to use an alphanumeric password and to keep your PIN safe. Change your password often, and do not use your pet's names, your child's name, or any birthdays. This advice applies to all passwords, not just those used for mobile banking. Though you are logging on to a secure server at the bank through your cell phone, you need to do your part to protect your information. For this reason, many banks are sending one-time use passwords for an extra step in security.

KEY WORDS: Banking & financial services, customer, issues, mobile banking.

PAPER ID: SKADI1046

DEMONETIZATION A GAME CHANGER FROM BLACK ECONOMY TO DIGITAL ECONOMY

JAMUNA. M, PONSANGEETHA. S, SAKTHIESWARI. M

**Students, Department of Commerce, Sri Krishna Adithya College of arts and science,
Coimbatore, TN.**

ABSTRACT

Demonetization is a game changer for home land security and corruption. It had made all the differences in our Indian economy in the last two months. Due to demonetization, it has been difficult for the rural people for living their normal life, it has been a campaign to fight against corruption it was thought that country's black market wouldn't be able to exchange our deposit their black wealth. India's shadow economy was able to unload their black money, often laundering it sparkling white in process. Goal of demonetization campaign was to curb counterfeiting. It was reported that prior to this initiative, 250 out of every million Indian banknotes were fake the blame mostly being placed on Pakistan, where there are rumoured to be government-directed printing presses churning out Indian rupees to fuel terrorism. The new 500- and 2,000-rupee banknotes which are currently being issued have different designs and are of different sizes than the previous notes, so all old fakes were instantly washed from the economy. Initially, changing banknotes is of course an effective means to combat counterfeiting.

KEYWORDS: *Black money, Corruption, Digital India, Cashless transaction, Online Payment.*

PAPER ID: SKADI1047

ELECTRONIC COMMERCE (Innovations and strategies)

ANBARASI. V, AKSHAYA. R

**Students, Department of Commerce, Sri Krishna Adithya College of Arts and Science,
Coimbatore, TN.**

ABSTRACT

E-commerce is buying and selling the goods and services through digital communication. It also includes inter - company functions such as marketing, finance, manufacturing, negotiations and selling, that involves commercial transactions and use e-mail, edit, file transfer, fax, video conferencing or interacting with remote computers. E-commerce broadly encompasses all business activities taking place over the internet. It consists of electronic data interchange and electronic fund transfer. It can be defined as a technology mediated exchange of digital information between various individuals and organization as well as the electronically based intra or inter an organizational activity that facilitates exchange over network channels. E-commerce which was started in early 1990's has taken a great leap in the world of computers. E-commerce decreases the cost of creating, processing, distributing, storing and retrieving paper-based information. E-commerce can be a fully integrated solution or a technical front end to a business that otherwise can't be wired. It is a modern business methodology that addresses the needs of organisation merchant and consumers to cut cost while improving the quality of goods and services and increasing the speed of service delivery. It also enables credit card, smart card, e-money and other payments along with electronic funds transfer. Because of the online transactions in electronic commerce there is a rising concern for the security of electronic payment systems. E-commerce updates the strategies day to day and it also involves many innovations in a huge manner.

KEYWORDS: *Digital communication, technologies, electronic payment systems, innovations, strategies.*

PAPER ID: SKADI1048

ROLE OF INSURANCE FOR ECONOMIC DEVELOPMENT

KANISHKA. A, DEEPTHI. K, PRIYANKA. P

**Students, Department of Commerce, Sri Krishna Adithya College of Arts and Science,
Coimbatore, TN.**

ABSTRACT:

Insurance sector is one in all the developing sectors in Bharat, it's a high rate. Once a sector grows, it mechanically contributes to the economy of its nation. Everything that the insurance sector provides to public it's a bearing on the economy of the country. Several insurance corporations are growing up, and that they are providing varied insurance plans for the individuals. It develops each the individuals and therefore the insurance sector. As a result, economy grows. It's additionally clear that the insurance sector incorporates a relationship with the economy of its country. Here, during this paper allow us to see however the insurance sector influences the economy of our country.

