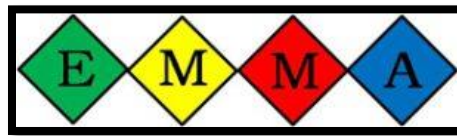




**Chendur Reserch Foundation,
Panipet Institute of Engineering
and Technology**

1st International Conference on EMMA-2021 (Engineering, Medicine, Management, Arts and Sciences)



(Virtual Mode)

24.12.2021 to 26.12.2021

Organized by

Chendur Research Foundation (CRF)

In Association with

Panipet Institute of Engineering and Technology (PIET)



CHENDUR RESEARCH FOUNDATION



MESSAGE

The CRF is organizing the first International Conference on Engineering, Medicine, Management, Arts, and Sciences (EMMA2021). The primary goal of this conference (EMMA-2021) is to bring together experts and researchers from academia and industry to share their knowledge on implementations. To encourage faculty to pursue higher education and skill development in order to achieve. Encourage faculty and researchers to learn and develop new ideas from world-class excellence. To strengthen the institute through an alumni network. The conference features keynote addresses and invited talks by eminent invited speakers from around the world, as well as virtual presentations by researchers. This conference will also serve as a venue for young researchers to share and debate novel ideas. Because currently, the entire world is struggling against the pandemic Covid-19 including India, the EMMA Committees have decided for organizing the conference through full online meetings

The Proprietor of CRF wish the conference a grand success.

Dr. C.Murugan
Proprietor, CRF

//

.Authors, Paper Publications, Paper Writing, Thesis Writing, Books Writing (chendurenterprise.com).

PANIPAT INSTITUTE OF ENGINEERING & TECHNOLOGY



MESSAGE

The founders of PIET have a clear vision to provide world-class education and to promote research. Among some of the best Engineering Institutes in NCR, PIET stands out as a clear leader. A multidisciplinary institute affiliated to Kurukshetra University, Kurukshetra and approved by AICTE, New Delhi. PIET strives to encourage and make the budding scholars into skilled professionals through its various programmes. PIET associated with CRF will fulfill the objective of EMMA(2021).

The coordinator of PIET wish conference a grand success.

Dr. Vijay Anant Athavale,
Dean (PIET), and EMMA Coordinator

INVITED SPEAKERS



Dr. R S Prakasham,
Emeritus Scientist and Chief Scientist (Rtd)
Indian Institute of Chemical Technology,
Hyderabad, India.



Dr. Ranjan Walia,
Associate Professor, Department of Electrical
Engineering,
Model Institute of Engineering and Technology,
Jammu, J&K, India



Dr. Dharmendra Tripathi,
Associate Professor & Dean (R&C)
Department of Mathematics, National Institute of
Technology, Uttarakhand Srinagar (Garhwal)-,
Uttarakhand, India.



Dr. Mohammad Sajid
Professor of Mathematics, Department of
Mechanical Engineering College of Engineering
Qassim University, Al Qassim, Saudi Arabia



Dr. G. Puthilibai
Professor of Chemistry, Sri Sairam Engineering
College, Chennai, India



Dr. Sailesh Iyer
Professor CSE/IT Department, Rai School of
Engineering, Rai University, Ahmedabad, India



Prof Sudhir Kumar
Tewatia Water Resource Engineering Adama
Science and Technology University Ethiopia



Professor Shaomin Wu
Professor in Buisness/Applied Statistics University
of Kent, UK



Prof. Anuj Kumar
(Assistant Professor)
Apeejay School of Management, Dwarka, Delhi
India



Dr. Ratikant Ray
Dean-Honorary
Common Wealth Vocational University

INVITATION



Chendur Research Foundation
Chennai, Tamil Nadu 600094



Cordially invites you to the Inaugural function of

**1st International Conference International Virtual Conference On
EMMA-2021 (Engineering, Medicine, Management, Arts and Sciences)**

**Organized in Association with
Panipat Institute of Engineering & Technology (PIET)**

On Friday, the 24th December 2021, at 9.00 A.M



Dr. Dharmendra Tripathi,
Associate Professor & Dean (R&C)
Department of Mathematics,
National Institute of Technology,
Uttarakhand Srinagar (Garhwal)- India.

has kindly consented to be the chief guest

Dr. C.Chendur
Proprietor, CRF

Dr. Vijay Anant Athavale,
Dean (PIET), and EMMA Coordinator

Felicitate

Programme

INAUGURAL FUNCTION

Date: 24.12.2021

Time: 09:00 AM

09.00 – 09.05 AM :	Invocation and lighting of Kuthuvilakku
09.06 – 09.10 AM:	Welcome address and about the Conference – committee member
09.11 – 09.15 AM:	Felicitation – Dean (PIET)
09.16 – 09.20 AM:	Release of Conference proceedings – Proprietor, CRF
09.21 – 09.25 AM:	Inaugural address – Guest of honor
09.26 – 09.30 AM:	Presidential Address – Proprietor, CRF

VALEDICTORY FUNCTION

Date: 26.12.2021

Time: 05:30 PM

05.30 – 05.35 PM :	Valedictory Address - Proprietor, CRF
05.36 – 05.40 PM :	Feedback - Participants
05.41 – 05.45 PM :	Vote of Thanks – Coordinator



Chendur Research Foundation
Chennai, Tamil Nadu 600094



BROCHURE




Chendur Research Foundation and Panipat Institute of Engineering & Technology

1st International Conference on EMMA-2021 (Engineering, Medicine, Management, Arts and Sciences)

Coordinator and Convenor
Dr. Naziya Begum, Ph.D.,
 Research Associate
 Chendur Research Foundation
 Contact no: +91-8838702557
 Email id: icemma2021@gmail.com

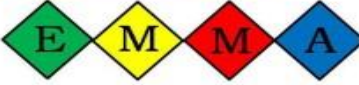
Coordinator

Dr. Vijay Anant Athavale,
 Dean Engineering & Professor CSE
 Panipat Institute of Engineering &
 Technology,
 Haryana, India.
 Email id: vijay.athavale@gmail.com

Patrons
Dr. A.S. Sivakumar, Chonbuk National University,
 Republic of Korea.
Dr. D. Dhanavel, Annamalai University, India

NATIONAL ADVISORY COMMITTEE
Dr. R. S. Prakasham, Emeritus Scientist, CSIR, India
Prof. S. K. Tripathi, Dean (Acad), NSMCH, Patna
Dr. Alok Dhawan, Director, CBMR, Lucknow
Dr. Ranjit Kumar Sahu, AIIM, Jodhpur
Dr. Shilpa Goyal, AIIM, Jodhpur
Dr. Nikhil Kothari, AIIMS, Jodhpur
Amita Maheshwari, Tata Memorial Hospital,
 Mumbai
Vijay Ahuja, Manipal Hospital, Bangalore

Dr. R.K. Chaudhary, SGPGI, Lucknow
Dr. Aseem K. Tiwari, Medanta Hospital, New Delhi
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Mr. Somanath B. Bulehora University, Ethiopia
Dr. Erica Wood, Monash University, Melbourne.
VMS Nihath Khan, Solution Domain Expert, Vodafone
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Dr. Balaji Balakrishnan, Vellore Institute of
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Dr. Mohana Lakshmi, PES University, India
Dr. A. Suresh Kumar, Bulehora University, Ethiopia
Dr. Pradeep Jayappa, Bulehora University, Ethiopia.
Reviewer committee
Dr. STALIN DAVID D. IFET College of Engineering
 Villupuram, Tamil Nadu, India
Er. Yogendra Kumar, V.S.P Government (PG) College
 Kairana, Shamli (U.P.)



(Virtual Mode)
24.12.2021 to 26.12.2021
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by
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& Technology (PIET)

IMPORTANT DATES:
Last date for submission of Abstract:
 23-12-2021
Intimation of acceptance: 23-12-2021
Last date for submission of Corrected
paper: 23-12-2021
Last date for registration: 23-12-2021
Conference dates: 24 to 26/12/2021



About the CRF
 Chendur Research Foundation (CRF) is a registered organization that has been in operation for the past 6 years with great success. One of the major focuses of CRF is to publish journal papers for SCI/SCIE, WOS/ESCI, SCOPUS, and UGC CARE listed I & II (Online and Print Journals). The conference is held once a year at the international and national levels. The conference's goal is to bring together national and international experts on a common platform to share the state of the art on a variety of topics related to Engineering, Medicine, Management, Arts and Sciences.

About PIET
 PIET was established in the year 2006 by the Vidhyapeeth Education Trust and Located in the National Capital Region (NCR). The founders have a clear vision to provide world-class education and to promote research. Among some of the best Engineering Institutes in NCR, PIET stands out as a clear leader. A multidisciplinary institute affiliated to Kurukshetra University, Kurukshetra and approved by AICTE, New Delhi. PIET strives to encourage and make the budding scholars into skilled professionals through its various programmes e.g. Diploma, Undergraduate and Postgraduate programmes in different disciplines. PIET has consistently pushed the bar of excellence to garner a niche for itself amongst the top Institutes in Delhi/NCR in just a few years by being prudent and dedicated towards its aim of life enabling engineering education.

ABOUT EMMA-2021
 The CRF is organizing the first International Conference on Engineering, Medicine, Management, Arts, and Sciences (EMMA-2021). The primary goal of this conference (EMMA-2021) is to bring together experts and researchers from academia and industry to share their knowledge on implementations. To encourage faculty to pursue higher education and skill development in order to achieve. Encourage faculty and researchers to learn and develop new ideas from world-class excellence. To strengthen the institute through an alumni network. The conference features keynote addresses and invited talks by eminent invited speakers from around the world, as well as virtual presentations by researchers. This conference will also serve as a venue for young researchers to share and debate novel ideas. Because currently, the entire world is struggling against the pandemic Covid-19 including India, the EMMA Committees have decided for organizing the conference through full online meetings. You are welcome to contribute papers and attend the conference.

TOPICS : The organizing committee of the conference invites papers from researchers on the following areas and related topics (but not limited to).

Engineering

- Civil engineering
- Structural engineering
- Environmental Engineering
- Water resources engineering
- Mechanical Engineering
- Manufacturing engineering
- Thermal engineering
- Power plant engineering
- Industrial plant engineering
- Electrical and Electronics Engineering
- Electronic engineering
- Computer engineering
- Electronics and Communications Engineering
- Communication Engineering
- Computer Science and Engineering
- Information Technology
- Electrical engineering
- Mechanical engineering
- Chemical engineering
- Materials engineering
- Agricultural engineering
- Applied engineering
- Biomedical engineering.
- Industrial engineering
- Petroleum engineering
- Software engineering
- Supply chain engineering
- Textile engineering

Medicine

- Anatomy
- Medical ethics
- Microbiology
- Neurology
- Dentistry
- Oncology
- Ophthalmology
- Epidemiology
- Forensic medicine

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➤ Pathology

➤ Gynecology,

➤ Obstetrics

➤ Pediatrics

➤ Histology,

➤ Embryology

➤ Pharmacology

➤ Hygiene

➤ Physiology,

➤ Pathophysiology

➤ Biochemistry

➤ Psychology,

➤ Psychiatrics

➤ Immunology

➤ Radiology

➤ Infectious diseases

➤ Social medicine

➤ Informatics,

➤ Telemedicine

➤ Sports medicine

➤ Internal medicine

➤ Surgery

Management

➤ General Management

➤ Human Resource Management

➤ Entrepreneurship

➤ Finance

➤ Operations Management

➤ Management Information Systems

➤ Engineering Management

➤ Technology Management

➤ Management cybernetics

➤ Information technology management

➤ Marketing management

➤ Production management

➤ Strategic management

Arts and Sciences

➤ Political Science

➤ International Relations

➤ Media

➤ Masters of Arts

➤ Cultural Studies

➤ Language Studies



- Mental Healthcare
- History
- Psychology
- Social Work
- Commerce
- Taxation
- Economics
- Accounting & Finance
- Statistics
- Banking and Finance
- Finance & Control
- Marketing
- E-Commerce
- Business Management
- Computer Application
- Mathematics**
- Algebra, Matrix theory, Matrix Analysis
- Analysis (Real, Complex, Functional and Non Archimedean)
- Financial Mathematics, Applied Probability and Stochastic
- Process and Queueing Models
- Computational Fluid Dynamics and Solid Mechanics
- Fuzzy Optimization and Operations Research
- Graph Theory
- Fractals
- Mathematical Modeling & Mathematical Biology
- Numerical analysis
- Differential Equations (ODE & PDE)
- Applied Mathematics
- Automata theory and Formal Languages
- Chemistry**
- Analytical chemistry
- Biochemistry
- Crystal Chemistry
- Environmental chemistry
- Inorganic chemistry
- Materials science

- Medicinal chemistry
- Metallurgy
- Nuclear chemistry
- Organic chemistry
- Organometallic chemistry
- Physical chemistry
- Polymer chemistry
- Computational chemistry
- Physics**
- Classical mechanics.
- Thermodynamics and statistical mechanics.
- Electromagnetism and photonics.
- Relativistic mechanics.
- Quantum mechanics, atomic physics, and molecular physics.
- Optics and acoustics.
- Condensed matter physics.
- High-energy particle physics and nuclear physics.
- Biology**
- Botany,
- Conservation,
- Ecology,
- Evolution,
- Genetics,
- Marine biology,
- Microbiology,
- Molecular biology,
- Physiology, and
- Zoology
- Biotechnology
- Registration fees**
- For participants: Free
- For paper presenters: Conference proceedings + Certificate: 100 INR
- Industrial Delegates: \$ 10
- International Delegates: \$ 10
- Registration link: <https://tinyurl.com/axnpjnb4>
- Account Details:**
- Company Name: CHENDUR ENTERPRISES
- Bank Name: Karur Vysya Bank
- A/C No: 161713500009848
- IFSC Code: KVBL0001617
- Account Type: Current
- <https://chendurenterprise.com/payment/>
- Send a screenshot of payment for the confirmation of your registration to icemma2021@gmail.com

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SUBMISSION OF ABSTRACT
All full Papers/Abstract should be submitted electronically to icemma2021@gmail.com

Publications
All accepted EMMA 2021 papers will be published in relevant International Scopus Indexed Journals (100 %). We will submit proposals to the journals listed below.

1. Journal of Physics: Conference Series - IOP science
Website Link: <https://iopscience.iop.org/journal/1742-6596>
Scopus Link: <https://www.scopus.com/sourceid/130053>
2. Materials Today: Proceedings
Link: <https://www.journals.elsevier.com/materials-today-proceedings>
Main Page: <https://www.sciencedirect.com/journal/materials-today-proceedings>
Scopus Link: <https://www.scopus.com/sourceid/21100370037#tabs=2>
3. ECS Transactions – IOP science
<https://iopscience.iop.org/journal/1938-5862>
<https://www.scopus.com/sourceid/3400148107>
4. AIP Conference Proceedings
Website Link: <https://aip.scitation.org/journal/apc>
Scopus Link: <https://www.scopus.com/sourceid/26916?origin=recordpage>
5. IEEE Xplore
<https://ieeexplore.ieee.org/Xplore/home.jsp>

Conferences proceeding: December end
Publication: March 2022
Acceptance: Within two days

Contact Us:
Chendur Research Foundation
Call: +91 8838702557
Email: icemma2021@gmail.com
CRF Website: <https://chendurenterprise.com>
EMMA-2021 website: <https://chendurenterprise.com/emma-2021-conference/>
Telegram: <https://t.me/joinchat/MK23B5W4EQ3NTU9>
Facebook: <https://www.facebook.com/profile.php?id=100067770552312>
PIET website: <https://www.piet.co.in/>



Announcement for EMMA-2021 Conference Best Paper Award

Dear Professor/Scholars Congratulations!

We are pleased to be able to announce that "Best Paper Award" for 2021 in the conference EMMA association with Scopus indexed Journals. The prize will be awarded with "Best Paper Award- Certificate of Achievement 2021" and International Conference Award Trophy 2021 individually for all authors of concerned paper.

Award Guidelines and Criteria

Purpose: The purpose of the Best Paper Award is to recognize and promote quality contributions to academic research and writing among scholars and students who present and publish papers at the EMMA conference.

Eligibility: All full papers submitted and published in the EMMA conference publications of the year (main proceedings and selected papers), regardless of the status of the first authors (i.e., scholar, student, educator, policy maker or professional, etc.) are eligible for competition for the Best Paper Award.

Initial Score based Selection: The papers receiving the highest scores in the review process are chosen as candidates.

Award Candidates Announcement: Authors of the selected papers will be informed before conference publications finalization and the candidates will be announced on the homepage.

Award Selection Committee Work: The Scientific Committee members will score candidate papers.

Award Criteria: The Scientific Committee will consider innovation, significance to the research community, scientific impact and technical excellence.

Each paper will be given a score of 0 – 10 (where 0 is the lowest and 10 is the highest score) against each criterion.

Main criteria:

Originality (weighting 40%) – Originality of contribution to knowledge with an emphasis on the paper's innovativeness in: (i) theoretical development, (ii) empirical results or, (iii) policy development.

Quality of Argument (weighting 30%) incorporating: (i) critical analysis of concepts, theories and findings, and (ii) consistency and coherency of debate.

Positioning (weighting 15%) – Clear positioning of paper in existing international literature with a conclusion(s) that is both convincing and of significant potential.

Writing Style (weighting 15%) – Quality of writing style in term of accuracy, clarity, readability, and organization of the paper.

Meta-criterion that is specifically applied to the Best Paper Award category is that the winner of the award should be a paper that substantiates

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a new and novel idea or approach contributing to the cumulative knowledge base of the field and is likely to inspire fellow scholars in their research, as opposed to just grinding out yet another example of a well-known approach or result (even if the study was neatly conducted and reported). In other words, it is the "WOW" factor that we hope to see in the winning paper.

Winners Definition: The paper receiving the highest score by the Scientific Committee members will be awarded as the Best Paper Award.

The author of an awarded paper, and co-authors if any, will be entitled to:

A signed and stamped official award certificate with the name of the award, the name of the paper, and the names of the authors of the paper; The announcement of their achievement on a conference website;

Note: Expenses associated with Trophy and Certificates will be communicated, applicable to individual authors on the acknowledgement of this email. The acknowledgement should be received not later than 12-12-2021.

Thank you for association with EMMA 2021. Looking for earlier reply to consolidate the Awardees list.



Invited speakers

CHENDUR RESEARCH FOUNDATION



Dr. R S Prakasham,
Emeritus Scientist and
Chief Scientist (Rtd)
Indian Institute of
Chemical Technology
Hyderabad, India.



Dr. Dharmendra Tripathi,
Associate Professor & Dean
(R&C)
Department of Mathematics,
National Institute of
Technology, Uttarakhand
Srinagar (Garhwal)-,
Uttarakhand, India.



Dr. G. Puthilibai
Professor of Chemistry,
Sri Sairam Engineering
College,
Chennai, India



Dr. Ranjan Walla
Associate Professor,
Department of
Electrical Engineering,
Model Institute of
Engineering and
Technology,
Jammu, J&K, India



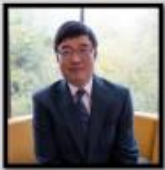
Dr. Mohammad Sajid
Professor of Mathematics,
Department of Mechanical
Engineering
College of Engineering
Qassim University,
Al Qassim, Saudi Arabia



Dr. Sailesh Iyer
Professor
CSE/IT Department, Rai
School of Engineering,
Rai University,
Ahmedabad, India



Prof Sudhir Kumar
Tewatia
Water Resource
Engineering
Adama Science and
Technology University
Ethiopia



Professor Shaomin Wu
Professor in
Buisness/Applied
Statistics
University of Kent, UK



Prof. Anuj Kumar
(Assistant Professor)
Apeejay School of
Management, Dwarka,
Delhi, India



Dr. RATIKANT RAY
Dean
Honorary-
Commonwealth
Vocational University

PROGRAM SCHEDULE

Date	Time (In IST)	Name of Speaker	Affiliation	Title of the talk
24-12-2021 Friday Day-1	09:00 – 09:30	Inauguration [Chief Guest: Dr. Dharmendra Tripathi, Ph.D (IIT BHU),]		
	09:30 - 10:30	Prof Sudhir Kumar Tewatia	Professor in Water resource Engineering, ASTU, Ethiopia Former Professor IIT Delhi	'Y-Y' Approach in Science and Engineering with Specific Reference to Consolidation of Clayey Soils
	10:30 – 10:45	Break		
	10:45-11:45	Paper Presentations		
	11:45-13:00	Dr. Sailesh Iyer	Professor, CSE/IT Department, Rai School of Engineering, Rai University, Ahmedabad, INDIA.	Research Trends for Sustainable Smart Ecosystem
	13:00-14:00	Lunch		
	14:00 – 15:00	Professor Shaomin Wu	Professor in Buisness/Applied Statistics, University of Kent, UK	Warranty data analysis for quality improvement and economic benefits
	15:00 – 18:00	Paper Presentations		
	END OF DAY-1			
25-12-2021	09:00 – 10:30	Paper Presentations		

Saturday Day-2				
	10:30 – 10:45	Break		
	10:45-11:45	Dr. Dharmendra Tripathi,	Associate Professor & Dean (R&C), Department of Mathematics, National Institute of Technology, Uttarakhand Srinagar (Garhwal)- Uttarakhand, India.	Electro osmotic Flow Models: Applications to Biological Transport
	11:45-13:00	Paper Presentations		
	13:00-14:00	Lunch		
	14:00 – 15:00	Dr. G. Puthilibai	Professor, Department of Chemistry, Sri Sairam Engineering College, Chennai, Tamil Nadu, India	Synthesis, Chemical, Electrochemical and Biological Characterization of Metal Complexes
	15:00-16:00	Paper Presentations		
	16:00-17:00	Dr. Ranjan Walia	Associate Professor, Department of Electrical Engineering, Model Institute of Engineering and Technology, Jammu, J&K, India	Industry 4.0 and Challenges in Automation
	17:00-18:00	Paper Presentations		
	END OF DAY-2			
26-12-2021 Sunday Day-3	09:30 – 10:30	Prof. Anuj Kumar		
	10:30 – 10:45	Break		
	10:45-11:45	Dr. R S Prakasham,	Emeritus Scientist and Chief Scientist (Rtd) Indian Institute of Chemical Technology Hyderabad, India.	PROBIOTICS: A NATURAL HEALTH BOOSTER
	11:45 -12:15	Dr. RATIKANT RAY	Dean –Honorary-Commonwealth Vocational University	Sustainable Development and business Practices an evidence from Balance Scorecard
	12:30-13:30	Paper Presentations		
	13:30-14:30	Lunch		
	14:30-16:00	Paper Presentations		
	16:00-17:00	Dr. Mohammad Sajid	Professor of Mathematics, Department of Mechanical Engineering, College of Engineering, Qassim University, Buraidah-51452, Al Qassim, Saudi Arabia	Fractals and chaos in Engineering and Sciences
	17:00-18:00	VALEDICTORY FUNCTION		
	END OF DAY-3			

EMMA-2021-SCHEDULE SESSION WISE

Day	Session	Time	Chair	Co-chair
24/12/2021 Friday Day-1	Session-1- Morning	10:45 to 11:45	Dr. Arulkumar V, Assoc.Professor, Computer Science and Business Systems, Sri Krishna College of Engineering & Tech, Coimbatore	A. Nasreen Sultana Research Scholar College- Vels Institute of Science, Technology & Advanced Studies
	Session-2- afternoon	15:00 to 16:30	Dr. Chintan A. Shah HOD & Assistant Professor Bhagwan Mahavir College of Commerce and Management Studies (BBA&BMS) Surat, Gujarat - India.	Lakshmipriya R Research Assistant Chendure Research Foundation
	Session-3- afternoon	16:30 to 18:00	Dr. Vijay Anant Athavale, Dean Engineering & Professor CSE Panipat Institute of Engineering & Technology, Haryana, India.	A. Nasreen Sultana Research Scholar College- Vels Institute of Science, Technology & Advanced Studies
END OF DAY 1				
25/12/2021 Saturday Day-2	Session-4- morning	9:00 to 10:30	Prof. Anuj Kumar Assistant Professor, Apeejay School of Management, Dwarka, Delhi, India	Lakshmipriya R Research Assistant Chendure Research Foundation
	Session-5- morning	11:45 to 13:00	Dr.C.Murugan Research Professor and Proprietor CRF	A. Nasreen Sultana Research Scholar College- Vels Institute of Science, Technology & Advanced Studies
	Session-6- afternoon	15:00 to 16:00	Mr. R G Padmanabhan Assistant professor and Head incharge of Automobile Engineering Department, Arasu Engineering college, Kumbakonam	Lakshmipriya R Research Assistant Chendure Research Foundation
	Session-7- afternoon	17:00 to 18:00	Dr.C.Murugan Research Professor and Proprietor CRF	A. Nasreen Sultana Research Scholar College- Vels Institute

END OF DAY 2				
26/12/2021 Sunday Day-3	Session-8- morning	12:30-13:30	Dr. RATIKANT RAY Dean –Honorary- Commonwealth Vocational University	A Karthik Assistant professor Institute of Aeronautical engineering, Hyderabad
	Session-9- morning	14:30-16:00	Dr. G. Puthilibai Professor, Department of Chemistry, Sri Sairam Engineering College, Chennai, Tamil Nadu, India	Dr. RATIKANT RAY Dean –Honorary- Commonwealth Vocational University
END OF DAY 3				

TABLE OF CONTENT

S.No	Paper ID	Title
1	icemma2021001	Ontology based patient information discovery using IoT Healthcare monitoring System
2	icemma2021002	A Novel method for Color Face Recognition using HMM and PSO using Template Image Key Generation
3	icemma2021003	An Adaptive Hybrid Swarm Optimization technique for Location Privacy using Infrastructure Centric method in Wireless Sensor Networks
4	icemma2021004	Improving the quality of Education through Data Analytics and Big data contributions
5	icemma2021005	A Novel approach for Multi-User Authentication Framework for Biometric applications using fusion methods
6	icemma2021006	A Study of Factors Influencing the Mental Health and Quality of Life
7	icemma2021008	Crop and Suitable Intercrop Suggestion Based on Soil Series using Machine Learning Algorithms
8	icemma2021009	Internet of Things in Agriculture
9	icemma20210010	Artificial Intelligence
10	icemma20210011	On The Effectiveness of Blockchain Against Cryptocurrency Attacks
11	icemma20210013	Quantum Computing
12	icemma20210014	Plastic Surgery – A Surgery Full of Fear
13	icemma20210015	A Study on Effects of E- Commerce on Retail Industry in India
14	icemma20210016	Gyroscopic Well-adjusted Robot Built on Mpu-6050 Gyro Sensor and Arduino Nano Microcontroller
15	icemma20210017	A Survey on Diagnosing Chronic Kidney Diseases Using Machine Learning Methodology
16	icemma20210018	A Review on Methods of Collecting Leachate and its Chemical Analysis of any Industry Waste
17	icemma20210019	Design and Analysis of Carry Look Ahead Adder by Using Full Swing Gate Diffusion Input Technique
18	icemma20210020	Review Of Machine Learning Based Emotion Recognition Using Speech Signal
19	icemma20210021	Monitoring of drowsiness using OpenCV and Python

20	icemma20210023	An Efficient Identification and Detection of Plant Leaf Diseases using Region-Based Thresholding Algorithm
21	icemma20210024	New Convolutional Neural Network-Based Leaf Disease Classification Model
22	icemma20210025	Optimization Based Feature Extraction and Leaf Diseases Classification Using Regression Neural Network
23	icemma20210026	Medical Data Analysis using Ensemble Learning Approaches in Machine Learning
24	icemma20210027	Awareness about Polycystic Ovarian Disease among Females Attending a Unani Hospital, Srinagar, Jammu and Kashmir, India
25	icemma20210028	Design of WSN Model with NS2 for Animal Tracking and Monitoring
26	icemma20210029	Review with research One pot MCR for the 9-phenyl-1,2,3,4,5,6,7,8,9,10-decahydroacridinederivatives for good yield via Silica supported green catalyst and solvent free condition
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372	icemma20210395	Low Voltage Ride Through Improvement Using Power System Stabilizer for DFIG based Wind Energy Conversion System

Paper id: icemma2021001

Ontology based patient information discovery using IoT Healthcare monitoring System

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Abstract. Face recognition become one of foremost significant and fastest developing area in previous years and become foremost successful application of image processing and generally utilized in security system. Faces are difficult, meaningful visual and multidimensional stimuli. There are three types of face recognition tasks: open-universe face identification, open-universe face verification, and closed-universe face identification. Sourced on application, different face recognition method is utilized. Face images are kind of input which is given to face recognition system. Those systems are generally constructed in two phases. Feature acquisition and Artefact removal; and image classifications. Foremost prevailing system modelled optimal mechanisms for face recognition. Though, it does not generate effective recognition outcomes for face color images. To resolve this crisis the anticipated study modelled Hidden Markov Model with Particle Swarm Optimization (HMM-PSO) for color face recognition. In this study, colour face image is pre-processed by utilizing Alpha-trimmed mean filter. Facial characteristics are extracted from noise eliminated image. Then Singular Value Decomposition (SVD) based feature selection is carried out. At last face sourced new template key pattern matching is done with help of HMM-PSO. The experimental outcomes show that anticipated system attains superior performance contrasted with prevailing system in terms of precision, accuracy, F-measure and recall.

Paper ID: icemma2021002

A Novel method for Color Face Recognition using HMM and PSO using Template Image Key Generation

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Abstract. Face recognition become one of foremost significant and fastest developing area in previous years and become foremost successful application of image processing and generally utilized in security system. Faces are difficult, meaningful visual and multidimensional stimuli. There are three types of face recognition tasks: open-universe face identification, open-universe face verification, and closed-universe face identification. Sourced on application, different face recognition method is utilized. Face images are kind of input which is given to face recognition system. Those systems are generally constructed in two phases. Feature acquisition and Artefact removal; and image classifications. Foremost prevailing system modelled optimal mechanisms for face recognition. Though, it does not generate effective recognition outcomes for face color images. To resolve this crisis the anticipated study modelled Hidden Markov Model with Particle Swarm Optimization (HMM-PSO) for color face recognition. In this study, colour face image is pre-processed by utilizing Alpha-trimmed mean filter. Facial characteristics are extracted from noise eliminated image. Then Singular Value Decomposition (SVD) based feature selection is carried out. At last face sourced new template key pattern matching is done with help of HMM-PSO. The experimental outcomes show that anticipated system attains superior performance contrasted with prevailing system in terms of precision, accuracy, F-measure and recall.

Paper id: icemma2021003

An Adaptive Hybrid Swarm Optimization technique for Location Privacy using Infrastructure Centric method in Wireless Sensor Networks

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Abstract. Wireless Sensor Network attains the major problem of localization troubles and the accuracy of the localization relies upon the localization of sensor nodes with the very best safety necessities for the source community consists of two components which are named as common nodes as well as beacon nodes. The localization system has rather relied upon the common nodes. The proposed method consists of an infrastructure-centric technique. Having an ideal data storage site in wireless sensor networks is the major problem here. The previous study did not employ swarm-intelligence-based optimization methodologies to locate the ideal site for data storage. Thus, the optimization approach for hybrid particle swarm has been applied to locate the appropriate storage node site while reducing the overall energy cost of transmission. The proposed methodology will eliminate the security problem within the common nodes during the localization of sensor nodes of the protocol. The network consists of various random nodes that have the deployment as well as the mobility concern. The implemented protocol consists of Infrastructure-centric localization systems to secure the source node location. Further, our projected set of rules presents low overhead thanks to the employment of abundant less manipulate messages in an exceedingly restricted transmission selection. Similarly, we've got to boot projected a formula to return across the malicious anchor nodes within the network. The simulated effects show that our projected formula is inexperienced in phrases of your time consumption, localization accuracy, and localization magnitude relation inside the presence of malicious nodes. Time Difference of Arrival (TDOA) is the major factor indicating the location of nodes at the required position. The performance of the metrics can be analyzed using the energy calculation, alive and dead nodes during the transmission.

Paper ID: icemma2021004

Improving the quality of Education through Data Analytics and Big data contributions

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Abstract. Because of the increasing value of teaching, learning, and schooling, the data-driven university approach has been highly promising in recent years. As each student grows after school via people of all ages, the expanding information science approach continues to be dynamic, as well as excellent learning. Until information is generated inside an enterprise or via the educational system, the learning business has been competitive in terms of volume, diversity, and speed of knowledge. Despite the fact that Big Data is organized, big, and therefore quick, it has lately demonstrated that it is highly fast in terms of functionality when compared to typical data warehouses. He is becoming more knowledgeable about technology. Educators and administrators have depended on an out-of-date Student Information System (SIS), Learning Management System (LMS), Enrollment Management System (EMS), and Admissions System for the past decade to improve and streamline classroom, college, and classroom procedures. To increase teaching and learning, the company has recently incorporated mobile devices, online assessments, e-learning programmers, learning software, and digital tandem boards. For institutions, data is the reality, assisting instructors in understanding why, based on better dissemination of outcomes via university students. Is it impossible to become a professor? Why would a student drop out and flunk school? What causes students to struggle with new ideas or skills? We provide readers with the disciplines of significant academic facts, as well as the extent to which academic data must be scrutinized, while remaining focused on the perspectives of only a few stakeholders, thereby promoting activities based on data pertaining to the characteristics of significant academic facts. By integrating knowledge of data-type data technology, dashboards, and accountability, large data analysts may enhance education and disclose relevant research, evaluation, and accountability. A variety of variables impact the use of the internet and data mining in education: I was thinking about how to increase learning and the implications for individualized teaching approaches like learning, education, or strategies. (ii) Building communities around possibilities for the most up-to-date types of training, In the present system, test and integrate evidence-based decision-making. (iii) Enhance privacy, security, and customization, as well as current analytical methodologies, human science skills development, and data use and usage (iv) the outcome of final practical applications and analytical concept comprehension After numerous instances of ideas have been provided, associations are employed in health professions research. (v) the availability of real-time high-speed e-mail technology, which necessitates quick access for new entrants and organizations to collect and handle streaming data, resulting in the recording of fraudulent access investigators between sophisticated research institutes and educational institutions. Following these procedures, participants feel that there are a variety of data science approaches that may significantly improve the level of education for individuals of all ages, including academic improving education learning.

Paper ID: icemma2021005

A Novel approach for Multi-User Authentication Framework for Biometric applications using fusion methods

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Abstract. Multi-User Authentication Framework (MUAF) is the process of continuously authenticating the user even after their successful login. It is also known as Active Authentication and it has become a necessity today. Researchers proposed a few MUAF techniques. One aspect of this paper proposes a novel method for MUAF using the health patterns of the user. MUAF methods and solutions exist in the literature are specific to some devices and specific to some applications. There is no generic framework that exists for MUAF. Another aspect of this paper proposes a generic MUAF framework that employs appropriate available MUAF techniques based on the current device, current application, and current user. The proposed framework is generic and it can be used with any device, any application. When we use multiple MUAF techniques, each technique does authentication on its own and makes its independent decision. All those independent decisions will be used to make a global authentication decision. Re-searchers proposed a few such fusing methods. Another aspect of this paper proposes a novel fusing method using the “Random Forest” concept. Proposed fusing method learns from the feedback provided by the reliable sources and refines itself to make efficient authentication in future.

Paper ID: icemma2021006

A Study of Factors Influencing the Mental Health and Quality of Life

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Abstract. Mental health is a detrimental element of quality of life. However, it is missing in the present competitive world. The changing patterns, working conditions, hyper competition, market dynamics and global reforms have highly influenced the lifestyles of individuals to a great extent. It is also a fact in the case of organizations, governments and enterprises. Most of the people have been experiencing mental stress, anxiety, frustration, loneliness. The students, doctors, women, senior citizens, working professionals and others have faced several issues and concerns related to mental as well as physical health during the COVID-19 pandemic outbreaks. The lack of communication/ accountability, absence of values and bad habits lead to stormy relationships and abnormal behavioral patterns for self and family. All of these have short, mid and long-term impact on the physical and mental health affecting the quality of life.

The National Crime Records Bureau of India (2020) stated that there were 381 suicide cases reported on daily basis in 2019. It is the highest in the world. There was an increase of 3.4% in 2019 in comparison with 2018. It indicates that the mental health crisis has emerged as a grave concern not only for India but for the world. The present study intends to recognize the socio-economic, psychological and other factors causing mental illness and explores its impact on quality of life. The study is significant as it deals with the pandemic, loss of jobs, financial instability, medical emergencies, deaths of close relatives, personality disorders, failure in personal/professional life etc. It is imperative to address these concerns as they would lead to increase in motivation, performance and overall satisfaction towards life. Otherwise, societal balance is at risk resulting in increasing crimes, suicides and public health issues too.

Paper ID: icemma2021008

Crop and Suitable Intercrop Suggestion Based on Soil Series using Machine Learning Algorithms

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Abstract. The backbone of our country is Agriculture. For agriculture, soil is a substantial component. Each crop grows better in each soil. Now a day's intercrop culture is also blooming vastly. Need of encouragement is essential for our farmers to choose correct crop for the soil pattern and suitable intercrop for the main crop. Different soil types can have dissimilar landscapes and dissimilar varieties of yields grow on diverse categories of soils. The growth of crops is affected by the chemical features of soil. It's essential to identify the geographies and features of numerous soil kinds to recognize which yields produce well in some soil categories and region. Prediction will supportive in choosing the main crop and suitable intercrop for the region. In recent years, Machine learning has advanced a lot. It's an emergent and thought-provoking explore arena in agronomic data investigation and harvest prediction. In this proposed methodology, classification of soil series according to region then as per the classification the model will predict suitable crop and its intercrop for that particular region. Numerous machine learning classification algorithms are used. For crop prediction and intercrop prediction can be done by using weighted k-Nearest Neighbour, Naive Bayes, Gaussian Support Vector Machine (SVM), XGBoost Algorithms. Also combined the algorithms by Ensemble Learning approach for better prediction. Finally Investigational outcomes show that the proposed XgBoost, SVM and Bagging Ensemble approach achieves improved results than various present methods.

Paper ID: icemma2021009

Internet of Things in Agriculture

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Abstract. Despite the perception people may have regarding the agricultural process, the reality is that today's agriculture industry is data-centered, precise, and smarter than ever. The rapid emergence of the Internet-of-Things (IoT) based technologies redesigned almost every industry including "smart agriculture" which moved the industry from statistical to quantitative approaches. Such revolutionary changes are shaking the existing agriculture methods and creating new opportunities along a range of challenges. This article highlights the potential of wireless sensors and IoT in agriculture, as well as the challenges expected to be faced when integrating this technology with the traditional farming practices. IoT devices and communication techniques associated with wireless sensors encountered in agriculture applications are analyzed in detail. What sensors are available for specific agriculture application, like soil preparation, crop status, irrigation, insect and pest detection are listed.

Paper id: icemma20210010

Artificial Intelligence

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Abstract. Artificial Intelligence has come a long way from being a component of science fiction to reality. Today, we have a host of intelligent machines like self-driving cars, smart virtual assistants, chatbots, and surgical robots, to name a

few. Since AI became a mainstream technology in the present industry and a part of the common man's daily life, In this we are going see basics and overview of artificial intelligence

Paper ID: icemma20210011

On The Effectiveness of Blockchain Against Cryptocurrency Attacks

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Abstract. Cryptocurrencies are being widely adopted to perform various online-based transactions; therefore, they are required to maintain a consensus to ensure a secured transaction. Blockchain comprises a distributed ledger, which holds digital records of individual crypto-transactions. Besides recording a particular activity, blockchain also ensures that the contents of the ledger are decided based on agreements of distinct participants. Various consensus mechanisms are followed by blockchain to ensure blocks are being summed up representing legitimate data on the network. However, the major consensus protocols comprise various limitations; and these are prone to different types of cyber attacks, such as Distributed denial-of-service, 51% attack, Double-spending, Long-range attack. In this paper, we analyze several attack vectors that can cause serious security threats due to the loopholes in the consensus mechanism. Our study involves examining 3 significant consensus mechanisms, which are followed by major cryptocurrencies. We also discuss the limitations of individual consensus mechanisms and demonstrate their robustness towards various attack vectors. We conclude that, although blockchain comprises proper consensus mechanisms to enhance secured crypto-transaction, unfortunately, it is not strong enough to defend against some cryptocurrency attacks which could discourage some users to adopt this technology.