KEYWORDS: *Insurance, development, compensation, economy.*

PAPER ID: SKADI1049

**TECHNOLOGY ADDICTION AND HEALTH IMPACTS (PHYSICAL,
PSHYCOLOGICAL AND SOCIAL)**

MYITHRAYAN. J, NANTHU. B

**Students, Department of Commerce, Sri Krishna Adithya College of arts and science,
Coimbatore, TN.**

ABSTRACT

Use of various kinds of technology in particular the internet, smart phones, tablets, and social networking sites. The way of technology addiction differs from country to country. Like other types of addiction can range from moderate to severe and some researchers say that like other addictions. Technology addiction is recognized as a widespread health problem in countries. Technology can have a large impact on user's mental and physical health. Being overly connected can cause psychological issues such as distraction, narcissism, expectation of instant gratification and even depression. Design affecting user's mental health use of technology can also have negative repercussions on physical health causing vision problems, hearing loss and neck strain. Fortunately, there are steps that can be taken to help alleviate these health issues.

KEYWORDS: *Addiction, Social networking sites, Health problems, Stress.*

PAPER ID: SKADI1050

**TECHNOLOGY ADDICTION AND HEALTH IMPACTS (PHYSICAL,
PSYCHOLOGICAL AND SOCIAL)**

MADHUMITHA. S, INDHU. S. R

**Students, Department of Commerce, Sri Krishna Adithya College of Arts and Science,
Coimbatore, TN.**

ABSTRACT

Technology plays a vital role in today's world. Technology addiction is also known as internet addiction. It causes health issues for all aged peoples mostly teenagers and students are affected by the technology. People faces some health issues like vision problem, stress disorder, blood pressure, poor sleeping, obesity, anxiety, loneliness. People affected by many games which includes blue whale, PUBG and leads to death. Technology addiction will destroy the society. Use of technology is increasing day by day and it must be controlled by making use in proper manner will result in future benefits and problematic usage will lead to risk in society. There is various usage of technology addiction in Facebook, WhatsApp, twitter, Instagram. People does not enter into negative effects to avoid technology addiction. To make proper steps in reducing technology addiction and its health impacts.

KEYWORDS: *technology, health issues, physical, addiction, society.*

PAPER ID: SKADI1051

THE IMPACT OF AGRICULTURAL SECTOR ON INDIAN ECONOMY

SUBAKOWSALYA. V, KOWSALYA. T, KIRUTHIKA. B

**Students, Department of Commerce, Sri Krishna Adithya College of arts and Science,
Coimbatore, TN.**

ABSTRACT

Agriculture is the most essential division of Indian Economy. Indian agribusiness area represents 18 percent of India's total national output (GDP) and gives work to half of the nation's workforce. India is the world's biggest maker of heartbeats, rice, wheat, flavours, and zest items. India has numerous regions to decide for business, for example, dairy, meat, poultry, fisheries, and sustenance grains and so on. India has developed as the second biggest maker of foods grown from the ground on the planet. Agrarian division assumes a vital job during the time spent monetary improvement of a nation. It has officially made a noteworthy commitment to the monetary success of cutting-edge nations and its job in the financial advancement of less created nations is of indispensable significance. Farming makes its commitment to monetary advancement in a few different ways. Around 60– 70% of Indian populace (specifically or by implication) relies on Agriculture segment and as of now it adds to 16– 17% of the GDP. Amid 2017-18 harvest year, nourishment grain generation is evaluated at record 284.83 million tons. In 201819, Government of India is focusing on sustenance grain generation of 285.2 million tons. Milk generation was assessed at 165.4 million tons amid FY17. As of September 2018, complete territory sown with kharif crops in India achieved 105.78 million hectares. It additionally says about the Union Budget 2017 and its suggestions on rural part.

KEYWORDS: Agriculture, Indian economy, GDP, Government initiatives.

PAPER ID: SKADI1052

INTERNET OF THINGS

R. RAKESH, C. NAVEEN PRASANTH, R. VIGNESH

Students, Department of Commerce, Sri Krishna Adithya College of arts and Science,
Coimbatore, TN.

ABSTRACT

The Internet of Things (IoT) is the internetworking of physical gadgets, vehicles and other objects which comprises of an implanted framework with sensors, actuators and system network that empower to gather and trade information. The IoT enables articles to be detected or potentially controlled remotely crosswise over existing system foundation, making open doors for more combination of the physical world into PC based frameworks, and result in enhanced precision, proficiency and monetary advantage. The IoT is a quickly expanding and promising innovation which turns out to be increasingly more present in our regular day to day existences. Besides, the innovation is an occurrence of the broader class of digital physical frameworks, which likewise includes advances, for example, shrewd lattices, keen homes and savvy urban areas. Considering the high-rate improvement of IoT advancements, and the noteworthy addition in the quantity of the associated gadgets.

KEYWORDS: *Hardware, Software, Protocols, Industry, Medicine, Environmental Monitoring.*

PAPER ID: SKADI1053

DIGITALIZATION AND MARKETING

SHANTHINI. S, PRIYADHARSHINI.M, AKARSHANA. R.M

Students, Department of Commerce, Sri Krishna Adithya College of arts and Science,
Coimbatore, TN.

ABSTRACT

This paper aim is to build a structured literature review to the field Digitalization and marketing. Digitalization and Marketing, Benefits of digital marketing, concepts of digital marketing, SEO (SEARCH ENGINE OPTIMIZATION), competitive reviews and analysis, Increase your online visibility.

Definition:

Digitalization: Integration of digital technology into everyday life by the digitization of everything that can be digitized.

Marketing: Marketing is the study and management of exchange relationships. Marketing is the business process of creating relationships with and satisfying customers.

Digital marketing: Digital marketing is the marketing of products or services using digital technologies.

KEYWORDS: *Digitalization, Marketing*

PAPER ID: SKADI1054

E-MARKETING

UMA BHARATHI. S, SAVITHA B, MATHIMUGILAN. S

**Students, Department of Commerce, Sri Krishna Adithya College of arts and Science,
Coimbatore, TN**

ABSTRACT

E-marketing, Internet marketing, Online marketing they refers to advertising and marketing attempts which they use emails and web as their strategy for business. It is adopted by companies in today fast-moving world & they expand their market better relationship by providing them in time saving and fast online business. Now the marketing over internet which is becoming most effective way of promoting any business with minimum cost and Maximum reach to target customers. Globalization and technological improvements are imminent and those that embrace it today will be better prepared for tomorrow. E-marketing is growing at a dramatic pace and is impacting customer and market behaviours. This has forced firms to start incorporating e-marketing as the main form of marketing and try to meet their targeted customers' needs to the satisfaction. This paper investigates and states what is e-marketing, what the current trend of the marketing field is and what the future of the marketing field is. The paper has found and concluded that e-marketing is the future as it has been positively affected by the current technological change which has made the use of smart phones and gadgets a necessity.

KEYWORDS: *E-Marketing, Marketing Field, Future of Marketing*

PAPER ID: SKADI1055

MODERN MARKETING

G. DEEPA, N. DIVYA, N. MOHANA PRIYA

Students, Department of commerce, Sri Krishna Adithya College of Arts and Science,
Coimbatore, TN.

ABSTRACT

Marketing is a procedure that influence our lives. We are customers, however a large number of us area piece of advertising likes ales persons wholesalers, rivals, Raw material providers thus constrain. Ask we know, the idea of show casing is always reclassified. Promoting characterizes exercises hat make an incentive through trade between gatherings. This ideas is a conventional meaning of promoting. That utilized in numerous organizations and association, however in the globalization age, another idea is made that called present day show casing. In this article we attempted to look at the idea of current show casing, job and attributes and difficulties of its utilization in organizations and firms.

KEYWORDS: Marketing, Marketing Strategic, Marketing Mix, Modern Marketing, Role of Modern marketing

PAPER ID: SKADI1056

SEQUENCING MODELS FOR n JOBS THROUGH 2 MACHINES

M. AMBILI, M. JANSI RANI

Students, Department of Mathematics, Sri Krishna Adithya College of Arts and
Science, Coimbatore, TN.

ABSTRACT

In this paper we studied n jobs through two machines. Each of n jobs must be run first on machine A and then on machine B. Running times for each job on each machine are given. Also specified are arbitrary time lags which prescribe that a job may not be started on machine B until at least a certain time has elapsed since starting the job on machine A. A rule is given for determining the sequence in which jobs are to be run on machines using the same sequence for both machines in order to minimize the time between the start of production of the first job on machine A and the completion of production of the last job on machine B.

KEYWORDS: Sequencing models, Algorithm, Operations Research.