Paper ID: icemma20210013

Quantum Computing

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Abstract. Quantum computing is a modern way of computing that is based on the science of quantum mechanics and its unbelievable phenomena. It is a beautiful combination of physics, mathematics, computer science and information theory.

It provides high computational power, less energy consumption and exponential speed over classical computers by controlling the behavior of small physical objects i.e. microscopic particles like atoms, electrons, photons, etc. Here, we present an introduction to the fundamental concepts and some ideas of quantum computing. and then its move on to basics of quantum computing, bits vs qubits, quantum cryptography, the power of quantum computing and problems and practical issues. A team of researchers affiliated with several institutions in China has built and tested a photonic quantum computer that demonstrates quantum supremacy. In their paper published in the journal Science, the group describes their computer, which they call **Jiuzhang**, and how well it performed while conducting Gaussian boson sampling.

Paper ID: icemma20210014

Plastic Surgery – A Surgery Full of Fear

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Abstract. In our country there are a huge number of fear and disbeliefs about everything. Not every village has a proper drinking water, sanitation facilities and even medical centres. Still there are a lot of people who are uneducated. So there won't be an awareness on most important fields. One of the such field is Plastic surgery. Most of the people thought this as a life threatening surgery and have lost their appearances and body parts in accidents. But it is as simple as the other surgeries like open heart surgery etc. So it will be very essential for everyone to have a basic knowledge in this Surgery.

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A Study on Effects of E- Commerce on Retail Industry in India

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Abstract. Retail sector continues to be the most blooming and powerful sector in India. In Indian economic system the contribution of the Retail quarter up to 10% of GDP is high-quality. A store is a service provider or an agent or a commercial enterprise corporation, whose major enterprise is promoting the goods and offerings immediately to customers thru various distribution channels the fame and fortune of the sector changed completely after the invasion of internet to the retail sector. Prior to the involvement of internet buying and selling was done physically through direct retailing but after the invasion of internet its E-commerce that's ruling the traditional retail sector in India. Online shopping is a part of e-trade which is accomplished commonly by way of the users due to e-commerce web sites in India which lets in us to purchase and promote the products according to our choice at less expensive charge. E-trade internet site has loads of impacts on extraordinary markets and shops. Many corporations began retail business thru website hosting their very own websites together with large form of products and services together with attractive offers to the customers. This platform works as a consortium which avails all the goods which can be available in petty shops to the big buying department shops. It incorporates apparels, shoes, plumbing substances, fixtures, jewelry and food gadgets and so forth. It allows the customers to buy the goods in keeping with their want in time without tons put off. As a result, as a result E-stores have emerged to fulfill the needs of massive segments of clients. On line shopping has experienced a rapid growth throughout the recent years due to its flexibility in operations. This study includes analysis about the benefits of online buying to the clients, Impact of increasing traits, challenges and threats faced by way of the fixed save stores. This paper puts up how E-commerce has changed the traditional retailing in India through the literature gathered from different experts and also suggest steps to improve traditional retailing in hand with E-commerce in India on due analysis.

Paper ID: icemma20210016

Gyroscopic Well-adjusted Robot Built on Mpu-6050 Gyro Sensor and Arduino Nano Microcontroller

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Abstract. As the technological development is taking place and all the industries are marching towards automation and smart automated systems in which the systems work on its own without any human intervention or with less amount of human intervention. It started from the first industrial revolution which leads in the 18th century in which the world's 1st steam powered engines came and it revolutionized the whole industry followed by the 2nd great industrial revolution which occurred in the 19th century in which the electrical power was utilized and the first moving belt conveyers are employed in the industrial applications. Then the 3rd great industrial revolution occurred in the 20th century and the IT sector began to expand and now in the 21st century the 4th great industrial revolution is still a dream in which the factories will be interconnected with each other and will increase the production with less human interaction. The research work shows a self-propelled Gyroscope based robot which can be used in real life application in both industrial and non-industrial use such as moving of items from one place to another while balanced with the co-ordinate tracking by the sensor and tracking and computing the above received data from sensor by the brain of the robot that is the Arduino micro controller.

Paper ID: icemma20210017

A Survey On Diagnosing Chronic Kidney Diseases Using Machine Learning Methodology

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Abstract. Chronic kidney disease (CKD) is an international fitness hassle with excessive mortality rate, and it induces different diseases. Since there aren't any consequences in the beginning stages of the disease, sufferers forget about it. Due to their short and particular acknowledgment execution, machine studying fashions can assist clinicians accomplish this goal.. In this assessment, we suggest a Logistic regression device for identifying CKD. The statistics set became from the UCI store, which has a wide variety of lacking characteristics. Due to the fact that sufferers may leave out some estimations for one-of-a-kind reasons, missing features are usually found. After accurately rounding out the fragmented informational index, six AI calculations have been applied to installation fashions. The nice execution was carried out by abnormal forest. By breaking down the misjudgments produced with the aid of using the installation fashions; we proposed an included version that consolidates calculated relapse and abnormal woods with the aid of using perceptron. Consequently, we theorized that this philosophy will be suitable to greater confounded medical records for illness finding.

Paper ID: icemma20210018

A Review on Methods of Collecting Leachate and its Chemical Analysis of any Industry Waste

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Abstract. With industrialization booming, so are the negative impacts which put a debatable question on whether the disposal methods being adopted are safe or not. Adding to the cause is scarcity of materials and resources for the developmental activities. In order to select suitable methods of disposal it is necessary to obtain and study its leachate characteristics. Red mud is a by-product in the Bayer process. This is the process that is used to extract alumina from bauxite. Red mud is generated after the digestion of bauxite with sodium hydroxide at increased temperature and pressure. This paper describes suitable methods by which red mud leachate can be obtained and selection of suitable leaching fluid. Red mud characteristics as fill materials that influence leaching have also been described.

Paper ID: icemma20210019

Design and Analysis of Carry Look Ahead Adder by Using Full Swing Gate Diffusion Input Technique

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Abstract. In the VLSI circuit design there are some key parameters like power, area delay etc. The major concerns in making an effective VLSI circuit design have been low power, low area and less delay. In this project we are going to design Carry Look-ahead Adder logic circuit. The GDI technique allows for the reduction of power computation, delay, and area in digital circuits while maintaining a low level of logic complexity. But still the parameter values are little bit high. This project aims to overcome those limitations by using the technique Full Swing GDI. Now, a 16-bit CLA is designed using the Full swing Gate Diffusion Input technique. 250 nm technology-based Tanner EDA tool is used to implement the CLA logical circuit. Tanner EDA provides some tools like S-Edit, T-Spice, W-Edit, L-Edit, LVS. S-Edit, T-Spice, W-Edit are used for this project. The circuit is designed in the S-edit tool, the spice commands are given in the T-Spice tool and the waveforms are monitored using the W-Edit tool.

Paper ID: icemma20210020

Review Of Machine Learning Based Emotion Recognition Using Speech Signal

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Abstract: The most complex part of CAS is identifying emotions from the signs of speech. There are many techniques used for separating feelings from speech using a speech cue, which include classification and processing approaches. This paper includes an outline of approaches and a discussion of some recent research on emotion detection from speech. This paper will serve as the basis of learning functionality that can be used in emotion perception of speech.

Paper ID: icemma20210021

Monitoring of drowsiness using OpenCV and Python

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Abstract. Drowsiness of the person who engineers the vehicle is the standard cause of harm in the experience. Because of the deficit in sleep and exhaustion, lethargy can take place even as oppression. The highest quality form of ignoring accidents is the person who engineers the vehicle's lethargy. Before attempting to sleep, look for the encounter lethargy of the hidden motive and give notice of any possible occurrences. To uncover lethargy, many methods like eye retina discovery, first function acknowledgment, and second-hand exist. Here, ahead of this paper, we convey advice about the habit of detecting causes of lethargy, the custom of eye retina discovery, and beating charge discovery of the moving power. On this record, we countersign a check for an extra correct lethargy discovery approach that happened to be a mixture of methods of eye retina discovery and beat sample discovery. The objective of this in between Python project search is to build a lethargy discovery that will reveal that a person's eyes exist for a few seconds. This structure will alert the person who is engineering the vehicle when lethargy is discovered.

Paper ID: icemma20210023

An Efficient Identification and Detection of Plant Leaf Diseases using Region-Based Thresholding Algorithm

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Abstract. Now a day's Agricultural activities are reducing due to more diseases effected to crops and plant leaves. This may affect the national economy as well as the life of population among the countries leading to food shortage. In order to maintain the economy of country and balanced life of population agriculture plays an important role. To improve the agriculture, we need detect the diseases as early as possible and have to know about the solution for them which will increase the yield and quantity of the crops. This will increase the economy of nation and removes the food shortage. In this, detection and identification plant leaf diseases in early stage more accurately and efficiently in two phases like training/learning phase and testing phase using region based thresholding segmentation process (hybrid method) and SVM as a classifier to detect healthy and unhealthy plant leaves.

Paper ID: icemma20210024

New Convolutional Neural Network-Based Leaf Disease Classification Model

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Abstract. Plants are necessary for the preservation of biodiversity. There is also a surge in demand for pharmaceuticals, cosmetics, and agricultural products because to the wide range of natural items they may be used in. Apples are a nutritious fruit that should be consumed on a regular basis. Many apple plant diseases have resulted in a significant loss for growers. As a result, not only does the fruit's health take a hit, but so does its yield and quality. This study uses convolutional neural networks towards classify also organize apple leaf diseases (CNNs). This model uses contrast stretching and fuzzy c-means (FCM) gathering techniques towards recognise plant diseases. Because of these strategies, CNN models may be more accurate even if the datasets are smaller. We utilised 400 images of apple leaves to create and test the suggested model (200 healthy, 200 sick). This strategy has a 98% success record, therefore I suggest it. Contrast stretching and the FCM clustering method allow this level of accuracy to be achieved without sacrificing speed.

Paper ID: icemma20210025

Optimization Based Feature Extraction And Leaf Diseases Classification Using Regression Neural Network

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Abstract. This paper's main objective is to improve agriculture using modern technology. Nowadays, the internet and the internet of things play a major role in smart agriculture. Several research projects have been carried out based on the smart agriculture system, such as those relating to the Internet of Things or disease classification using image processing algorithms. Many studies in the field of leaf disease classification using machine learning or deep learning have been conducted. These papers tested their algorithms on specific leaf sets and used a filter or wrapper-based approach for feature selection or the segmentation process for disease identification. In this paper, a wrapper-based feature selection approach is proposed for leaf disease classification for a multi-class leaf dataset. Here, the proposed method applies to the entire leaf image and uses gray-level properties such as the first order histogram, the gray-level co-occurrence matrix, and the local binary pattern used for feature extraction. Then only two attributes are used for classification using the moth flame optimization algorithm. Finally, the classification is carried out with the help of a regression neural network for the identification of diseases, and their performance is assessed in terms of accuracy, sensitivity, and specificity in comparison to the state of the art. The proposed method is based on real-time images of healthy and unhealthy multiclass leaf sets. The entire process is implemented using the MATLAB R2020b software.

Paper ID: icemma20210026

Medical Data Analysis using Ensemble Learning Approaches in Machine Learning

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Abstract. Nowadays analysis of medical data becomes more complicated because of hidden patterns within the given samples. It is highly unpredictable to analyze any disease that occurs in the human body. Medical data analysis is used to analyze several clinical data, Computed tomography (CT) scan images, X-ray images, and MRI scan images to diagnosis the diseases. Clinical data consists of patient health details with all the health

conditions of every patient and this is in the form of a CSV file. CT scan images are used to visualize the parts of the human body and analyzed to diagnose disease or injuries as well as radiation treatment. Another medical data analysis is MRI scan images used to investigate the conditions of tissues such as tumors that may consist of cancer or non-cancerous cells. These MRI scan images show the injuries in soft tissues if there are any damaged ligaments, joint diseases, or injuries. MRI is one of the important scans that use strong magnetic fields and radio waves to generate clear images in the body. In this paper, the role of machine learning (ML) algorithms are analyzed for medical data analysis such as tumors in the human body, analyzing cancer and non-cancerous tumors from the various datasets.

Paper ID: icemma20210027

Awareness about Polycystic Ovarian Disease among Females Attending a Unani Hospital, Srinagar, Jammu And Kashmir, India

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Abstract. Statement of Problem: PCOD is caused by an excess of sex hormones in females, and it can also be caused by the presence of ovarian cysts. The ovary enlarges as a result of PCOD. PCOD can cause irregular menstruation, obesity, and excessive hair growth, among other things. PCOD can progress to diabetes, heart problems, and endometrial cancer if left untreated. **Methodology:** The survey was conducted using a questionnaire that was produced and given to 50 females between the ages of 18 and 30 to females attending a Unani hospital. The data collected by questionnaire was synchronized and, results obtained, identified the awareness of polycystic ovarian disease among females between the ages of 18 and 30. **Findings:** This survey aimed at creating awareness about PCOD among the females of age group 18-30 years. From the data collected and the results obtained it is understood that 65% of the respondents are aware of PCOD while 35% of them are unaware. The awareness was found high for symptoms (86%), Treatment (78%) and prevention (78%). On the other hand the least awareness was found for causes (20%) and investigation (44%). **Conclusion & Significance:** In a world with unlimited number of people and limited resources, awareness is less about a lot of diseases and PCOD is one among them. Efforts to develop awareness is very important and it can be done in variety of ways by conducting medical camps, through media and educational institutions and by making relatives, neighbors and friends more aware of these issues. Thus, it is important to create awareness about PCOD to the population so that the future generation will be aware about PCOD and will be safe and stay healthy.

Paper ID: icemma20210028

Design of WSN Model with NS2 for Animal Tracking and Monitoring

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Abstract. Tracking and monitoring wild life is a significant ecological issue that cannot be overlooked. Especially getting fundamental indications of wild animal like Tigers is critical and evaluating their wellbeing without harming their habitat is another important task and recording their vital signs by sedating causes stress and injuries in animal. This paper proposes a design of wireless based tracking and health monitoring system for Tigers using WSN and Network simulator 2. The important physiological parameters like temperature of heart beat rate, sound signal, respiration rate, accelerometer signal and GPS data is transmitted and monitored through wireless sensor network (WSN). A sensor network is composed of different sensors which remotely communicate with each other and the information of each node are separated. Each node has ability to communicate among each other or to a specific node to communicate with sink node A Network simulator which acts as simulation tool for network of sensor nodes in tracking and monitoring system is employed to simulate the location and health of tigers. This system empowers veterinarians and forest guards to precisely and accurately take an animal's vital signs and analyses the health and location. We analyze the performance of simulation model by using metrics, such as average throughput of all nodes, end to end delay, packet received, packet dropped and packet delivery ratio (PDR), average good put and energy model.

Paper ID: icemma20210029

Review with research One pot MCR for the 9-phenyl-1,2,3,4,5,6,7,8,9,10-decahydroacridinederivatives for good yield via Silica supported green catalyst and solvent free condition

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Abstract: Organic synthesis is the very useful for the modification of the drug discovery and its applicable for the modify for the change the route of drug discovery as well as pharmacology study, the current situation of the environment is very harsh and environmentally friendly sources are costly then the tradition method of synthesis, so our worked is focus on designing the environment as well as economically viable route of synthesis with the help of some novel silica supported metal catalyst. in this type catalyst design from collected solid harmful environment metal waste of aluminum foil. our team is collected aluminum waste from food sellers and then wash with water aluminum converted to aluminum hydroxide. they use for the formulation of gel formation of medicine. and its not harmful like aluminum metal, as per survey aluminum is the second highest metal waste on the earth.

Paper ID: icemma20210030

Adoption of Malaysian Private Entities Reporting Standards (MPERS): An Institutional Perspectives

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Abstract. Purpose – This research aimed to investigate the perception of accounting professionals in Malaysia concerning the effect of institutional pressures on the adoption of Malaysian Private Entities Reporting Standards (MPERS). The research will investigate the perceptions of accountants in Malaysian public practice, small and medium enterprises (SMEs) and academia. **Design/methodology/approach** – This research investigated the perception of accountants in Malaysian public practice, SMEs and academia by utilising the quantitative method approach. A total of 392 samples were collected from the three groups of respondents. A survey questionnaire was employed to collect the primary data for the study, whereas the Structural Equation Modelling (SEM) was employed to analyse the collected data.

Findings – The paper proved the existence of institutional pressure on the adoption of MPERS. The results identified three institutional pressures: coercive isomorphism, normative isomorphism, and mimetic isomorphism that influences the adoption of the standards. The findings also discovered that legitimacy pressure did not influence the adoption of MPERS.

Research limitations/implications – There are several methodological limitations to this study, and the results were analysed in light of these limitations. Various variables were analysed in the study, and the model is based on the assumption that the variables are independent or exogenous. The accounting academics and professional experts have carefully studied the questionnaire instruments and performed pilot tests. Nevertheless, the respondents likely misunderstood the items.

Practical implications – The study was spread across professional accounting bodies' networks worldwide. The greater involvement of accounting professional bodies and Malaysian government agencies is vital for the success of the MPERS adoption. The study proved the intergration of both the institutional theory and legitimacy theory in the adoption of MPERS. **Originality/value** – This study furnished several initial pieces of evidence on MPERS adoption in Malaysia. Additionally, the study also introduces new perspectives by investigating the institutional pressure on MPERS adoption.

Paper ID: icemma20210031

Intelligent Traffic Management System For Traffic Control In Urban Areas By Chronological Flow Analysis Of Signal Gaps

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Abstract: In the urban area, traffic is a daily facing issue because of the exponentially increasing number of vehicles. But capacities of the roadways have not developed yet hence, in an equivalent way to efficiently handle the number of vehicles traveling on them. In this way, the Jamming on the road, time delay, and traffic pollution increased with the adversative society. To keep away from these issues, many researchers developed and implemented Smart Traffic Management System (STMS) right now, but that failed in some constraints. This research work lies in controlling the traffic by monitoring the more congested sequence area and improving the traffic. So the people face the traffic problem in every signal. From this, the sequence trap of traffic flow and to get rid of it, this paper uses Sequential Flow Analysis (SFA) of signal gap and timing of one signal to another signal and calculates the vehicle speed and provides a less waiting time avoid the traffic problem. Vehicle Markov-chain Monte Carlo (VMCMC) methods are used here to analyses the traffic flow. This high method demands efficient inference tools in time series. It finds enough attention from the vehicle to signal and send the monitor data through the sensor quickly. It improves the enactment of the traffic system for controlling the traffic. The performance measure is calculated in traffic management, traffic flow, throughput, accuracy, travel time, pollution control, etc. This traffic management tactic predominantly makes use of roadside-based traffic government measures and infrastructure-based equipment.

Paper ID: icemma20210032

Reconciling Social Values in the Model of the Capability Approach in Social Enterprise Practices

Chendur Research Foundation

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Abstract: Social enterprises are one of the most popular examples of the humanization of business in that they intentionally strive to address social problems. The number of social enterprises is increasing throughout the world, making the need to examine activities regarding their social mission of paramount importance to understanding their work and value. Three purposes for applying the capability approach in empirical research: human well-being assessment; core needs identification; and measurement of capability dispersion. This paper argues that the capability approach may be used for any of these purposes in social enterprise practices. the capability approach to measure capability dispersion may foster understanding about the types of social issues that social enterprises target and address, which is essential for understanding whether and how their work influences human development.

Paper ID: icemma20210033

The Impact of Social Media Adoption on The Engagement of Millennial Employees: A Quantitative Study among Service Industry Employee in Jakarta, Indonesia

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Abstract. Decreased numbers of worker wedding along with the firm had been just about the most standard troubles encountered by firm leading to some lack of production. Amongst additional international locations inside Southeast Most of asia, Dalam negeri is among the most nation considering the cheapest involvement degrees. Regardless of the insufficiency, social websites usage provides an chance for wedding and even discussion. This particular exploration target has been to look at the connection among social networking make use of plus millennial's staff wedding quantities. The particular wedding regarding personnel had been tested while using Utrecht Operate Diamond Range, along with the Social websites make use of Study seemed to be utilized to gauge the social media marketing factors. The research a new example involving 185 millennials basically within the assistance sector throughout Jakarta, Dalam negeri. Close to several regression examination, traditional presumptions test out like normality, multicollinearity, heteroscedasticity together with autocorrelation check was in addition staying examined with this analyze. The outcomes on this examine demonstrated the presence of some sort of romantic relationship between your 5 aspects with social networking plus millennial worker work place bridal; the outcomes recommended that will social media marketing employ provides a substantial impact on millennial worker business office wedding amounts. Agencies or even frontrunners would use the outcome of the analyze to employ social networking to enhance worker wedding amounts. The outcome of the review motivate long term research to review various other factors which may emphasize various other interactions in between staff proposal ranges by using social development.

Paper ID: icemma20210034

Financial Literacy and Stock Market Participation: A Quantitative Study Among Working Adults in Kuala Lumpur

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Abstract. Whilst purchasing stocks and options can make a better come back compared to selected monetary possessions, individuals are nevertheless hesitant in order to take part in the particular wall street game. A few believe minimal store involvement is definitely brought on by roundabout share purchase by way of Device Believe in pay for, purchase failing or even missing rely upon industry due to various corporate and business downfalls, yet little if any info is definitely however offered about no matter if monetary literacy performs a crucial part inside impacting on the particular contribution motive. Therefore, this specific research aspires to look at the amount of economic literacy and even evaluation it is hyperlink to stock exchange engagement purpose, particularly amongst doing work grown ups throughout Kuala Lumpur. An overall total involving 385 participants had been gathered employing comfort sample. Outcomes of this kind of research demonstrates that economic understanding, economical abilities, plus fiscal recognition are essential for the specific meant to engage in typically the stock exchange.

Paper ID: icemma20210035

Differences Between Employers and Undergraduates on the Employability Skills Among Fresh Graduates in the Maldives.

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Abstract. Doubt plus modifications in our atmosphere need teachers to get ready themselves with the abilities that will firms look for inside them, in addition to there may be variations in opinion in the employers' and even graduates' aspects. This specific study was executed to determine employers' together with graduates' awareness of this employability abilities needed in the market within the Maldives. It was the quantitative review, plus 2 collections associated with sample had been chosen, including participants plus hiring managers within the Maldives. The information was basically gathered from the structure associated with a hundred and twenty-five teachers plus 70 managers from your Maldives. The details has been soon after investigated via SPSS software program. Detailed research have been utilized to evaluate the end result. The outcomes proved of which each participants plus companies described the relevant skills extremely. The most notable 3 which is ethnical abilities, long term understanding, in addition to expert habit, had been comparable amongst teachers plus companies. There was clearly a few variations, specifically upon problem-solving expertise, which usually business employers been rated for greater than participants. The end result of the analysis furnished teachers and even teachers along with appropriate employability abilities. The particular conclusions can help tutors together with participants for making selections on the course load plus programs. Towards the researcher's understanding, this is actually the primary research available within the Maldives that will in comparison the particular employability abilities from your viewpoint associated with organisations in addition to teachers.

Paper ID: icemma20210036

Review on Technical Analysis of Efficient Market Hypothesis in Cryptocurrency Price Prediction

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Abstract. Objective: Cryptocurrency is actually approved an additional kind of resource which can be exchanged simply by traders in many ways akin to some other equity within the funds marketplace. Nevertheless, because it is the latest, the particular components which you can use intended for selling price motion conjecture are nonetheless bare. Consist of funds aspects like dispenses plus forex, price tag movements prededction could be depended around the specialized in addition to basic evaluation associated with Effective Marketplace Speculation (EMH). This particular cardstock would be to evaluation the use of the particular complex technical analysis associated with EMH to find cryptocurrency exploration. **Technique:** This particular papers might evaluation the latest document the past 5 decades within the thickness regarding specialized research equipment (Moving Typical (MA), Comparable Strenght List (RSI), and even change candlestick patterns) within forecasting assets' cost modifications together with have a shot at putting it on to verify if the particular equipment are furthermore frequent within forecasting typically the cryptocurrency value activity.

Locating: MUM guage is really a very reliable indication when compared with RSI plus change candlestick designs are likewise trustworthy signals to cryptocurrency cost modification. Yet, additional examine should be performed about how imperative evaluation involving EMH impact cryptocurrency selling price modify.

Paper ID: icemma20210037

The Heterogeneity of Family Firms in Electronic Commerce Deployment (A Research on Succession in Family SMES)

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Abstract. This particular review is exploring your family firms' heterogeneity factors' assignments upon Digital The business sector (EC) usage associated with family members Little and even Medium-sized Businesses (SMEs). The goal of the research is to investigate the result regarding 'Intergenerational Successions' being a primary heterogeneity issue, different your family via nonfamily companies about EC use being an amount associated with digital the business sector application within loved ones SMEs. The postal-mail study set of questions was initially delivered to typically the thousands of accidental picked trial samples through Commercial Park systems Company (ISIPO) data source within Armed forces africa like small sample structure from where 416 household SMEs had been mixed up in evaluation. The final results display a minor marriage among 'Intergenerational Successions' together with EC use inside family members SMEs.

Paper ID: icemma20210038

Examining The Determinants of Employee Adoption and Intention to Use E-hrm: A Framework Based on the Technology Acceptance Model (TAM)

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Abstract. This particular papers is designed to check into the fundamental determinants that will impact the particular ownership associated with E-HRM because recognized simply by workers within the Technology (IT) business. The particular suggested study platform created in line with the Technologies Approval Design (TAM) within highly relevant to the research environment info Technological innovation (IT). Typically the quantitative study strategy requested this particular research within efforts in order to offer the particular determinants regarding E-HRM ownership empirically. The device of research will be people who used since a lot of the time workers within the I . t (IT) business. Furthermore, anticipated useful ramifications concentrate on the use involving determinants that will possibly effect E-HRM version

amongst workers. Long term analysis ought to lengthen typically the range associated with examine which includes research through various sectors.

Paper ID: icemma20210039

The Effects of Lifestyle, Emotions, Brand Trust, Merchandise Visuality on Consumer Spending Intention During Covid-19 Outbreak.

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Abstract. This particular research aspires to check into the particular interrelationship among way of living, feelings, brand name have confidence in, goods visuality plus customer investing objective, specifically throughout the COVID-19 break out. The current examine applied innovative record examination associated with strength formula building (SEM). Practical sample was implemented to gather files. The particular suggested analyze structure has been advised by Concept regarding Designed Behavior (TPB) in addition to put forward ideas had been analyzed. Typically, the anticipated results make an attempt to include understanding in order to literary works in the viewpoint involving mindset and even cultural wellbeing together with buyer actions. Foreseeable future research might go with a good exhaustive knowledge of the way the investing behavioural happened simply by using qualitative study strategies to make a far more strong final result. Additionally, the latest review outdoor sheds expertise for the important components that will result in client wasting behavioural goal.

Paper ID: icemma20210040

The Determinants of Liquidity Risks in Malaysian Commercial and Islamic Banks

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ABSTRACT. Fluid mismatch involving the bank's belongings plus financial obligations produces a possible origin of frailty within financial industry, that makes all of them susceptible to operates (Tsfaye, 2012). Nevertheless, it is actually nicely recorded inside literatures exactly why these kinds of alteration is important (see Bryant, 80; Patre plus Bouwman, 2014). Financial meltdown associated with 2007-2008 moved over the particular planets concentrate on to the important significance of fluid operations in just a loan company since it is fluidity which has prompted the particular credit score situation. Consequently, the objective of this specific analysis would be to determine typically the fluid chance determinants that will impacts fluidity dangers throughout loan providers. Results among industrial plus Islamic bankers are usually likened when it comes to Malaysia. 5 economic particular aspects really are selected because informative factors which can be funds adequacy percentage (CAR), investment funds available proportion (LAR), nonperforming financial loans rate (NPLR), commercial bank dimension (LOGTOA) in addition to count success (ROA). Loan company Negeri Malaysia's metric with regard to measure fluid dangers instant the particular loan-to-fund-and-equity (LTFE) relation -- is chosen since the based adjustable. Supplementary aboard files through nine business banking institutions and even eleven Islamic loan companies with the time period 2008-2018 together with 2011-2018 correspondingly are viewed. Detailed research plus screen regression examination methods are utilized to evaluate the particular group information. Analysis evaluating which include device origin, linearity, multicollinearity, normality, homoscedasticity plus autocorrelation lab tests are usually carried out to guarantee the information are good to utilize for the purpose of evaluation. The outcomes demonstrate that will NPLR in addition to LOGTOA are usually absolutely relevant in the direction of fluidity dangers within industrial companies whilst BIG and even ROA really are badly associated. However, ROA will be efficiently similar toward fluid hazards within Islamic shores whilst AUTOMOBILE, BIG, NPLR together with LOGTOA are usually adversely linked. At the same time, varying AUTOMOBILE will be unimportant within detailing fluidity dangers within business financial. The particular conclusions with this study identify beneficial ideas with respect to professionals within creating fluid administration frames. Furthermore, this draws attention the advantages of a different owning all over the various bank methods that will coexist inside Malaysia.

Paper ID: icemma20210041

Chendur Research Foundation

An Increase of Accounting Fraud: The Perception of Accountants Toward the Integration of Forensic Accounting Education into Accounting Program in Universities in Malaysia

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Abstract. In the earlier economic plus education scams associated with Enron, Tyco in order to WireCard together with Toshiba just lately, you cannot find any issue of which information systems scams is maximizing immensely. Wherein, folks all over the world are seeing how the monetary criminal offense keeps growing problem. Typically, the last year International Economical Criminal offense Review implemented simply by PricewaterhouseCoopers (PWC) such as simple fact agrees with the fact that fiscal offense within Malaysia specifically, to become about enhance plus calls for an instant focus on root the particular tides. Certainly, it really is introduced there is some sort of requirement for accountancy firm to get a lot more expertise plus provide along with specified information in addition to expertise within forensic location within the respect associated with stopping and even knowing scams to be able to unfortunately guard the eye coming from all stakeholders. Training alternatively, is usually regular in order to growth together with expansion. Where, adding

forensic data processing training directly into sales software is likely to boost typically the knowing of the particular information technology pupils as well as the steward jobs regarding scam plus enhance their competencies in addition to abilities in forensic construction as opposed to simply comprehending the foundation human resources. Consequently, this kind of research is performed to check into the partnership between elements plus the partnership associated with accountants' assumption within the factors that will impact the incorporation regarding forensic shipping knowledge straight into it resume. Therefore, the particular investigator provides seen there are 2 self-sufficient parameters may likely to be able to influence this kind of the use involving education and learning, that include typically the recognized positive aspects of which offered by forensic accounts preparation training along with the fraudulence items.

Paper ID: icemma20210042

The Determinants of Export Marketing Activities in Small and Medium-sized Enterprises

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Abstract. This particular thesis can be a research straight into deciding aspects that will affect foreign trade advertising and marketing amongst Iranian Small, and Medium-sized Companies (SEMs). The particular foreign trade choice design which was recommended in this particular studies have already been created based upon several literatures. Some sort of cross-sectional industry analyze employed an extensive composition list of questions intended for info selection through 358 SMEs, which usually included transferring within Croatia. SPSS edition nineteen plus numerous files research method are already employed for information examination, and taking advantage of the particular Several Regression check features examined most homework ideas. Outcomes suggest of which elements for instance Technologies Intensiveness, Product or service charm, Administration competence, Govt assistance, in addition to Marketplace obstacles allow move advertising intended for Iranian SMEs. General, you will discover 7 investigate ideas are already offered, and even 6 ideas had been approved.

Paper ID: icemma20210043

An Exploratory Study of Integrated Marketing Communication in Scuba Diving Business: A Case of Nusa Penida, Bali

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Abstract. This particular review is aimed at discovering the particular bundled marketing and advertising conversation (IMC) initiatives on the diving scuba travel business within Nusa Penida, Philippines, from your facets associated with jump agents. The qualitative system tactic had been picked. Using the honest interview done along with 15 operators plus film fans, this particular research is exploring typically the level regarding comprehending regarding IMC notion in the tropical island scuba diving business. Typically the results discovered half a dozen themes or templates (i. age., location picture, IMC programs, IMC awareness, IMC attitudes, location, completely unique marketing proposition) having twenty-seven capabilities. These kinds of results present essential useful benefits to get scuba diving company supervisors. The value of the review is situated upon the help snorkeling tourist providers to get understanding plus comprehension of IMC idea. Besides administrators plus companies, the research can be imagined to check academicians in the not sufficient previous studies about this particular market.

Chendur Research Foundation

Paper ID: icemma20210044

Examining The Factors Influencing Esports Viewership in China: An Application of Theory of Planned Behaviour

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Abstract. Customer the particular planets biggest esports marketplace as well as the count regarding esports audiences is definitely raising speedily. Utilizing a concept involving prepared behavior, this kind of analysis focused to comprehend typically the aspects impacting esports viewership throughout China based online stores. An overall total of just one, 406 internet surveys were gathered plus analysed employing Clever COULD YOU and even Significance and gratification Matrix (IPMA) examination. The outcomes confirmed that will one of the twelve to fifteen ideas suggested, seven components display a confident important romantic relationship using frame of mind. The particular IPMA studies recommended that almost all the particular constructs features powerful yet are no significant adjustable within the conjecture associated with behavioural goal. This particular research runs the information with the concept associated with

organized actions and offers observations intended for esports internet marketers in order to produce powerful advertising and marketing techniques.

Paper ID: icemma20210045

Effect of Economic Growth, Employment Security and Income Distribution towards Extending Employment among Older Employees in Malaysia

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Abstract. The brand new retirement plan within Malaysia contains crucial significances pertaining to hr. The particular pitch to improve the particular retirement associated with senior citizen workers in order to 67 years of age possess lead right into a spinning question. Additionally, the particular proposition offers elevated a lot more fights plus reasons suggesting in order to socioeconomical aspects like financial progress, work security and safety plus earnings submitting that could affected your decision for making the particular coverage. Based on the earlier research, it had been discovered that will Malaysia is quite regarding inside getting procedure for add to the retirement regarding more mature workers as compared to some other ASEAN or even OECD nations. Consequently , this specific research took typically the guide and may take a look at the connection in between socioeconomic results in addition to probability of increasing the particular retirement in order to 68 many years amongst Malaysian person workers. This specific analysis may also existing brand new essential remarks into the revenue inequality and even low income challenged simply by retired people and therefore create much better insurance plan selections which are even more refractive from the interdependency with the nation economic climate.

Paper ID: icemma20210046

International Student Perceptions Towards A Sustainable University Brand: Universiti Sains Malaysia

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Abstract. Many tertiary businesses had been around the world recognized because eco friendly research institutes

subsequent philosophical stances plus implementations, hence causing interpersonal has effects on with regard to potential future durability. In spite of, quite a few ecological educational institutions was battling to determine particular pictures plus manufacturers next several difficulties, therefore removing important part bridal within contemporary society. Therefore, this particular homework expects to learn Universiti Sains Malaysia (USM) intercontinental students' viewpoint being a lasting bank having logos effort, especially via social gaming. After the whistling in addition to social networking ideas, a new study technique was appointed covering 391 foreign USM learners. Resultantly, the majority of participants owned or operated inadequate understanding of USM like a self-sufficient foundation subsequent inferior durability advertising treatments. In this particular problematic vein, USM was required to enhance a lot more team plus learner knowledge plus participation by using lasting college company marketing and advertising applying societal systems. In addition, exterior durability advertising simply by tertiary finance companies should certainly match interior brethren regarding university or college local community version. As a result, this specific study prolonged present functions regarding reading simply by addressing previous academic suggestions and even integrating appropriate hypotheses plus self-sufficient marketing and advertising techniques like an innovative plus achievable composition.

Paper ID: icemma20210047

The Impact of Attractiveness, Content, Reputation, And Trustworthiness of Social Media Influencers on Purchase Intention Among Young Adults in Punjab, Pakistan.

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Abstract. Changer Advertising has turned into a crucial campaign method globally because of the organic plus reputable method of providing communications towards the potential audience through customized plus customised type of conversation. Therefore, the particular increase associated with social networking influencers having various personas in order to types of viewers. The effect associated with social media marketing influencers is rich in the very first globe nations like the Oughout. H. and the ones within the traditional western European countries, however it has been not clear with regard to Pakistan. You will find previous research around the effect associated with particular characteristics associated with social websites influencers, as well as the social networking influencers generally, within the buy purpose of shoppers various nations, yet non-e around the youngsters within Punjab, Pakistan. Consequently, this particular research has been carried out to get the influence associated with appeal, content material, status, plus standing of social networking influencers upon buy purpose amongst youngsters inside Punjab, Pakistan. It was the quantitative research to look for the partnership between impartial factors which are elegance, content material, status, in addition to dependability, using the reliant adjustable that is obtain purpose. The particular carried out assessments were carried out making use of Wise COULD YOU a few. zero software program. The particular study has been dispersed by way of web in order to 121 adults ageing eighteen to be able to twenty five throughout Punjab, Pakistan. Typically the results exposed that this most powerful, substantial, and even good partnership was among reliability (of social media marketing influencers) and buy objective. As the poorest partnership had been in between charm and buy goal. Helpful suggestions are presented to academicians, companies, influencers, entrepreneurs, together with long term experts.

Paper ID: icemma20210048

Sentiment Analysis Of 10-K Reports Using Term Frequency Comparative Approach: A Preliminary Study

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Abstract. Monetary 10K reviews consist of helpful info with regard to visitors to aid choice within expense. Because of the wealthy content material associated with 10K information, this is a really tiresome job to undergo the 10K are accountable to discover required details with regard to evaluation plus investment decision. The objective of this particular research would be to create a way regarding examining the particular emotions inside 10-K reviews, via assessment associated with phrase rate of recurrence (TF). Within Phase one execution, the primary function includes carrying out the test utilizing the current strategy associated with evaluating a listing of emotion conditions contrary to the conditions included inside the 10-K statement, also called typically the “Bag associated with Words” technique. The 2nd phase regarding execution is to create phrase eq from the group of 2 10-K reviews, to ensure that TF evaluation can be carried out upon both of these studies. Period one implies that there can be misunderstandings in case belief ratings were to become examined in encounter worth. It is because the particular ratings failed to reveal a definite partnership around the overall performance from the companies analysed. Level two pointed out that this comparison strategy allows typically the décrit from the are accountable to realize 12 months about 12 months modifications much better, since the TF variations in many cases are a sign involving modifications inside business instructions or even functional choices in the past year. This particular research plays a role in present books in the supporting technique associated with examining the particular 10-K record, that make utilization of relative expression eq and offers a good setup arrange for experts in addition to traders via procedure for drill down into the particular 10-K textual content.

Paper ID: Icemma20210049

The Moderating Role Of ‘Family (Strategic) Orientation’ On Family Smes’ EC Adoption: (A Research on Family Smes’ Individual Context of Behavior)

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Abstract. This particular research is exploring conversation associated with Family members (Strategic) Alignment along with Digital Business (EC) ownership determinants regarding family members Small , and Medium-sized Businesses (SMEs) within ‘Individual’ framework. It had been aimed at accomplish the goals via examining the particular moderating a result of ‘Family (Strategic) Orientation’ upon EC re-homing involving family members SMEs. For this finish, the quantitative industry research making use of postal-mail study set of questions has been carried out. Numerous one thousand examples were chosen simply by easy arbitrary method from your recognized listing of SMEs within Serbia (ISIPO database) because test framework, that 416 components had been active in the evaluation. The outcomes demonstrate ‘Family (Strategic) Orientation’ considerably pemandu almost all ‘Individual’ contexts’ EC usage determinants associated with loved ones SMEs, other than ‘Adjustment’.