PAPER ID: SKADI1057

BIG DATA FOR BUSINESS PLAN

KAFILA PARVEEN.K, MENAGA.K, VINISHA.A

Students, Department of Mathematics, Sri Krishna Adithya College of Arts and
Science, Coimbatore, TN.

ABSTRACT

In latest years, managing a lot of statistics originating from social media websites and cell communications among statistics from business environments and establishments, result in the definition of a brand-new concept, called Big Data. The economic impact of the sheer quantity of records produced in a final year has multiplied unexpectedly. It is important to total a wide range of information (organized and unstructured) so as to enhance current exchanges, to grow new plans of action, to give a genuine picture of the free market activity and in this way, create showcase preferences. In this way, the organizations that swing to Big Data have an upper hand over different firm. Looking from the point of view of IT associations, they should oblige the capacity and handling Big Data, and give examination apparatuses that are effectively coordinated into business forms. This paper aims to discuss aspects regarding the Big Data concept, the principles to build, organize and analyse huge datasets in the business environment, offering three layer architecture, based on actual software solutions.

KEYWORDS: big data, statistics

PAPER ID: SKADI1058

FOREIGN DIRECT INVESTMENTS

S. AISHWARYA, V. PRIYANKA

**Students, Department of Commerce, Sri Krishna Adithya College of Arts and Science,
Coimbatore, TN.**

ABSTRACT

With the initiation of globalization, developing countries, particularly those in Asia, have been witnessing an immense surge of FDI (Foreign Direct Investment) inflows during the past two decades. FDI is considerable market potential and a liberalized policy regime has sustained its attraction as a favourable destination for foreign investors. This research paper aims to examine the impact of FDI on the Indian economy, particularly after two decades of economic reforms, and analyses the challenge to position itself favourably in the global competition for FDI. The paper provides major impact of the FDI in India.

KEYWORDS: *FDI, foreign investors, challenge, economic, impact.*

PAPER ID: SKADI1059

ARTIFICIAL NEURAL NETWORKS

SANJANA.T. V, UGENDRA.M.S

Students, Department of Computer Science, Sri Krishna Adithya College of Arts and Science, Coimbatore, TN.

ABSTRACT

An artificial neural network is an attempt to bring biological designs to technology to help computers learn to find patterns and make associations. ANN is a model of information processing capabilities of nervous system, such as the brain process information. This paper shows how the researchers are highly interconnected the elements (neurons) to solve the specific problem. ANN consist of many hundreds of simple processing units which are linked together to form complex transmission network. An ANN which is structured for some applications such as data classification, through a learning process. The architecture or working of ANN gives a basic design of simple network but all are composed of similar building blocks or the neural cells. This paper gives overview of ANN, working and training of ANN .We concluded by explaining the application and advantages of ANN.

KEYWORDS: ANN, artificial, nervous, application, transmission.

PAPER ID: SKADI1060

E-COMMERCE

JANARANJANI.B, PAVITHRA.S, VISHNU B MENON

**Students, Department of Commerce, Sri Krishna Adithya College of Arts and Science,
Coimbatore, TN.**

ABSTRACT

Information technology plays a vital role in development of financial sectors and the ways of doing business in mere future. Increase in the use of smart phones and internet had led to a new distribution channels for business activities and trading, where buying and selling of goods and services takes place with transfer of money and data's over internet. It is the methodology of modern business, which is addressing the need of companies, vendors and customer to reduce the cost by increasing the delivery speed also increases the quality of services. It helps the firm to share information's easily through the electronic communication channels which leads to little dependency on persons for exchange of information, all the process of transactions and communications are automated, where there is no human intervention, apart from these, e-commerce eliminates geographical limitations. It was a range of technologies which have opened up an array of e-commerce options and today's technological growth, the advancement of information and communication technology has brought a lot of change in spheres of daily life of human being, rather it adds value to customer satisfaction in terms of convenience of customers and enables company to earn advantage over the competitors. This study predicts the challenges faced and benefits enjoyed by the merchants due to e-commerce.