Paper ID: icemma20210050

Antecedents Of E-payment Adoption Among Working Adults In Kuala Lumpur, Malaysia

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Abstract. Goal: The goal of this particular research is to ascertain the consequences of identified stability, recognized danger, recognized advantage, pleasure, in addition to purpose to utilize e-payment upon e-payment pasticcio within Kuala Lumpur, Malaysia. **System:** The self-administered forms have been utilized in the course of information selection with a retail complex within Kuala Lumpur, Malaysia. Detailed, connection plus regression evaluation had been utilized like record resources in order to analyze the results and also to check typically the ideas. **Outcomes:** Identified security and safety, recognized advantages, fulfillment plus motive to make use of e-payment currently have substantial romantic relationships upon e-payment usage. Furthermore, purpose to make use of e-payment is a good predictor associated with e-payment use between participants of the examine. **Effects:** This particular analyze reveals the conceptually but empirically backed system to explain the value regarding recognized basic safety, identified advantages, pleasure and even purpose to work with e-payment have got considerable romantic relationships upon e-payment encroachment. The research is especially helpful for insurance policy designers, retailers together with clients because it can help distinguish which usually features which they concentrate to be able to grow e-payment colonization.

Paper ID: icemma20210051

A Warehouse Location Optimisation Using Mixed Integer Linear Programming: A Decision Support Tool with Visualisation

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Abstract. The purpose of this study is to create a decision support tool for manufacturers that are outsourcing warehousing and logistics to third party business. The tool is created with a case study in China and simulation of experimental datasets from a manufacturer. A cost model using volume, storage cost, handling cost and transportation costs is used in the optimisation process. Mixed Integer Linear Programming is applied and solved of which warehouse is selected for optimal network. The result of the decision support tool is a visualise dashboard to display the comparison between the existing network and simulated optimize network and the costs. The result showed that the cost improvement is achieved with the optimize cost model.

Paper ID: icemma20210052

Factors Affecting Employee Turnover Among Organizations in Yemen

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Abstract. The primary goal of the research is to check into the connection among aspects influencing worker proceeds amongst businesses within Yemen. The entire associated with 133 surveys takers required to supply the information which will be utilized to solution the study queries. Furthermore, this particular research uses SPSS software program since the main equipment in order to evaluate the information. Additionally , dependability check, normality check, Pearson relationship analyze, plus several regression check will be carried out in order to review the result among impartial factors towards reliant adjustable with this study, which usually implies that the particular results within this study are usually there is a powerful good partnership in between management in the direction of staff yield, there exists a really 7 days connection involving technologies plus in the direction of worker proceeds, and the poor partnership among work load toward staff proceeds amongst companies within Yemen.

Chendur Research Foundation

Paper ID: icemma20210053

The Role of Personal Branding for Professional Digital Footprint: Facing Employer's Cybervetting in Recruitment

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Abstract. Recent times exposed an increasing cybervetting exercise upon social networking in order to display career seekers. Previous research pointed out that many employing supervisors are not including applicants through good employing choices once the social media marketing content material is recognized as improper plus exhibit not professional personality. Using the decreasing associated with employability because of current financial problems, individual personalisation is observed vital to emphasize upon candidate's identification plus status to be able to long term companies. Even though previous correctly founded the idea of personalisation within placement customer items to become differentiated in addition to desired, study about individual logos continues to be hard to find, particularly in the framework associated with recruiting. This particular research is the conceptual evaluation about how private personalisation will help work applicants prove expertly. This particular studies depending on books evaluations in cybervetting, electronic impact as well as the part of private logos. Results demonstrated restricted correctly already been carried out inside Malaysia, around the function of private marketing within the old fashioned hiring procedure and framing profession character.

Paper ID: icemma20210054

Conceptualising Identity Negotiation Through Symbolic Consumption In Malaysian Muslim Converts

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Abstract. This particular research is designed in order to framework brand new Islamic changes within Malaysia's encounter throughout their culture pattern in to the religious beliefs. The particular papers evaluations the particular extant books, emphasising the important thing constructs associated with nationalization, spiritual transformation, identification settlement, plus representational usage. Depending on this particular evaluation, the particular writers recommend the conceptual design showing the effect associated with faith based personality development upon item or even brand name intake choice. The particular creators furthermore provide essential assumptive plus useful ramifications that will increase the growing ensemble associated with study about customer complex in addition to spiritual identification discussion, providing a much better description associated with customer conduct within the framework regarding Islamic changes inside the halal company. This particular research floods a substantial space within learning the effect associated with id arbitration upon merchandise or even brand name choice inside Malaysia. The conceptual platform might act as the springboard with regard to long term scientific study and may promote understanding associated with increasing financial systems associated with halal business.

Paper ID: icemma20210055

Symbolic Process Appeal In Energy Corporate Advertising: A Cross-cultural Comparison Between The United States And Malaysia

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Abstract. This unique research really occurs close to the particular representational procedure attractiveness within power organization marketing amongst Usa additionally Malaysia. Up to now, you will find not many evaluation carried out in order to evaluation power business marketing depending on several ethnicities. The specific semiotic examination continues to be performed to describe together with measure the certain social underpinnings from the nations because of the fact thought inside gas in addition petrol ads from your 2 nations. It was eventually discovered which will definitely THE MAJORITY OF US advertising concentrates studying a lot more concerning immediate company along with good standing up whilst Malaysia come with an excess associated with unclear metaphor, appear and also storytelling components within the advertising which are related to good ideals. This unique obtaining might be connected with Malaysia becoming improved system country although THE MAJORITY OF US is usually the decrease scenario area.

Paper ID: icemma20210056

The Influence of Organizational Commitment and Job Satisfaction on Employee Performance at A Retail Company in Indonesia

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Abstract. The purpose of this study was to know the effect of organisational commitment and job satisfaction toward job performance among the employee of a retail company in Jakarta, Indonesia. To complete this research, 400 respondents were collected from numerous retail companies using an online survey platform (google form) and SPSS to analyse the data. The results included Pearson Correlation as well as Multiple Regression. This study found positive and significant relationships between organisational commitment and job satisfaction towards job performance. Organisational commitment is crucial because it can reduce intent to leave, increased retention, productivity at work, and reduced absenteeism by workers. Job satisfaction and job performance play a vital role to help the organisation in achieving goals. Therefore, every organisation needs to give maximum benefits to its employees to create satisfaction towards work among the employee and make them feel how much their potential is significant and required by the organisation.

Paper ID: icemma20210057

Women Entrepreneurs In Pakistan Face Obstacles To Their Intent To Start A Business

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Abstract. Different researches reveal that economic development is possible because of entrepreneurial people. As compared to developing nations, women are more appreciated to become entrepreneurs in developed nations. Nowadays, the traditional culture of Pakistan is evolving. Women's entrepreneurship and the progress of women's enterprise networks are increasingly growing, making a positive impact on the overall country and society. However, there are also a variety of obstacles that women entrepreneurs face. In this study, we will focus on the obstacles to women's entrepreneurship inclination in the capital city of Pakistan (Islamabad). No analysis has been done before on the obstacles towards female entrepreneurship inclination in Islamabad, Pakistan. Analysis of this specific demographic is helpful to understand the obstacles that affect female entrepreneurship inclination and how to overcome these obstacles. Based on multiple regression, all three hypotheses were supported ($p < 0.05$). Family support has the highest impact on the dependent variable. Entrepreneurial training has the second-highest impact. Hence the study concludes that lack of family support is the biggest obstacle towards female entrepreneurship inclination. The second obstacle is the lack of entrepreneurial training, and the last obstacle is entrepreneurship education. Conclusions, constraints, consequences, and suggestions for further research will also be given in this analysis.

Paper ID: icemma20210058

The Impact Of COVID-19 On Financial Markets & Institutions: A Literature Review

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Abstract. This particular papers even comes close the different literatures created around the effect associated with COVID-19 upon monetary marketplaces plus organizations. The research is carried out on one nation, cross-country, local in addition to worldwide foundation. COVID-19 outbreak has been documented to get triggered damaging economic issues resulting in risky stock exchange and even trade price motions, decrease within bank's overall performance, fluid crisis together with credit score fails. The particular spillover a result of the particular outbreak about economical marketplaces

was experienced throughout Asian countries, European countries plus ALL OF US. A number of steps performed simply by Government's globally triggered blend responses within the marketplaces. Whilst stimulation deals experienced good effect on marketplaces, rigid lockdown got adversely affected share market segments. Along with rankings limit, banking institutions confronted increased conformity danger as a result of problems within satisfying BASEL 3 needs upon funds percentage. However the outbreak has been documented to possess inhibited financial field advancement, it had been mentioned in order to speed up typically the FinTech advancement, digital plus electronic obligations. Monetary centers inside building nations were observed to handle higher difficulties compared to created nations, because of the outbreak

Paper ID: icemma20210059

Effects Of Glass Ceiling, Pay Gap and Discrimination on Female Employee's Career Growth in The Telecommunication Sector in Dhaka, Bangladesh

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Abstract. This unique study aimed in determine the particular obstacles through woman workers toward profession development within the telecoms business within Dhaka, Bangladesh. A lot more specifically, this unique research analyzed generally the particular cup ceiling's impact, spend region, additionally sexual activity elegance toward job enhancement. This unique quantitative research used analysis therapy with regard to gather information by way of two hundred women staff. Depending on ease and comfort check, the specific number of questions remains written simply by fingertips. The particular results pointed out which will definitely sexual intercourse classiness experienced the very best effect on function development. Generally typically the glass roofer impact furthermore a new substantial impact on profession development. non-etheless, the particular commit variety failed to display any kind of substantial effect around the work regarding ladies. This unique obtaining additional offers a knowledge of businesses additionally policymakers in the decrease quantity of females within management job. Depending on this excellent study's results, policymakers together with businesses have to concentrate on sexual activity classiness by way of ladies and make use of brand-new suggestions and also ways to improve ladies portrayal within manage options.

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An Exploratory Study on the Attributes of Korean Dramas Resulting in Binge Watching Among Millennials in Malaysia

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Abstract. This study explores on the attributes of Korean Drama Binge-Watching towards Millennials in Malaysia. Among the attributes it looks deep into are affective practices of plot, social factor, Korean Wave Phenomenon, and cultural proximity. This study also further investigates any other social behaviour and attributes that leads Malaysian Millennials to binge-watch specifically Korean Dramas. These attributes will not only provide a better understanding on why binge-watching behaviour for Korean drama occurs but also investigate how these Korean Dramas are viewed in the perspectives of the audiences. Interviews were done to explore the possibilities of the many answer respondents can provide in greatly exploring the topic of binge-watching Korean drama among Malaysian Millennials. The study concluded the overall findings with a recommendations where future studies may investigate further on the binge-watching behaviour towards Korean drama among Malaysian Millennials and to further use the new findings for an in-depth research.

Paper ID: icemma20210061

An Exploratory Study on The Factors Influencing Continuance Usage Intention Towards Mobile Payment of Financial Technology (Fintech) - A Quantitative Study Among Users in Kuala Lumpur, Malaysia.

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Abstract. The major of this research's objective is to investigating the performances and challenges of self- assessment of usage of mobile payment of Fintech which conducted in Malaysia of Kuala Lumpur. At the end of the research, which will be identifying the outcome of the factors that influencing consumers' continuance usage intention towards mobile payment in Fintech which independent variables will based on previous researches and articles? Questionnaires will be distributed to the respondents of consumer in Malaysia of Kuala Lumpur were engaged analyzed them. This research will only be covering the initial chapters such as Research Overview, Literature Review, and Research Methodology. And the further data analyze and finding will be conducting in next semester. Through the findings from regression test, the researcher has explored that social influence, security and relative advantage as the three important factors that have significant and positive impact on the continuance usage intention towards mobile payment of Fintech in Malaysia of Kuala Lumpur, as proven by their p-values within 0.05 in the research. While reliability factor is the only independent variable proven no significant relationship with the continuance usage intention towards mobile payment of Fintech in Malaysia of Kuala Lumpur, as the p-value shown is higher than 0.05.

Paper ID: Icemma20210062

The Effects of Market Orientation and Manager's Innovativeness on Financial Business Performance of Companies in Pakistan

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Abstract. This particular research looks at the result associated with marketplace alignment, sizes regarding marketplace alignment plus administration innovations around the monetary overall performance from the businesses within Pakistan. For that study objective, main information has been gathered with an on the internet set of questions built after which submitted to many supervisors used in numerous PSX outlined businesses. The particular customer survey contains queries in line with the popular MARKOR level, that can be utilized to gauge the industry positioning in a variety of nations. Typically the results assisted to higher realize that as to what degree the particular MARKOR level has been legitimate amongst PSX outlined firms. The research aided to comprehend exactly how administrators separately give rise to the particular revolutionary abilities in the organization simply by straight including on their own. Interpersonal Savoir Record System (SPSS) had been utilized in the study with regard to information evaluation. The outcomes of the examine, in line with the scientific results demonstrated with this research, the information research (including Pearson Relationship check, dependability analyze, ANOVA check, detailed examination plus multilinear regression) performed making use of info gathered via a set of questions making use of search engines type confirmed there is typically the substantial (positive) partnership among impartial factors (Market Alignment (MO), Cleverness era (IG), Cleverness spread (ID), Cleverness responsiveness (IR) plus manager's innovations (MI)) in addition to reliant adjustable (financial company overall performance involving business raises (FBP)). This particular study will certainly work as the preceding with regard to long term studies and will also be good for organizations, professionals plus building financial systems like Pakistan.

Paper ID: icemma20210063

Determinants Of Secured Post-retirement Lifestyle in Klang Valley

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Abstract. This specific research is made to evaluate the specific determinants contributing to the particular secure post-retirement life-style inside the Amount Region. With this particular study, usually the professional investigates the result related to financial planning, financial literacy, financial support around the risk-free post-retirement life-style within the Strengthen Hole. Discussion connected with previously study round the dependent in addition unbiased flexible allowed the specific detective to develop a comprehension along with knowledge of this specific research subject matter. The specific professional uses the primary info method because the information have been through adults old 25-60 several years in the Amount Vly. The actual Report Package linked to Social Évaluer (SPSS) will be employed to search for typically the collaboration among four aspects as well as whether they are often considerable to be able to effect the particular secure post-retirement lifestyle of individuals within the Sculpt Location. The final results indicated that will certainly the specific members of the family help different features a considerable link utilizing the guarded post-retirement lifestyle of men and women inside the Total Place. In conclusion from your analysis, it absolutely was solved not only governing bodies additionally financial institutions, but in addition children need to ensure they have got an effective, assured pension check environment.

Paper ID: icemma20210064

The Impact of Capital Structure on Profitability: An Empirical Examination of Selected Firms in Saudi Stock Exchange

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Abstract. The research looks at the particular effect associated with funds framework around the success associated with outlined companies working within Saudi Persia. The study used supplementary information through 2015 in order to 2019

from typically the selected Yearly Reviews regarding thirty-five nonfinancial detailed companies. This particular research is designed to have the impact plus importance associated with money framework upon earnings, the connection among funds construction unblock proxies including extensive financial debt (LTD), complete financial debt (TD), in addition to debt-to-equity (D/E) using the success displayed simply by come back upon property (ROA). The quantitative strategy was utilized making use of arbitrary sample, as well as the info acquired had been analyzed making use of stand out and even SPSS econometric software program to create detailed, regression, together with relationship outcomes. The particular results uncovered that this funds composition affects the particular productivity involving Saudi shown businesses. The results were substantial along with TD plus D/E in addition to minor along with LIMITED based on the p-value from the relationship pourcentage.

Paper ID: icemma20210065

Factors Determining Bank Performance in Malaysia

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Abstract. The content investigates the particular internal components that will impact the entire banks' overall performance within Malaysia. Examples include typically the yearly reviews associated with 7 banking institutions inside part the size of 2015to 2019. The particular reliant adjustable is come back upon property (ROA) while the particular impartial factors are mortgage in order to down payment percentage (LDR), funds adequacy percentage (CAR), internet attention perimeter (NIM), nonperforming financial loans (NPL) plus functional effectiveness. The final results screen considerable components influencing the general efficiency from the financial institutions. The particular market-power concept, efficiency-structure principle, plus comparison marketplace energy speculation are almost all led from the results. The end result will be likely to enhance the efficiency regarding Malaysian banking institutions.

Paper ID: icemma20210066

A Conceptual Understanding on Relating Cultural Intelligence, Expatriate Performance and Cross-cultural Adjustment

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Abstract. The positive effect extended the particular frontiers associated with worldwide company therefore impacting on international businesses MNCs to increase their own procedures abroad looking for brand new marketplaces. 1 crucial technique for competing benefit used simply by these types of MNCs may be the work associated with expatriate personnel upon global projects. Nevertheless, hurting intercontinental projects is typically the poor overall performance regarding expatriates having a substantially harmful impact on both expatriate personnel plus MNCs. Consequently, concentrating on expatriate efficiency since the qualifying criterion adjustable, this particular study recognized social cleverness plus cross-cultural adjusting as the predictor in addition to schlichter adjustable correspondingly. As a result, this specific conceptual papers analyzed the particular books in depth to be able to extricate and even explicate assumptive proof that will figure out together with determine the smoothness from the geradlinig partnership among ethnic cleverness plus expatriate functionality with the mediating system involving cross-cultural adjusting almost all inside the background in the modern country associated with Malaysia. Findings deduced from your books are typically the improved the particular with regard to expatriate employees, the particular mediating a result of cross-cultural realignment within the ethnical intelligence-expatriate overall performance partnership as well as the presence of the complex internet regarding origin connection between numerous sub-dimensions of every from the recognized factors, even though this is simply not constant throughout previous analysis.

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Paper ID: icemma20210067

Forensic Accounting Tools to Fight Against Fraud Prevention and Detection in the Private Sector of Malaysia

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Abstract. The main goal of the studies to recognize forensic data processing equipment plus show the effect associated with forensic data processing equipment upon scams avoidance in addition to recognition within the personal field associated with Malaysia. With this research, the particular specialist expects to have the impact associated with forensic sales resources about scams avoidance and even recognition simply because they might help businesses within Malaysia to

enhance their own inner manage together with understanding of scams. Main technique has been utilized in this particular research to gather the information. In addition, 4 various factors that will impact scams reduction plus recognition considerably including Benford's legislation, Beneish design, information exploration plus percentage evaluation. The information was gathered from your workers within the personal industry regarding Malaysia. Record Bundle from the Interpersonal Savoir (SPSS) is utilized in order to measure the associations between 4 factors which usually capable to effect typically the scams elimination in addition to recognition inside Malaysia. The particular results found that all of the parameters possess substantial partnership along with scams protection and even recognition throughout exclusive field involving Malaysia. Within the summary with this study, it had been determined that will business could be a lot more guaranteed simply by conditioning their particular interior manage program by using forensic sales equipment. However, this specific study produces the particular knowing of the usage of forensic construction equipment to prevent the chance of scams within a business.

Paper Id: icemma20210068

Determining A Contemporary Behavioural Link Between Ethical Leadership, Self-efficacy, Employee Engagement and Employee Performance

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Abstract. Probably the most basic sources associated with any kind of business would be the hr} manager that are employees which are doing work for the business plus performing every thing they might for that recognition from the department plus general company objectives. self-efficacy, worker wedding plus honest management effect the particular overall performance associated with workers within an company. Study targets are extremely important in addition to our own objective of the research we are going to analyze the particular effect associated with honest command, self-efficacy plus staff proposal upon employee's efficiency within the support field. We now have used typically the quantitative strategy with this research as well as the information has been gathered by utilizing studies. An initial info arranged was utilized throughout the evaluation. In addition , consist of to look at the bond between 3 impartial factors and even employee overall performance. Inferential together with detailed exam utilizing the SPSS utilized within this particular research. When it comes to evaluation, a hundred and fifty individuals had been examined making use of Pearson Relationship plus Several Geradlinig Regression evaluation. It really is discovered that the reasonable relationship subsists one of the about three impartial factors in addition to employee's functionality. Nevertheless , almost all ideas approved using a substantial and even good partnership. This particular study founded that will within our a few self-employed factors a pair of all of them that are self-efficacy together with employee diamond considerably plays a role in employee's effectiveness. In addition, this particular examine proves that it may become of big assist to the very best administration inside businesses which are throughout Gambia's support industry in order to recognize the significance of which moral authority, self-efficacy plus staff member involvement effect on worker's overall performance. Which usually result in the particular achievement regarding management objectives.

Paper ID: icemma20210069

Managing Entrepreneurship During the Covid-19 Pandemic Crisis in The State of Kuwait: The Relevance of Technology and Innovation

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Abstract. The main reason for this particular research is to focus on the particular importance associated with technologies plus development within controlling entrepreneurship within Kuwait throughout the COVID-19 outbreak whilst furthermore determining the particular ramifications regarding stated general public wellness problems around the country's company field. To be able to satisfy the particular study's goals, the organized books evaluation was carried out making use of diary content articles associated with fashionable in addition to effects involving coronavirus break out in order to business owners plus their own companies through numerous on the internet directories. Results from your research pointed out that will a number of internet marketers within Kuwait possess hanging plus shut their particular company because of decrease associated with income, gaps within provide stores, plus interruptions associated with manufacturing and even financial actions. It had been mentioned that will Kuwaiti business people improved the usage of advancement plus systems simply by implementing electronic options like cloud-based systems in order to help their very own procedures. In addition, results uncover of which gumptiouspioneering, up-and-coming strength, apart from revolutionary plus technical methods, is crucial inside efficiently controlling together with preserving company procedures through the outbreak. The particular conclusions offered may be used throughout building efficient endeavours plus techniques for enterprisers in order to conquer typically the unfavorable ramifications regarding COVID-19 on the organizations, not only within Kuwait but additionally consist of impacted nations. The majority of the current research regarding COVID-19 concentrate on the particular epidemiology, leads to, analysis plus associated with herpes although there is certainly restricted study upon the effects upon entrepreneurship. This particular research therefore assists complete typically the spaces within the associated with COVID-19 upon entrepreneurship and the particular methods these types of influences could be handled simply by companies inside Kuwait.

Paper ID: icemma20210070

The Mediating Role of Dividend Policy Among Its Determinants and Share Price Volatility of Malaysian Manufacturing Companies

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Abstract. The purpose of this particular studies to check into the result associated with gross plan like a schlichter between aspects impacting on gross pay out as well as the discuss cost unpredictability of producing businesses within Malaysia. For this specific purpose, screen information is utilized. An example regarding thirty-five gross plus non-dividend spending outlined firms within the Malaysian Stock market (Bursa Malaysia) will be obtained from the particular production field, along with subsectors like as well as drinks, chemical substance, house item plus customer merchandise industry for that period of time beginning this year in order to 2018. Success, income, company dimension in addition to influence are utilized because impartial factors, whilst their own impact will be examined upon results pay out performing being an intervening adjustable and even movements involving reveal cost that is typically the reliant varying. The particular Pearson Relationship Evaluation plus Several Geradlinig Regression bring evaluation which includes a lot more assessments to look at the connection involving the self-employed parameters, the particular schlichter together with reliant adjustable utilizing the mediation impact. Monetary information has been gathered through yearly reviews from the businesses classified by Bursa Malaysia plus Jones Reuters news agency DataStream. Outcomes demonstrated a substantial good partnership among success plus company sizing upon gross payment whilst internet cashflow plus influence a new good yet minor organization together with results plan. However, using the intro in the schlichter, presently there been around a good minor unfavorable partnership among earnings in addition to unpredictability although web income documented a great minor optimistic connection using the based mostly changing. A substantial bad organization had been recognized in between company dimensions and even influence and also gross payment since the vermittler with all the motion associated with discuss costs. Overall, it had been figured results pay out mediated the partnership associated with organization measurement plus power about movements nevertheless failed to mediate typically the relationship associated with productivity together with internet earnings in reveal value variances.

Paper ID: icemma20210071

Critical Success Factors: Leadership, Customer, Economic Factor, Culture To Business Venture

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Abstract. Business owners are motorists associated with small-medium businesses plus brand new start up companies that may grow into several systems with regard to business items. They may be possible plus long term members in order to financial ideals towards the nation. The federal government associated with Malaysia will be setting up attempts to improve entrepreneurship among z-generations. Entrepreneurship alignment might allow the particular development within economic climate plus decrease regarding joblessness. These statement offers outlined typically the crucial achievement aspects for any effective business. The following research is among the substantial efforts that will assist to be familiar with different types of partnership between management associated with business owners in addition to their own business overall performance. The outcomes pointed out of which management, client, and even financial considerably substantial in order to hi accomplishment element to be able to business (t sama dengan second . twenty five, $g < .05$; to sama dengan 2 . not 37, $g < .05$; t-value sama dengan a few . eighteen, $l < .05$ respectively). The research relies on the particular internet marketers located in Sum Area associated with Malaysia. The research will require the aid of a number of different components associated with entrepreneurship endeavors. The particular economical advancement nowadays assists the company endeavors to achieve success on the market. The issue declaration within the studies have recognized numerous issues linked to the business enterprise endeavor efficiency. Within the strategy area, the different methods together with strategies which have been utilized to carry out the study as well as the reason for that bail from the research in this way happen to be described. The current studies envisaged that this business overall performance will be affected simply by command, consumer, monetary aspect, plus tradition.

Paper ID: icemma20210072

Impact Of Social Media Advertising on Consumer Buying Behaviour Towards Cosmetic Products in Lahore, Pakistan

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Abstract. A global pattern associated with making use of technologies plus revolutionary methods for performing every day tasks regarding existence offers greatly totally changed the particular residing requirements of individuals all over the world. This particular papers will be concentrating on determining all those age ranges involving aesthetic items purchasers specifically women associated with Pakistan that draws in in the direction of purchasing makeup products via internet marketing actions regarding manufacturers, altering fashionable associated with customer purchasing behavior due to electronic press ads. Studies furthermore regarding determining the very best on the internet system with regard to on-line commercials plus personalisation routines which will appeal to women through just about all age ranges. Information is gathered quantitatively; specialist opts regarding comfort sample simply by gathering information by means of typically the set of questions through 230 ladies. Specialist utilized SPSS plus Quick Miner software program with regard to evaluation. Speculation is examined simply by Multivariate research plus choice woods evaluation is utilized for suitable program recognition. Results demonstrated that will factors are favorably associated like; client devotion along with buyer purchasing behavior, Client wedding together with client purchasing conduct, in addition to E-Word involving Mouth area (EWOM) using customer purchasing actions. Furthermore, client devotion recognized as adjustable of which appeals to the prospective target audience around the social networking system and even binds these commitment. Encounter guide together with INSTAGRAM are usually referred to as the majority of preferred websites intended for logos makeup; experts applied satisfaction plus prepared habits ideas.

Paper ID: icemma20210073

The Impact of Hunger Marketing on Consumer Decision Making in The Chinese Real Estate Market

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Abstract.

Objective -- Food cravings advertising is 1 type of online marketing strategy which has made an appearance recently and it is premised upon managing provide plus need to be able to activate consumers' buy wish. The objective of this particular research is to learn the particular effect associated with food cravings advertising upon customer making decisions within the Chinese language real-estate business, to check into the effect from the brand name (high plus low), cost (high plus low), item high quality in addition to restricted amount about Chinese language customer making decisions within the framework regarding craving for food marketing and advertising.

Design/methodology/approach -This research retreats into the quantitative technique, the prospective test will be Chinese language customers, an overall total associated with 277 legitimate forms continues to be gathered with an paid survey and even analysed via Smart-PLS.

Results : The outcomes show company, value, item top quality together with restricted volume significate impact buyer making decisions, yet age group plus sex failed to perform the moderating part among these ingredients involving food cravings advertising client making decisions inside the Chinese language real-estate market. The final results show that this expensive brand name or even low-end brand name, in addition to higher cost or perhaps low cost may be used efficiently within craving for food online marketing strategy that is helpful for designers and even experts in regards to online strategy. Study limitations/implications instructions This kind of results possess ramifications for that China real estate property sector, it might assist the particular programmer possess a particular knowledge of food cravings advertising give a research with regard to making use of craving for food advertising and marketing.

Originality/value -- Because of the restricted scientific study in food cravings promoting, typically the efforts of the analysis not just drive the topic of craving for food advertising additional, they offer the research with regard to experts that are thinking about areas associated with food cravings advertising web marketing strategy.

Paper ID: icemma20210074

Malaysian Taxpayers Acceptance on the Implementation of Digital Service Tax

Kavitha Arunasalam

Abstract. Taxation is recognized as among the primary causes of Malaysian Authorities income which income is utilized to financial our own Authorities costs. The primary goal of the research would be to obtain an awareness upon Malaysian approval about Electronic Support Taxes execution. Within searching for the particular essential solutions, this particular studies made to evaluate the particular responses through Malaysian simply by concentrating on earnings plus believe in because aspects calculating typically the popularity associated with Electronic Services Taxes. Through examining replied solutions, it really is obvious that will Malaysians usually allows the particular execution associated with Electronic digital Support Duty whenever they understand that this income is going to be utilized for typically the wellness from the residents. Simultaneously, it truly is exposed that whenever people believe in the federal government in usage of taxes income, these people take the particular execution associated with Electronic Assistance Taxes with increased positivity.

Paper ID: icemma20210075

A Study on Human Capital and Government Policies Factors That Influence Renewable Energy Development

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Abstract. There has been many investigations upon aspects that will impact Alternative energy Advancement. Nevertheless , the particular research select elements which usually impact Power Growth exclusively plus perform a substantial part, or simply some associated with Alternative energy Advancement was impacted because of a number of other exterior aspects or even guidelines which were not really paid for. Therefore, this particular study papers discovered upon authorities guidelines in addition to human being funds, having a knowing that numerous components analyzed prior to this specific,

bargain and/or make-up both of these variables that will impact Power Advancement. Through earlier study, aspects like precious gas financial assistance, higher price of alternative, alternative energy were analyzed. These types of aspects are usually recognized in order to effect one another, along with a much better method of dealing with all of them is really an authorities plan. At the same time, deficit of experienced work, professional coaching, in-line schooling program could be resolved simply by human being money for that alternative energy field.

Paper Id: icemma20210076

A Stakeholder Perspective Of Citizenship Behaviour In Branding Private Higher Education Institution In Malaysian

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Abstract. This particular papers expects to learn the stakeholder viewpoint within increasing the particular framework associated with nationality behavior in order to college students inside personal advanced schooling organizations (HEI) within Malaysia. Because the concurrence regarding Service-Dominant reasoning throughout advertising personalisation books, the particular knowledge of consumers' nationality behavior is shifting through "concerned citizenship" in order to "partnership". Even though many correctly analyzed the ability change of shoppers within the support business, typically the collaboration or even stakeholder see must be intended plus used inside the framework of personal advanced schooling distinctively given that college student worth development actions figure out the particular success/failure of the personal HEI. As the idea of worth co-creation is mainly utilized in financial, location advertising production market, the particular effect involving worth co-creation within the knowledge of customer passports behavior amongst college students within advanced schooling continues to be under-researched. This particular document confirms along with Franz (1998) plus These types of and Daniel (2001) that will for that durable testing partnership to occur among learners in addition to advanced schooling organization, pupils must be handled because companions, not really co-office workers or even customers. This could furthermore need HEIs in order to activate psychological provides that offer college students having a feeling associated with connection that will generates ideas to be socially accountable in the direction of a good HEI brand name. With this, the stakeholder viewpoint will be discovered to determine the stakeholder nationality conduct inside the modern age.

Paper ID: icemma20210077

The Impact Of Implementing Robotic Process Automation (RPA) On The Internal Audit Function: A Malaysian Study

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Abstract. Automatic Procedure Software (RPA) will be gaining interest in the industry atmosphere. New-technology imposes brand new danger issues, the character associated with imitating human being conversation offers questioned the particular auditing procedure, causing a brand new skill needed from the inner auditor in order to deal with the problems. This particular research offers a summary of the particular effect associated with applying RPA around the Inner Review Functionality (IAF) within 3 places: important dangers inside the RPA execution, typically the modifications in our interior review procedures as well as the skill necessary with the inside auditor. The outcomes are usually noticed via job interview along with professionals from your industry regarding inner auditing, THIS auditing plus RPA. The research utilized the calculated sample way to choose focus on participants necessary for the particular semi-structured meeting, an overall total involving 9 individuals are chosen since the test dimension for that examine depending on their own encounter plus fundamental understanding within inner auditing or even RPA advancement. The particular results says the particular execution associated with RPA possess a substantial effect on the particular I ALLA FALL simply by presenting fresh hazards, changing the interior examine procedure, in addition to challenging brand new skill regarding inner auditor. This specific research plays a role in typically the books inside interior auditing generally, and THIS inside auditing a lot more particularly. This kind of research furthermore reacts towards the current demand informative study throughout RPA.

Paper ID: icemma20210078

Factor Influence Of Income Tax Evasion In Klang Valley, Malaysia

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Abstract. The aim within the research would be to check out the main aspects impact associated with tax forestalling within Sum Area, Malaysia. The main aspects that will utilized in this particular study incorporated earnings degree, schooling stage, taxes price levels, pumping price, as well as the difficulty associated with duty program. This particular analysis utilized general public information from your authorities webpages like Lembaga Keuntungan Di dalam Negri (LHDN) plus recognized Figure info through Malaysia through 2006 in order to 2019. The outcomes of the exploration says there a few factors possess good plus substantial partnership whilst two factors demonstrated of which adversely partnership.

Paper ID: icemma20210079

Emerging Technologies To Detect Fraud In Audit Testing: A Perception Of Malaysian Big Four Auditors

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Abstract. Scams studies carried out in the last 10 years continued to be in stressing amounts within Malaysia. The particular Malaysian 1MDB scandal offers drawn globally interest which usually seriously broken the neighborhood auditing occupation, deteriorating the particular trustworthiness problems within the field. Typically the increase associated with growing systems is observed in order to link the particular requirement space within conditioning stakeholder self-confidence within auditors simply by reducing scams recognition. Regrettably, the previous research inside Malaysia upon task-technology match among auditor's understanding plus recognized significance about technologies exposed a niche. A written report from the Malaysian Company associated with Accountancy firm within 2019 outlined that this lagging element associated with rising technological innovation ownership throughout Malaysia is because of auditors' non-realization from the effectiveness within scams recognition. In addition, in order to provide appearing technologies like a helpful moderate with regard to information removal in addition to evaluation increased amounts of scepticism is needed. Apart from, concentrate is positioned in info high quality since the precision associated with screening will be greatly dependent around the insight. Therefore, this particular research expects to get regardless of whether there exists a partnership between belief regarding Malaysian Large 4 exterior auditors and even scams diagnosis inside the review screening stage. An internet set of questions depending on the 5-point Likert level was dispersed plus obtained reactions through 108 exterior auditors where files has been coded together with insight in to the SPSS for even more research. The outcomes display that will Malaysian Large Several outside auditor's understanding involving growing technologies impacts the utilization regarding scam recognition inside review screening. That examine could hardly become general, additional study should think about searching from your period restrictions point of view or research auditors from the comparable company for any higher knowledge of their own belief given that companies possess various level of rising technological innovation ownership.

Paper ID: icemma20210080

A Study On Knowledge Management And Organizational Development In Macau

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Abstract. The objective of this particular research would be to figure out the result expertise administration, company superiority, company studying plus company development upon company competition within Macau. To that end, you will find 4 impartial factors that could impact company competition. four hundred forms were utilized for the information evaluation, plus Pearson Relationship in addition to Several Regression research had been carried out to assess the information. Depending on Pearson Relationship Evaluation out of this research, this verified that will efficiency competition plus efficiency understanding possess substantial partnership along with understanding supervision. Nevertheless, efficiency superiority plus efficiency development don't have considerable connection along with information managing.

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The Construction of Bullies News in Malay-language Newspapers in Malaysia

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Abstract. The particular criminal offense catalog launched simply by Numbeo (2018) demonstrated a good worrying embrace offense instances whenever Malaysia has been outlined since the 3rd greatest nation along with criminal offenses price within Asian countries, right after Bangladesh plus Syria within 2018. Lovato is among the problems associated with assault that is the tradition in the united states throughout the age groups. This is a chaotic plus repeated take action associated with assault including a specific person or even team, and something type of misuse regarding energy. This particular trend frequently entails kids in addition to children. The particular press, however, is recognized as being an essential device within framing the particular considering the particular target audience better since it is the origin for that target audience to acquire info. This particular study looked into the way the Malay-language papers show lovato instances. Within finishing this particular research, typically the specialist offers used way of content material evaluation using the functionality of stories framework by simply Entman (1993) to assess this news associated with intimidation inside 5 many years. Elements analyzed are the strengthen from the subject, the size of this news, the particular sculpt from the information, the amount of photos as well as the choice of resources. Outcomes revealed the particular 4 Malay-language papers framework violence inside an unfavorable develop. The particular research furthermore implies that almost all papers are at odds of the bullying and even explain the particular work as wrong with the collection of terms that may bother the particular reader's feelings. Information size results display that will demi lovato information is documented within 6-10 sentences, and everything typically the newspaper publishers incorporated a minimum of one image for that reports created. All magazines likewise often make use of protection resources because the primary resource within the composing associated with bullies media. Most of these conclusions remain in order to take apart Malay-language papers in the nation towards lovato exercise simply by showing good news from the get the particular thoughts associated with visitors together with solid proof, which includes pictures together with recognized resources

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No Plastic Bags Policy Revives a Dissatisfaction Behaviour and Culture Change Among the Malaysian Retail Customer

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Abstract. Government authorities regularly peine methods to raise customers through routines having adverse externalities for the loss associated with new buyer comfort and ease. Comprehending the non-monetary expenses, purchasers experience recommendations for sociable health evaluation together with tactic construction; on the other hand, gauging these types of expenses will not be feasible. The goal of this particular analysis is in order to analyze the particular customer's expectancy plus cultural improvements toward simply no plastic material handbag insurance plan. Within this analysis, typically the investigator has brought a technique for the particular dissatisfaction degree one of the customers as a result of zero materials bedroom insurance policy. The quantitative system getting make use of to achieve the details by evaluation through 300 retail industry clients visiting typically the stores. The results open that the particular variables on this inspection display a significant marriage to the customer discontent in direction of simply no plastic-type bunch plan. These kinds of stretches the particular approbation belonging to the results and it is very relevant to be able to alleviating any kind of barriers during this process associated with acquiring Malaysian store company.

Paper id: icemma20210083

The Role of Mindfulness on Employee Engagement, Employee Well-being and Workplace Stress Within the Financial Services Industry in Mauritius

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Abstract. This particular paper's goals would be to analyze the particular part associated with mindfulness upon employees' results within the monetary field within Mauritius. In spite of numerous study becoming carried out around the mindfulness impact, the partnership in the direction of worker wedding, worker wellbeing, plus place of work tension in the direction of mindfulness impact amongst monetary industry workers within Mauritius continues to be not clear. There exists a scarcity associated with analysis associated with the particular mindfulness result amongst small , and building Africa nations such as Mauritius. With this quantitative research, the study strategy has been put on acquire 167 participants within the economic field business within Mauritius. The particular gathered information were examined utilizing the incomplete minimum squares-structural formula building, also called SmartPls. The end result of the information exposed that will mindfulness a new substantial effect on staff wedding. Mindfulness recently had an minor impact on worker wellbeing in addition to place of work tension. Typically the results of the research are required to boost understanding of good a result of mindfulness inside the current atmosphere. This is actually the 1st examine from the type throughout Mauritius that will plays a role in typically the mindfulness books.

Paper id: icemma20210084

The Impacts of Money Laundering Activity and AML Frameworks on the Bank Employees in Malaysia

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Abstract: Through the many years, money-laundering continues to be considerably leaving behind the remnants throughout the limitations and finally grew to become the regarding worldwide problem. The only reason behind money-laundering would be to conceal the foundation pounds through which to cover all those offences, the particular crooks need to hide the particular arises from or even for this, that is where typically the “legitimation” from the cash is crucial. This particular leads to the particular part associated with banking institutions as well as workers in to the image. Via this particular study, along with financial institution workers becoming the topic, cash washing as well as AML frames can impact both of them mentally and physically that could happen to be manufactured from typically the string associated with response towards financial institution business in most. Among the best stores apparent out of this studies when it comes to worker well-being because intended from the individuals by which this techniques from your immediate impact on employees' spirits in order to eventually upon customers' preservation. While many from the effects had been

comprehended to get slanting on the disadvantages, additionally there is a specific motivating effect that is the introduction of expert scepticism. With this papers, using the purpose of knowing plus discovering diverse effects, qualitative study strategy was used therefore framework the entire carry out from the research through which selection interviews together with chosen lender staff according to purposeful sample had been finished. Appropriately, every job interview program has been broken into satisfying a few individual analysis queries because upon cash washing, the avoidance as well as its recognition.