KEYWORDS: *Information technology, internet, transactions, automation, merchant.*

PAPER ID: SKADI1061

E-TAILING

RAJNE RAGUL.C, ASWATHI.S, SOWMIYA.A

**Students, Department of Commerce, Sri Krishna Adithya College of Arts and Science,
Coimbatore, TN.**

ABSTRACT

Our country India is seeing an extraordinary transformation. Retailing is changing and the India retail publicizes is seeing a rebellion of different retailing goal. The changing ways of life of populace have driven numerous individuals handing-off on web for shopping needs. The wonder of internet shopping in India is monstrously developing and is showing signs of improvement and more grounded step by step. The conveniences of shopping from the comfort of one's home and having wide product assortment to choose from has brought about increased reliance on the online media. As a regularly expanding number of India use the web pay of e-tailing associations triple consistently. There is more competition over web-based shopping sites has pulled in more clients to go for web-based shopping. Most of webs retailing organizations are value players because of hardened challenge they face and race to obtain maximum number of clients. The retailers who retail internet shopping face hindrances in India. The accompanying paper endeavours to toss the features e-Tailing in India and the impediments to beat the retail section in India.

KEYWORDS: Transformation, retailing, shopping, value players, endeavours.

PAPER ID: SKADI1062

IMPORTANCE OF STRESS MANAGEMENT

SHERIN.J, SHALINI.S, ARCHANA.M

Students, Department of Commerce, Sri Krishna Adithya College of Arts and Science,
Coimbatore, TN.

ABSTRACT

Stress is how we act or respond to any happening. It can be caused due to both good and bad happenings. Stress management is a wide range of systems and psychotherapies went for controlling and individual's dimension of pressure stress management. It is important in an organization to ensure a happy and healthy environment in the work place. The outcome of stress includes job dissatisfaction employee turnover, absenteeism, reduced performance, impatience etc... A statistics states that due to stress 60% of employees plan to quit their job. "It is not the load that breaks you down, 'its' the way you carry it". Yes it is not the stress that weakness us it is how we react to it. There is both positive and negative way of approaching towards stress that shows the result of it effects of uncontrolled stress leads to negative results and controlled stress or positive approach gives the positive outcomes. One must know how to overcome the negative impacts of stress with positive attitude. The organization must adopt right strategies to enable the employees to work in a stress-free environment. Through this paper we are going to explain importance of stress in management and through this what are all the effects people suffering from and how to overcome it.

KEYWORDS: Stress, employees, performance.

PAPER ID: SKADI1063

CONTENT MARKETING

A.RAHUL, R.MUHAMMED SHAMEER D.SATHEESH KUMAR

**Students, Department of Commerce, Sri Krishna Adithya College of Arts and Science,
Coimbatore, TN.**

ABSTRACT

"Content advertising is a key promoting approach concentrated on making and dispersing significant, important, and steady substance to draw in and hold a plainly characterized group of onlookers and, at last, to drive gainful client activity". Content advertising has turned into a pioneering path for organizations to discover groups of onlookers. Rather than squandering cash on customary publicizing organizations are concentrating on offering some benefit added substance to connect with customers on the web. As indicated by 2017 insights from the Content Marketing Institute, 89 percent of business-to-business (B2B) advertisers utilize content showcasing. What's more, 52 percent of the rest of the advertisers intend to begin inside a year. Numerous advertisers are presently re-appropriating the innovative procedure to specialists. Be that as it may, you need a solid substance showcasing brief for your essayists to work from. It helps promoting develops to be a ground-breaking showcasing strategy in the advanced, quick moving, data driven world. It's anything but another system yet more and more endeavours start to participate in substance advertising steadily. So what are the reasons of the ascent of substance showcasing in the present society? Many Indian companies are using content marketing for competitive advantages. It helps to bring more sales to the company through content marketing. This study shows the benefits and limitations to the company and examines about the utilization of substance advertising in organizations and how it brings advantages to the organizations.

KEYWORDS: *Increased sales, Cost savings, Better customers with loyalty.*

PAPER ID: SKADI1064

NEAR FIELD COMMUNICATION (NFC)

SHARAN AC, TAMIL VANAN, RAHUL RAJ

Student, BCA (Department of computer science), Sri Krishna Adithya College of Arts and Science, Coimbatore, T.N