Paper ID: icemma20210085

Higher Education and IR.40: Embedding Entrepreneurship Education in Malaysian and Nigerian Universities: Developments and Challenges

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Abstract. A large number of college students graduate student each year through Malaysia plus Nigerian educational institutions, along with other increased organizations throughout the nations. Simultaneously, the task opportunities within the authorities industries are usually insufficient to complement the amount of teachers created yearly. This issue is mainly linked to the poor strategy used simply by colleges within coaching the particular college students to get all of the required abilities that could uplift their own expertise in the current extremely competing industrialised period and never by any means associated with typically the learners on their own. The particular difficulties produced from the existing 4th time from the commercial trend are usually influencing each field, which includes entrepreneurship plus schooling. This particular research retreats into the organized books evaluation as the strategy to create details plus talk about the particular ideas better schooling in addition to entrepreneurship thoroughly, specially the part of business trend four. zero within altering plus changing the particular path associated with entrepreneurship. The particular papers recognizes main goals because yardsticks in order to juxtapose quarrels through the research. Therefore, this looks at education and learning as well as the inference associated with IRGI some. zero to raised education and learning plus entrepreneurship training simply by critiquing Nigeria plus Malaysia's nationwide advancement programs to find out their own importance to be able to VENTOSEAR 5. zero. The research furthermore shows the particular methods used plus difficulties with the educational institutions and the execution regarding entrepreneurship, thinking about the disparities documented. Consequently , it really is essential with regard to each nations around the world in order to instill typically the benefits involving entrepreneurship training within their learners to get ready all of them with regard to difficulties plus the requirements associated with MARCHAR. forty.

Paper ID: icemma20210086

Corporate Governance Mechanism and Financial Statement Fraud: The Compliance to Mccg 2017 during Covid-19 Pandemic

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Abstract. Business governance is definitely a worrying issue within the worldwide level, since the incidences associated with business problems plus insolvencies are usually upsurging quickly, particularly in the building nations such as Malaysia. Even though rules in addition to rules are usually created in order to motivate clear monetary confirming amongst businesses, the particular effectiveness from the execution is nevertheless something, given that the particular opportunistic behavior regarding professionals plus administration continue to be within the increase. With regards to the particular scams triangular design, the problem in the Covid-19 outbreak offers an additional chance for companies to do deceptive confirming in order to hide their own company deficits, therefore showing up a lot more lucrative with regard to traders. Consequently, the purpose of this particular research would be to evaluate the result associated with inner company governance system around the event of economic declaration scam throughout Covid-19 outbreak. The particular factors involving corporate and business governance are usually from the particular Malaysian Program code upon Business Governance 2017. Typically the supplementary information were extracted from the particular 2020 Yearly Reviews associated with 265 businesses which are on the Primary Marketplace regarding Bursa Malaysia. The program associated with SPSS has been utilized to carry out information evaluation with this examine. The outcomes uncover that this factors involving table self-reliance, panel sex plus review panel self-reliance possess an unfavorable organization along with economic declaration fraudulence. On the other hand, the particular factors associated with table age group, plank racial and even examine panel experience had been discovered to indicate an optimistic partnership together with deceitful confirming. Apart from, the outcomes furthermore highlighted that will panel period failed to possess any kind of partnership along with economical declaration scams, that was contrary to a lot of literatures previously. In addition, underneath the evaluation associated with mediating parameters, review panel dimension has been discovered to possess a mediating impact on typically the organization among taxation panel self-reliance together with monetary assertion scams. Nevertheless, the particular adjustable associated with aboard sizing had not been capable to mediate the connection in between mother board period plus fiscal declaration scam. Lastly, within the facet of assessment among possible in addition to non-potential bogus companies, it had been identified of which each forms of businesses experienced various conformity towards the business governance factors. Therefore, in line with the results, this specific analyze has furnished a few suggestions plus recommendations for long term research to improve typically the books this place.

Paper ID: icemma20210087

The Effect of An Ownership Structure of Bank on the Relationship between Human Resource Management and Employee Performance

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Abstract. The research centered on the result from the possession framework associated with financial institution around the organization among hr plus employee's overall performance, within Libya, amongst personal plus general public field banking institutions. Simply by attaining the purpose of the research, HRM has been accepted as impartial adjustable, efficiency associated with workers like a reliant varying. This particular research offers used the quantitative strategy making use of (SEM-AMOS-V24) with regard to information evaluation. Types of the research were chosen in line with the choice of a personal (Aman Bank) in addition to general public field (Jumhouria Bank) through Libya. This particular research used stratified arbitrary sample utilizing a test dimension associated with 500-two 100 sixty-eight staff coming from Jumhouria Financial institution, and even (232) personnel by Tenang Lender. The amount of legitimate forms regarding evaluation is (385) forms. Results from the research demonstrated there is a powerful connecting among worker devotion, HRM plus employees' functionality. The research also available there is a substantial organization in between hr and gratification from the staff members together with worker commitment one of the open public and banking institutions.

Paper ID: icemma20210088

The Impact of Corporate Governance in Financial Reporting Quality

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Abstract. The aim of this study is to examine the effects of corporate governance on financial reporting high quality within the create nations, specially in Malaysia. Companies within Malaysia will certainly obtain useful take advantage of this

particular research due to the fact business governance plus monetary confirming high quality are the numerous determinant from the advancement, success, durability plus development of the specific business. The organization governance signals utilized in this specific research are the dimension associated with table company directors, self-reliance associated with panel company directors, sex variety associated with plank owners, institutional possession framework, condition control strusture, bureaucratic title construction, review panel self-reliance, review panel experience plus review panel dimension; economic credit reporting high quality is the particular reliant adjustable (total accrual foundation method). The particular supplementary information has been taken out from your released yearly reviews through Bursa Malaysia regarding fifty businesses inside Malaysia for that five many years time period coming from 2015 in order to 2019. The particular well balanced screen fixed-effect regression versions are usually put on access the particular impact of those 9 company governance indications upon economical confirming high quality, utilizing the Approximated Generalised Minimum Pieces (EGLS) bodyweight associated with cross-sectional apparently not related regression (SUR). The outcomes uncover that will table freedom, instituional possession, condition property plus examine panel self-reliance possess a substantial good effect on fiscal reporting top quality in addition to review comiitee sizing includes a substantial unwanted effects upon monetary revealing high quality. Nevertheless , the research discovered of which relationship among aboard dimensions, panel sexual category range, bureaucratic possession, taxation panel knowledge and even monetary coverage high quality are usually minor.

Paper ID: icemma20210089

Role of Media Collaboration in Preventing Illegal Gold Mining in Zamfara, Nigeria

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Abstract. The particular unlawful non-industriel plus minor precious metal exploration (ASGM) actions within Nigeria offers resulted in the dramón guide poisoning influencing kids and ladies. This year, four hundred kids passed away within 3 associated with Zamafara's county places plus likewise within 2015, twenty-eight kids wiped out inside Niger condition. This particular proof rephasizes a new wider presumption that this Nigerian rare metal seatbelt like Osun, Kwara, Kamgi, Niger, Kaduna, Kebbi, in addition to Zamfara are usually prone to the particular regular guide publicity plus following poisoning occurrences. Apart from business lead poisoning, attack instances simply by equipped brigands plus abductors associated with unlawful platinum exploration possess improved. This specific papers provides analyzed the particular part associated with press cooperation throughout avoiding illegitimate yellow metal exploration within Zamafara, Nigeria. The particular stakeholders had been the federal government, local community frontrunners and even nongovernmental companies. The regarding exploration inside Nigeria plus ASGM had been collated. This kind of papers after that recognized the benefits, drawbacks plus effects associated with against the law golden exploration throughout Zamfara, such as the worldwide interest upon prospect poisoning. An auto dvd unit upon 6 typologies involving press cooperation was suggested for that categorisation associated with cooperation sorts. This particular document finds difficulties about effort among mass media along with other stakeholders together with came to the conclusion along with options in cooperation difficulties.

Paper ID: icemma20210090

Tax Evasion in Malaysia: A Study from Tax Payer's Perceptive

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Abstract. Taxes forestalling continues to be the disappointing element towards the nation advancement plus economic climate. Low-level conformity upon taxes outcomes the cash becoming evaded or even prevented, which result in a higher-level associated with darkness overall economy that is harmful. This particular research concentrates on learning the result associated with taxpayer's consciousness in the direction of duty forestalling within Malaysia. This particular research is really a quantitative research using main information. 3 factors were getting talked about that could impact taxes forestalling inside Malaysia which includes taxes well-being, charges plus taxes understanding. Information has been gathered through person people residing in countryside in addition to cities within Malaysia. The particular results found that almost all factors possess substantial partnership along with duty forestalling throughout Malaysia, plus taxes well-being had been came to the conclusion in order to offers unfavorable partnership along with duty forestalling, charges includes a good connection together with taxes forestalling and even duty understanding includes an unfavorable romantic relationship using taxes forestalling within Malaysia.

Paper ID: icemma20210091

Factors Influencing the Adoption of Big Data Analytics: A Study on the Financial Industry in Malaysia

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Abstract. The main goal of the studies to analyze the particular aspects impacting on ownership associated with Large Information Stats within Malaysia's monetary business. Specialist expects in order to finding the particular aspects impact ownership of massive Information Stats since it is among the new-technology developments which might impact procedures associated with monetary companies within Malaysia. The particular specialist utilizes main solution to carry out the information that have been gathered through workers that operate economic market inside Malaysia. With this study, 3 various factors that will impact the re-homing associated with Huge Info Stats considerably including the recognized simplicity of use, recognized effectiveness and also recognized info high quality. Record Bundle from the Interpersonal Savoir (SPSS) is utilized to evaluate typically the associations between 3 factors which usually capable to impact the particular usage associated with Major Files Stats inside Malaysia's monetary sector. Typically the results found that all of the factors possess substantial human relationships using the use associated with Large Information Stats

throughout Malaysia's economic field. The final outcome have been talked about with this study that will users' good belief upon re-homing of massive Information Stats might encourage these to follow plus apply this kind of technologies throughout their own business. This particular study produces much better knowing around the use of Huge Information Stats that could assist in enhancing company overall performance whilst decreasing human being plus bodily mistakes economic marketplace and also offering top quality info with regard to premium quality choices produced.

Paper ID: icemma20210092

Youth Awareness of the Ombudsman for Financial Service Malaysia

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Abstract. Higher example associated with youngsters personal bankruptcy is really a reason for issue with regard to Malaysia. This begs problem associated with monetary literacy plus regardless of whether our own young ones come with a store regarding quality whenever confronted with economic problem. This particular study looks for in order to gauge the degree of consciousness amongst young ones upon Intermédiaire associated with Finance within Malaysia, an alternative solution argument quality entire body designed to mediate economical conflicts. Forms were dispersed in order to 385 participants older among 20 - 30 years old presently moving into Malaysia, also it has been discovered that just forty-nine participants know about the particular Intermédiaire regarding Finance. From your forty-nine participants, twenty-four of these offers used the particular Intermédiaire of economic Solutions to resolve their own question along with banking institutions. This specific study outlined the advantages of energetic advertising from the related companies to improve the amount of understanding of youngsters around the Intermédiaire involving Finance.

Paper ID: icemma20210093

The Effect of Subjective Norm, Attitude, and Perceived Behavioural Control on Political Consumerism in Indonesia

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Abstract. Politics consumerism is definitely an expansion associated with way of life national politics where national politics affects nonpolitical facets of people's day to day routine. See inspired customers may use their own buying energy like a moderate with regard to politics activities to provide their particular financial election towards or even in preference of marketplace stars based on their very own ideals, therefore led to boycotting or even boycotting particular services or products. Inspiration at the rear of relégation or perhaps buycotts may perhaps be to protect your feeling regarding that belong or even mindset in the direction of a particular event. This particular study looks for to look at the result involving very subjective best practice rules, perspective plus recognized behavioural manage in the direction of personal consumerism. 172 reactions gathered through qualified arrêters within Bogor Philippines that will workout his or her legal rights in order to election within the 2019 Usa president political election also it has been discovered that will summary tradition, frame of mind in addition to recognized behavioural handle offers good partnership along with politics consumerism while very subjective rules does not have any substantial connection along with personal consumerism. This means that of which, even though arrêters could be affected by way of an environment to make sure choices, will not completely impact these to take part in exclusion and even buycotts. It is strongly recommended that will with regard to long term study, the research could be duplicated together with used in various areas to recognize regardless of whether it has an a result of summary tradition, mindset, plus recognized behavioural manage upon politics consumerism. To improve the study, long term experts may designate on the particular approach in addition to concentrate on possibly exclusion or even buycott because entire instead of merging the particular adjustable.

Paper ID: icemma20210094

A Proposed Model of Quality Dimension Towards Internet Banking Continuance Usage through a Partial Least Square Analysis: A Case of Banking Industry in Malaysia

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Abstract. This particular studies to look at the standard, recognized simplicity of use, recognized effectiveness, plus mindset in the direction of purpose to keep making use of Web financial amongst Malaysians. This particular research stretches the particular technologies approval design with some high quality aspects in to the study design to comprehend the particular effect associated with top quality upon objective to keep making use of World wide web financial. Information with this analysis had been from the cross-sectional study along with participants who have been Net financial customers. The information selection process used drop-off in addition to gathering technique through financial institution supervisors. The particular calculated sample method has been used, specifically people online bank solutions within Malaysia. The outcomes obviously pointed out that will high quality aspects, identified effectiveness, recognized convenience, plus mindset are usually solid determinants regarding purpose to carry on applying Web financial. This particular research plays a role in typically the developing books around the partnership among good quality elements, identified performance, plus recognized usability in the direction of goal to stay making use of Web bank.

Paper ID: icemma20210095

Instafamous Social Media Influencers: Understanding their Influence on Purchase Intentions and Loyalty among Malaysian Consumers

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Abstract. Once we improvement in to digitisation, the particular creation of social networking offers moved the particular brand name conversation scenery, where every thing gets cellular plus online simple access in addition to deliverance. Business owners are right now using social media marketing systems to put, advertise promote their own manufacturers with regard to higher presence and even product sales. Nevertheless , using the bombardment associated with ads within the over loaded marketplace, typically the blockage in order to social networking area makes an issue where customers often overlook marketing promotions by making use of advertising blockers. Therefore, business owners noticed the need to get option methods within getting consumers' focus on create buy intention together with devotion. Because people are positively engrossed within social media marketing in order to connect, research before you buy, and purchase items on the internet, there exists a developing stress for any a lot more customised social internet marketing. Lately, the particular rudimentary; beginning associated with Insta-famous social networking influencers is visible important inside producing brand name buzz, advertising, wedding plus cultivating associations along with customers. Even though quantity of social websites influencers will be increasing within Malaysia, typically the knowing around the effect of the impact upon consumer's obtain purpose plus commitment continues to be hard to find, since the trend is recognized as brand new in the united states. Therefore, this particular papers is designed to be able to disentangle exactly how Insta-famous social

networking influencers are usually sneaking past brand name connection throughout attaining customer-brand partnership, resulting in company dedication. Particularly, this specific conceptual papers is depending on books evaluations within date purchase about social internet marketing, social media marketing influencers, in addition to their own usefulness inside buy purposes and even devotion. The conceptual platform was produced within identifying the particular part regarding social media marketing influencers throughout order purpose together with faithfulness. Furthermore, this kind of research discovered earlier research around the effect involving social networking influencers amongst Malaysian individuals are nevertheless insufficient, appropriately, the research suggests typically the performance associated with content material evaluation within the recommendation posts associated with social websites influencers within Instagram plus specific selection interviews with all the customers to find out their particular impact within starting buy intention in addition to commitment.

Paper ID: icemma20210096

Modality Used in Prime Minister Speech Text During Covid-19: A Critical Discourse Analysis

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Abstract. This short article is an attempt in taking a look at crucial talk evaluation techniques plus technique use within the conversation textual content simply by Suntan Sri Dato' Muhyiddin Yassin, the top Ressortchef (umgangssprachlich) associated with Malaysia. This particular study expectations to describe exactly how talk is a part of the interpersonal procedure, and also to display that this interpersonal method could be described having an organized plus essential talk evaluation strategy. The country leader's talk could be significant plus emphasize their activities towards the general public. Within the Malaysian framework, the leader's presentation records is generally utilized like a primary mention of the much better know how the particular talk is utilized simply by frontrunners in order to impact or even provide their own ideologies towards the individuals. This specific study will certainly research the usage of technique to recognize or even emphasize typically the speaker's purposes which is included inside the task. Technique assists with determining task features in addition to demonstrates just how energy will be concealed inside talk. In this instance, the particular crucial constructs of speech research assumptive platform is utilized to learn complicated sociable problems inside a leader's task to be able to analyze energy associations and exactly how it really is used in the affordable, sociological and even politics circumstance. The particular essential talk examination launched by simply Grotte Fairclough (1995) is going to be used with this study. The particular evaluation follows the particular 3d platform that is the written text, task exercise, together with sociocultural exercise studies. This kind of study uses typically the Covid nineteen Unique Tackle simply by YAB Suntan Sri Antecedente Muhyiddin Yassin, Primary Ressortchef (umgangssprachlich) regarding Malaysia, because information within analyzing a new country leader's constructs of speech methods. Results demonstrated the brand new authorities uses the ability involving vocabulary or even talk by utilizing technique inside providing communications, satisfying motives, plus collecting assistance to boost politics energy.

Paper id: icemma20210097

Sustainable Banking Model for Islamic Banking Industry

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Abstract. The void of lasting financial design offers drawn substantial interest from your plan manufacturers, brokers plus teachers recently. The particular Islamic bank business provides surfaced being an important section within the worldwide financial program. Consequently , there exists a requirement for analyzing Islamic financial durability in order to hit a fair balance between income, interpersonal well being plus atmosphere safety. This particular papers is designed in order to suggest the lasting bank design for that Islamic financial market. With this research, all of us offer implementing the mixed-methods strategy depending on selection interviews plus studies simply by building the constituents from the environmentally friendly financial type. The research will be likely to offer helpful information towards the financial institution supervisors in addition to plan producers within creating a lasting bank design to attain eco friendly advancement objectives.

Chendur Research Foundation

Paper ID: icemma20210099

Staff Professionalism as a Key Driver of Hospital Service Quality: An Exploratory Case Study among the Medical Tourists

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Abstract. Because healthcare travel and leisure gets a lot more competing internationally, numerous created plus building nations are usually gauging the advantages it provides. Malaysia continues to be gaining interest since the top plus favored worldwide place to go for health care travel and leisure within Asian countries. This really is because of a number of elements like inexpensive therapy, properly trained health-related companies, in addition to good health care services. Even though are numerous preferred characteristics that will attract healthcare visitors to some particular location, learning the health care tourists' belief from the high quality associated with therapy plus individual treatment is really a distinguishing element which could boost the quantity of healthcare tourists' introduction plus increase the business additional. Regardless of the dominance associated with support high quality within improving health-related tourists' encounter, restricted correctly centered on the standard characteristics from your patients' viewpoint. Therefore, the objective of this particular research would be to provide additional information in to exactly how healthcare vacationers understand medical center support top quality to help assess the significance of clinic services good quality within the framework regarding health care travel inside Malaysia The qualitative example has been carried out in the MHTC Assistant and even Lay on the Penang airport terminal along with a test associated with twenty six health-related visitors was actively chosen to have a job interview. The research exposed facets of personnel professionalism and reliability, which usually composed of mindset understanding plus ability one of the important features that will form the high quality understanding one of the healthcare visitors that frequented Penang with regard to medical therapy. The particular specific knowledge of the particular features of which form the standard notion might allow health care professionals plus customers to guarantee the correct sources are usually invested in more create plus maintain this particular market market.

Paper ID: icemma20210100

Community Resources, Community Development and Attainment of Sustainable Community-based Tourism Development: A Study in the Southern States of Malaysia

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Abstract. Community-based travel and leisure advancement within building nations like Malaysia has already established an effect around the durability associated with nearby areas. Therefore, numerous nations are usually providing focus on community-based growth simply by wanting to handle their own sources to achieve lasting travel and leisure enhancement. Community-based travel includes a substantial effect on the particular interpersonal, financial plus environment durability associated with locations. Consequently , this particular research is targeted upon community-based travel and leisure progress within the the southern part of says regarding Malaysia. Malaysia is one of the top Southern Eastern Parts of asia that will appeal to visitors through worldwide. Nevertheless , the rating offers decreased coming from tenth in order to eleventh placement right after Asia through 2016 onwards. Therefore, the primary goal of the research would be to research the connection among local community sources, local community advancement one of the taking part areas in addition to

achievement associated with environmentally friendly community-based travel expansion. The particular quantitative strategy continues to be used with regards to this specific research. The Close-ended study set of questions is utilized with regard to information selection. In proportion Stratified Arbitrary sample continues to be used for choosing the prospective surveys takers. SPSS edition twenty-seven. zero and even Wise COULD YOU a few. zero had been utilized for inferential evaluation. Results from the research display of which neighborhood progression together with local community assets possess a solid good partnership upon eco friendly community-based travel and leisure creation. The end result of the study will be helpful for homestay providers, private sector organisations plus academicians that have vested desire for this particular part of research.

Paper ID: icemma20210101

Greenfield Entry Mode Choice for SMEs in Foreign Direct Investment: A Literature Review

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Abstract. There is upset associated with greenfield international immediate expense (FDI) because of globalisation plus marketplace liberalisation within worldwide marketplaces. It has motivated the particular intense internationalisation associated with small-and-medium-sized businesses (SME). Of the numerous equity-based settings regarding access that the SME can pick, it really is nevertheless not clear exactly how in addition to the reason why typically the greenfield admittance setting will be favored. In addition, present studies continue to restricted according to the access setting choice procedure for companies through adult market segments in order to growing marketplaces, along with the majority of concentrating on international businesses (MNE) rather than SMEs. This particular research expects in order to fill up the information space that will is present and even recognizes the particular determinants within equity-based overseas entrance function option with regard to SMEs. Additionally, it presents a brand new viewpoint regarding immediate investment decision in to rising market segments plus describes typically the thinking at the rear of international expense reasons.

Paper ID: icemma20210102

Environmental Claims, Environment Involvement and Advertising Execution - Key Factors that Influence Consumers' Trust towards Green Advertisement

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Abstract. The particular improved understanding of the particular eco-friendly atmosphere amongst customers offers resulted in progressively more buys with regard to environmentally friendly services and products. This particular enhancements made on customer purchasing behavior not directly provides elevated entrepreneurs issue regarding creating consumers' believe in regarding eco-friendly items. Entrepreneurs should assess the achievement aspects within impacting on customers' rely on in the direction of advertising the particular eco-friendly goods so the price inside operating the particular advertising is going to be efficient and supply the good revenue. This particular study looks at the result associated with environment statements, environment participation, plus advertising performance throughout affecting customers' have confidence in toward marketing environmentally friendly ad. An overall total associated with 205 internet surveys had been dispersed, from which usually just 189 reactions had been examined because of outliers. The research outcomes discovered a substantial partnership among ecological promises, environment engagement, in addition to advertising campaign delivery within impacting on customers' confidence towards eco-friendly advertising. To help assistance this particular analysis, a good Decoration Probability Design (ELM) continues to be used. The end result shows that customers' rely upon eco-friendly ads much more prone to boost whenever they take care of the surroundings, backed simply by a good advertising which includes environment states plus carried out properly.

Paper ID: icemma20210103

Leadership Capabilities for Successful Digital Transformation- Transform Your Leaders for The Digital Age

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Abstract. This particular research is exploring electronic change (DT), essential electronic management abilities, as well as the application of those abilities within DT, amongst Malaysian electronic indigenous businesses. Not every frontrunners are made in order to guide inside a powerful electronically mixed atmosphere; plus arguments concerning electronic digital management are usually substantial nowadays, provided the particular problems associated with businesses' DT efforts. Modern research stage towards incorrect management, being the main reason behind unsuccessful changes. This particular papers empirically investigates typically the electronic command story from the Malaysian viewpoint; a thing that is not completely carried out, until right now. The particular combined technique strategy, having an educational continuous style

was utilized; because of the uniqueness from the electronic command idea (in exercise in addition to academia). This particular originality limitations using books by yourself, inside offering an assumptive basis in order to make the testable speculation. Therefore, the particular qualitative strategy has been utilized to discover associations; after that combined along with concept, to determine typically the conceptual platform; that was after that examined utilizing a quantitative metric formula. General, the particular research's scientific results give rise to a good improved knowledge of electronic authority features within Malaysia, and even their own partnership towards the DT lifecycle.

Paper ID: icemma20210104

Public Procurement To Meet Sustainable Policy Goals In Malaysia's Public Sector: A Preliminary Study

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Abstract. However the significance of lasting general public purchase continues to be recognized in many from the created nations, building nations like Malaysia continue to be in the childhood degree. Present research centered on the particular difficulties plus determinants associated with applying environmentally friendly general public purchase within Malaysia. Nevertheless , minimum study on the specific execution within the open public field companies inside Malaysia. This particular research looks at how long typically the durability requirements are integrated within Malaysia's community purchase making use of supplementary information. It was carried out with a considerable record evaluation throughout purchase updates promoted within Malaysia's e-Perolehan program more than 3 years through 2018 -- 2020. The outcomes display that will just 9% in the papers purchase updates plus 15% regarding ICT purchase updates are usually eco friendly along with environment requirements inlayed within the specs files made by the particular palliers. Apart from, technologies plus advancement industries are usually recognized to become devoted to integrating durability generally in most of the purchase sees.

Paper ID: icemma20210105

Sustainable Public Procurement in Malaysia: A Literature Review

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Abstract. Lasting general public purchase continues to be popular to attain worldwide durability plan. Malaysia's authorities offers started the particular Nationwide Environmentally friendly Usage plus Manufacturing Formula 2016 -- 2030 in addition to eleventh Malaysia Strategy, which usually encourages financial development without having diminishing the surroundings or even jeopardising the requirements associated with long term decades. Nevertheless, regardless of the government's effort, there has been fairly little content articles talking about typically the execution associated with lasting open public purchase within Malaysia and exactly what the near future keeps. This particular research is exploring the books evaluation concerning Malaysia's overall performance associated with environmentally friendly community purchase with the designs plus styles from your 12 months last year -- 2021. The outcomes display that this growing styles plus developments through earlier magazines focused around the plan, industries, difficulties, and even determinants that will generate eco friendly general public purchase setup within Malaysia. It really is envisaged this research will give you the foundation with regard to long term study in to lasting people purchase methods inside Malaysia plus past.

Paper ID: icemma20210106

The Closure of Utusan Melayu (Malaysia) Berhad: An Analysis of Causes and Effects

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Abstract. The particular drawing a line under associated with Utusan Melayu (Malaysia) Berhad is really a historic occasion within the Malaysian press business. The particular drawing a line under of the organization offers resulted in Utusan Malaysia, Kosmo and many publications stop procedure upon Oct nine, 2019. Utusan Malaysia which usually managed with regard to 8 decades plus creates concerning the legal rights from the Malay local community in the united states, may be the recognized tone of voice from the earlier authorities. At the same time, the particular 16-year-old Kosmo

is among the papers which contains present information and it has already been classified by the greatest newspapers product sales graph in the nation. This particular research looked over the reasons plus associated with seal from the Utusan Melayu (Malaysia) Berhad. Selection interviews along with media that have worked well in Utusan Malaysia plus Kosmo discovered that this issues skilled are the administration, poor programs in addition to unsatisfactory marketing revenue since the major reasons for that drawing a line under with this business. The result on this drawing a line under not just triggered the personnel to reduce their own work, but additionally experienced some other effects not just around the press market in the united states but in addition some other sectors. This specific research provides written for typically the entire body expertise regarding papers and even mass media research within Malaysia specifically upon learning the trigger together with a result of newspapers seal which have been hardly ever talked about simply by previous research.

Paper ID: icemma20210107

The Diffusion Framework for Innovation in the Medical Technology Industry in the Industrial Revolution (Ir4.0)

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Abstract. The particular healthcare technologies business is presently dealing with increasing hurdles when it comes to cost plus perimeter stress, marketplace questions, improved item difficulty plus tighter corporate compliance internationally. nontraditional gamers from all other sectors like the large technicians possess encroached the particular health care area and today showing to become a solid danger towards the medtech business plus possibly providers like private hospitals. Electronic interruption made the existence experienced within the medtech market as well as the company types of “traditional” medtech participants because quickly getting outdated. This particular grew to become feasible because of the bothersome character associated with Business Trend four. zero (IR4), that allows systems in addition to marketplaces to mix quickly and frequently within an unexpected way. Market four. zero (IR4) includes a variety of robotics, info discussing and even digesting improvements that will change the present manufacturing atmosphere plus lengthen typically the frontiers of recent together with revolutionary production options. Brand new types of health-related options plus health care shipping is going to be permitted due to brand new technology that will convert the particular health care scenery. Currently, this particular industry will be centered simply by numerous online companies which could present the risk towards the medtech sector, and so on designs happen to be recognized consist of industrial sectors via background. This particular papers talks about Roger’s concept associated with development durchmischung like a system with regard to medtech gamers in addition to general public government bodies to help the within adopting I4 company strategy, style revolutionary options inside the health care world and also conquering typically the resistance from modify inside the business.

Paper ID: icemma20210108

Integration of Artificial Intelligence in Auditing: The Effect on Auditing Process in Malaysia

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Abstract. This particular papers was created like a combined technique main research to find out exactly how AJE impacts the particular Auditing business associated with Malaysia. 4 important impartial factors had been selected, Software, Effectiveness, Associated with Heavy Studying, plus Technologies. Right after managing a study associated with ninety individuals plus a few supervisors from your Review market, it had been decided that 4 aspects possess a substantial in addition to good effect on AJAI within Auditing. This is often utilized by companies and even experts; long term study indicates a lot more job interview members along with a wider study.

Paper ID: icemma20210109

Situational Factors And E-groceries Shopping Intention By Working Mothers During Covid-19 Pandemic

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Abstract. Web commerce buying offers considerably improved within Malaysia, specifically throughout the Covid-19 outbreak. Previous correctly exposed a number of determinants associated with purpose to buy e-groceries. Besides sporadic outcomes, there exists a scarcity regarding research that will empirically examined the particular objective to buy e-groceries simply by operating moms. This particular research targeted to check into the particular predictors involving food shopping purpose amongst functioning moms inside Kuala Lumpur through the Covid-19 atmosphere. This specific quantitative has been completed figure out typically the effect associated with recognized dangers, identified item cost, recognized merchandise high quality, shipping period, plus shipping and delivery expenses in the direction of e-grocery purchasing purpose. The particular study had been carried out, plus information were gathered through one hundred participants. The particular results uncovered that this identified product or service cost was probably the most crucial determinant regarding goal to buy e-groceries on the internet. Another impartial factors don't have a substantial partnership along with e-grocery searching purpose between doing work moms throughout Kuala Lumpur. The outcomes offered extra information along with a higher knowledge of the particular determinants involving intent to buy e-groceries by simply operating moms in order to e-retailers in addition to entrepreneurs associated with e-groceries. This kind of research shows that will recognized item cost is recognized as the main element with regard to motive to buy. Even though earlier studies have looked into this particular trend, this specific research was your 1st to mix the particular effect associated with recognized dangers, recognized item cost, identified item high quality, distribution period, and even shipping expenses in the direction of e-grocery buying purpose simply by functioning parents.

Paper ID: icemma20210110

Refinery Intervention Treatement Via Adapted Classwide Peer Tutoring For Online Digital Learning In Asia Pacific University, Malaysia

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Abstract. Using the unexpected change within training plus studying atmosphere through bodily in order to on the internet because of the continuing Covid-19 outbreak, it is necessary with regard to teachers to be able to pioneer brand new studying methods to college students that are not able to adjust efficiently. Within Asian countries Pacific cycles College associated with Technologies in addition to Development (APU), the particular undergrad college students are usually through varied educational experience. In this environment, Class-wide Expert Coaching (CWPT) is really a recognized training technique. Within our function, all of us influence upon Modified Class-wide Expert Training (ACWPT) -- a good version associated with CWPT -- in order to uplift the lower carrying out college students by using higher carrying out learners. The girls associated with lower executing college students usually are constantly evaluated and even recognized through Refinery Treatment Therapy (RIT). With this function, we all display that will RIT through ACWPT showed enhancement within the overall performance plus belief regarding learners in the direction of math. Comments coming from individuals associated with ACWPT indicates all those energetic conversations associated with suggestions inside little groupings boost the attention together with inspiration in the direction of understanding math concepts. Moreover, below this tactic, the particular connected course's moving price shows that will ninety five. six percent from the pupils fulfilled typically the considerable understanding results.

Paper ID: icemma20210111

The Inclusion of Islamic Perspectives in the Theory of Planned Behavior

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Abstract. The current research talks about standard concept restriction to describe the particular buy conduct from the Muslims. The particular goals in the present examine concentrate in the direction of suggesting a good addition associated with Islamic viewpoints towards the principle associated with Prepared Conduct (TPB). Later on, offer a lot more knowing towards habits with the Muslims whenever purchasing halal items. Despite the likeness regarding Islamic customers to the some other customer sections, shariah legislation nevertheless gets the primary exercise that the con are required to follow distinguishing along with other customers. Consequently, the particular addition involving factors consistent with Islamic behaviour will without doubt convert to some much deeper knowledge of Muslims' conduct and also supply for the aspects effective at impact typically the halal items obtain one of the Islamic buyers. Much more, Shariah conformity is among the substantial Islamic factors. Consequently , numerous components make up the Islamic see factors are usually Tawhid, Halal, Haram, Ibadah concepts, Small amounts plus Concern associated with requirements. As a result, the particular shariah conformity will be evolves simply by these types of 5 components.

Paper ID: icemma20210112

Does Duality of Top Management Team Determine the Firm Performance?

A Review on Large Companies in Malaysia

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Abstract. The very best administration group can make an essential choice within the business. The particular most powerful plus able best supervision staff result in achievement from the business. TOP DOG in addition to chief in the corporation turn into a top element to find out long term path from the firm. Essentially TOP DOG is the greatest rating professional inside an organization. Typically the BOSS can make main choices within the organization, controlling the entire procedures and even sources with the business. Where chief will be selected with a carrier's table associated with company directors that is accountable for presiding more than table or even panel conferences. However, many corporation training the particular mix and match idea where exactly the same individual keeping each game titles regarding TOP DOG together with chief. Problem right here, may be the mix and match exercise within the firm may boost the development involving firm overall performance? Therefore, this particular research efforts to learn the particular mix and match part of the very best managing crew which includes scientific function to recognize the significance of management framework as well as the effect on company overall performance. This particular type of query includes a substantial influence on typically the construction on the top disposition design plus the results can offer more sophisticated factors plus conversations regarding the features from the best control group. This specific papers provides the fundamental basis to have an scientific research which involves big businesses (based upon marketplace capitalization) outlined about Bursa Malaysia having an unique concentrate on nonfinancial businesses utilizing the screen information technique. The particular evaluation is going to be making use of main information, since the research needs quantitative insight to aid the particular difference. Main info from the leading operations group is going to be taken through forms, along with the participants is going to be top-level supervisors. It is a cross-sectional research, adjustable, ideas, constructs in addition to ideas which will be cautiously built plus created to fulfill the particular goals of this research. Multivariate studies is going to be used, and this particular respect, -panel information studies making use of the STATA record software program is

going to be modified to fit the advantages of contemplating each cross-sectional and even time-series information inside the examines.

Paper ID: icemma20210113

Traffic Matrix Prediction Evolved from Machine Learning in Software Defined Networks

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Abstract. Resolving several system issues such as community supply, appropriate conversation is extremely crucial when using precise visitors matrix conjecture. The hyperlink weight dimensions were utilized in a conventional system in order to deal with this issue however it has lower precision since the fundamental approach to geradlinig equations prospects traffic conjecture issue. To resolve the particular traffic matrix trouble, Software program Described System (SDN) provides dimensions for various kind of moves plus opens brand new possibilities. SDN enhances typically the overall performance associated with community plus decreases the particular difficulty inside a considerable system. With regard to coaching the particular targeted traffic information, the particular Gibbs sample formula is suggested. Then your long term system traffic will be expected with the recognized traffic information. The particular calculation from the unfavorable possibility function's lean may be the difficult component within visitors matrix conjecture as well as the lean includes all of the condition versions, lower reliability throughout coaching, higher computational price in addition to happens lean mistake. Seite an seite Tempering along with Set Lean (PTFG) formula is utilized to improve typically the computational effectiveness and even deal with the issue regarding visitors matrix conjecture. The particular recommended formula enhances the training price associated with visitors info, efficiency of the system, computational performance and also decreases the particular difficulty plus computational price.

Paper ID: icemma20210114

Teachers Turnover Intention within Governmental Educational Institutions in Seychelles

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Abstract. This particular research will be targeted at learning the issue associated with instructor proceeds purposes inside the government, language schools within Seychelles. The result of economic bonuses, operating problems, 'micromanaged atmosphere, work fulfillment, plus technical development towards yield purposes was analyzed. This particular research uses the particular quantitative strategy along with a study technique. The people was educators within Seychelles, in addition to there have been 124 participants. Self-administered forms had been written by hands and even digitally. The particular accumulated information utilized SPSS software program to check with regard to quality, dependability, normality, rate of recurrence droit, relationship, plus several regression current between impartial factors together with return purpose. All of the self-employed factors, other than the particular micromanaged surroundings, exposed an optimistic plus substantial impact upon revenues purpose. Typically the micromanaged atmosphere failed to apply a substantial effect inside detailing the reason for teachers' proceeds purpose. Remarkably, it had been discovered that will monetary bonuses have been the most important predictor associated with proceeds purposes. The research proves by giving assumptive plus useful ramifications plus tips for long term academicians in addition to professionals upon teachers' preservation. Effectively, plan changes are usually suggested to place the void of proceeds motives in check.

Paper ID: icemma20210115

The Effect of Behavioural Biases on the Investment Decisions of Young Adults in Delhi, India

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Abstract. This particular papers should check out the particular aspects associated with behavioural biases influencing typically the expense choices associated with youngsters within Delhi, Indian. On the internet set of questions happen to be dispersed via a number of social networking systems one of the youngsters inside Delhi, Indian. The particular set of questions offered numerous queries around the biases thought in order to impact the investment decision selections regarding adults in line with the current books. This specific research particularly investigates the result involving Overconfidence Prejudice, Self-attribution Prejudice plus Herding Tendency around the purchase judgements. Making use of relationship ensure that you several regression evaluation, this particular examine discovers a substantial partnership among Overconfidence Tendency as well as the expenditure choices associated with youngsters. Even though, each Herding Opinion in addition to Self-attribution Prejudice are located to become not really substantial. The outcomes from the research suggested as a factor that will because of the presence regarding behavioural biases on the market, traders should additional examine how to manage these types of biases to be able to achieve optimum earnings upon opportunities.

Paper ID: icemma20210116

A Comparative Study between Indonesian and Malaysian on Society's Intention to Use the Electronic Payment System

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Abstract. This particular research will attempt to recognize the particular aspects influencing society's purpose to utilize typically the digital transaction program to find out exactly what elements can encourage community to utilize the particular electric transaction system-a comparison examine utilizing a study set of questions to gather the information. The particular participants with this analyze had been chosen from your community residing in Indonesia's plus Malaysia's cities. 500 sixty-eight participants through Indonesia's cities plus 259 participants through Malaysia's cities took part with this research. The information gathered had been examined utilizing the SPSS twenty three software program plus in comparison the particular participants through Philippines in addition to Malaysia to ascertain which usually modern society has got the greatest purpose to make use of typically the digital transaction processing system. This particular review reveals that this Indonesian modern society has got the maximum objective to make use of the particular electronic digital transaction method when compared to Malaysian. Ramifications from the results are talked about, combined with the study's restrictions plus long term study instructions.

Paper ID: icemma20210117

An Empirical Research on Perceived Organisational Support, Job Involvement and Job Satisfaction Predicting Organisational Commitment

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Abstract. This particular study has been carried out to look at the particular aspects impacting on efficiency dedication amongst workers associated with personal increased language schools within Kuala Lumpur, Malaysia. Numerous academic correctly exposed that will work participation, work fulfillment plus recognized efficiency assistance would be the predictors associated with worker career dedication in the direction of their own work. The particular efficiency determination ultimately regulates typically the efficiency development in addition to overall performance. Efficiency dedication is really a smooth method of behavioural technology, that is essential with regard to worker efficiency. Therefore, this particular research requires a milestone to any extent further inside study amongst staff throughout advanced schooling organizations among Malaysia's flourishing sectors helping globally. The research has been carried out utilizing a quantitative strategy. The cross-sectional technique is used for this particular study. A few complete regarding 168 participants collected through couple of exclusive educational institutions having an easy arbitrary sample method. Numerous presumptions from the check evaluation happen to be performed to check the particular ideas, like detailed evaluation, dependability research, normality check, Pearson relationship pourcentage examination and even several regression evaluation. The research offers verified that will task engagement, work pleasure together with recognized efficiency assistance are usually substantial plus favorably linked to efficiency dedication. The particular study's results also have founded there is a substantial partnership among efficiency dedication plus employment participation, work fulfillment in addition to recognized efficiency help. It is suggested that will Human being Source Staff offer useful training courses and even coaching to enhance employees' efficiency determination entailing to higher efficiency status plus overall performance.

Paper ID: icemma20210118

Macroeconomic Factors and Islamic Banking Development in Selected Organization of Islamic Cooperation (OIC) Countries

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Abstract. The objective of this particular research would be to check out the connection among macroeconomic aspects (financial visibility, pumping, financial development, plus trade rate) in addition to Islamic financial advancement within chosen Business associated with Islamic Assistance (OIC) nations. This particular research used a set impact design utilizing the information associated with 43 Islamic banking institutions through ten OIC nations around the world through the year 2010 in order to 2017. Likewise, all of us evaluated 43 standard banking institutions from your exact same nations and also to evaluate the particular family member progress Islamic financial institutions to be able to standard banking companies. This specific papers is an attempt in order to fill up the particular space within the partnership in between macroeconomics and even Islamic bank growth within OIC places. The outcomes demonstrated that will macroeconomic factors clarify, to some extent typically the variance within Islamic financial advancement. Particularly, GROSS DOMESTIC PRODUCT development, pumping, together with monetary visibility favorably effect Islamic bank growth as the trade price includes an unfavorable influence. This kind of study also available that this Islamic financial enhancement price within picked OIC nations is 189 percent greater than the traditional financial progress level within the similar locations, for that amount of examine.

Paper ID: icemma20210119

Role of Human Resource in the Success of Construction Projects: A Quantitative Study in Karachi, Pakistan

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Abstract. The objective of performing this particular study was to look for the effect associated with human being resource-related aspects around the achievement regarding building tasks within Karachi, Pakistan. Specifically, this particular research analyzed the particular impact involving expertise, overall performance administration, coaching, plus advancement plus payment methods around the achievement associated with building tasks. It was the quantitative study technique, as well as the focus on populace was task associates regarding structure tasks inside Karachi. Information was gathered through 151 participants utilizing a nonprobability sample method. The outcomes exposed that the particular predictors a new good in addition to substantial effect on job achievement. The research also available that will settlement procedures experienced the greatest influence on the achievements of design jobs within Karachi, Pakistan. This particular examine offered information within the part associated with hr} manager aspects within the accomplishment associated with development assignments within Pakistan. The final results is going to be helpful to businesses starting the introduction of engineering tasks along with other stakeholders from the task.

Paper ID: icemma20210120

Retraining Programme for the Unemployed in Macau

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Abstract. The particular Travel and leisure Research Company (IFT) continues to be hired to supply one, two hundred positions with regard to jobless individuals that have visited the particular support business. Analyzing the effectiveness of the system assists the federal government in order to evaluate regardless of whether sources happen to be used on conference the prospective delete word. Additionally, in case comparable coaching applications are to become applied later on, typically the evaluation will certainly act as task management manual. The purpose of this particular evaluation was to discover how long and exactly what places this program continues to be effective within attaining the mentioned goals. Forms gathered quantitative information via phone studies. This particular research discovered that this plan works well inside offering the particular jobless using the chance to get some good specialized abilities. Nevertheless, there is certainly space regarding modify to create all of them a lot more competing and also to assist all of them find employment in the marketplace.

Paper ID: icemma20210121

Medical Tourism: The Mediating Effect of Companion's Delight of Service Quality towards Behavioural Intention in Malaysia Private Hospital

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Abstract. This particular research analyzed the particular relevance associated with companion's pleasure upon support high quality within the framework regarding healthcare travel and leisure from the hospital wards within Malaysia. This includes the particular support high quality sizes involving conversation, politeness, psychological assistance, medical center facilities as well as the companion's require that may impact purpose associated with coming back with regard to retreatment, associated, plus advertising Malaysia hospital wards via joy in line with the companion's encounter. An overall total associated with 438 participants associated with patient's friends took part with this research through 4 authorized hospital wards within Penang, Malacca in addition to Kuala Lumpur through study set of questions. Information has been gathered via self-administered customer survey created through associated books and even analysed making use of strength formula building. Conversation, Medical center Facilities, together with Learning the Companion's Requirements had been discovered substantial partnership in the direction of Companion's Pleasure. Companion's Pleasure has been identified considerable in the direction of behavioural objective along with other partnership without impact for that leftover sizes. Assumptive plus useful efforts had been talked about, in addition to restrictions described along with recommendations for long term study.

Paper ID: icemma20210122

Employee Retention by Career Development, Engagement and Work Life Balance During the Covid-19 Crisis.

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Abstract. The objective of this particular research has been to look at the particular determinants associated with employees' preservation within the monetary field within Kuala Lumpur. This particular informative research used the deductive strategy plus speculation were created to check typically the impact associated with worker wedding, work-life stability, in addition to profession advancement upon preservation regarding workers. It was a new mix sectional study and even main information has been gathered by utilizing self-administered forms. Information has been gathered through ninety two participants together with several regression evaluation has been utilized to check the particular ideas. The particular results demonstrated that will staff wedding was typically the most powerful predictor involving worker preservation accompanied by function existence equilibrium. Nevertheless , profession development demonstrated a good minor partnership along with staff preservation. This particular research has been restricted to the particular economic industry plus long term research may reproduce this consist of industries and various nations. With regard to useful ramifications, this particular examine offered a much better knowing in order to human being source supervisors plus frontrunners inside businesses around the guidelines plus applications to keep workers. To enhance employee's preservation, assistance plans should concentrate on worker wedding in addition to work-life stability. This specific analyze furthermore plays a role in the present entire body expertise. This kind of research was the very first to look at typically the mixed effect profession growth, function existence harmony plus staff proposal upon maintenance associated with workers inside the economical field.

Paper ID: icemma20210123

Political Communication Through Social Media: A Youth's Perspective

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Abstract. The particular surge in technologies has established a distinctive cyberworld -- a continuous conversation area among areas. The particular introduction associated with Social network Web site (SNS) like Fb, Tweets, Instagram, LinkedIn and so forth has resulted in the particular spread of the idea towards the internet local community that will not need the city in order to socialize face-to-face. Typically the trend offers resulted in common responses one of the local community, specifically the particular young ones that make use of social networking as a way associated with conveying their own political opinions. Regarding this, this particular research is designed to look at typically the degree that Malaysian young ones understand the particular state's politics atmosphere via Myspace. The particular results of the research depend on industry findings plus specific selection interviews along with youngsters older fifteen to be able to 3 decades. This particular examine furthermore retreats into typically the strategy utilized in Press Addiction Techniques Concept simply by (Ball- Rokeach, 1985). Therefore, this specific analyze proves that will junior often employ Facebook or Myspace like a system for his or her politics manifestation. This particular obtaining was exposed simply by interview along with participants that pointed out that will young ones often make use of social media marketing, rate of recurrence associated with information resources plus occasion requirements because their causes of producing Fb the personal system.

Paper ID: icemma20210124

Impact of frauds on the Financial Performance of Insurance Companies in India

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Abstract. The void of Insurance coverage scams will be growing because illness plus numerous created financial systems are usually looking into via different organized research upon the leads to in addition to prevention. Within Indian, since the insurance coverage business will be growing when it comes to capability as well as dimension, it had been discovered that will insurance coverage field in the united states incurs lack of estimated 8% from the complete income because of deceptive statements. Insurance policy scams expenses a lot of it had been quantified INR ten, 500 Crores (\$1. five billion) towards the Insurance coverage business associated with Indian. These types of deceitful instances triggered as a result of incorrect research on paper associated with guidelines associated with insurance policy, accordance within swindling organizations such as physicians, surveyors and even support centers (automobile) within the ecosystem by providing fake info. Unlawful bogus statements boosts the expenses regarding program together with through simply by staying away from rates this really deprives the device coming from required sources. There is a continuous crucial discussion about variety determinants involving insurance plan scam which usually stresses the requirement of performing this particular study plus realize correct connection among deficits as well as the ROA from the organization. This particular papers concentrates on broadening our own understanding with regards to ROA towards fraudulence. To find out if the ROA associated with Insurance providers reduce using the deceptive promises. To look for the effect on their own success percentage because of the scams sustained.

Paper ID: icemma20210125

Exploring People's Intention to Become Gig Workers: A qualitative study among professionals engaged as gig workers in the ICT sector in Kuala Lumpur.

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Abstract. The objective of this particular qualitative research was to learn exactly what inspires operating experts within the technologies field to be show employee as well as the difficulties these people encounter inside the show economic climate. Main information was gathered via semi-structured selection interviews. Calculated sample has been utilized, plus information had been accumulated through 5 individuals. Thematic evaluation was carried out in order to evaluate the information plus determine the particular styles by hand. The particular results says typically the important mindset aspects impacting on individuals to turn out to be show employees had been versatility, autonomy, in addition to increased income possible. Simultaneously, the important thing problems or even restrictions recognized consist of abnormal earnings, insufficient assistance, and even restricted studying together with development possibilities. It was a good specific research from the type around the encounters plus behaviors associated with functioning experts individuals involved in the particular show overall economy within the Technology Field (ICT sector). The outcomes are required to get a much better knowledge of exactly what drives event employees plus the issues they will encounter. This particular research furthermore is the guide to higher link typically the space between company companies, authorities, along with the show employees.

Paper ID: icemma20210126

The Use of E-wallet in Klang Valley

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Abstract. Using the carried on recognition associated with mobile phones, cellular transaction has turned into a new finance, offering conventional transaction business with a brand new advertising design. Likewise, cellular transaction studies have obtained growing interest through escuela. Consequently, this particular study is exploring the particular impacting on aspects associated with making use of activities simply by E-wallet customers from your point of view associated with impacting on behavior elements. This particular paper's study speculation is submit plus, depending on current study outcomes, the conceptual design will be created that will affects the behaviour regarding on the internet financial consumers.

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Paper ID: icemma20210127

A Study on the Effectiveness of Corporate Governance on the Credit Risk Management of Commercial Banks: Evidence From Maldives

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Abstract. The particular monetary field from the Maldives will be centered by way of a financial field, gathering 62% from the counts property from the economic industry. Furthermore nearly all their own financial field will be kept simply by internet financial loans. Therefore it is advisable to research the way the banking institutions may handle their particular mortgage profile reducing the particular contact with credit score danger. This particular research investigates the potency of business governance around the credit rating risikomanagement of economic financial institution within Maldives,

addressing a period period associated with ten years through 08 in order to 2017. This specific papers utilizes several regression design to look at the connection among company governance aspects plus credit score risikomanagement regarding banking institutions. To get the particular goals, this particular examine integrated Business Governance factors, the particular table dimension, panel structure, as well as the scale credit score danger panel, whilst come back upon resource was utilized like an overall performance indication. The particular scientific evaluation demonstrated that this formula from the plank involving company directors as well as the dimension from the credit score chance panel does not have any substantial impact within the administration associated with credit rating threat. Apart from, the dimensions of typically the Table in addition to go back upon resource had been discovered to become considerable.

Paper ID: icemma20210128

Impact of Digitalization and Analytical Skill on Management Accounting Practice in Small and Medium Enterprise in Malaysia: A Conceptual Framework

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Abstract. Within the period associated with the positive effect, technologies modify possess introduced substantial impact a manager data processing methods. The void of technologies alter offers quickly talked about within the sales industry, however, not a lot interest around the viewpoint regarding administration construction procedures. SME within Malaysia encounter a number of difficulties inside the utilization of technological innovation which make SME not able to stay competing on the market. Apart from that, administration data processing must proceed far from the conventional part plus influence technology within improving the capability within producing helpful info with regard to SME administration. This particular papers is designed to check into the connection among digitalization as well as the exercise of administration sales analytically within the features involving preparing, manage, making decisions, overall performance evaluation in addition to constant enhancement, for the the particular single concept associated with approval and even usage of technologies (UTAUT) has been utilized. The technique utilized in this particular studies the quantitative technique, the particular forms had been gathered simply by email plus self-administered. Obtaining out of this studies that the total type of supervision human resources techniques within SMEs inside a digitization atmosphere if you take into consideration specialized elements (management data processing methods like cost management, together with “soft” elements (analytical abilities plus price knowledge) will be think may enhance SME shows.

Paper ID: icemma20210129

Undergraduates and Online Gaming

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Abstract. The objective of this particular research would be to discover if the numerous aspects associated with video game companies you will of school college students on their own have an effect around the sport usage conduct of school college students within Beijing. The study type of this specific papers is constructed depending on adult video game habits study design plus technologies approval type (TAM). Paid survey has been carried out along with a complete associated with 240 total forms were gathered within Beijing. Couple of ideas were examined to look for the effect various factors as well as the relationship together. Outcomes in addition to execution were talked about within final section of the papers

Paper ID: icemma20210130

Predictors of Helping Behavior among SME Employees in Kuala Lumpur, Malaysia: A pilot study

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Abstract. Assisting conduct encourages the particular completing job actions plus procedures simply by framing the particular interpersonal, company and private mental problems, typically the razor-sharp embrace work within SMEs has furnished Malaysians with increased work possibilities in various sectors plus industries. Inside a multi-racial community such as Malaysia, workers provide numerous worth techniques in to the business. Completely different worth information can result in discord, company balance, tranquility, in addition to development. The initial research has been carried out within 2021 upon thirty workers through little plus moderate businesses within Malaysia to check into the particular aspects impacting on worker assisting habits, making use of created equipment to gather information about fifth 89 products examined simply by Likert 5-point level. The study outcomes display that will believe in, sympathy and even place of work justness possess substantial affects in career fulfillment together with supporting conduct. Additionally, it offers a conjecture design for that study associated with multi-racial community.

Paper ID: icemma20210131

The Relationship between Drivers of Business Ethics and Business Sustainability Mediated by Business Ethics Practices among the Ready-Made Garments Companies in Bangladesh.

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Abstract. Study around the impact associated with company integrity upon enterprise durability continues to be carried out thoroughly within created countries. Within building nations around the world such as Bangladesh, this kind of studies are restricted, particularly in the Ready-Made Clothing (RMG) field. The particular RMG industry, becoming the largest business within Bangladesh when it comes to foreign trade income, encounters several problems associated with organization integrity influencing company durability regarding RMG businesses. Therefore, it might be good for assess the motorists associated with enterprise values impacting on organization durability using the present treatment associated with company strength exercise simply by businesses within the RMG market. The important thing individuals involving company life values recognized through books examined are usually honest program code associated with carry out, environment administration program, business interpersonal obligation, moral management and company governance. The quantitative strategy is recommended to check into the particular associations among factors portrayed within the study platform. 3 ideas had been postulated to check to be able to clarify typically the aspects influencing enterprise durability within the RMB field within Bangladesh.

Paper ID: icemma20210132

Reliable and Secure System Design for IoT enabled E-Healthcare Services for patient monitoring

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Abstract. Healthcare is one of the most essential applications of the Internet of Things, as it allows for a variety of medical

applications, such as mobile and remote health monitoring. Recent improvements in information and communication technology, as well as embedded systems, have resulted in a new technology: the Internet of Things (IoT). The Internet of Things (IoT) is a new paradigm that is rapidly spreading in the field of modern wireless telecommunications. Based on the status of the monitored patients, intelligent algorithms analyse their health data in real time to discover particular patterns and increase several degrees of training, such as normal, cautious, emergency, and so on. The Internet of Things (IoT) has great promise for healthcare, particularly for proactive personal e-health. Major hurdles must be addressed in order to deliver on its promises, particularly in terms of confidentiality and security. This study investigates these difficulties, presents use cases, and enhances the framework for a safe architecture. We conclude this essay with a discussion of the current situation of the various standard organizations because we believe they will play an essential role at the forefront of e-health.

Paper ID: icemma20210133

An IoT based Reinforced Secured Data Transmission in Artificial Intelligence

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Abstract. Internet of things is well-developing technology in the modern era. These technologies were used in various fields by passing the information or commands to electronic devices. In early stage, there is a communication between machine to machine, machine to environment and machine to infrastructure but IoT fills the gap between human intelligence and artificial intelligence. As a result, large number of database has been generated for processing and the processed information takes necessary action. Though it provides so many opportunities but the problem is it creates so many risks while transmitting information. Therefore it should be concern that how to keep these devices safe and secure. Hence the study is mainly focused how the machine learning techniques resolve the problems created due to the securing IoT surrounding. This proposed paper deliberate about the variables, features and existing technique and identified which method would be more efficient.

Paper ID: icemma20210134

Denoising and Enhancement of Prostate MRI Image Using a Hybrid Wiener - Median Filter

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Abstract. The primary aim of this work is to denoise and enhance Prostate MRI images. This research proposes a hybrid MRI denoising approach based on Wiener filtering and Median filtering. Initially, the MRI scans are provided as input data. The images are then preprocessed and denoised using the Wiener filter approach. The enhanced images are then obtained by applying the median filter to the denoised images. The experimental results represents that the proposed model overcomes the other comparison filters in terms of MSE, PSNR, and SSIM when compared to Gaussian, Rician, and all of these combined noises. In gaussian denoising, the model achieved 28.28 PSNR, 96.20 MSE, and 0.638 SSIM values. The proposed filter achieved 28.25 PSNR, 99.48 MSE, and 0.010 SSIM values in rician denoising. Similarly, the proposed filter achieved 28.30 PSNR, 94.84 MSE, and 0.650 SSIM values in both gaussian and rician denoising.

Paper ID: icemma20210135

E- commerce: A Boon or Bane?

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Abstract. Conducting of trade or mode of buying and selling the things to one another is, commerce. It is nothing but interchanging of goods, services and something of worth electronically, over the internet. The term 'E-commerce' was firstly coined by- Chris Anderson. It has played a crucial role in history of Indian market. After economic reforms of LPG since 1991, India has opened up the economy to get involved globally, by removing the shackles of restrictions and rigid policies related to trade. E-commerce, with help of information and communication technology has been used widely across the world including India. With increasing competitiveness and advancement of technology there have been some changes always with transactions of business. This article provides a close up view about e-commerce, its evolution in business transactions, a clear description of organizations in India, which indulge in e-businesses and also determine the growth of e-commerce from both perspective- 'financial and physical' for analysing the hurdles and restrictions which are involved in ceasing the growth of e-commerce businesses in India.

Paper ID: icemma20210136

Connectedness in Soft Topological Spaces

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Abstract: Shabir and Naz was the first person to introduce the notion of Soft topological spaces with a fixed set of parameters. The authors of this paper have introduced a new class of closed set namely Soft Jc closed set and studied their properties. The main purpose of this paper is to introduce a new class of connectedness namely Soft Jc Connected. Further more we have introduced Soft Jc Separated Sets and we have obtained some results using Soft Hyperconnected set. Further we have compared our Soft Jc Connected Space with Soft Connected and Soft $\alpha\beta$ Connected. Moreover we have proved Generalization of Intermediate Value Theorem with respect to Soft Jc Connected and we have discussed some properties of Soft Jc Connected Space in detail.

Paper id: icemma20210137

Survey on Online Management Complaint System on Android using Image Recognition

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Abstract. The government are the ones who are responsible for maintaining a clean and safe environment. In the existing system the people have to go the Municipal Corporation to lodge their complaints then it takes time to send out workers to solve the issues. Here we have made a platform to overcome the communication gap between the user and the municipal corporation. The name Quibble means complaint, here we are using an online complaint management system in an android mobile/iOS where user can lodge a complaint by taking a picture. After the picture being uploaded we use image recognition to automatically detect the problem raised by the user. As soon as the problem has been resolved, the municipal corporation must upload a completed status picture to verify that the work has been completed. The aim of this application is to overcome the communication gap between user and Municipal Corporation, to simplify the process of raising complaints and to maintain a clean and safe environment.

Paper id: icemma20210138

Eye Tracking and Assistance Using Deep Learning for Paralyzed People with Cloud Integration for Data Processing

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Abstract. The daily life of paralysed people can be very challenging resulting in a need to develop new technologies and innovation. Paralysis is a condition when people are unable to make voluntary muscle movements. A nervous system problem causes paralysis. Injured nerves send muscle signals. Those symptoms cause the muscles to move. If you are disabled, or have a disability, you are unable to move certain parts of your body. The objective is to make a system that speaks for the paralyzed people and to accomplish certain things by themselves. A smart camera will be fixed to capture the eye movement of the Patient who is Paralyzed. By detecting the movement of the eye, the system executes the defined commands and speaks up for the paralysed by sending notifications, calling the caretaker for emergency.

Paper ID: icemma20210139

A survey on Protocol Based Control System to Enhance Internet Censorship

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Abstract. VPN (Virtual Private Network) is a mechanism that creates a private network inside a public network (such as the internet) to transfer data. The VPN creates a virtual tunnel within a public network and uses various encryption techniques to keep the transmitted data safe. Though the VPN was created to increase security on a public network, this also masks the user's true identity on the internet making them virtually anonymous. Thus, VPN introduces some new cyber security issues. In this paper, we will look at some of the existing methods to prevent the usage of VPN, and their weaknesses. We will also understand the proposed system of Content Restriction Protection Protocol (CRPP), how it works and how it overcomes the weakness of the existing methods.

Paper ID: icemma20210140

Gas Chromatography-mass Spectrometry Analysis Of Ethanol Extract Of Eugenia Jambolana

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Abstract. Medicinal plants have bio active compounds which used for curing various human diseases. The photochemical analysis is important commercially as used by pharmaceutical companies for the production of new drugs. phytochemicals are primary and secondary constituents. The main objective of the study is to find out the photochemical constituents in Eugenia jambolana. Research and practical use in traditional medicinal systems have found Eugenia jambolana seed extract to be effective in treating leucorrhoea, gastric disorders, fever, diabetes, piles, stomachache, wounds, and dental, digestive and skin disorders. Some compounds in Jamun have antioxidant, antimicrobial, antiallergic, antidiabetic, antihyperlipidemic, anticancer, gastroprotective, hepatoprotective, cardioprotective and radioprotective activity. Two types of extracts are used. One is heated, the other one is not heated. In GC MS 17 major components were found in each extracts. In both method ethanol extract exhibit higher activity but different compound were found.

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Paper ID: icemma20210141

Big Data Analysis Schemes: A Review

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Abstract. Big Data is the most modern term that is utilized. The formation of data was increased year on year because of the IoT and Social Networks from the previous few decades. Thus, the term, Big Data is employed for defining the huge data set as the global data is maximized unstably. The DM has directed the solution process gradually. Only part of the Pareto optimal set requires the generation and evaluation, and on the basis of this data the DM is capable of adjusting its preferences because the solution procedure carries on. This process is iterated until the contentment of DM with the Pareto optimal solution. The benefit to employ interactive techniques is that the solution process is guided by the DM and diverse trade-offs can be learned among different solutions. Big Data may comprise of masses of unstructured data for which more analysis is required in real-time in contrast to conventional datasets. The various schemes for the big data management are reviewed in this paper. The schemes of data management are reviewed and analyzed in terms of certain parameters.

Paper ID: icemma20210142

Smart Energy Management for Workspace Environment

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Abstract. The paper focuses on smart energy management for workplace environment. As there is a shortage of power all over the world, we are reviewing the various methods for conserving energy at workplace, using modern technologies such as IoT. Based on the work carried out by many researchers we are analyzing various smart energy management. In the workplace environment, lot of power is wasted by not turning off lights, computer machines and fans. So, after reviewing various methodologies for energy saving, we are proposing a system on energy management using IoT for a classroom environment. Based on the availability of student in the class, their position, intensity of light, temperature is monitored and data is send through wifi module to mobile.

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Anti-oxidant Activity of *Givotia Moluccana* (L.) Sreem.

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Abstract: Phenolics and flavonoids are proved antioxidants and they are interested due to their health benefits for human to treat and preventing many diseases. This article is focused at estimation of total Phenolic, Flavonoid content and Antioxidant activity of *Givotia moluccana* (L.)leaves. Determination of total phenol content for the various Hexane, Ethylacetate, Acetone, Methanol and Ethanol extracts of leaves was carried out using Folin -Ciocalteau method and flavonoid content by Aluminium chloride colorimetric method. Antioxidant properties of leaf extracts were determined by DPPH, Hydrogen peroxide scavenging capacity and Ferrous reducing antioxidant capacity assay. Result was compared between the various extracts. Based on the results, Phenolic content is significantly high in Ethanol extract (76.07 mg GAE/gr. Ext.). Similarly significant high concentration of Flavonoids observed in Ethanol extract (82.13 mg CE/gr. Ext.) compared to other extracts. The Antioxidant activity of Ethanol extract was showed highest activity by three methods used.

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A Survey for Recognizing Sign Language for Deaf-Mute People Using Image-Based Hand Recognition

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Abstract. Sign language recognition is an image-based recognition approach that uses hand gestures, and individuals all around the world have created various sign languages one of the non-verbal communication methods used in Sign language is the hand gesture. This is how deaf-mute people who have hearing, and speech problems communicate with one another and with non-deaf people. This is an optical communication language due to its distinctive syntax. The major goal of this article is to break down the barrier in the conversation between deaf-mute people and normal people, with an emphasis on increasing communication for physically challenged persons (Deaf and Dumb people) and teaching normal people to recognize deaf-mute people's sign language.

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Artificial Intelligence-Based Vociferation Chatbot for Emergency Health Assistant

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Abstract. It has brought up to clarity that Artificial Intelligence has become very vast in every tech place. The human interface as telecommunication becomes effortless with AI technology. The AI pays the hands for the growth of many challenging ideas like automation, and brain-computer interfaces. As machine learning becomes the subset of artificial intelligence the training part is made unchallenging for computer application. We made this a great tool for our project with the links of Application Programming Interface along with vociferation technology in a personalized chatbot. We made this to bring out a supportive application for medical areas. To make the emergency to be tranquil. We ensure that our programs embedded in the chatbot will be effective for the user with vociferation technology. Which is itself brings the originality of our software interface. We also feel that every new outcome as a product of the enriching technologies process improves the betterment of every individual user and ensures that life becomes easily accessible. The upcoming technology proves that it is better than existing ones in one or the other way comparatively. They don't let mankind have the workloads as they allow the users to be controlled in a precise manner all the time. The real-time interface with the technology and the user becomes more user-friendly with the fast-growing designing era. Which makes plenty of unchallenging works possible. The technology that is growing up to date ensures the activity of humanity is becoming manifest in this trendsetting society. The curiosity of the upcoming process or the gadgets raises high among the users and also the technologies to keep satisfying all the user's needs in everyday application.

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IoT Based Patient Health Monitoring System using Arduino

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Abstract. Patient monitoring system plays a crucial role in the recent times both at the home and the hospitals. This project describes the effective patient monitoring system which sends the patient's health condition via different sensors. The data is transmitted using Arduino- NodeMCU and ECG sensor. This intervention shows patients heartbeat, temperature, Oxygen drenching and dampness. The result of this is depicted in the form of graphical form or graphs. The doctors, patients, family

members can check the patient's health at any time. If the condition becomes serious the doctors and the hospital management will get the alert message and can able to communicate with the patient. The outcomes of this have been shown as the reduction in the end rate by using the patient prosperity noticing framework. To follow the patient's prosperity it takes the temperature, heartbeat sensor, thump oximeter sensor and the suddenness to the prospect of these sensors are related to the Arduino-NodeMCU.

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Enhanced Security for accessing ATM using Fingerprint and Internet of Things

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Abstract. Our proposed work is focused on having an enhanced security for accessing ATM. A security based smart ATM is built using the state of the art technologies such as Internet of Things(IoT) clubbed with enhanced security version including finger impression and face recognition which is unique for each individuals. A highly accurate database is managed for face recognition and finger impression after validating the genuineness with the bank. Even a third party such as a companion will be able to draw the cash but on the permission of the authorized person digitally in the site of the bank. Ultimately the authorized person as the control from anywhere, anytime and from all over the world. The intention of the proposed work is to develop a multi-facet security which make it impossible for the aggressors to break the ATM security.

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Spectroscopic Traits of Alkali and Alkaline-earth Lead Borate Glasses Activated with Rare Earth Element

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Abstract. In the present work, different concentrations of rare earth ions doped alkali and alkaline-earth lead borate glasses were synthesized via melt quench technique. Physical properties of the present glasses were evaluated. The density is measured using Archimede's principle. Refractive indices of samples were measured at 589.3 nm using an Abbe's refractometer. Few other physical parameters of the glasses like, molar volume (V_m), molar refractivity (R_m),

polarizabilities (α_m), concentration of rare earth ion (N_i), polaron radius (r_p), inter ionic distance (r_i), field strength(F), reflection loss ($R_L\%$) and dielectric constant (ϵ) has been calculated using density and refractive indices of samples with suitable formulas. The X-ray diffraction (XRD) of the prepared samples was done through XRD diffractometer RIGUKA ULTIMA IV. Optical characterization of prepared samples was done through absorption, excitation, emission. The absorption spectra recorded using Perkin Elmer Lambda-950 UV-Vis spectrometer. The photoluminescence spectrum has been recorded by Spectrofluorometer, Horiba Jobin Yvon Fluorolog-3.

Paper ID: icemma20210149

Sentiment Analysis with Recommendation Systems- A Survey

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Abstract. The Emotions are assessed, and the feelings transmitted by the individual are brought up. The goal of sentiment analysis is to determine the polarity of a person's textual opinion. Most of us use social media to market ourselves and share all of our knowledge, thoughts, ideas, and experiences with the rest of the world. Sentiment analysis has been investigated by several internet businesses, which propose material based on human emotions expressed through social media. Many people use social media to publish and share their thoughts and emotions. The sentiment analysis standard assorts a sentence with all forms of emotions, each of which has an intensity. This study includes a sentiment analysis of diverse perspectives on social topics that are trending on social media, along with a recommendation system. This method recommends related films to viewers based on their current statement or issue. The technology also makes tailored video recommendations. Users indicate diverse viewpoints on a certain social issue based on their social media activity, and they actively address their thoughts on social media.

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AI-Powered Mobility Educational application for enhancing Students learning

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Abstract. Artificial Intelligence has been shaped significantly in this current world. Artificial intelligence builds a path for communicable applications and an easier understanding for the system and the user. By adopting the advantages of artificial intelligence, our project focuses on estimating and delivering the right resources for a college student. The Web App; Edu. Social is created to determine and seek deep skills of a student and provide them with the right resources to heighten their knowledge. The web app would analyze the right resources based on the initial and prime inputs given by the students. The resources comprise placement opportunities, certification suggestions, workshops, seminars, activities and many more that are happening around the respective student. The web app does not just focus on the academic perspective but also the inner passion of a student. Furthermore, a social chat will be enabled in the app itself for student-student communication, student-professor communication to form teams, request for mentors or just ask for doubts. Therefore, this platform would be a great benefit for a student to gain experience and to see the viable resources put forth according to their field of interest and choice.

Paper ID: icemma20210151

Real Time Interaction-based Healthcare monitoring during Medical Emergencies with Internet of Things

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Abstract. The most challenging problem in today's technologically advanced society is how to enhance the health of the elderly. Falling is the most frequent cause of serious injury and early mortality among elderly people. As wearable sensors

improve their capacity to detect falls, the demand for these devices has grown. This implies that the system has a low social and financial effect on society. This means that automated fall detection systems and vital signs assessment systems are now required for even basic daily tasks carried out by the elderly. Healthcare solution is split into three sections: sensing, querying, and storing amongst others. RF transceivers are employed in the sensing section to detect the presence of tagged patients nearby. An SMS is used to transmit a request to the querying service, which then receives it from the GSM network. In the storage space, the patient information is well organised. According to the results, the proposed method was 96.43 percent accurate, 94.06% precise, 94.62% recall, and 94% F1-score effective. The system's ability to be tracked through low-cost GSM technology greatly increases the system's use. A multifaceted and flexible system with easy access has been shown. It has the ability to make daily tasks simpler and more efficient as a consequence of its unique design.

Paper id: icemma20210152

A Mobile Application to find the Lost Person Using Thematic Mapping

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Abstract. Our idea is to find a lost person with the help of efficient manpower by using thematic mapping- creating the heat map will help the search parties and also based on historical analytics, it produces search results which will help us with the idea to search and build some intelligent data for future forecasting. Along with the heat map, the application will also provide possible search patterns and radius. It uses open source data like google maps for the particular radius from missing time and it also uses CNN models. We can also connect GPS gadgets to this application. It is used to find a lost person who is mentally unstable, dementias, old age, children kidnapping, human trafficking. In this application relatives, friends, NGO's, Police, Area Volunteers help in searching the lost person.

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MONITORING AND CONFIGURING ROUTERS USING GNS3

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Abstract. A Computer Network comprises of many interconnected hubs that shares assets connected through correspondence channels. In large and complex networks, it becomes difficult to assign Internet Protocol (IP) addresses to all devices thereby resulting in ghost devices. It is also very difficult to create a path and attain end to end communication between devices hence using Graphical Network Simulator-3 (GNS3) a project to monitor the status of network routers is developed. In a network certain "unmanaged" routers are not assigned IP addresses and are invisible on network with no ways to monitor them. More expensive routers have addresses assigned to them and can be monitored by pinging them or using Simple Network Management Protocol(SNMP) to query status information. A network can be divided depending on their Personal Area Network(PAN), Local Area Network(LAN), Wide Area Network(WAN), Metropolitan Area Network (MAN). Open Shortest Path First (OSPF) is a dynamic and tactless steering convention that has been arranged on the network for the data packets to arrive at the destination through an efficient way. Open Shortest Path First Routing Protocol (OSPF) designed on switches to adequately move bundles around the PC network. The data packets are directed to their destination through the most efficient way as characterized by the dynamic steering convention arranged on the switches. A topology is considered comprising of switches connected by sequential interfaces. The network is secret phrase ensured and encoded. This project utilizes GNS3 to assemble and take care of all the devices in the network. Additionally, the interface loopbacks are tested using OSPF steering convention which is designed on every switch. OSPF utilizes the Dijkstra most limited way first calculation to decide the easiest way in the network. It follows the Link-state directing convention. Every switch builds up a relationship-a contiguousness with every one of its neighbors. Every switch sends Link State Advertisements (LSAs) and each OSPF region is overwhelmed with Link State Advertisements. Each switch stores a duplicate of all the LSAs it has found in an information base. The finished topological information base, called the Link-state data set, portrays a diagram of the internetwork. Utilizing the Dijkstra calculation the briefest way is determined and steering table is refreshed. The OSPF interaction assembles and keeps three separate tables: Neighbor table, Topology table, Routing table. We are trying to assign IP address to all the PC's and routers. Trying to create end to end connection using OSPF command lines and establish proper connectivity Denying the access of particular network with the help of ACL commands, securing the host/particular router using SSH and Telnet configuration automatically assigning IP address to router with the help of DHCP command line, changing router name, adding two loop interface and OSPF using python code, monitoring the router connectivity by tracing the packets delivered.

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The Spectrums of AI: Novel Perspectives, Current Trends, Future Directions

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Abstract. Artificial Intelligence is currently the most emerging trend which is believed to have the potential to transmute the future of society in unexpected ways as applying artificial intelligence to any other field can help broaden the field's perspective and make it much more efficient. It is a greatly unexploited stream even now and we are still operating with just a drop in the immense ocean of Artificial intelligence. Assimilating various types of Artificial intelligence and having a clear view of it helps us solve much more perplexing tasks which make our lives simpler. In this paper, we opt to present novel perspectives about the variants of Artificial intelligence concepts that help us to develop applications for use in different areas of modern technology. We are going to discuss the features of various principles utilized in Weak Artificial intelligence, Strong Artificial intelligence, and Artificial Super Intelligence. We also present the history regarding the evolution of Artificial intelligence. This paper will discuss the current trends which are prevailing while using the different types of Artificial intelligence. We conclude the paper by presenting a few research challenges for Artificial intelligence application designers to apply principles of Artificial Intelligence while maintaining a balance between the usages of various spectrums of artificial intelligence in different applications in this technology-driven society.

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Fundamentals of Text-to-Image Synthesis - A Survey

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Abstract. Text-to-Image Synthesis is the method of creating occurrences (images, animation) from a given text depiction. The text depiction is additionally combined, utilizing the discourse of the client. Image synthesizing has consistently been an eye-catching business sector for nearly ten years now. Blending pictures dependent on the depiction given by the client will be more client-driven than more frameworks created, which causes individuals to comprehend the impression of others. Text-to-picture Synthesis is utilized to create fake countenances - producing counterfeit faces that look practically indistinguishable from genuine individuals - Coloring pictures, MRI image reconstruction, and crime scene visualization. In this paper, we review the technique for text-to-picture Synthesis and its applications in different fields. These regions incorporate medical applications, Forensics applications, and cultural applications. Our work centers around giving a synopsis on quite possibly the most exceptionally encouraging areas of Computer Science for people and organizations keen on making an ideal world. We envision our review to acquire more significant and better applications contributing to the advancement of humankind.

Paper id: icemma20210156

Electronic Health Record Using DEFI with the Help Of Blockchain

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Abstract. Lately, far off sensor networks had been widely applied in hospital therapy programs, like sanatorium and domestic affected person observing. Remote scientific sensor networks are greater defenceless in opposition to listening in, modification, pantomime and replaying attacks than the stressed out organizations. An extremely good deal of labour has been accomplished to get far off scientific sensor organizations. The modern-day preparations can make sure the affected person records for the duration of transmission, but cannot prevent inside attack wherein the overseer of the affected person statistics set uncovers the sensitive affected person records. In this paper, we advocate a beneficial manner to address stop inside attack via way of means of using numerous records employees to shop affected person records. The precept dedication of this paper is correctly appropriating the affected person records in one-of-a-kind records employees and using the Paillier and ElGamal cryptosystems to carry out dimension exam at the affected person records without buying and selling off the patients' safety. Remote scientific sensor networks actually enhance affected person's nature of-care without frightening their solace. Notwithstanding, there exist Several capability safety risks to the affected person sensitive physiological records communicated over the general public diverts and positioned away with inside the back-quit frameworks. Average safety risks to clinical offerings programs with WSNs may be summed up as follows. Snooping is a safety risk to the affected person records protection. A snoop, having an superb recipient reception apparatus, would possibly have the choice to trap the affected person records from the scientific sensors and thusly realizes the affected person's disorder. He may also even submit the affected person's disorder on interpersonal organization, which could constitute a actual risk to affected person protection. Pantomime is a safety risk to the affected person records legitimacy. In a domestic attention application, an aggressor may also mimic a far off rely factor even as affected person records is sending to the remote area.