ABSTRACT

Near Field Communication, NFC is one of the latest short-range wireless communication technologies. NFC provides safe communication between electronic gadgets. NFC enabled devices can just be pointed or touched by the users of their devices to other NFC enabled devices to communicate with them. With NFC technology, communication is established when an NFC compatible device is brought within a few centimetres of another i.e. 4cm is practical. The immense benefit of the short transmission range is that it prevents eavesdropping on NFC enabled dealings. NFC technology enables several innovative usage scenarios for mobile devices. NFC technology works on the basis of RFID technology which uses magnetic field induction to commence communication between electronic devices in close vicinity. NFC operates at 13.56MHz and has 424kbps maximum data transfer rate. NFC is complementary to Bluetooth and 802.11 with their long-distance capabilities. In card emulation mode NFC devices can offer contactless/wireless smart card standard. This technology enables smart phones to replace traditional plastic cards for the purpose of ticketing, payment, etc. Sharing (share files between phones), service discovery i.e. gets information by touching smart phones etc. are other possible applications of NFC using smart phones.

KEYWORDS: *NFC (near field communication)*

PAPER ID: SKADI1065

SCREEN LESS TECHNOLOGY

Ms E.Priya, Ms .Muthulakshmi Anu, Ms.Swathi

Student, Department of Computer Science, Sri Krishna Adithya College of Arts and Science,
Coimbatore

ABSTRACT

This paper examines about the screen less innovation and it would have been the one of the best mechanical improvement in up and coming future years. This innovation contains 3 types that are visual pictures, retinal pictures and synaptic interface. As the name infers it manages the presentation of a few things without the utilization of screens utilizing projector. This paper fundamentally portrays about how the screen less showcase is functioning, its application in different fields and furthermore the focal points and weaknesses of the screen less innovation

Keywords: *Hologram, LCD, Screen less, Display, Technology , VRD*

PAPER ID: SKADI1066

NETWORK SECURITY AND BLOCKCHAIN

Sangeetha Priya*, Rohit John Jacob**, Ranjit.K**

*Assistant Professor, **Student Department of Computer Science,
Sri Krishna Adithya College of Arts and Science, Coimbatore, Tamil Nadu

ABSTRACT

Ever since the technology came into existence, people have seen massive improvements through ages. In late 80's when internet was introduced it was actually called as ARPANET (Advanced Research Project Agency Network). Later Arpanet adopted a technology called TCP/IP ON January 1, 1983. From there researchers developed and assembled the “network of networks”, which is now the modern internet. At that time internet usage was rapidly increasing, many companies, institution and military were connecting with the internet. Much sensitive information is sent through internet and so security became an issue over the year. Well, days have changed, people have gained huge knowledge on and about internet and the result of these improvements led way to create a digital currency- BITCOIN though which is not a physical one, ever since Satoshi Nakamoto invented the “digital gold”-bitcoin, everyone was so eager to find the backbone of bitcoin, the main idea behind the digital gold is the Blockchain, Blockchain provides more safer transaction of the digital currency which is also called as cryptocurrency . This paper includes the concept of network security and the concept of blockchain. Possibilities of implementing blockchain in network security are limitless. With immense knowledge on blockchain and network security we can create a blockchain based security system thought internet; this will reduce the risk of using sensitive information and can provide a protection from hackers. Latest technologies which are implemented with blockchain are BigchainDB which provides a decentralized control over the data. This database is implemented through python, JavaScript and so on.

Keywords: *network security, bitcoin, blockchain*

PAPER ID: SKADI1067

Buying Behaviour of Consumer towards Online Shopping

SANGEETHA .R, SUMITHRA DEVI .N***

Student **, Assistant Professor*,

Department of commerce, Sri Krishna college of arts and science, Coimbatore, T.N.

ABSTRACT

The online shopping is the web based application which is a platform to the online retailer. It is a trendy way of shopping. So that the customer can save their time and purchase through their door step itself. The main objective to examine the problems faced in online shopping and to know the buying behaviour of consumer towards online shopping. This paper helps to know about the customer's preference to buy a particular product through online shopping. We use tables and graphical diagrams as a tool to explain the results of the survey which is conducted among the 150 respondents. It depends on the factor like age, income level and desire to make online shopping.