Paper ID: icemma20210157

Heart Disease Prediction Using Naive Bayes, Decision Tree, Warm Weighted Associated Rule Mining

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Abstract. Coronary artery supply path Atherosclerosis in coronary corridors causes coronary disease (CAD), which leads to heart failure and cardiovascular failure. Angiography is an expensive, time-consuming, and highly specialised invasive treatment used to identify CAD. As a result, analysts are encouraged to use optional approaches such as AI computations that might use non-intrusive clinical data to determine the severity of a cardiac ailment. Order of Directed learning calculations like guileless bayes, choice tree, WARM weighted related principle mining is utilised to show creepy events. We tested our technique on clinical data acquired from the Cardiology department, which included highlights and events. Choice tree delivers the most elevated pace of exactness accomplishes most elevated forecast precision of 99.5%. This approach was also tested on a seat-checked heart coronary disease informational index. Similarly, MLR outsmarts other processes in similar case. The proposed hybridised model focuses on increasing the accuracy of grouping computations from 8.3% to 11.4 percent for the coronary illness informational index. As a result, the suggested approach provides a potential strategy for identifying CAD sufferers who have improved their condition classification accuracy.

Paper ID: icemma20210158

A Survey of Visual Speech Recognition using Deep Learning

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Abstract. Visual speech recognition is one of the revolutionary applications of AI. An exceptional studies and improvement are occurring in a good way to gain the quality of it and is slowly catching as much as audio-primarily based speech recognition. This provides the machine to understand the languages in a noisy environment and can also be used for applications related to speaking problems, medical problems like ALS and biometric securities. It makes machine possible to understand human speech using the visuals only. This can make the silent speech from theory to practical. In recent works visual speech recognition models have outperformed human lip-reading experts for the given vocabulary constraints.

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A Survey for Fire Detection Intimation Using Artificial Intelligence

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Abstract. Artificial intelligence is widely being used for video surveillance in order to recognize humans, vehicle, objects and even events. It utilizes computer software programs that analyse audio and images. Face recognition along with other emerging technologies have been widely used for security monitoring system. In this paper we survey usage of artificial intelligence in different areas that would help us identify and prevent fire. In the event of an emergency within an organization, an effective and timely evacuation is of the utmost importance, as hundreds or thousands of people need to be evacuated and intimated.

Paper ID: icemma20210160

Assessing the Impact of Organizational Support on Work Life Balance Problems among Banking Professionals: Evidence from India

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Abstract. Nowadays, organizations are more concerned about satisfaction of their employees; in this way they are trying to increase performance of the employees. In this regard, periodically organizations are updating their HR policy and ensuring satisfaction of the employees. The Work Life Balance (WLB) of employees is the prominent factor in deciding on employee satisfaction. As we can see the different industries have making various changes on HR policy in order to achieve WLB of their employees. This study helps to establish role of the non-monetary elements of HR polices and assess the impact of non-monetary elements of HR policy on WLB in banking industry. This study is about the role of organizations and their efforts to tackle WLB issues and its outcomes. To achieve this, a structured questionnaire were designed and circulated among banking professionals using Google form. An Email survey method was used and snow ball sampling method was adopted. 1953 (97.65%) valid responses taken for analysis and exploratory factor analysis used to explore the non-monetary elements of HR policies and SEM used to study the impact of those elements on WLB. Four factors are extracted using Latent Root Criterion; Factors with eigen value greater than one, with total variance of 62.678%. Factors are named as Leave structure, Work timing support, Health and welfare program and WLB, based on nature of loadings between observed and latent variable. Among factors, work timing support having significant and negative impact on WLB. Other two factors, leave and health and welfare program having significant and positive impact on WLB. This

study leads to banking organization to make changes on their HR policies and programs pertaining with WLB problem faced by their employees. This study suggests the banking organization to know the non-monetary elements of HR policy and its importance towards tackling WLB issues.

Paper ID: icemma20210161

A Comparative Study of the Internet of Things for Disaster Management Systems

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Chendur Research Foundation

Abstract. Natural disaster or calamities which are happening in this world, causes severe threat to the nation as well as to entire mankind. Flood is one of the major disasters in today's scenario. Also it causes major damages to the people. Due to intense rain, Ground surface cannot ingest all the water that the reason for flood overflowing in lakes, riverbeds and vegetation. However, many techniques are incorporated in the management system to detect the flood related areas. But it leads to unsatisfactory results. In this paper, we propose a comparative study of new technologies in disaster management systems. This paper also addresses the importance of IoT and major key components present in disaster management system. Also we present an integrated framework using artificial intelligence to detect the rise in the water level as well as to detect the number of people trapped in the flooded area.

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AI Enabled Internet of Medical Things

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Abstract. AI Enabled Internet of Medical Things (AIEIOMT) are playing a very crucial character in medical industry to increase exactness, productivity, and reliability of the electronics instruments. Recent advances and development in conceptual and design science, Technology and connectivity have led to the emergence of Artificial Intelligence and Internet of Things (IoT) applications in many industries and with an emerging field with great development outlet potential in future years. Nowadays scientists are focusing to establish a digital-physical healthcare system by the interconnections of available medical resources, various healthcare services and digitally smart devices. This paper studies the impart of Technologies such as IoT and AI in healthcare. This analysis further reveals that the application of these technologies in disease diagnosis, forecasting, detection, and treatment, wearables and connectivity, patient care, sensor networks, identified gaps and future research directions related to technical design, acceptance, regulations for data security and privacy and systems efficacy and safety. The relevant impact factors in the blueprint and development of magnified healthcare systems are the related Research fields Artificial intelligence (AI), Big Data (BD), and Internet of Things (IoT). In the paper the concentration is focused on AI in IoT and healthcare system, which includes utilization and execution of AI methodologies many disciplines of healthcare. This paper work exhibits the principal areas of AI methodology in disease detection, prediction, medicine, robotic surgery, and personalized treatment. Furthermore AIEIOMT addresses numerous health conditions like diabetes, activated parameters of biophysical supervisions along with subsistence system in decision making. As IoT has various converging domain but our focusing domain is the contribution of IOT in healthcare fields. The Internet of Medical Things has convergence with several domains but our research contribution correlated to AI and IoT in healthcare, previous contribution, ultra-modern contributions in Covid19 Epidemic, Opportunities, applications and subsequent challenges in terms of medical services in healthcare industry. AI Enabled Internet of Medical Things depute the medically interconnected communication devices and their integration in health network towards patient's health improvement. Even so, due to critical behavior of health-related systems, AIEIOMT still facing various challenges specially in terms of security, safety and reliability. In this literature we represent the comprehensive scientific research, new contributions in order to improve AIEIOMT by the usage of traditional methodologies furnished by cyber-physical systems. We outline remarkable experimental and realistic applications of standardization of medical devices for patient itself, guardians of patient, doctors, nurses and healthy people too. We also try to recognize Unexposed research oriented direction and trending potentials to solve uncharted research complications.

Chendur Research Foundation

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Using Jointed Features Visual Object Tracking based on Correlation Filter

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Abstract. Background/Objectives: In this paper, We enhanced visual tracking strategy is proposed, which joins the color name factors and gradient feature and uses correlation filter system to acquire results that are better than those of the conventional strategies for the tracking of the objects in video frame. **Methods/Statistical Analysis:** The proposed method requires an initial position of first frame and size. Color descriptor matrix is used to obtain the color information of the object region that is to be tracked. The gradient information is also obtained to track the target based on the HOG descriptor, whereby the moving object in the video frame is tracked on the basis of the color and gradient information. **Findings:** An experiment was performed wherein the proposed method was compared with the STAPLE and DSVM classifier tracking method in terms of the objective of this paper. The execution of proposed technique has been contrasted and the before technique in regards to the tracking of a single object in video. **Improvements/Applications:** This improved tracking

method will be utilized in object tracking, CCTV surveillance application such as left luggage or pedestrian tracking in the public places.

Paper ID: icemma20210164

An ANN Based Occupancy Detection Approach And The Effect of Thermal Building Insulation Materials

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Abstract. Energy is a key driver of economic progress across the world's nations. Buildings, as we all know, account for a considerable portion of the world's total energy use. This has a major effect on the ecosystem. There are many factors like environmental factors, temperature, weather conditions and number of occupants present inside the rooms etc, which affect the energy utilization process of buildings. Moreover, among these occupancy of a building is a significant feature to improve the performance of the systems as well as the buildings by increasing the energy consumption and maintaining the occupants comfort. Many types of technologies have been employed and many studies have been conducted to provide the information about occupancy, which can be incorporated in the field of efficient energy management. In this paper prediction of occupant's presence in a room using the standard information available with the HVAC (Heating, Ventilating and Air Conditioning) system is used for the estimation of energy. The inputs are taken as temperature, humidity, light and CO₂ levels from various sensors. And for occupant detection of the building the output of the network is set to be '0' for not occupied and '1' for occupied. A cascaded forward back propagation neural network is being proposed for occupancy detection. Different sizes of training sets have been tested by considering two fault cases (open door and close door) and the system has been verified on the existing dataset. Then different aspects of thermal building insulation materials to get the optimum heat balance in a building to minimize the energy consumption have been highlighted.

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Air Quality Data Prediction Using Data Analytics

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Abstract. Air pollution is usually described as the release into the atmosphere of contaminants which are harmful to human health and the environment. It may be described as one of the most serious risks human beings have ever faced because to the growing more catastrophic problem of air pollution in the globe. A description is provided of how our air quality sensor system is designed, implemented and optimised, which provides a live and fine grain air quality map of the area under surveillance. The average joint failure in the generated real-time air quality map should be maintained to a minimal when unmeasured data values as part of the objective are deducted. In terms of studying the quality issues, Big Data Technology has been recommended to be utilised in order to organise the air quality sensing equipment sensing tasks appropriately. In addition, the prediction of air quality based on climatic conditions is explored using various machine learning techniques for the data given.

Paper ID: icemma20210166

Chendur Research Foundation **Scalable Local Recoding Anonymization to Preserve Privacy in Big Data Mining**

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Abstract. Nowadays, the massive amount of are data produced in various sectors like health care, insurance, banking stock market, etc. The dissemination of the data for mining and analysis enables to gain valuable knowledge to have remarkable social and economic development. The greatest challenge in various big data applications is privacy. The sensitive information may cause financial loss or reputation of the individual. Hence, various techniques are proposed to guard against the privacy leak. We propose a novel extremely scalable hybrid LSH-CBSAA method to anonymize big dataset to provide data privacy. There are two phases in our proposed method. First phase divides the given original dataset into

smaller units using LSH. Min-Hash function is engaged to split datasets into several divisions to parallelize computation. In the second phase, CBSAA (Constraint Based Sensitive Attribute Anonymization) is employed to guard the sensitive attribute values of the dataset that is published against the privacy attacks. CBSAA incorporates a new constraint namely Sensitivity-diversity. It also handles datasets with multiple sensitive attributes. The method produces the anonymized dataset with maximized data utility and minimized delay time. Thus, the utility of the published dataset is sustained to give precise results in data mining and analysis tasks. The empirical results illustrate show that this method is invulnerable to various privacy attacks.

Paper ID: icemma20210167

Warfield Spying and Object Detection Robot Using Embedded

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Abstract. In this project we present an advanced war field spying, map location, rescue and missile detection robot. There are various wireless modes like Bluetooth, Internet, etc., but these wireless controls has limitations in its control distance. To overcome this limitation, Spy Robot is designed to add long distant wireless real time surveillance to your robot. IOT based controlling on main station is done. At border different tanks, missile, guns etc. are used by enemy. This cause problem and harm our force or soldiers. To detect this a robot is design and developed for military purpose application to protect our army and replaces the soldier by spy robot. And it can also used at rescue surveillance for safety regulations. It uses Embedded technology for designing the hardware of the robotic system and image processing for object detection in borders. It uses GPS technology for location identification and data transmission. It uses IOT technology too.

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The Impact of Metacognitive Strategies in Learning

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Abstract: In educational Psychology, metacognition is a whispering word. Metacognition states to a critical thinking that culminates over cognition involved in learning. The culminates happens for the reason that metacognitive way of learning leads to successful results. So, it makes us to grasp more about metacognition and its strategies and how to be implemented among learners or in the classrooms. In this article, let's put our heads together to know in depth about metacognitive knowledge and metacognitive regulations. When learners practice metacognition, the process of thinking about their thinking assist them to make greater understanding of their life experience and lead to achieve their goals at higher levels. At present, research not only expos that self-awareness evolves during childhood, on the other hand its development is associated to metacognitive process of the memory.

Paper ID: icemma20210169

A Methodology for Building Segmentation from Remotely Sensed Images Using FCM_ML

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Abstract. Building segmentation from very high-resolution images entails categorizing each pixel into two Categories, Building and Non-Building areas. This methodology is critical in many applications, including updating geographic databases and a variety of other geospatial applications. Several strategies have been proposed so far for the segmentation of Buildings and we have taken a few principal approaches and proposed FCM_ML approach which employs both supervised and unsupervised learning. Considering few challenges, we have proposed a method which uses Machine Learning (ML) based Fuzzy C Means clustering along with a few hand-crafted features and Random Forest classifier for classifying building and non-building areas. It is found that when we take both supervised and unsupervised forms of classification, better result is achieved. The performances of all the methods for the segmentation of buildings using the Massachusetts building dataset and the results obtained are discussed in this paper.

Paper ID: icemma20210171

A Novel System for Analyzing the Usage of ICT Enabled Tools in our Indian Educational System

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Abstract. With recent advances in computer vision, benefits and challenges related to the adoption of Information and Communications Technology ICT tools in the higher education systems, a retrieval process based on teachers' perspective have become a key component in achieving high efficiency survey queries. In this paper, it is proposed and developed software called, "Smart Survey System", supporting quick access to identify the benefits and challenges related to the adoption of ICT tools in the higher education systems. The proposed system applies data analytics as a backbone, which uses PHP- WAMP server and MySQL database structure. This paper dwells on the analysis of a set of survey data for around 350 teachers. This paper also incorporates recommendations, limitations and future research directions. More efficiently search activities can be conducted through this proposed database system.

Paper ID: icemma20210172

A Survey on Forecasting of Fatal Heart Conditions

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Abstract. The Machine Learning may be referred as discovery of relationships in large databases automatically and in some cases it's used for predicting relationships supported the results discovered. Machine Learning plays a crucial role in various applications like business organizations, e-commerce, health care industry, scientific and engineering[27]. Within the health care industry, the Machine Learning is especially used for Disease Prediction. The target our works to predict the diagnosis of heart condition with reduced number of attributes. Here fourteen attributes involved in predicting cardiovascular disease. But fourteen attributes are reduced to 6 attributes by classifiers like Naive Bayes, Classification are accustomed predict the diagnosis of cardiopathy after the reduction in the number of other aspects.

Paper ID: icemma20210173

A Novel Methodology based Soil characteristic Analysis using Machine Learning Techniques

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Abstract. Every area of knowledge has been digitized since the advent of the computer, allowing individuals who have access to computer resources to access the information available. As a result, data is increasing at an exponential rate and in an enormous quantity in every area. Researchers have a particular interest in the agricultural sector, which is one such topic. We proposed three new classification methods to overcome these limitations: fast k-Nearest Neighbor, which generates training set prototypes using either the Elbow method or the Silhouette method, training set reduction k-Nearest Neighbor, which reduces training set using prototype selection, and hybrid k-Nearest Neighbor classification methods, which combine both prototype generation and prototype selection mechanisms to generate a prototype from an original training set. The goal of all of these approaches is to reduce the amount of time and space required for the classification job performed by the k-Nearest Neighbor classifier to be completed. We have tested our novel classification methods using a soil health card agricultural data set, and our results show that these approaches are successful at solving the issues we have identified.

Paper id: icemma20210174

Certain Investigation on Crime Trend Prediction Through Big Data Analytics and Mining

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Abstract: - Big Data Analytics is a good technique for analyzing and spotting diverse examples, members of the family and styles internal a massive quantity of records. In this research, we look at BDA to fraudster files, where the exploratory files test is aimed at illustrating and predicting styles. There are a few nice in grandeur data mining, deep learning approaches are used. From fraudster records, a few fascinating facts and examples might be discovered in San Francisco, Chicago, and Philadelphia, following measured investigation and demonstration. The prophetic results demonstrate that the Prophet version and Kera stateful LSTM outperform neural business models, with a 3-year practice record period being

considered appropriate. These outcomes will allow the police department along with regulatory agencies for more easily identify misbehaviors issues and provide information that enable them to monitor activities and predict the likelihood to reduce the number of events, carry property securely, and enhance the dynamic cycle. Big and complex records analytics enabled transformation version primarily based totally on practice-primarily based totally view is advanced which famous the causal relationships amongst large records analytics skills, IT- enabled transformation practices, advantage dimensions and commercial enterprise price. This version was then tested in a healthcare context. We wanted to understand how large records analytics talents alter organizational procedures, resulting in ability benefits, by reading large records implementation cases. The edition provides a in addition to theoretically, take a tactical perspective of BDA outlining BDA skills. Three substantial path-to-price chains had been diagnosed for healthcare agencies with the aid of using making use of the version, which presents realistic insights for managers.

Paper id: icemma20210175

Certain Investigation on Aspect Based Sentiment Analysis

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Abstract: - In this day and age, there's an incredible interest for information preparing strategies and feeling investigation will be the well-known area among that, both in business and research. Feeling investigation intends to anticipate the assessment esteem, frequently positive-negative scale or impartial, for a given item or administration with the given literary audits. Present day view point-based feeling examination method that doles out conclusion scores to different parts of the item or administration referenced in the survey. Viewpoint based feeling examination might be a substance examination strategy that isolates the substance into points of view (qualities or parts of a thing or organization), by then distributes every one of an end level (positive, negative or impartial) for the given angle. Right now, center around view point-based notion investigation for complete surveys, instead of deciding feeling for angles given in the sentence. The "Angle Based Sentiment Analysis" task centers viewpoint term which is gotten from various sentences referenced in the audits which incorporate order of feelings (positive, negative, clash, nonpartisan). The informational collection utilized here is PC audits. Here we propose the structure for seeing perspectives and analyzing the thoughts using the Support vector machine computation.

Paper ID: icemma20210176

Effect of Mental Workload on Performance during Arithmetic Task

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Abstract. Mental workload is one of the complex representations of an individual's mental state while involving the amount of cognitive processing and resources during the execution of the task. As attentiveness is recognized as the functional state of an individual, we propound that limited capacity of working memory accessible during mental load depends on the functional state of an individual. The present study addresses the interaction of mental workload during arithmetic tasks of varied difficulty indices on executive function. Participants from science and social science backgrounds performed a simple arithmetic task. The low mental workload was manipulated by using a single operator for addition problems and high mental workload through three operators. The same action was performed with a corresponding subtraction operation. The results found during both operations as the load increases the performance decreases and need more time for calculation. The results specify that mental workload may be the outcome of different individual related attributes, including practice, flexibility and experience. The finding of the study suggests the necessity of more adaptable and flexible solutions to overcome the fixed mindset about cognitive functioning. Development of a holistic module towards better solutions instead manages mental workload aspects separately.

Paper ID: icemma20210179

Face Detection Using Generalized Almost Distributive Fuzzy Lattices in Fuzzy Morphological Erosion

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Abstract. This paper presents a fuzzy morphological erosion used for face detection with the help of Generalized Almost Distributive Fuzzy Lattices (GADFL). Face detection is a method to detect a face from a binary image. One of the most widely used fuzzy approaches in image processing is fuzzy morphological erosion operation because of the underlying the structure of distributive fuzzy lattices. Thus, the operation is used mainly in processing of different face reactions (binary image) for which a partial ordering, hence a fuzzy lattice structure is apparent. Finally face detection has been made for input images based on their intensity value measurement. The training images collected from various database such as Peak signal-to-noise ratio (PSNR), Signal-to-noise ratio (SNR) and different structural element of Structural Similarity Index (SSIM). The algorithm performed well and showed 80 percent accuracy on face detection. The software requirements for this paper are MATLAB software.

Paper ID: icemma20210180

Eye (Iris) detection utilizing fuzzy modular lattice ordered m group in fuzzy morphological erosion

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Abstract. With the assist of fuzzy modular lattice ordered m group (FML-MGp), this research provides a fuzzy morphological erosion for iris detection. Iris detection is a technique for identifying a person's iris of eye from a binary image. Because of the underlying nature of fuzzy modular lattices, fuzzy morphological erosion is one of the most extensively utilised fuzzy techniques in image processing. As a result, the procedure is mostly used in the processing of various types of eye (binary picture) that have a partial ordering, resulting in a fuzzy lattice structure. Finally, based on the intensity value measurement of input photos, iris detection has been performed. The training images were gathered from a variety of databases, including the Peak signal-to-noise ratio (PSNR), Mean Square Error (MSE), Maximum Absolute Squared Deviation and the Energy Ratio. The system worked effectively, detecting iris with an accuracy of 80%. This paper's software requirements are MATLAB software.

Paper ID: icemma20210181

Brain Tumour Detection Using PCADFL In Fuzzy Erosion Image Processing

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Abstract. The notion of Pseudo-Complemented Almost Distributive Fuzzy Lattices (PCADFL) is introduced in fuzzy morphological erosion operator using image processing in brain tumour detection. A brain tumour is a deadly disease that can severely disrupt one's life. When tumours form, they are classified as either malignant or benign. Image segmentation is important in image processing because it aids in the detection of suspicious areas in medical images. In this research, we propose segmenting a brain MRI image using the Fuzzy C-means (FCM) clustering algorithm, followed by fuzzy morphological erosion operator filtering, to minimise misclustered regions that are always created after segmenting a brain MRI image for tumour location detection. The efficiency of our method, which also generates a comparatively superior output than certain existing algorithms, is demonstrated by MATLAB experimental findings on several brain tumour imaging databases.

Paper ID: icemma20210183

Information Asymmetry in healthcare and how to mitigate them using AI in Covid 19 - A Systematic Literature Review

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Abstract. The healthcare industry has evolved to be one of the largest industries in almost every country due to a popular trigger of Covid-19 mechanism. COVID-19 health services and education are highly relevant because they are fundamental public resources that define the form of society in which we live both before and after the pandemic. The COVID-19 pandemic has exacerbated the already-existing informality in the healthcare sector. Because of the information asymmetry, doctors are often required to identify and treat their patients using heuristics. The use of protocols and solutions that surface insights into care unit workflows ahead of time will eliminate the need for surface-level data and disarm latent biases, resulting in better patient outcomes. The AI based applications are used to monitor records that have been reported, recovered, or expired. Through AI we can track the mutation of any deadly virus or infection in a comparatively faster duration of time and help prevent potential individuals from getting the infection.

Paper ID: icemma20210184

OT Enabled Mental Health Diagnostic System Leveraging Cognitive Behavioural Science – A Systematic Literature Review

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Abstract. As the complexities of mental disorders grew in tandem with the COVID-19 pandemic, a technical solution to this problem became urgently necessary. To cater to the needs of those who are unable to reach out for direct assistance, IoT-enabled mental health diagnostic systems, in combination with cognitive-behavioral science, are a lifesaver. Advanced devices are used to track various hormones in the body and to apply behavioral and cognitive science to generate effective results. For the purpose of this research, we will review various Research Papers and articles published between 2010 and 2021, highlighting the findings added by these reports and the areas in which they were unable to explore. This research will be highly useful to numerous network and architecture companies that specialize in developing IoT devices for the healthcare industry, as well as to researchers, particularly in the field of neuroscience, behavioral science, and psychiatry. It may lead to stronger use of IoT devices to detect behavioral anomalies and improve effectiveness by taking corrective measures. (*Can the IoT Help with Your Mental Health? - Paratus People, n.d.*)

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Analyzing the approach and the sentiments of Indian citizens towards the COVID-19 vaccine.

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Abstract. A new virus was unearthed in the year 2019, and the entire world was struck by a pandemic. Several different companies and institutions collaborated to produce the vaccine. The definitive answer to the coronavirus pandemic has been outlined as the implementation of a COVID-19 vaccine capable of restricting the virus's spread. The Indian government recently scheduled and launched a large-scale vaccination campaign to combat the covid 19 vaccine.[1] However, there has been some skepticism among citizens, which is due to various reasons. COVID-19 was declared as a pandemic which was a global health crisis. We are now in the year 2021, but normalcy has yet to return, and many parts of the country remain in lockdown. The only way to stop the virus's spread was to develop a COVID-19 vaccine, which was recognized as the definitive response to the COVID-19 pandemic.[2] Numerous organizations concentrated on the vaccine's

development. The most effective way to prevent any pandemic is to vaccinate the common population, including the current Coronavirus crisis [3]. There are several factors that cause cynicism in the minds of the common human being when it comes to COVID-19 vaccines. We'll look at different perspectives and sentiments about the Covid 19 vaccine amongst Indian citizens. We used social media posts as a source of information for this. We used sentimental analysis in Study 1 to see how Indian citizens' attitudes and sentiments about the COVID-19 vaccine changed throughout the COVID-19 crisis. we have performed a literature review to comprehend the critical problems that have created concern in the general public regarding the COVID 19 vaccine.[4] "Vaccination and COVID-19" were the key search terms. We looked for studies that were published during the COVID 19 pandemic and that reported on the phenomenon of vaccination.

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Application of big data analytics for health care – A study on COVID-19

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Abstract. Problem Statement: The sudden and rapid spread of SARS coronavirus in 2019 was catastrophic. The healthcare sector was not able to uphold the sudden outbreak and the hospitals had to take care of an overwhelming number of Covid 19 patients. According to predictions, the second wave will be even more deadly. The total no of covid cases stands at 123 million with recovered 69.6 million and 2.71 million deaths. Why coronavirus is so dangerous is with how much ease it gets transmitted between humans. WHO declared covid 19 to be a pandemic and cautioned all countries to give it top priority ensuring that it gets the highest level for risk assessment. **Solution Suggested:** A pandemic can be mitigated depending on the ability to identify the affected areas, individuals, and potential hotspots on a global level. Analyzing data using big data analytics from the hotspots, where data is easily available with countries and cities. If this data is modeled mathematically and used with AI, important predictions could be made. Information about the movement of people like done in Taiwan where travel history of a woman suffering from cough and diarrhea was correctly used to diagnose that she had covid19. **New Research Methodology:** Contact tracing is essential to predict the outbreak of a disease with data that is collected from different sources, for examples- post with metadata, tags on social media passenger lists, smart cards used in metros, where vehicles were parked, what all places credit and debit cards were used and the travel history. The methodology used is gathering secondary data of contact of what all locations the affected person visited. Data from social media and social networks can be worked upon and reconstructed to predict the outbreak of communicable diseases. **Research Outcome Expected:** The Research requires large amounts of data to be analyzed and help provide a prediction model for similar diseases by using MERS and SARS data. There are examples of companies like BlueDot which used AI analysis of data points from multiple resources and predicted the outbreak in December 2019 mid. Using big data will have its advantages because we can use data from multiple sources and merge them to understand the next COVID19 or similar disease outbreak and predict the possible occurrences in different regions. **Research outcome impact:** AI and Big Data will help in preparing us for emergencies. The research will help in tackling the disease in real-time and help governments and organizations to plan and respond to sudden emergencies, lift public health, identify vaccine candidates. The research paper will help researchers to uncover relationships within massive datasets and help them in decision-making. This paper will help them in integrating information from multiple resources and predicting disease outbreaks

Paper ID: icemma20210187

Internet of things (IoT) enabled healthcare system for tackling the challenges of covid-19 – a bibliometric study

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Abstract. During the COVID-19 pandemic, the world has witnessed rampant use of digital technology in almost every facet of human lives. However, these digital techniques like use of mobile apps have certain drawbacks and constraints. These could be addressed with the use of emerging technologies like Internet of Things (IoT). In healthcare, that is Internet of Medical Things (IoMT). A number of ongoing studies show that integrating security measures with technology will lead to the adoption of stable IoMT applications. Emerging IoMT technologies used in conjunction with Blockchain, Artificial Intelligence, and Big Data, provide feasible solutions. The paper focuses on IoMT models, innovations, and security progress made to tackle COVID-19 issues. This paper contains the bibliometric research highlighting the use of disruptive technology for the diagnosis of COVID-19. It reviews the adoption of contactless services in the post-COVID-19 period along with potential opportunities as well as challenging obstacles for healthcare agencies, policymakers, and customers.

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Application of Fog computing in Healthcare 4.0: A Bibliometric study

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Abstract. Fog computing (FC) which is otherwise called sometimes as fogging, is a processing, storage, and communication architecture that employs edge devices to perform significant amounts of computation through internet routing. The fog computing brings the computation and storage closer to the devices and by doing so, it reduces the latency, improves response time, increases data security and privacy, reduces the cost of bandwidth and in overall increases the speed and efficiency. Healthcare 4.0 is all about collecting large quantities of data and putting it to use in applications, allowing for better-informed healthcare management decisions as well as substantial cost savings. Human beings do not have enough time to consult a doctor on a regular basis about their health because of their heavy workload and lack of time. It becomes difficult for the patients to visit multiple hospitals multiple times for their examination. With Healthcare 4.0 and fog computing a large quantity of information can be processed which can generate insights about the patient's health. By using fog computing real time monitoring of the patient's health can be achieved. It makes healthcare more effective,

dependable, and convenient. Individuals can self-monitor their blood pressure, heart rate, and other vital signs and take preventive measures. The healthcare industry is a latency-sensitive area, as a result, fog computing deployment in this region is critical. Better care, better treatment, and higher patient satisfaction can result from proper analytics and analysis which can be done closer to end devices using Fog. This bibliometric research focusses on the current scenario, application of FC in Healthcare in India and its relevance in healthcare 4.0. This research aims to analyse how healthcare in India has integrated fog computing to enhance the quality of their services, the developments in recent times and what are the gaps in the research. A literature review will be conducted using the academic documents published in peer reviewed scientific journals, white papers, articles and secondary research will be used.

Paper ID: icemma20210192

Congruence Relations on Fuzzy Modular l-ideals in commutative l- m group

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Abstract. The concept of congruence relations on the collection of all fuzzy modular l-ideals is investigated in this work. Let F_l be the collection of all fuzzy modular l-ideals described on the commutative l-m group. The study of congruence relations on the family of fuzzy modular l-ideals begins with this article, which offers key features for the relation between F_l and its congruence relations

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Boolean filters in pseudo-complemented almost distributive fuzzy lattices

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Abstract. In a Pseudo-Completed Almost Distributive Fuzzy Lattice (PCADFL), the concept of Boolean filters is presented, and certain features of these filters are developed. Necessary and sufficient conditions of a proper filter to become a prime filter in PCADFL are defined. Also studied about fuzzy lattice homomorphism of Boolean filters in PCADFL. Finally, in terms of fuzzy congruences, a Boolean filter is characterized.

Paper ID : icemma20210195

A Novel Approach Of Treating Waste Water In An Organic Way Using Tamarind Seeds And Banana Peels

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Abstract: In the current situation, it was thought that treating waste water would be a difficult task for both developed and developing countries. Usually, the waste water contains both organic and inorganic materials. It is mandatory to thoroughly treat waste water before disposing of it in any type of source. Already, several conventional methods have been used worldwide to treat the waste water which is generated in various forms. However, it is not possible to find the perfect solution to waste water as efficiently. While treating waste water, which contains a major percentage of organic content, usually needs utmost care because of the presence of decomposable and harmful matters. Because of advancements in efficiency and economics, the natural method of treatment was usually preferred for treating this type of organic waste in general. In this study, a novel approach was taken to treat the waste water using decomposable organic materials such as tamarind seeds and banana peels, which are used to find a more sustainable and efficient way of treating organic waste water, with the specific goal of expanding the usefulness of previously unusable alternative sources of water. Reusing wastewater after proper treatment is an efficient way to meet the ever-increasing demand for water for construction, irrigation, domestic, and industrial uses. From the results, it was observed that the usage of tamarind seeds and banana peels have removed maximum turbidity and increase the rate of dissolve oxygen content in the treated waste water.

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Color Correction Using Color Checkers

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Abstract: In this work, we present a simple but a different approach to correct colors of digital photographs. Pictures taken on digital cameras do not portray the actual colors of the photo that a naked eye can see. This is because of the surroundings and the lighting conditions a photo is captured in. The problem of colors is solved here using an external component called a color checker. The algorithm takes 2 inputs and gives a color corrected output which helps photographers and a few other areas of work where pictures play an important role. The method we propose has been tuned and tested on various image data. The paper deals with image processing and machine learning for color calibration and to detect the color checker on the target image and uses Python programming language to get the output.

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A Phoneme-Based Method To Recognise Visual Speech Using Deep Learning Model

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Abstract: Lip reading is a skill to identify the words uttered by a person based on visual information. As different characters generate relatively similar lip sequence, it is misleading at the word level, which is challenging for a novice to master. For example, the characters 'a' and 'e' have the same lip sequence. However, given the context of adjacent words in a sentence and a language model, such inconsistencies can be rectified to some extent. A system that can identify the words uttered is achievable using computer vision due to the availability of a large training dataset and neural network models. Our system is designed as a visual encoder - decoder, with visual content being collected and interpreted using convolutional neural networks and generates enhanced speech at the output layer. The system has been testified on a challenging dataset. End to end approach is used to train the model. The proposed system's experimental results show that it has good robustness.

Paper ID: icemma20210198

A State Of Art Review On Application Of Rice Husk Ash In Concrete

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Abstract: The manufacturing of cement and concrete consumes vast quantities of natural resources and aggregates, resulting in significant energy and environmental losses. Additionally, its manufacturing substantially contributes to the release of CO₂, a naturally occurring greenhouse gas. To address these environmental and economic concerns, it is critical to make adjustments and enhancements to current concrete manufacturing processes. This has prompted researchers in the field of concrete engineering and technology to study and discover auxiliary by-product materials that may be utilized in place of component elements in the manufacture of concrete. Rice husk has been proven to be more successful in achieving sustainability in concrete technology. The paper discusses the use of rice husk ash in concrete that is subjected to flexural, compression, and split tensile loading conditions. Additionally, the paper discusses microstructural investigation techniques such as SEM and XRD, as well as durability tests such as RCPT.

Paper ID: icemma20210199

An Extensive Survey On Memetic Differential Evolution

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Abstract- Differential Evolution is one among the most robust and adaptable evolutionary optimization techniques in continual parameter spaces that has been developed in recent years. Differential evolution works in a similar way to a typical evolutionary technique on the basis of computing stages. Differential Evolution is one among the most adaptable and reliable population-based algorithms available, with multi-modal resilience. Since the introduction of differential evolution, it has attracted the attentions of numerous academicians across the world which has resulted in a variety of improved versions of the fundamental algorithm. Given the rapid advancement of Differential Evolution research as well as its application in a variety of fields of science and technology, we believe it is time to give a critical assessment of the most recent studies and to identify some significant future directions. Although several questions remain unanswered, new application areas are developing. This paper discusses some of the current Differential evolution trends in memetic algorithm like Knowledge Based Differential Evolution, Surrogate Model Differential Evolution, Hybrid Differential Evolution, Local Search Based Differential Evolution and some of the performance measures used to determine the effectiveness of the algorithm along with the various applications that the evolutionary algorithm can be deployed.

Paper ID: icemma20210200

Big Data Analysis For The Laboratory Diagnostic Pathways

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Abstract: Big data analytic pathways consolidate stepwise reflex testing with financial viability. They depend on area specialist rules ("assuming... at that point... else"), which can be envisioned as decision trees. In the event that conceivable, these pathways ought to reflect set up clinical rules just as limited situation, on which research and clinical lab center specialists have concurred conjointly. Approval of the programmed decision trees with the leave-one-out strategy confirms that the exactness of all models made by AI is essentially higher than unadulterated speculating. Nonetheless, little changes of the input information bring about particularly degenerate decision trees, which should be approved further regarding clinical credibility. The deductive learning algorithms might be utilized to approve existing or to recommend potential new decision trees. We explain and look at two AI calculations, which naturally create choice trees from research facility information. The Bayes Net classifier gives that the highest accuracy level which is 82.68%, and the maximum precision value is 79.94% which is formed by Naive Bayes Multinomial algorithm. This system recommends that the BayesNet classifier and Naive Bayes Multinomial approaches. It produces the optimal result compare with other classifiers.

Paper ID: icemma20210201

Evaluating The Impact Of A Bus Bay To Minimize Traffic

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Abstract: With the rapid rise of urbanisation today, land rehabilitation, along with urban sprawl and new town construction, has become an important aspect of city development. Roadway capacity constraints and traffic are at the forefront of transportation professionals' concerns. The project focused on improving the technical, aesthetic and economic aspects of an area through improvement proposals. Hence for, the detailed designs and drawings for various elements of the project such as road alignment, signals, footpath, intersection and other traffic regulating aids of the junctions are analysed. This project examined traffic improvement operation plan for Kanjikuzhi area, a town in Kottayam in the state of Kerala through engineering, management and control measures by considering the quality and safety of traffic. The design considerations, construction methods, and material requirements used in the design and implementation of a bus bay. The study also examined the consequences of building the proposed idea and how it may be realised.

Paper ID: icemma20210202

Design And Fabrication Of Control Circuit For Boost Converter Of Solar Panel In Wind-Solar Hybrid System

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Abstract: In this paper, a MW class wind-solar hybrid park has been studied and design of control circuit for the boost converter of solar panel is presented. The solar panel is integrated with the already running Wind turbine. An analog control circuit has been designed using PLECS software to generate PWM pulse for constant output voltage of 1200V from the boost converter in accordance with the varying solar input. Using the voltage feedback approach, a boost converter may step up from a fluctuating or changing input voltage to a greater constant dc output voltage. The output of the converter is measured and compared to a reference voltage using this approach. The difference between the two values will be utilized to generate a pulse width modulation signal that will be used to operate a switch in the boost converter.

Paper ID: icemma20210203

Ensemble Based Approach For Early Prediction Of Alzheimer's Disease

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Abstract. Alzheimer's Disease (AD) is a neurological disorder that is capable of shrinking the brain causing cells in the brain to die, which has no cure till date. It is thought to be caused by the abnormal buildup of proteins in and around brain cells. It is difficult to notice any symptoms when the initial changes are happening, because the brain is attempting to correct them so the individual can function normally. However, with increasing neuronal damage, the brain is not able to correct them and patients start showing some cognitive decline. Researchers believe that this degeneration of neurons in the brain occurs at least 10 years before diagnosis. The significant brain structure changes can be measured by Magnetic Resonance Imaging (MRI) scan. Healthcare organizations are becoming increasingly keen on how artificial intelligence can support better patient care while reducing costs and improving efficiencies. In the recent decade, Convolutional Neural Network has been widely used for image classification tasks with excellent performance. AlexNet and Lenet are Convolution Neural Network models which have had a huge impact on the field of machine learning and computer vision. The proposed system makes use of ensembled Alexnet and Lenet machine learning models to get the best possible result for the early prediction of Alzheimer's Disease, which makes it possible for people to participate in clinical trials to test the latest therapies so that the disease can be prevented or controlled to some extent.

Paper ID: icemma20210204

Deep Learning Based Sign Language Interpreter

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Abstract. People affected by speech impairment can't communicate using hearing and speech and they rely on sign language for communication. The formal and informal communications of these people are affected by the requirement of a human sign language interpreter. There has been quite a significant advancement in computer vision which would enable us to easily track the hand gestures and eliminate the need of a human interpreter for communication. The proposed system tries to do a real time translation of hand gestures into equivalent English text/audio. The proposed system takes hand gestures as input through video and translates it into speech/text which could be understood by a non-signer. By the usage of deep learning technique Convolutional Neural Network (CNN), the hand gestures are to be predicted and converted into equivalent text and by the usage of Natural Language Processing, the predicted text is to be converted to audio. The results of the developed system for sign language recognition and interpretation achieved an accuracy of around 80%. By deploying this system, the communication gap between signers and non-signers could be narrowed down. Furthermore, the developed model can also be incorporated in real world applications.

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Step Ahead To Computer Vision - Leveraging Facial Expression Recognition Using GPU-Enabled Resnet-50 And Squeezenet CNN Architectures

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Abstract. Facial Expressions convey important cues about person thoughts and shows an individual's intentions within a social-based situation. Emotion detection is considered as a popular topic in the field of computer vision. This paper focuses on extraction of deep features for recognizing the emotions using convolutional neural network from the videos. This

system takes the footage of the facial reactions of the person and predict the emotion exhibited by the person every 'n' seconds. Every frame which is extracted from the video is passed through CNN models to predict the emotion exhibited at that particular moment. The methodology of the recognition process used here is ResNet-50 and SqueezeNet. Both these architectures are trained on FER-2013 dataset and tested on video samples to predict the emotions and the point of occurrence. Results obtained from these models are evaluated along with their performance parameters namely confusion matrix, accuracy, precision, recall and f-score.

Paper ID: icemma20210206

Soukya - Virtual Rehabilitation And Monitoring

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Abstract - Exercises can become inefficient and vain, when not done properly. Having a proper pose and proper trajectory while performing an exercise is vital for the exercise to be fruitful. Soukya is a medical tele-rehabilitation application that uses suitable and efficient Machine learning and Computer vision algorithms, which evaluate the correctness of the therapeutic exercises being done by the patient, in real time. The evaluation results provide useful feedback to the patient and also enable the physiotherapist to gain insights on the effectiveness of the exercise routine for the patient, thereby improving the overall quality of the rehabilitation.

Paper ID: icemma20210207

Covid-19 Disease Identification From CT Scan Images Using Deep Learning Based Neural Network Approach

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Abstract- Corona virus disease is a contagious infection down to recently exposed virus named as corona virus. Many of the people are affected by corona virus which makes the respiratory infirmity in addition to that get well from that disease by taking special treatment. In advanced technology, such kind of corona virus disease identification has done via deep learning approaches from Lungs CT images of an individual. In this paper, we proposed three deep algorithms namely DenseNet201, deep neural network, and Deep based pyramid CNN approach for categorizing chest CT images into normal and abnormal. From our experimental results, deep pyramid CNN approach produces better accuracy as 97.75% in corona virus disease identification and classification via train the network layers repeatedly.

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Detection Of Sensitive Data Exposure In Images

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Abstract. In the contemporary age of clever devices and smart telephones, any image taken the use of those devices are straight away auto uploaded to the cloud (Google Photos, iCloud, etc) or internet (Social media sites like Facebook, Twitter, and so forth). And there's an archive of all of the contents that is being uploaded to the internet within the Wayback Machine. So, one have to be careful about what is being uploaded to the internet. Unfortunately, people knowingly or unknowingly upload photos containing sensitive data like: Usernames and Passwords, Credit card or Payment Card Information (PCI), Personally Identifiable Information (PII), E-mail Addresses, Phone Numbers, Social Security Numbers, Aadhar Numbers, Protected Health Information (PHI), Customer's facts, Student's facts. All these sensitive information fall beneath 3 classes: (i) Personal and Private Information, (ii) Confidential Business Information, (iii) Classified Information. Loss, misuse, modification, or unauthorized get entry to to sensitive information can adversely affect the privacy or welfare of an man or woman, alternate secrets and techniques of a business or even the security and global members of the family of a state relying on the level of sensitivity and nature of the records. We have designed a deep studying machine that classifies the data in the snap shots as touchy or non-sensitive. On being categorised as touchy, we can warn the users that their photograph incorporates sensitive data (earlier than uploading to the cloud).

Paper ID:icemma20210209

Precision Agriculture – Coimbatore Based Crop Suggestion System Using ML And IoT

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Abstract—Agriculture rules more than half of India’s population economically. Farmers are not aware of the right crop according to their soil characteristics and site specific parameters. Due to this the yield can be low and their profits are affected. A crop recommendation system has been developed, with an intention to assist the farmers in the Coimbatore district of Tamil Nadu in helping them select appropriate crops based on the soil in their farms. The goal is to mitigate the traditional farming methods, and to achieve this, a combination of machine learning models such as Random Forest, K-Nearest Neighbor and Decision tree is used as an ensemble model. The most suitable crop to be grown depends on the soil quality which is governed by soil and environmental characteristics such as temperature, rainfall, soil type etc. This automated crop suggestion system alleviates farmers from the pitfalls of traditional farming practices and paves way for better agricultural profit and productivity. IoT sensors to measure Temperature and pH of the soil are used in this system to provide the exact values of these attributes giving reliable results. Furthermore, the ensemble model proves to give the best accuracy of 89.27% as compared to the existing ensemble model with accuracy 85.41% and ANN with accuracy 76.1%. Thus, the most precise crop to be grown in the farmer’s agricultural land in Coimbatore is suggested.

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CNN Based Approach For Weed Detection And Segmentation In Sugar Beet Crops

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Abstract. Weeds are undesirable crops in a particular place. These weeds feed on the nutrients provided to the crops and hinder the growth of the plants. Thus, removing the weeds is a major task so that the plants gain the nutrition that is provided to them. To remove the weeds, the major task is to detect where the weed is. Weed detection is a hugely demanding task, especially when it deals with searching for large fields manually. The proposed work is to segment the weeds found in the sugar beet field by using Convolutional Neural Networks. This would involve identifying and segmenting of the soil, crop and weed accurately. The proposed model uses semantic segmentation technique rather than boundary box. The main goal of semantic segmentation is to label pixels of an image with its corresponding class. UNET architecture is used to train the model which contains contracting path that will extract patterns from the available data and expanding path that will generate the image with weeds segmented as output. The task of the trained model is to take input as an image from the user and to generate the image with weeds segmented as an output. The proposed method achieves the accuracy of 0.60 in IOU metric and 10% of error rate. This

segmentation accuracy paves way for selective spraying and also achieves reasonable performance over real-time unseen field data.

Paper ID: icemma20210211

Face Recognition for Masked People Using The Periocular Region

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Abstract. People are encouraged to wear mask in public places during the pandemic. This increases the difficulty to perform Face Recognition for masked people. In this paper, we perform face recognition for masked people using only the periocular region of the subject. Periocular region is a region in the face which includes eyebrow, upper and lower eye fold, upper and lower eyelid, eye with its both inner and outer corner of a person. The dataset used for the experiment is Casia Webface dataset. The images are preprocessed through segmentation and super resolution techniques. The eyes are segmented using the Haar features and super resolution is done using a pretrained deep neural network. A Convolution Neural Network (CNN) is modeled with the pretrained Residual Network (ResNet), ResNet50 architecture as the base network for recognition. It is compared with the existing Scale Invariant Feature Technique (SIFT). The performance of the CNN model with ResNet50 as the base network with the super resolution preprocessed images gives the best result of 77.98 % whereas the existing SIFT Techniques gives only 56.37 % accuracy.

Paper ID: icemma20210212

A Cultural Algorithm Approach To Solve The Maximum Clique Problem

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Abstract. The Maximum Clique Problem (MCP) is a classic NP-Complete problem. The solutions obtained by analytical methods for this class of problems are computationally intractable i.e. the number of computations increase exponentially as the size of the input increases. In this paper, the Maximum Clique Problem is solved using non-traditional methods involving evolutionary techniques such as genetic algorithms, heuristics and the cultural algorithm. The advantages and disadvantages of each method are analyzed. In addition, the combination of heuristics and evolutionary techniques is studied. Experiments conducted over random graphs and the DIMACS benchmark graphs show that the Cultural algorithm combined with heuristics have a better performance over a simple Genetic algorithm.

Paper ID: icemma20210213

Smart Proctoring System Using Computer Vision

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Abstract: - In the current global scenario with covid-19, it is impossible to contact offline assessments. Providing an exam centre near the location of the student is a serious challenge. The limitation in supply of proctors and test centres can lead to extended test schedules. In online assessments without proctoring, cases are often reported of cheating and impersonation. The Face of the exam taker is captured during the online exam continuously with the help of a webcam. In this work we provide the solution to maintain the standard of examination by detecting prohibited gadgets, number of people and face spoofing with help of computer vision.

Chendur Research Foundation

Paper ID: icemma20210214

Colorizing Images Using Generative Adversarial Network

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Abstract. Colorizing images is an age-old problem that has been dealt with in multiple approaches. It involves several variables during color assignment. A commonly adapted approach to formulate a solution to this problem involves the use of convolutional neural networks that convert greyscale images to color pixels through the process of convolution. Although this can yield satisfactory results, we require human evaluation to determine whether a generated image qualifies as plausible and to hand-code the key step of predicting loss using a loss function. In order to mitigate the loss that is found, we make use of generative adversarial networks to model the colorizing problem. We utilize a U-Net generator to generate

colored image samples from converted greyscale images that have been fed to it. A conventional convolutional neural network is employed as the discriminator to assess the probability of realness of the generated image samples from the generator. The generator and the discriminator work competitively until the generated sample images from the generator are qualified as close to real by the discriminator output. With this novel architecture, the model yields a PSNR value of 22.89 dB and SSIM value of 0.922 on the COCO dataset.

Paper id: icemma20210215

Stabilization of Bentonite Clay Using Polymers

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Abstract: Traditional chemical stabilising additives also including cement and lime have been frequently used to enhance the engineering qualities of unstable soils with high compressibility and poor shear strength. Chemical and mechanical stabilisation techniques are used to enhance the engineering characteristics of soil. Substitute eco-friendly additions to standard chemical stabilisers still have potential to dramatically impact the field of soil improvement globally, with a strong demand on the use of higher sustainable and environmentally friendly resources in the built and natural surroundings. The recent studies reveal that geopolymers and biopolymers may be used to stabilise bentonite clay as an ecologically friendly stabiliser that can promote the engineering characteristics of clays.

Paper ID: icemma20210216

Effective Industrial Workstation Design Using Ergonomic Analysis For Employees In A Pump Manufacturing Industry

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Abstract. This study investigates a work posture of an employees to improve comfort and to improve productivity of an organization. This study will include ergonomics practices in work station. In case of any mismatch of employee's anthropometry with work station leads to disorders of the soft tissues (muscles, tendons, ligaments, joints, and cartilage) and especially at lower back pain, it will lead to musculoskeletal disorder (MSD). musculoskeletal disorder causes pain in joints, muscles and ligaments. It will lead to fatigue concentration in work postural, decreases the productivity etc. Hence this study

focus on human fatigues on work posture of an operator in a pump manufacturing company. A questionnaire was framed and provided to employee and so that fatigue concentration is prioritized. RULA (Rapid Upper Limb Assessment) & NIOSH (National Institute for Occupational Safety and Health) assessment is conducted to know severity in fatigue concentration while doing an operation and while lifting a job respectively. This project aims to develop a newly ergonomically designed workstation in order to reduce postural stress and to improve productivity. To study a simulation on work posture fatigue it is necessary to know the anthropometry of an employee's and statistical study on anthropometry data is done to know the impact percentile populations such as P5, P50 & P95. Based on statistical study high impact percentile population is provided as input for simulation. The ergonomic simulation software 3DSSPP is used to develop a 3d model of work posture of an operator in work station and analysed to know fatigue level and simulation is done to improve a comfort while doing an operation.

Paper ID: icemma20210217

Effective Detection of Income Profile From Census Dataset

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Abstract: The world today has evolved into a data driven design model, where the entire information about an individual can be found through different applications. From such comprehensive data, hidden and meaningful patterns of information can be retrieved with proper algorithms and data mining techniques. Census information is a data collection of people in a country, emphasizing the family information. The social-economic factors of different families can easily be derived from the census information maintained by the government. The socio-economic status of a country is also determined by the wealth of its people. Data mining techniques can be implemented to derive meaningful patterns and monitor huge volumes of information at ease. For identifying the same, it is necessary to process the income rates of different professions, nature of jobs, proportion of people involved in the particular job or profession. In a highly populous country like India and China, it is almost impossible for manual techniques, when tracking, monitoring and finding patterns for general causes. To overcome the said difficulties and to improve the accuracy of predictions, the article presents a novel technique for obtaining the different income groups through automated strategies. We try to address the problem of predicting the range of income of a customer which happens to be, a challenging problem for any entrepreneur to enhance this business, the data mining research community. Here in this study article is based on a reasonably big dataset which contain international data accumulated at UCI repository. We propose a new combination of data preprocessing involving two stages namely the filtering with normalization and shuffling operations. The performance in term of accuracy and F-measure is presented with appreciable enhancement.

Paper ID: icemma20210218

Performance Optimization Of The Process Parameters By Using L₁₈ Mixed Orthogonal Array In Electrochemical Machining Of Aluminium Metal Matrix Composite By Using Topsis Analysis

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Abstract: Electrochemical machining (ECM) is best suited for machining Aluminium metal matrix composites (AMMC), which are finding wide application in various industries. In this research AMMC specimens were fabricated in a stir casting machine using Aluminium 7075 alloy with varying composition of boron carbide (B₄C) AMMC with 5% B₄C is designated as specimen 1 and AMMC with 10% B₄C is designated as specimen 2. Multi objective optimization of the process parameters on AMMC specimens for machining of micro-holes in ECM using mixed L₁₈ orthogonal array (OA) were considered. The stainless-steel material was selected as the tool with a diameter of 0.5 mm and the outer circumference of the tool is insulated. Techniques such as Technique for Order of Preference by Similarity to Ideal Solution (TOPSIS) and Principal Component Analysis (PCA) were used for obtaining the best parameter combination for machining speed, diametral overcut (DOC) and Delamination Factor (DF). Electrolyte concentration, voltage and duty cycle is considered as a input parameters. Sodium nitrate is used as an electrolyte. The circular hole is obtained at electrolyte concentration 35 g/liter, voltage 11V and duty cycle 70 % for the specimen 1 and it is the optimal combination obtained by the TOPSIS and PCA method. Analysis of variance (ANOVA), the table depicts that the duty cycle contributes about 53.5 % towards the machining parameters. The machined holes images taken by SEM were analysed and circular holes with good circumference finish were obtained on AMMC specimens 1 and specimen 2 for various parameters for the insulated tool. EDAX analysis is performed to study the mechanical properties of the specimen.

Paper ID: icemma20210219

Box-Behnken Analysis on Crystallinity Of Microwave Air Plasma Treated Micro Crystalline Cellulose (MCC) Powder

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Abstract: The paper describes the influence of microwave plasma treatment on the degree of crystallinity of microcrystalline cellulose (MCC) powder isolated from raw cotton fiber using acid hydrolysis process. The attribute of crystallinity viz., Total Crystallinity Index (TCI) that can be calculated using FTIR spectral data is altered during plasma treatment. This study aims to obtain maximum positive crystallinity change within controllable range of plasma parameters. Design of experiments (DOE) approach is applied to study effects of individual process parameters and interaction effects on changes in crystallinity of MCC powder after microwave plasma treatment. Box-Behnken design (BBD) is utilized to develop statistical experimental model to reduce time and resource involved to obtain efficient plasma parameter combinations for better positive crystallinity index change. Based on the statistical analysis and experimental verification, change in degree of crystallinity has been optimized based on maximizing the positive change, because MCC powders with higher degree of crystallinity is considered as an efficient particle reinforcement material.

Paper ID: icemma20210220

Analysis On Oat Systems For RFID Devices

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Abstract: OAT Merchandise Visibility provides retailers real-time visibility into the inventory of RFID tagged merchandise through the supply chain and in stores. OAT Merchandise Visibility provides an end-to-end solution for the retail supply chain right from manufacturing to distribution and also throughout the store. It provides insight into their operations and execution challenges, from the point of manufacture through point of sale. This is done by integrating RFID from the point of manufacture through logistics and distribution operations and the stores. The various scenarios are deployed and developed from the handheld. Existing. NET CE SDK cannot be customized for new cases. So, OAT Mobile SDK for iOS helps in terms of both customization and portability.

Paper ID: icemma20210221

Optimized Semantic Mapping Of XML Elements

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Abstract: Interoperability is a major concern for many data sources as each individual data sources are defined with a different schema. Many business systems, such as CRM and marketing data, are merged to create a unified picture of the data from which new consumer insights can be derived. Data integration is a method of presenting a unified view of data. The Extensible Markup Language (XML) is rapidly gaining popularity as a data exchange format and a data model for databases, industry applications, and internet services. Data sources differ in schema but may include similar data, necessitating the development of data integration tools for XML data. It is necessary to construct semantic mapping in order to merge data from disparate data sources. The mapping is accomplished by determining how the data sources are semantically related. The proposed system uses bi-partite graph representation and apply Kuhn-Munkres algorithm for mapping the sources. The weights between the graphs is obtained using the syntactic and semantic similarity measures. Reeds and Washington State University's xml data sources are used for experimentation to evaluate the system. The performance of the system is analyzed using precision, recall and f-measure.

Paper ID: icemma20210222

Prominence of Sustainable City In The Progress Of Indian Economy- A Review

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Abstract. India is the land of agriculture combined with a wide variety of cultures and diversity. But, our country's economy is not decided only by farming activities and also by the growth of industries. During the period of industrialization, the migration of people was initiated largely and the movement from village to the city becomes higher. Due to this, the growth of the population in a particular area upsurge more than the rural area and that directly leads to an increase in the growth of the economy. To maintain the growth of this economy as steadily, the government was initiated various plans to fulfill the basic needs of peoples who exist in that industrial area. Among the basic needs, providing shelter in the means of providing a home to the people and industry set up for the workers becomes a major task. During this scenario, a large number of houses and industries were constructed throughout the country as reinforced high-rise buildings and industries, development of roadways, etc., by continuous extraction of Mother Nature. In this current situation, due to the continuous exploitation of nature activities, the mother country becomes the worst place for living beings' day by day and this brings us to live in a vulnerable future. To balance the race between economy and nature, many developed countries have understood this seriousness and change their attitude towards protecting nature by practicing the concept of sustainability in their construction for a very long period. But in our country, the term sustainability was in an emerging stage. Sustainability in construction means that make the habitant live combined with nature and positive amenities such as health, economy, social and environmental through implementing the limited usage, recycled, eco-friendly and low-cost type of material in the construction. It is very important to protect the resource of nature in order to maintain the stability of the country's economy. In this paper, it was studied that the root factors, methods and materials which are essential for the successful implementation of sustainability in construction, especially in urban areas.

Paper ID: icemma20210223

Hybrid Feature Selection Using Multiple Feature Ranking And Clustering Techniques

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Abstract. With the immense machine learning models and algorithms developed, feature selection and feature ranking play an essential role as they not only facilitate the machine learning algorithm to train faster but also makes the machine learning model less complex, easily interpretable and more accurate. In Feature selection, the redundant or irrelevant variables in the input data are eliminated and in feature ranking, the features will be ordered based on some scoring function which in turn is based on the relevance of the features. Most of the feature selection methods known work only with a single feature ranking technique. There exists a new way [1] where the clustering of variables are combined with various feature ranking techniques in order to select the best feature subset. In the feature selection framework, the feature ranking subsection identifies relevant features and the clustering subsection discards the redundant features. But there are certain flaws in the above-mentioned technique. The threshold value was not set based on a specific criterion, it was randomly selected and the union of all the clusters results in a large set of features and this must be optimized further. In the proposed method we aim at developing a hybrid solution that improves the accuracy of the feature selection mechanism. Our method eliminates the need to explicitly set the threshold and it performs better than all other evaluated feature selection techniques on testing, with an accuracy of 94% for Ionosphere dataset, 97% for Wine dataset, 51% for Vowel dataset and 95% for WDBC dataset.

Paper ID: icemma20210224

RAGE - A Versatile Drug Target For Alzheimer's Disease

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Abstract: Alzheimer's disease (AD) is a chronic neurodegenerative disease which accounts for 60–70% cases of dementia. Worldwide, around 50 million people are affected by dementia and every year nearly 10 million new cases are being reported. Major cause of AD is abnormal accumulation of amyloid beta in the brain cells which in turn forms neurofibrillary tangles that leads to failure of synaptic transmission and neuronal degeneration. Deposition of amyloid beta is governed by various factors in which Receptor for advanced glycation end products (RAGE) plays a critical role in pathogenesis of AD. RAGE is a key pattern recognition receptor of the innate immune response and mediates diverse physiological and pathological effects through cellular signaling pathways leading to inflammatory reactions. In this context, the potential role of RAGE in cognitive impairment and as therapeutic target for AD is an interesting topic to review. In this essence, this review emphasis on RAGE and its isoforms in human, pattern recognition of RAGE for diverse ligands, role of RAGE in AD through RAGE and amyloid beta interaction, involvement of RAGE activated signaling pathways in neuro-inflammation, role of sRAGE in amyloid beta clearance, sRAGE as therapeutics for AD and development of RAGE inhibitors. This chapter overviews RAGE as potential therapeutic targets for Alzheimer's disease.

Paper id: icemma20210225

Recurrent Neural Network based Predictive Virtual Machine Migration in Hybrid Cloud

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Abstract. In recent years, Cloud computing has evolved as a widely accepted technology. Security and data availability are some of the key features of the cloud. During critical times like natural disaster or unexpected server downtime in the data center, Virtual Machine (VM) migration technology helps to preserve the data by moving the resources from one physical server to the other. The process of moving VM's from one physical server to other parts of the same server or to other server within same data center or to other data center is known as VM migration. Few of the challenges in VM migration are security issues, network bandwidth, and volume of data to be transferred. VM migration is to be done with compliance of the Service Level Agreement (SLA). Few of the techniques for migration the VM are statistical approach, machine learning (ML) and neural network approach. This work surveys various VM migration techniques, evaluates the best migration technique for multi-user cloud environment. The results shown that Recurrent Neural Network (RNN) algorithm is found to be best suited since it produces best results compared to the traditional algorithms.

Paper ID: icemma20210226

Leadership And Employees' Attrition In Manufacturing Companies

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Abstract: Considering today's competitive market, managing an organization's competent and qualified human resources is critical to success. In order to attract staff, the industry usually raises executive compensation. It's a difficult task for any leader in charge of more than one staff in a corporation. Administrators are frequently untrained on how to keep employees from quitting. Employers view turnover as a loss of productive employees and talent. However, there's more to attrition than a shrinking population. Entrepreneurs take with them the necessary skills and qualifications they gained throughout their time as employees departing a company. Here is where leadership styles, as well as skills, play a critical influence in lowering attrition rates. The current study examines the impact of leadership styles on the many factors of attrition in the manufacturing sector in this context.

Paper ID: icemma20210227

STATIC ANALYSIS OF VULNERABILITIES USING LUA

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Abstract. As technology advances, cybercrime is becoming more prevalent. New methods for detecting inconsistencies that may harm the network are being developed. Many businesses have utilized vulnerability scanning to detect security flaws. The term "vulnerability" refers to the flaws in a system that allow it to be attacked. Vulnerability assessments allow for the development of current solutions to safeguard the system from being compromised. Several scanners are available now that use a programming language to detect and attack network vulnerabilities. The goal of this paper is to create a vulnerability scanner that uses the host's network functionality to discover security vulnerabilities using LUA scripts. The proposed method can be used to decrease the host's memory footprint.

Paper ID: icemma20210228

Ameliorated End-To-End Deep Learning System For Self Learning Cars

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Abstract. The introduction of self-driving automobiles in today's society necessitates the development of high-quality algorithms to guide them. Convolutional neural networks are extensively utilised because of their ability to classify images based on observed attributes. The proposed solution entails steering a car autonomously using just the windshield view as input. This is accomplished by using Convolutional neural networks in an end-to-end deep learning strategy, as proposed by NVIDIA for self-driving automobiles. To improve the accuracy of existing models, the neural network will be supported with inputs from image processing modules that identify lane markers and cars. Reduced costs, increased safety, and increased mobility are all advantages of providing such an algorithm for retrofitting existing cars.

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Predicting Autism Spectrum Disorder Using Stacking Based Ensemble Model

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Abstract. Autism Spectrum Disorder (ASD) is a group of developmental disorders that result in behavioral and social challenges to the ones that possess them. Patients with ASD are different from most others in the manner they interact, communicate, learn and behave. They struggle with various routine chores and often need extra care. ASD is often misapprehended as an Intellectual Disability. Some people with ASD may show high intelligence while others do not. Some do well during social interactions while others do not. This kind of unpredictable and wide range of symptoms and characteristics are denoted by the term spectrum in Autism Spectrum Disorder. Due to the complexity and variety of ASD, it commonly takes a long term from detection of the behavioral symptoms and symptoms to the definitive diagnosis, which unavoidably ends in the lagging of crucial remedies or intervention. Early confirmation of ASD will improve the general mental wellness of the patients. With the advancement of machine learning, it has become possible for neurologists to use machine-learning algorithms to perform early diagnosis of ASD. In this paper, an effective classifier model based on ensemble learning is applied to predict the presence of ASD with more accuracy. In the stacking-based ensemble, heterogeneous weak learning models work in parallel. The individual outputs are combined by training a meta-model to predict based on the different weak models' predictions. XGBoost is used as the meta-model as it performs various system optimizations and algorithmic enhancements. The results show that stacking with XGBoost achieves higher accuracy compared to individual classifier models.

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Advanced Dam Monitoring with Wireless Emergency Alert Systems

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Abstract. A heavy change in ecological circumstances as well as topographic environments leads huge catastrophes. For accumulating human life, examining these alterations is a great confronts. This paper proposes advanced wireless sensors technology generates the emergency alert systems while monitoring dam. Together with examine, subsequent achievement to be in use based on particular boundary furthermore significant. The proposed technology facilitates to alert in close proximity people by means of SMS through GSM. Also LCD display is attached to display the information such as alert system. In wireless sensor, fixing the threshold limit and if the value exceeds that particular limit, the servo motor will receive alarm especially Buzzer passing messages to admin to open the dam for monitoring. If it doesn't get any alarm signal, the dam remains closed. In such a way, we are monitoring dam using wireless sensors technology emergency alert system.

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Modeling the Effect of Fuel Consumption With Traffic Congestion Parameters

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Abstract: Traffic jam and congestion is a rampant phenomenon in Indian urban and suburban areas exploding with increasing population. Vehicular load exceeding the designed capacity of a carriageway results in this phenomenon. In addition, parking demand further restrict the capacity and hamper the passage of vehicles. Indian cities are the most traffic congested areas which results in unnecessary idling and fuel wastage. This study aimed to analyze the energy consumption of transportation system due to traffic congestion. A radical approach to evaluate traffic congestion is done by using Moving observer method in which traffic stream parameters are obtained by going in a car along the traffic flow in the study area Tambaram to Chengalpet (A stretch in NH 32) in Chennai to find out the traffic congestion. Based on traffic flow parameters, study area is ranked with the level of service on the congested spots according to highway capacity manual. Energy consumption can be determined by correlating to the traffic congestion in different states of flow and suitable alternate solutions are suggested to meet the demand and economy of the fuel consumption in the transportation systems.

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Regional Linguistic Semantic Approach For Search Engine Optimization

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Abstract. Search engines will produce results for the submitted query. The results may or may not relevant to the user search. The results produced will be better if the search is personalized based on the user's area of interest. Ontology should be created automatically and it helps in recognition of the keywords based on user's interest. The keywords collected are stored in database and often used for multiword expression. A Database is created and maintained. It stores the terminologies and relation between the nodes in the database. The answer given to the query is not satisfied by the user, the query feature is withdrawn and fuzzy c-means algorithm helps in clustering. If the user is satisfied the process is repeated.

Paper ID: icemma20210234

Utilization Of Machine Learning For Deliberate Decision Making At Educational Institutes

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Abstract: In numerous associations, information digging procedures are utilized for investigating enormous measure of accessible data's, data for dynamic procedure. In instructive area, Data digging is utilized for wide assortment of utilizations, for example, recommendation to the understudy's dependent on tenth imprint and intrigue. One of the most significant achievements in a person's life includes self-examination, basic reasoning lastly dynamic. The decision of the profession is impacted by perspectives on your folks, companions, family members, educators and the media. Today with a more extensive decision and a regularly expanding rivalry, you have to design your vocation shrewdly and at the most punctual. While picking a stream after tenth, an instructional class or a vocation and twelfth gatherings you should know your capacities, interests, and character. Other than these you should accumulate data with respect to various profession choices, the qualification criteria, the head foundations/Schools, and other criteria of determination and the market requests.

Chendur Research Foundation

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Application Of Digital Image Processing To Identification Of Diseases In Paddy Crops

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Abstract: This paper is a proposal to Identify and detect plant diseases in the field of agriculture and will be a challenging task. Proposed technique of automatic monitoring and detection of pest diseases in the agriculture field. Image processing involves capturing the image and applying various pre-processing techniques like segmentation transformation and feature extraction etc. By comparing the normal image and the received image to detect pest in the image. The result obtained from the Matlab is

given to the controller. The controller takes the required control action with degree of effects of pest on the paddy crops. Depending upon the affected percentage, pesticide will be provided to the crop. This results very efficient and fast detection in the rice field.

Paper ID: icemma20210236

Global Eye Disease Diagnosis For Retinal Fundus Image Segmentation

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Abstract: Diabetic retinopathy is a common disease who having with long standing diabetic. Early detection of this disease protects patients from losing their vision. At first, diabetic retinopathy does not cause any kind of symptoms or solely delicate vision issues. Diabetic retinopathy symptoms may include Blurred vision, colour blindness, dark wool and Vision loss. Diabetic retinopathy usually affects both eyes. The condition can develop in anyone who has type 1 or type 2 diabetes. Type 1 is a chronic condition in which the pancreas produces little or no insulin and type 2 is a long-term metabolic disorder that is characterized by high blood sugar and insulin resistance. It occurs mostly due to the less control over the diabetes and less care taken to control it. In this project is discussed about the methods of diagnosing of diabetic retinopathy using artificial intelligence. The retinal image samples are collected from hospitals or captured using fundus camera. The retinal image of the deceased is segmented to find the diabetic levels of the patient through which the stage of the disease is diagnosed. Initially the image of the deceased is segmented and pre-processed using image processing. The segmented image is classified and identified using Artificial Intelligence (AI).

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Self-Organizing Mobile Networks In QoE-Driven Anomaly Detection Using Bayes Algorithms

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Abstract: To identify defective service nodes in self-organizing mobile communication network, current processes employ networks-centric methodologies. The Quality of Experience (QoE) measure is utilised to assess the end-user involvement in this study, which leads to a user-centric strategy and an unique approach for anomaly identification. In a networks situation developed using the ns-3 network simulators, the system models shows how dysfunctional portionNodeBs are effectively diagnosed by applying a parametric QoE model employing machine learning for estimate of user QoE. This method might be crucial in the development of forthcoming ultra-dense and green mobile communication network that are self-organizing and self-healing. This research work finds that the Complement Naive Bayes has lowest accuracy level compare with other classifiers which is 54.89%. The Out-of-core Naive Bayes and Multinomial Naive Bayes classifiers have more or less same like 65.93% and 65.92% of accuracies. The highest accuracy level is 72.94% which is produced by Gaussian Naive Bayes classifier.

Paper ID:20210238

Novel Ensemble Approaches In Self-Organizing Mobile Networks Using QoE-Driven Anomaly Detection

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Abstract: To identify defective service nodes in self-organizing mobile communication networks, current processes employ network-centric methodologies. The Quality of Experience (QoE) measure is utilised to evaluate the end-user experience in this study, which leads to a user-centric strategy and an unique methodology for anomaly identification. In a network scenario developed using the ns-3 network simulator, the system model shows how dysfunctional serving eNodeBs are effectively diagnosed by applying a parametric QoE model employing machine learning for prediction of user QoE. This method might be crucial in the development of future ultra-dense and green mobile communication networks that are self-organizing and self-healing. In this research work proposes that the highest accuracy level is 83.94% which is produced by Stacking classifier. The Stacking Classifier has highest precision value i.e., 0.84. The Stacking Classifier has highest recall value i.e., 0.84. The Stacking classifier has 0.62 kappa statistic value. So that this classifier has a substantial agreement compare with other classifiers. The Randomizable Filtered Classifier and Random Committee classifiers have same Mean Absolute Error which is 0.25. The Randomizable Filtered Classifier is 0.4 Root Mean Squared Error value. The Stacking classifier has produced optimal solution compare with other models.

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A Feedback Batch Arrival Retrial Queue with Priority and Collisions

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Abstract. A detailed study of retrial queueing model with collisions, feedback and priority customer is analysed. This model provides various applications like packet switching networks, random access protocols in local area networks, e-commerce systems, production systems and real time situations. The objective is to derive performance measures like stationary probabilities, expected orbit and system size by Supplementary variable Method. Upon busy server, the incoming batch either enters to the retrial queue or one of the customers disrupts the existing customer to get service and the disrupted customer with remaining customers join the retrial queue or creates a collision with existing customer and all being shifted to the retrial queue. When the server is available, the customer in batch begins service and others enter the orbit. The customer is allowed to make feedback. We discuss special cases for this model and analyse the numerical results of effects in various limits on system measures.

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Uncertain Multi Objective Multi Item Four Dimensional Transportation Problem With Vehicle Speed

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Abstract In this work, multi objective multi-item four-dimensional transportation problem with vehicle speed consisting of uncertain variable parameters is studied. Due to bad road conditions, the rate of variation of speed of the vehicle may vary in different routes and the speed of different vehicles are also considered first time in the time minimization transportation model. Equivalent deterministic models for the uncertain programming model are proposed by using chance constrained and expected value method. Finally, goal programming technique is applied to derive a suitable compromise solution of the uncertain multi objective multi-item four dimensional transportation problems with consideration of vehicle speed. An illustrative real-life situation is discussed and optimal results are displayed to demonstrate the proposed methodology.

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Effective Robustness Optimization Of Scale Free Mobile Adhoc Networks

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Abstract: With the great improvement in communication technology, MANET has obtained a lot of importance in different applications such as disaster management, communication for military purposes, monitoring of the healthcare sector, remote education, visual surveillance, etc. A dynamic and autonomous communication paradigm is needed in much-improved applications to offer a faster service. Manet is a good way for this type of application in that the mobile tools are integrated and formulated into an infrastructure-less network. Path selection and energy management are the major problems of MANET due to its dynamic nature. In this research, the article ZRP is used to find the optimal path and managing the energy of the nodes.

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Performance Analysis Of Various Supervised Machine Learning Algorithms For Detection Of Attacks In 5G Network

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Abstract. Security in wireless network is a major challenge in upcoming 5G networks with the Internet of Things (IoT), which connects a range of devices to networks to enable sophisticated and intelligent services, must safeguard user privacy and combat various services of attacks. We look at IoT security solutions that use machine-learning (ML) approaches, ML-based malware detection to protect data privacy are the focus of this article. We also discuss the challenges that need to be addressed to implement these ML-based security schemes in practical IoT systems. The various performance metrics are analyzed and Evaluation results shows that Random Forest classifier predicts all categories of attacks effectively with an accuracy of 94.5% and Decision tree classifier outperforms other machine learning algorithm in terms of prediction time

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An Algorithm for Simulation Based Estimation of Parameters Characterizing a Stochastic Process

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Abstract: In general, the axioms defining stochastic processes are straightforward. However, estimating a process's parameters from data is extremely difficult when conventional techniques are used. This is due to the complexities inherent in obtaining and evaluating closed forms of likelihoods. The authors have developed an estimation technique that identifies the parameters that produce the most realistic simulations

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Decision Support System For Reliable Prediction Of Heart Disease Using Machine Learning Techniques: An Exhaustive Survey And Future Directions

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Abstract: Current statistics by Centers for Disease Control and Prevention (CDC) says, an estimated 17.9 million people died from cardiovascular diseases (CVD), representing 32% of all global deaths. This will increase and may reach to 50% in 2050. Cardiovascular diseases (CVD) continue to be the prominent cause of mortality globally, making early detection of heart disease critical. A recognition method for heart disease depends on computer-facilitated diagnostic techniques, where information is collected through various resources and analyzed using computer-based efficient algorithms. Previously, computers were applied to create knowledge-centered clinical decision support systems, which applied medical professionals' expertise and manually transferred it into computer systems. This procedure is time consuming and is highly reliant on the judgment of a medical professional, which may be subjective. Machine learning (ML) algorithms have been applied to solve this problem by automatically gaining information from examples or raw data. When heart expert physicians are not accessible in city, distant, or rural regions, an accurate automated system may predict a significant part in initial phase of detection of heart disease in impoverished nations. The goal of this study is to give a thorough review of decision support system (DSS) using ML approach for the cardiovascular disease prediction using UCI dataset, evaluate the chosen papers, discover literature gaps, and assist investigators who wish to use ML or data mining in Heart disease projection.

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Monitoring of Masonry Structures Using SHM Approaches

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Abstract: Masonry structures are made up of separate pieces that are set out and mortared together. Bricks, tiles, granite, limestone, glass block, concrete block, marble, and other building materials are prevalent. Masonry is a very long-lasting kind of structure. In masonry buildings, structural health monitoring (SHM) is significant for examining cracks, moisture penetration, discoloration, spalling, displacement, and bond failures. SHM of masonry structures has been addressed in depth in this research to anticipate damage in the early stages utilizing sensors and SHM methods. Predictive analysis, damage detection, and the use of SHM in masonry buildings are discussed in this article.

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Study Of Dust Control System IN 6MW Captive Thermal Power Plant

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Abstract: Analysing the existing coal handling system for reduce the dust emission. To obtain the coal introduce the dust collection system in the coal handling system at different places. The area is selected where the dust collecting system is introduce by observing the existing coal handling system. The three main areas where the coal dust come very high is I. crusher house, ii. Belt conveyor 1 & Belt conveyor 2 junction, iii. Bunker top. At these three places the dust collecting system is introduced to avoid the maximum dust emission. The dust collection system is used to collect the coal dust as well as reuse the coal dust for firing. Analysis the existing coal handling plant that is without dust collection system and analysis the coal handling system after introduce the dust collection system is noted. Coal handling system with the dust collecting system is reduce the coal dust emission to the atmosphere and it used to run the power plant economically by means of reusing the coal dust as a fuel. The dust collecting system also used to keep the plant and environment clean.

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Impact of RSETIs on Entrepreneurship Development & Employment Generation

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Abstract. The Rural Self Employment Training Institutes play a significant role in reducing poverty and create income and employment opportunities. The Rural Self Employment Training Institutes (RSETIs) operate in almost all the districts in India. They are provided with several programs to develop entrepreneur skills & self-employment in the rural youth. The RSETI is a replicated model of Rural Development and Self Employment Training Institute (RUDSETI). This distinctive initiative is established jointly by Sri Dharmasthala Manjunatheshwara Trust (SDME), Canara & Syndicate Banks supported Ujiri in Karnataka. The lead banks in the districts take responsibility for developing and managing it. RSETIs are spread almost in every district in India. 587 RSETIs have been established, which not only impart training to the rural youths for different economic activities but also extend supports to beneficiaries to settle through self-employment by providing credit linkage to the beneficiaries. The research paper aims to study the impact of SBI RSETI Chilkur, rural self-employment training program, on the beneficiaries of Ranga Reddy District RSETI (Hyderabad). A study was conducted to find the no. of programs conducted, to studies the trends of participation of women and weaker sections in RSETIs training, rate of settlement (Employment Generation), time is taken to establish the enterprise, and role of RSETI in supporting the trained candidates in the settlement process. Data were collected through a personal interview approach from the beneficiaries who took the training during the year 2019-20 and were engaged in different entrepreneurial activities.

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OSS: The Basic Understanding of Open Source Software

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Abstract: Open-source software OSS is a type of computer software in which source code is released under a license in which the copyright holder grants users the rights to study, change, and distribute the software to anyone and for any purpose. In this article, we have tried what is OSS, what are the benefit or advantages and disadvantages of open-source, categories of OSS. Thus, it is argued in the Open-Source movement that software development is faster and more efficient if done in an open environment where the source code is open and all potential interests from different parties are accommodated in and allowed to contribute to the development. The study is mostly based on secondary data. The required data has been collected from various sources i.e.

research papers, journals various publications, websites & data that are available on the internet. Software development for the GNU operating system began in January 1984, and the Free Software Foundation (FSF) was founded in October 1985.