KEY WORDS: *Buying behaviour, Factors and satisfaction level.*

PAPER ID: SKADI1068

**A STUDY ON
“CUSTOMER SATISFICATION TOWARDS WHATSAPP WITH SPECIAL
REFERENCE TO COIMBATORE CITY”**

K. SINDHUPRIYA*, A. ANANDHI**

Assistant Professor*, student**

Department of Commerce

Sri Krishna Adithya College of Arts and Science, Coimbatore, T.N

ABSTRACT

*Today in a hurry moving world, we can observe change in every movement. Therefore in every phase life is getting complicate but technology has made life very suitable. Whatsapp is amarvelous app the most popular in Indians almost every second mobile phone users using the app. As a partialaccomplishment of commerce course subject of marketing research for B.com program we have select “**whatsapp Inc**” for general understanding of the marketing research. Whatsapp Inc was founded in 2009 by Americans Brian Acton and Jan Koum, both former employees of Yahoo!, and is based in Mountain View, California. The company employs 55 people. This research as to measure the satisfaction level of whatsapp messenger; user satisfaction is a evaluate of how products and services supplied by a company to meet user’s expectation. The study of this project helped me to know user satisfaction of whatsapp and also the current market scenarios of whatsapp.*

KEYWORDS: *User satisfaction, Whatsapp, Key success features.*

PAPER ID: SKADI1069

INTRODUCTION OF GST AND ITS IMPACT ON INDIAN BUSINESS ENVIRONMENT

K. Muthukumar, A. Prabhu

Students, Department of Commerce, Sri Krishna Adithya College of Arts and Science

ABSTRACT

GST is an indirect tax is been paid to the government by one entity in the supply chain, but it is passed on to the consumer as part of the price of a good or service. The consumer is ultimately paying the tax by paying more for the product. An indirect tax is been shifted from one tax payer to another person. The main idea of the GST is to be replace the all other various taxes in the India such as VAT, Service Tax, excise duty, customs, sales tax are been formed the single taxation system is GST. India is a democratic country which collected the various types of taxes the Indirect taxes affect the Indian Economy through the revenue of rated taxation system, affects small scale industries. The main concept of the GST taxation market is been that supply of goods and services to the consumer, supplier to be collected the tax from the two persons both. The main motto of the GST taxation is "ONE NATION ONE TAX MARKET". In this paper I am here to research about the Introduction of GST implementation, And the main motto or designation of the GST, Advantages of the GST, Disadvantages and finally it is a conclusion. The paper highlights the present GST affect on the Indian business environment.

KEYWORDS: GST, Taxes, Advantages

PAPER ID: SKADI1070

KNOWLEDGE MANAGEMENT- A THEORETICAL APPROACH

Dhanfiya N, Sri Lakshmi V,

Students, Department of BBA, Sri Krishna Arts and Science College, Coimbatore, TN

ABSTRACT:

Powerful organizations are those that manage their power factors efficiently; organizational resources are considered vital power factors, and knowledge is one of the most important resources to manage. There is no universally accepted knowledge management (KM) process, but it is known that establishing the appropriate knowledge flows in the organization is the main goal of organizational KM. Knowledge Management system (KMS) is an informational system which supports the KM process mainly by providing the required knowledge and enhancing its flow. Organizations increasingly feel the need for appropriate methodologies for developing their target KMSs. However, existing KMS development methodologies are not comprehensive enough to satisfy all organizational needs. In this paper, we propose an abstract KMS development methodology which all alleviates the weakness of existing methodologies while reusing their strengths. Method engineers can develop concrete methodologies by instantiating the proposed abstract methodology and adding the necessary detail, thus producing bespoke methodology and adding the necessary detail, thus producing bespoke methodologies which are best suited to organizational needs.

KEY WORDS: Knowledge management.

PAPER ID: SKADI1071

WORK LIFE BALANCE OF WOMEN EMPLOYEE AN OVERVIEW

S.T. Saravana Kumar, Dr. K. Sivabakiam

**Research Scholar & Assistant Professor, Research Supervisor & Assistant Professor
Department of Commerce, Sri Krishna Adithya College of Arts & Science, Coimbatore,
T.N**

ABSTRACT

Work is the activity or effort that we put to produce or accomplish something. We work because we have to. People usually understand the world of work as related to making money. However, many reasons are often cited for wanting to work, besides money which includes productivity, ambition, esteem and contribution to society. Life is a collection of our happiness, sadness, celebrations and peacefulness. Work is part of life. Life is broadly related to certain aspects like ambition, acquisition, achievements etc., which may also promote stress.

KEYWORDS: *work, life, women*