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Issues and Challenges in Digital Learning

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Abstract: Education gives us an understanding of the world around us and offers us an opportunity to use that knowledge wisely. Irrespective of race, creed, and gender, education makes it possible for people to stand out as equal with all the other persons from different walks of life. But unfortunately, due to Covid-19 children are not able to meet, touch and feel their friends. If this scenario continues the purpose of education is defeated.

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Prediction and Detection of Cardiovascular Diseases based on Machine Learning Models and Cohort Analysis

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Abstract: Cardiovascular diseases are one of the common reasons for high fatality rate across the globe. The purpose of Medical Systems and Computer aided diagnosis systems intend to predict the onset and outcomes of the patients by measuring their risks from time to time. Implementation of machine learning algorithms has helped various methods to identify high risk factors among the patients and how different machine learning algorithms before in terms of predicting the risk levels. Detection and prevention of cardiovascular diseases and risk factors are the only way of preventing high fatality rate. In this regard, data collected from different sources and openly available National Health Insurance Service-Health Screening are subjected to analysis by different machine learning algorithms with suitable measures. Along with the powerful machine learning library, cohort analysis is included for improving the accuracy where the groups of patients are discriminated by their age, habits and

gender apart from the demographic information. From the comparative analysis, it is evident that extreme gradient boosting algorithm and random forest algorithm with suitable hyperparameters has yielded promising results. The accuracy of the said models has produced 82% accuracy on an average, in terms of operating characteristic curves. It is determined that cardiovascular diseases are prevalent due to a number of reasons commencing from high cholesterol, lesser density of lipoprotein cholesterol, waist height ratio, BMI, and other habits such as smoking and drinking. The proposed mechanism tested implementation of machine learning algorithms with cohort analysis and has proven to be outperforming The Other state-of-art method by demonstrating consistent percentage of accuracy in predicting the risk factors.

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Level Monitoring Using Mobile Camera Image Using Machine Learning Techniques

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Abstract. Recurrent water level measurement is more efficient in conservation of water and reduces the water loss. The critical target in building up a framework is to screen the water level all the more often and make preparatory strides for a uniform utilization of water to all the frameworks. Since water is one of our fundamental assets for our everyday life so advancing a few thoughts in observing the water level, discovery and estimation done utilizing pictures of level scales. At first division of level scales picture is finished utilizing below average irregular woodland classifier dependent on SVM of textons. Images are converted to matrices and numbers by applying pre-processing with image data and converting into some metrics segmentation. The complete images are converts into numericals using Gabor Filter in weka tool and the by applying all the 60 feature and selecting the attributes and choosing ranker methodology The final step is to find the unique step for determining the water level detection. The water level can then be uploaded to the centre where the decision on water level is authenticated and the flow can be raised or reduced.

Paper ID: icemma20210252

Exploring Root Cause For Employee Attrition: Human Resource Practice Or Policies

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Abstract: The study's goal was to see if HR practises or policies contribute to employee attrition. A total of 384 samples were considered for this study. A basic random sample strategy was used for the study. Employees in the Tamilnadu hotel business filled out a systematic questionnaire, and the information was gathered. HR practises and policies were used as

study variables in this study. It can be concluded from the study that there is no substantial difference in view regarding HR Policies in terms of demographic profile. In the case of HR Practices, there is a major variation in opinion with regard to demographic profile. Also, it was found that HR practices significantly contributes to employee attrition than HR Policies. Hereby it is suggested to have liberal HR practices to reduce employee attrition in the Hotel industry.

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Investigating The Predicting Factors For Employee Attrition In Hotel Industry

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Abstract. In today's hotel industry, employee pay has become a major concern. Employee earnings are increasing as a result of a variety of circumstances. This study of past research intends to bring together the findings of previous studies in order to create an integrated structure of employee earnings in the hotel industry. The variables that cause turnover are well-known in the sector. According to the findings, turnover, organisational commitment, work satisfaction, training, perceived organisational support, perceived supervisor support, organisational climate, employee perks and opportunities, and institutional justice are all common characteristics. These aspects must ensure that businesses can maintain their employees, particularly those who can make a substantial contribution to the industry's success. Employees and organisations have a reciprocal connection. They are looked after by the industry, and they are rewarded for their loyalty.

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Corporate Governance And Performance Of Microfinance Institutions

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Abstract. The paper examines the effect of governance on the performance of Microfinance Institutions (MFIs) using recent theoretical and empirical studies, and reports. Among theories influencing perspectives of empirical studies of governance, Agency theory and Stewardship theory of governance have been considered. Based on nine sample empirical studies, the reviewer identifies that supporter of agency theory believe the board of directors' main role is to control the chief executive officer against the exploitation of organizational resources. As a result, enhancing the controlling ability of boards with the incorporation of non-affiliated members, avoiding duality of Chief Executive Officer (CEO) and establishing incentive package could be relevant to improve performance. On the other hand, steward theorists' views

managers as true delegate of stakeholders who work for the attainment of objectives of shareholders. For them, the duality of CEO, the composition of board and compensation of managers positively influences performance. Based on the review, the paper recommends the two theories can alternatively be used preferably based on the individual behavior of managers and future researches shall focus on in depth empirical studies just to further narrowing the prevailing confusions of the two theories.

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OTT As An Emerging Platform In India: An Analytical Study On The Changing Ecology Of Entertainment

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Abstract: OTT (Over the Top) or online video streaming platforms have been around for the past decade. However, the entry of Netflix and Amazon Prime video has given this source of entertainment and identity in the Indian market. The success of such platforms has also inspired India to launch its own OTT platforms such as MX player, Voot, Hotstar, etc. OTT platforms have seen exponential growth in the last half-decade and are expected to grow at much more scale shortly. OTT sure can be called an emerging platform in the field of entertainment. In addition to this, the outbreak of the COVID-19 pandemic has also contributed to the growth and popularity of OTTs in India and around the world. According to the BCG (Boston Consulting Group) report (December 2020), India has witnessed a 60 percent growth in subscription of OTT platforms. According to the BCG report, the number of hours spent on OTT per day has also increased by 14.5 percent in the past two years. Along with its popularity, Over-the-top platforms have changed the ecology of entertainment for viewers in choosing TV or OTT for viewing visual content for entertainment, especially among youth.

Paper ID: icemma20210256

Transforming Academic Deliverables Through New Education Policy (NEP)

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Abstract: “Education assumes an amazing part in building country, instruction chooses the eventual fate of the country. The effect will be an enduring one as far as development and improvement of the country and resident. The role of education and its significance can't be overlooked in the present situation”. If we examine the pre-freedom and post-autonomy periods, we can see how far we have come. After a lengthy period of time, 34 years, the Indian government has modified the way we learn; this is the third adjustment to the training plan. Many changes are suggested in the new National Education Policy that will undoubtedly have an influence on the entire country. The New Education Policy reported by Government of India (NEP) was an inviting change and new news in the midst of the multitude of negativities encompassing the world because of the difficulties presented by Covid-19 pandemic’. The declaration of NEP was absolutely startling by many. The progressions that NEP has suggested were something that numerous educationists never saw coming. However, the training strategy has affected school and school instruction similarly, this paper predominantly centers around NEP and its effect on Higher Education.

Paper ID: icemma20210257

Job Involvement, Job Satisfaction and Perceived Organisational Support on Organisational Commitment for the Industrial Revolution

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Abstract. Organisational commitment plays a new wave towards the industrial revolution. The study examined the relationship between job involvement, job satisfaction and perceived organisational support utilising the social exchange theory. Data collected from private universities both from academic and non-academic which compose of 186 respondents. The sampling method used was simple random sampling technique. The analysis found all studied predictors has positive, strong and significant relationship with organisational commitment. The research that organisational commitment is an important behavioural science aspect for organisational sustainability. The outcome may suggest future study expansion.

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Determinants of Online Purchase Intention for Luxury Fashion: Comparative Analysis between Gen X and Gen Y in Indonesia

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Abstract. This paper examined some of the critical antecedents that drive the consumer's online purchase intention for luxury fashion goods in Indonesia. Luxury goods sales in Indonesia have grown significantly, where Indonesia has become Asia's most massive market for online luxury goods (Rahmiasri, 2016). However, there is a shortage of research on the purchase intention of online luxury fashion goods, particularly in Indonesia. The present study aimed to investigate the factors influencing consumer's online purchase intention for luxury fashion products in Indonesia. The findings from 216 respondents revealed that brand consciousness and ease of use have a significant impact on online purchase intention of luxury fashion goods. However, no meaningful relationship exists between website quality and purchase intention of online luxury fashion goods. Besides, there is no significant difference between Generation X and Generation Y consumers' plan to purchase for online luxury fashion goods. This study provides valuable insights for creating effective branding and advertising strategy in e-commerce to influence consumer online purchase behaviour towards luxury fashion goods to capture the opportunity of the growth in e-commerce.

Paper ID: icemma20210259

Mobile Technology Use, Work-Life Balance and Employee's Productivity: A Literature Review

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Abstract. The demand for work-life balance is increasing. Simultaneously, the proliferation of advanced mobile technologies has brought several advantages, and a key advantage that has emerged is the flexibility offered. However, the impact of mobile technologies on the work-life balance of employees is still unclear. This study will strive to understand the impact of mobile technologies on work-life balance and productivity. Adopting advanced information and communication technology into business creates an environment that allows employees to connect to their work every time and everywhere. The increasing presence of mobile devices has accompanied an increased number of hours employees spend on work-related tasks. This study strives to understand further previous qualitative research on mobile technology usage influence for employees. The main objective is to understand mobile technology's usefulness by exploring the relationship between mobile technology, work-life balance, and employee productivity.

Paper ID: icemma20210271

Emotional Intelligence, Spiritual Intelligence and Employee Engagement of Gen Y employees in the ICT sector in Malaysia

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Abstract. This study aims to examine the influence of emotional and social intelligence on millennial employees' engagement in the technology sector. The target population chosen were millennials because, globally, they would generate 75% of the working community by 2025. This was a quantitative study that used the survey method to collect primary data. In addition, self-reported questionnaires were used to collect cross-sectional data. This study revealed that both spiritual intelligence and emotional intelligence are important determinants of employee engagement. Thus, this study will provide a better understanding of the role of emotional intelligence and spiritual intelligence to improve millennials' engagement. This was the first study of its kind that was done among millennials in Malaysia's ICT sector.

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A study of Entrepreneurial Mindset and Job Crafting influencing Work Engagement of Academics in Malaysian Private Universities

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Abstract. Purpose. Academics are encouraged to instil entrepreneurial mindsets to serve the new academic position guided by neoteric values. In particular, private university academics face this problem that is impacting their work. Two concepts are measured to investigate whether they are affecting the work engagement of these academics. The dimensions of alertness to opportunity, risk propensity, dispositional optimism (entrepreneurial mindset), structural, social job resources, hindering job demands, and challenging job demands (job crafting) are measured to analyse their influence on work engagement. **Design/methodology/approach:** This study is approached by a quantitative method involving 103 private university academics in Malaysia. The survey instrument was taken from Utrecht Work Engagement Scale (UWES9) (Schaufeli et al., 2004), Entrepreneurial Mindset Measure by Cui, Sun, and Bell (2019) and Job Crafting Scale by Tims, Bakker and Derks (2012). The dimensions are measured as first-order constructs applying Smart PLS v.3.3.2 as the analytical tool for data analysis. **Findings:** Internal reliability, convergent validity, and discriminant validity are consistent for all dimensions. All dimensions exhibit small effect sizes except for Increasing Structural Job Resources ($f^2 = 0.4910$), which shows a large effect size. Decreasing Hindering Job Demands is rejected. **Research implications:** From the results of the above tests, academics are not concerned with reducing their cognitive and emotional demands. Academics need to learn ways to reduce the hindrance conditions of their work so they can gain happiness and excellent performance. Their work goals can be achieved without exerting too much effort and by preserving fitness. **Practical implications:** In planning human and resource development, private universities must contribute towards the Malaysian Education Blueprint (Higher Education) of subsequent years. Academics should be aware of their area of practice so that further changes and coordination can be acknowledged. **Originality/value:** A study of Job Crafting and Entrepreneurial Mindsets of academics in Malaysian private universities analysed by Smart PLS 3.0.

Paper ID: icemma20210273

Chinese domestic visitors' attitudes towards street food in Zhongshan Road Night Market, Nanning, China

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Abstract. Night market and street food have a long history in China, and there are many night markets in different provinces and cities. It has gradually become a cultural experience venue for visitors and locals to experience local food experience, at the same time, generate significant economic benefits to food vendors. This research applied the Theory of Planned Behaviour to understand Chinese domestic visitors' intentions to purchase street foods in the night market. This study employed non-probability convenience sampling method to collect the data from domestic visitors in Zhongshan Road Night Market, one of the most popular visitor destinations of Nanning, China. A survey involving 387 respondents was conducted, and Smart PLS was employed in analysing the data. The findings revealed that attitudes and subjective norm are significant determinants while perceived behavioural control is an insignificant determinant for domestic visitors' attitude towards street foods purchase. This research contributes to food studies about the application of the Theory of Planned Behaviour in a food tourism destination setting.

Paper ID: icemma20210274

A Bibliography Review of Heritage Tourism in India from 2010-2020

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Abstract. Heritage tourism sustainability has grown steadily in recent years; India has experienced an incredible tourism development pace in terms of rich culture and colorful heritage. In the last few years, heritage tourism has risen as a potential type of tourism among worldwide tourists and domestic visitors. Heritage is a vital re-enactment of the past, which is mostly extent by the worries and needs of the present and future. Recently, many kinds of literature focus on elements of the current and future in magnifying heritage understanding. Heritage is generally associated with the national representative, "symbolic foundations" and "sense of belongingness". Indian heritage attracts millions of people, especially with special interests in heritage and an amalgamated culture. Heritage value can be balanced through three parameters, such as social, economic, and environmental. It is fundamental to follow these three parameters as the same equivalent for achieving sustainability. This study reviews the challenges faced by residents, business operators, governments related to social, environmental, and economic aspects in developing heritage tourism sustainability and understand the status of heritage sites from the perspective of four stakeholders' groups (government, business operator, residents and tourist. For sustainable heritage tourism to be successful, each stakeholder must make a positive contribution to sustainably developing tourism. Therefore, this study focusses on building knowledge on stakeholder perception regarding heritage tourism sustainability of the destinations.

Paper ID: icemma20210275

Determinants for Workplace Deviant Behavior: An explanatory study of Private Employees in Guizhou, China

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Abstract. Objective: The purpose of this study is to examine the effects of job demands, job control and supervisory support on workplace deviant behavior among employees from selected private companies in Guizhou, China. **Methodology:** A survey questionnaire was administered to 200 employees in selected companies in Guizhou, China. Statistical tools, specifically descriptive, correlation and regression analyses were used to analyze the data and test the hypotheses that job demands and supervisory support influence workplace deviant behavior. **Results:** The postulated relationships were supported by the data. The research found that job demands and supervisor support have a significant effect on workplace deviant behavior among employees working in selected companies. Moreover, the aspect of job demands is the best predictor of workplace deviant behavior among respondents of this study. **Implication:** This research presents a conceptually yet empirically supported framework to describe the significance of job demands, job control and supervisor support on workplace deviant behavior among employees of private companies located at Guizhou, China. The study is particularly useful for practitioners as it helps identify the disadvantages of job demands and enhances supervisor support among employees. This paper provides valuable reference to managers, practitioners and administrators to consider the dispersal of job demands among employees in the planning or any decision-making process in private companies in Guizhou, China.

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An empirical study on the adoption of E-wallet in Malaysia

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Abstract. Online payment is one of the most popular methods to make payments, especially in online shopping. Now, the recent new technology was developed a few years ago where smartphone users perform transactions including on-store payment or online store payment through an application that is installed in the smartphone, which is also known as Electronic Wallets. Although e-wallet has many benefits, the adoption rate of e-wallet is still in its infant stage in Malaysia. The purpose of this study is to examine the factors affecting the adoption of e-wallet. It investigates the effect of perceived ease of use, perceived usefulness, perceived security, and perceived benefits on the adoption of e-wallet. Data were collected through an online survey from a total of 120 respondents. The results indicate that perceived ease of use and perceived benefits significantly influence the adoption of e-wallet. The findings further determine that perceived usefulness and perceived security has no significant impact on the adoption of e-wallet. Perceived ease of use and perceived benefits significantly influence the adoption of e-wallet. Some limitations and recommendations are included in this research to provide a better insight to the future researchers, financial institutions, and e-wallet merchants to improve the adoption of e-wallet.

Paper ID: icemma20210277

Instagram Influencers as Predictors of Consumer Purchase Intention towards Fashion Products in Jakarta, Indonesia

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Abstract. Objective: The objective of this study is to determine the effect of perceived originality, perceived uniqueness, and source credibility of accounts owned by Instagram influencers on consumers' purchase intention of fashion products in Jakarta, Indonesia. **Methodology:** An online survey was administered to online Instagram users in Jakarta, Indonesia. Descriptive, correlation and regression analysis were used as statistical tools to analyse the data and to test the hypotheses. **Results:** Perceived originality, perceived uniqueness and source credibility have significant and positive relationship on purchase intention of purchase products in Instagram. Moreover, perceived originality is the best predictor of purchase intention among respondents of this study. **Implication:** This study presents a conceptually yet empirically supported framework to describe the significance of perceived originality, source credibility and purchase intention in fashion products. The study is specifically useful for Instagram influencers as it helps identify which characteristics that they should show to cultivate purchase intention among people aged 18-34.

Paper ID: icemma20210278

Expatriate Adjustment in High-Risk Countries: The Role of Psychological Wellbeing

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Abstract. The study examined the relationships between psychological well-being (PWB) and expatriate adjustment in high-risk countries (HRCs). Two hundred and nine expatriates working in HRCs completed the questionnaires. The findings of this study revealed that PWB is a crucial determinant that facilitates expatriate's adjustment in HRCs. Specifically, the result of this study revealed that expatriate adjustment in HRCs was related to greater self-acceptance, positive relationship with others, environmental mastery and autonomy aspects of PWB. The findings of this study have a significant contribution to the body of knowledge in the expatriate adjustment field and a practical implication to multinationals in recruiting and training international candidates for high-risk countries assignments. This study indicates that multinationals operating in HRCs need to focus on the PWB of their international assignees. This was one of the first studies that examined the relationship between the dimensions of PWB and expatriate adjustment. This provides a base for additional research to enhance the adjustment of expatriates in HRCs.

Paper ID: icemma20210279

Macroeconomic Factors and the Share Price in the ASEAN-5 Countries

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Abstract. This paper investigates the impact of inflation, exchange rate, and interest rate on the share prices in the ASEAN-5 (Indonesia, Malaysia, Philippines, Singapore, Thailand) countries for the time span of 2014 to 2018. There is a dearth of literature on this topic in ASEAN-5 countries especially from the period of 2010 onwards. Thus, this study is conducted to bridge the empirical gap. For analysis, we have used the correlation, and panel data analysis. For model selection, this study suggests the use of the fixed-effect model as the most appropriate model based on Hausman test. The results show that there exists a significant relationship between share prices and the selected macroeconomic variables.

Paper ID: icemma20210280

Factors Influencing the Yield Spreads of Government Bonds: Evidence from Singapore

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Abstract. One of the crucial elements of the Monetary Authority of Singapore (MAS)'s efforts has been the advancement of Singapore bond markets to enhance the nation's role as a global financial hub. In order to achieve this goal, the main objective of this paper is to identify the most important macroeconomic factors that affect the yield spreads of Singapore government bonds. Using a multifactor regression model, this study examines the effect arising from four macroeconomic factors on the yield spreads of the Singapore Government Securities (SGS) for the period of 2006 to 2015. These variables include exchange rate (ER), inflation (IFR), money supply (MS) and interest rates (IR). The results suggest that to some extent the multifactor model can be used to predict the determinants of yield spreads in the Singapore Government Securities market. The findings support the anticipated hypotheses that ER and IR are the key drivers that affect the changes in SGS yield spreads. Further, IFR and MS have also significant influence on yield spreads of SGS1(2-year Singapore Government Securities) and SGS2 (5-year Singapore Government Securities); but these two variables have weak or no impact on SGS3(10-year Singapore Government Securities).

Modelling the Frequency and Severity of Commercial Fire Insurance Claims in Malaysia

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Abstract. This study is based on a commercial fire claims data collected from a non-life insurance company in Malaysia. Modelling the frequency and severity of commercial fire claims are essential to have better insight into the risk that has been taken up by the Fire Insurance policies in Malaysia. Poisson, Geometric, and Negative Binomial distributions are chosen to model the claim frequency meanwhile Gamma, Lognormal and Weibull distributions are chosen to model the claim severity. To test the goodness of fit for the claim frequency and severity, the Chi-square test, Anderson Darling (AD), and Kolmogorov Smirnov (KS) tests are used. Akaike Information Criterion (AIC) and Bayesian Information Criterion (BIC) are used to evaluate and determine distribution that best fit the fire claim data. Results indicated that the best distributions to model claim frequency and severity are Poisson and Lognormal, respectively. Besides, a Collective Risk Model is used to find the mean and variance for aggregate losses while Normal Approximation for aggregate losses is used to find the reserve amounts that should set by insurance companies for commercial fire class in Malaysia to meet its liability.

Paper ID: icemma20210282

Electronic Marketing – Its Impact on the Performance of Smes in the Tourism Sector In Maldives

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Abstract. SMEs in the tourism sector in the Maldives contribute a lot to the economy of the country. The businesses in the industry are rapidly growing leading to high competition among them (Ministry of Tourism, Republic of Maldives, 2020). Hence, all businesses try their best to be successful and competitive in the industry. Electronic marketing (e-marketing) is one way to improve the performance of the business. The purpose of this study is to determine how e-marketing impacts the performance of SMEs in the tourism sector in the Maldives. For this study, a quantitative survey was conducted by distributing online questionnaires to the guesthouses in the Maldives and 240 responses were collected. The deductive approach was used and the study was done based on the cross-sectional research as this study explains the impact of e-marketing on the performance of SMEs (guesthouses) in the Maldives at present. Thus, the specific objectives were to check the relationship between electronic word of mouth, website quality, email marketing, and social media marketing on the performance of SMEs (guesthouses) in the Maldives. Findings show that electronic word of mouth and social media marketing impacts the performance of the SMEs (guesthouses) in the Maldives. On the other hand, email marketing and website quality do not influence performance.

Paper ID: icemma20210283

Modelling Sequential Unequal Size Facility Layout Problem using Simulated Annealing

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Abstract. This study employs improved simulated annealing (SA) techniques to solve the optimal large sequential unequal size facility layout problem. This paper presents the automated unequal size facility layout design problem in order to generate the best layout considering minimizing the distance travelled by units of flow, people, material, information, and other supporting services; and also minimizing the layout perimeter utilization. In this research, the unequal size FLP (UFLP) was formulated as a Sequential Unequal Facility Layout Problem (SUFLP) and simulated annealing (SA) is applied to solve the problem in this research. The work proposes modified SA algorithms for temperature setting schemes and temperature reduction rules with various initial temperatures and stopping criteria for the practical manufacturing environment. The experiments have been conducted for the large problem of unequal size functional tools such as machines, support tools and work in process area. The developed algorithm improves the solution quality of SUFLP to solve large problem size. A comparison results with proposed algorithms indicate that, based on solution quality, the iteration-based temperature reduction rule with composite scheme performs the best layout design on the practical application.

Chendur Research Foundation

Paper ID: icemma20210284

Mediating effect of logistics integration in the relationship between strategic supplier partnership and supply chain performance in telecommunication industry in Malaysia

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Abstract. The purpose of this paper is to investigate the Mediating effect of logistics integration in the relationship between strategic supplier partnership and supply chain performance in telecommunication industry in Malaysia. A questionnaire survey was administered to telecommunications service operator firms in Malaysia. MCMC, officially, listed 21 telecommunication operators firms in Malaysia for year 2015. 361 respondents answered the questionnaires. PLS-SEM used to analyse the data. The mediating effect of logistics integration in the relationship between strategic supplier partnership and supply chain performance was found to be significant and positive. The contribution of this research framework could add to a better understanding of strategic supplier partnership and performance in telecommunication industry and the effect of logistics integration as a mediator in telecommunication industry in Malaysia. The result of this research, such as framework, model and proposed guideline would help the telecommunication's manager in establishing the effective strategic supplier partnership.

Paper ID: icemma20210285

Re – Examining The Unified Theory Of Acceptance And Technology (Utaut) Towards Stock Market Behavioural Intention

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Abstract. Although most people recognize that investing in stock could generate higher returns, the stock market participation puzzle is still happening in Malaysia today. Despite this, this study seeks to provide new insight into the intention to participate in the stock market by adopting and adapting the components of the Unified Theory of Acceptance and Use of Technology (UTAUT) to explain the stock market participation intention. A total of 385 respondents were collected using the convenience sampling method. This study found that performance expectations, effort expectations facilitating conditions and social influence are significantly positive correlated with the intention to participate in the stock market. Besides, the result also shows that the intention to participate in the stock market is significantly affected by Effort Expectancy and Facilitating Conditions but not Performance Expectancy and Social Influence. Thus, only two of the constructs of UTAUT are a strong predictor of financial and investment behavioural intentions.

Paper ID: icemma20210286

IPO Timing Recommendation for the SMEs: A study on the impact of Malaysia Economics on the FTSE Bursa Malaysia ACE Index Price

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Abstract. Small and medium enterprises (SMEs), including microenterprises, have played an important role in Malaysia's economic growth. They often struggle to raise funds to fulfill their capital requirements and worried about its visibility in the capital market. By publishing Initial Public Offering (IPO), the company will transform from private to public with a better visible to people, raising capital for further expenses from the public investors. However, the listed SMEs in Bursa Malaysia are still very less even though there is a lower requirement market suitable to SMEs, which is the ACE market ("Access, Certainty, Efficiency"). Despite that, some SMEs are not willing to publish their IPO. This research is going to analyze the impact of economic indicators on the ACE index price, which can describe the overall performance for the listed companies in the ACE market. This paper also predicts the ACE price index for the coming years and recommend the SMEs when is the best timing for IPO.

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Moral Leadership Styles and Organizational Commitment: A Bibliometric Review

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Abstract. Identifying organizational commitment as cardinal to the success of an organization. This study presents the relationship of moral leadership styles i.e., authentic, ethical, and servant leadership style vis-à-vis organizational commitment. The study contributes to the literature by exploring the development of research in the domain by identifying most productive journals, authors, and intellectual frameworks using keyword analysis. To pursue this aim, bibliometric techniques are employed to analyse 287 articles published from 1987 to June 2020. It is observed that the research in the domain picked up from 2007 onwards. Leading journals have published the work of renowned leadership scholars on the subject. Co-citations of authors indicate an intimate link between the scholars suggesting cooperative participation towards the development of knowledge. Keywords analysis presented an overview of the research conducted so far and pointed to the evolving themes for future research in the area.

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Incorporating technology to improve service quality and customer satisfaction in healthcare, insight from Malaysia.

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Abstract. This research aims to examine, using stakeholder perspectives, the relationship between customer service experience and the increased use of technology in the healthcare sector. Using a mixed methodology, the research surveyed 118 private patients and interviewed 28 hospital employees to reveal a positive relationship between incorporating technology and patient satisfaction and service. Respondents did, however, feel that there should be a human element to the patient-medical staff interaction, particularly in performing diagnosis and medical procedures. In terms of the characteristics of the patients, age was significant in their preference to engage with technology. Concerning contributing to knowledge, this research assists policymakers and hospital managers refine policies and develop strategies to improve patient satisfaction and service quality in light of technological developments in medical care across Malaysia and Asia.

Paper ID: icemma20210289

Millennial Adoption of Digital Wallet in China: The Predictive Value Of Belief And Attitude

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Abstract. The popularization of mobile smart terminal devices such as smartphones has made the development of digital wallet or mobile payments in full swing. The adoption of the digital wallets has gradually replaced the conventional payment system in today business world (Wróbel-Konior, 2016), and it was considered a norm in most of the developed countries especially in China, where the popularity of digital wallet was a remarkable change from a cash economy to a cashless economy. This study using Technology Acceptance Model (TAM) as underpinning theory. The researcher attempts to develop an integrated model to investigate the belief-attitude-behavioral relationships, particularly examining the predictive value of beliefs (perceived usefulness, perceived ease to use and perceived trust) via attitude on the adoption of digital wallet among millennial in China. The findings revealed that perceived ease of use and perceived usefulness have a significant direct impact on attitude and also indirect impacts on adoption via attitude. However, no significant relationship exists between perceived trust and attitude, and the adoption of the digital wallet. This study verified and confirmed the relationship of beliefs-attitude-behavioral intention in the adoption of digital wallets in China. However, further research is suggested to include the cultural-differences as a moderating variable and to conduct a comparative analysis between users from different generations, to increase the generalization of the study and enhance the predictive values of the variables related to the adoption of the digital wallet.

Paper ID: icemma20210290

Refinery Intervention Treatment On Students' Achievement And Perception Towards Learning Mathematics In Asia Pacific University, Malaysia

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Abstract. The main purpose of this study is to explore the effectiveness of Refinery Intervention Treatment (RIT) using Adapted Class Wide Peer Tutoring (ACWPT) on teaching and learning of mathematics module for undergraduate students in Asia Pacific University (APU), Malaysia. Class Wide Peer Tutoring (CWPT) is one of the instructional strategies to meet the requirements of a rapidly diversifying student population. This paper adapted CWPT such that the lecturer worked collaboratively with peer leaders to guide low performing students and transform the low performing students to mainstream by using Refining Intervention Treatment (RIT). ACWPT strategy is to group low performing students with a peer leader to achieve learning outcomes of the module. This paper examines the impact of ACWPT on enhancing low performing students' mathematical skills. Existing module assessments is used as a tool to measure the effectiveness of ACWPT. ACWPT develops the peer leaders' responsibility and accountability for peer learning as well as consolidate their own learning which creates a win –win situation for all students. In this study, 271 participants from three different computing cohorts went through successful ACWPT approach. The outcomes of this study showed that ACWPT effectively increases students' performance in summative assessments such as Test 1, Test 2, and Test 3. The findings of this study showed that ACWPT exhibited improvement in mathematics achievement and positive perception towards learning mathematics. Participants of ACWPT states that the active discussion of ideas within small clusters not only increase interest and also encourages motivation which leads to activity-based learning. The course achievement indicated that 95.6 % of the students able to meet substantial learning outcomes and improved their achievement. Finding shows ACWPT provides a learning community platform that increase opportunities to understand mathematical skills by having positive social interaction between the participants.

Paper ID: icemma20210291

Online Learning Acceptance among Employees in China

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Abstract. Quality of online learning is a topic that needed to be paid attention to due to the changing of learning environment. It is predicted in the near future that online learning may replace traditional approach of learning. Therefore, this research focuses on the acceptance of online learning among private sector employees in China by looking into three different variables that are, personal learning motivation, perception of quality, and course design. 292 samples were obtained from private-sector employees in China and it was found that personal learning motivation, perception of quality and course design has a significant impact on the acceptance of online education among private sector employees in China. It is recommended that online education service provider to take into consideration on course design while designing their service. This is due to course design having the most significant impact on online learning motivation. Additionally, perception of quality of online learning is equally important for online education service provider and lastly, personal learning motivation also contribute significantly to learners' motivation on online learning.

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Determination of Factors That Influence Chinese Passengers' decision to travel in Low Cost Carriers

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Abstract. Given the extreme competition in the aviation industry, understand the selection criteria has become a critical concern for airline companies, particularly to low-cost carriers. This research examines the selection criteria for Chinese low-cost carriers (LCCs) passengers. A total of 360 valid questionnaires were collected and analysed. The findings reveal that attitude, price, safety, and frequent flier programs significantly influence passenger decisions to travel by LCCs, while service quality is not considered important impact factors. This research offers new insights into the preference of LCCs passengers, along with managerial and academic implications.

Paper ID: icemma20210293

Luxury paradise: Reshaping the Maslow Hierarchy of Needs into the Hierarchy of Luxury Accommodation Needs in the Maldives

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Abstract. The Maldives is a world's class upscale and exclusive destination attracting luxury travellers as well as mid-class travellers. However, the research on luxury accommodation in the Maldives is under-researched. This paper attempts to reshape the Maslow hierarchy of needs into a hierarchy of luxury accommodation need from the supply side, particularly resort which is the emerging segment of the country's tourism industry. An exploratory analysis was carried out to provide insights into this market. Personal interviews were carried out with key stakeholders to underline the key issues in luxury accommodation. Drawing from semi-structured interviews with industry stakeholders, the findings had reshaped Dykins's hierarchy of luxury travel needs and Maslow hierarchy needs into a hierarchy of luxury accommodation need.

Paper ID: icemma20210294

Role of Social Media Marketing on Consumer Purchasing Intention Among Millennials in Klang Valley

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Abstract. The paper analysed the role and influence of the role of social media marketing activities on purchase intention among millennials in Klang Valley, Malaysia. Marketers believe that social media advertising is more effective and interactive compared to traditional advertising. Brands are now shifting away from traditional marketing due to its high costs. However, many businesses still have not integrated social media into their marketing strategies despite the results of several studies showing the evidence of the benefits. Also, while most businesses have integrated social media marketing as part of their marketing efforts, some, especially smaller to medium sized businesses still fail to measure the effectiveness of their social media marketing activities and tools. The research was conducted using a quantitative approach and the 132 respondents who participated were millennials residing in Klang Valley who have at least one account in social media networks (mainly Facebook, Instagram and Twitter). Results showed that antecedents such as content creation, advertising, E-WOM and consumer engagement are associated with consumers' purchase intention. Findings imply that all variables except content creation had demonstrated a significant relationship with consumers' purchase intention. This study provides insights to use social media activities to influence the purchase intentions of Millennials while creating value for organisations.

Chendur Research Foundation

Paper ID: icemma20210295

Factors Influencing Decision Making on Stock Investment Among Female Investors in Malaysia

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Abstract. Decision making refers to the act or process of choosing a preferred option or course of action from a set of alternatives. Investing in financial markets has gradually become a source of income for individuals all around the world, especially in the stock markets. This research aims to investigate the effect of socio-economic factors (attitude, confidence level, and information access) on the decision making of investment in the stock market among female investors in Malaysia. From the 113 collected questionnaires distributed among female working adults based in Kuala Lumpur and using correlation and multiple regression analysis, this research concludes that confidence level and information access have a significant relationship with female investors' decision making on stock investment whereas attitude is found not to be a significant factor.

Paper ID: icemma20210296

The Effect of Risk Management On Financial Performance Of Banks In Malaysia.

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Abstract. This paper focussed to investigate the factors influencing the risk management on financial performance of bank in Malaysia. The factors examined in this paper include credit risk, liquidity risk, market risk, and operational risk relating to the impact on financial performance of bank. The study used primary data to investigate the variables. Literature review looked into the views of previous researchers on each variable specified and analysed in this study. Questionnaires were distributed to each banker personally. After the data was collected, it was evaluated using SPSS 23 software. The relationship between the dependent variable and independent variables which included credit risk, liquidity risk, market risk and operational risk are significant among banks in Malaysia.

Paper ID: icemma20210297

Challenges of Big Data Transforming On Audit Process Among Companies In Malaysia

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Abstract. The primary objective of this research is to study the challenges of Big Data transforming on audit process among companies in Malaysia. In this research, the researcher intended to study the challenges on Big Data towards the audit process since this might affect the operating of the organisations in Malaysia. The researcher applied the primary method to conduct the data. In this research, four different variables that affect the audit process in the era of Big Data significantly which include challenge in privacy law, data complexity, security consideration and audit standard alteration. The data was collected both external and internal auditors in Malaysia. Statistical Package of the Social Sciences (SPSS) was employed to assess the relationships between the four variables which able to influence the audit process in Big Data environment among companies in Malaysia. The findings discovered that all the variables have significant relationship with the audit process in Big Data era among the companies in Malaysia. This research creates the awareness of the challenges arise from Big Data technology in order to avoid the risk of the data being wasted or hacked and build a peace platform for audit process in Big Data environment.

Paper ID: icemma20210298

An Empirical Research on Perceived Organisational Support, Job Involvement and Job Satisfaction Predicting Organisational Commitment

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Abstract. This research study was conducted to examine the factors influencing organisational commitment among employees of private higher educational institutions in Kuala Lumpur, Malaysia. Many scholarly studies have revealed that job involvement, job satisfaction and perceived organisational support are the predictors of employee job commitment towards their jobs. The organisational commitment eventually moderates the organisational growth and performance. Organisational commitment is a soft approach to behavioural science, which is vital for employee productivity. Henceforth, this study takes a landmark from now on in research among employees in higher education institutions as one of Malaysia's thriving industries serving worldwide. The study was conducted using a quantitative methodology. A cross-sectional method is employed for this research study. There are a total of 168 respondents gathered from few private universities with a simple random sampling technique. Various assumptions of the test analysis have been conducted to test the hypotheses, such as descriptive analysis, reliability analysis, normality test, Pearson correlation coefficient analysis and multiple regression analysis. The study has confirmed that job involvement, job satisfaction and perceived organisational support are significant and positively correlated with organisational commitment. The study's findings have also established that there is a significant relationship between organisational commitment and job involvement, job satisfaction and perceived organisational support. It is recommended that Human Resource Personnel provide valuable workshops and training to improve employees' organisational commitment entailing to better organisational reputation and performance.

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Paper ID: icemma20210299

Medical Tourism: The Mediating Effect of Companion's Delight of Service Quality towards Behavioural Intention in Malaysia Private Hospital

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Abstract. This study examined the relevancy of companion's delight on service quality in the context of medical tourism of the private hospitals in Malaysia. It encompasses the service quality dimensions of communication, courtesy, emotional support, hospital amenities and the companion's need that can influence intention of returning for retreatment, accompanying, and promoting Malaysia private hospitals through delight based on the companion's experience. A total of 438 respondents of patient's companions participated in this study from four approved private hospitals in Penang, Malacca and Kuala Lumpur via survey questionnaire. Data was collected through self-administered questionnaire developed from related literature and analysed using structural equation modeling. Communication, Hospital Amenities, and Understanding the Companion's Needs were found significant relationship towards Companion's Delight. Companion's Delight was found significant towards behavioural intention and other relationship with no effect for the remaining dimensions. Theoretical and practical contributions were discussed, and limitations explained with suggestions for future research.

Paper ID: icemma20210300

Examining the determinants of employee adoption and intention to use e-HRM: A framework based on the technology acceptance model (TAM)

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Abstract. This paper aims to investigate the essential determinants that influence the adoption of E-HRM as perceived by employees in the Information Technology (IT) industry. The proposed research framework developed based on the Technology Acceptance Model (TAM) is relevant to the study setting of Information Technology (IT). The quantitative research approach applied for this study in attempts to enumerate the determinants of E-HRM adoption empirically. The unit of analysis is individuals who employed as full-time employees in the Information Technology (IT) industry. Also, expected practical implications focus on the utilization of determinants that potentially influence E-HRM adaptation among employees. Future research should extend the scope of study that includes studies from different industries.

Paper ID: icemma20210301

A Study on the Latest Innovations in Digital Marketing

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Abstract. In this world of digitisation, digital marketing is a vogue that is sweeping across the whole world. With the ever increasing development in technology, the use of Digital Marketing, Social Media Marketing, Search Engine Marketing is also increasing. 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. 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. Digital Marketing is used by the marketers to promote the goods and services to the marketplace. Digital Marketing place an important role in increasing the sales of goods and services. The purpose of this research is to study the impact of Digital Marketing, how it's an important tool for both marketers and consumers. This research paper focuses on the latest advancements in digital marketing.

Paper ID: icemma20210302

An Analytical Study On Job Satisfaction Of Ground Handling Female Employees In Indigo And Spice Jet Airline

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Abstract. Globally, organization booms in their business not only the management puts their effort and money, they strongly desire job satisfaction of their employees. The superior performances of the employee involve in optimal time and involvement in their work is at high level which leads to high profit and revenue generation. Airport is one of the busiest commercial places, where millions of people pass in and out of the airport and high rate of revenue is involved in this business. In aviation industry, safety and security of the passenger and aircraft are more concern and many employees are placed to satisfy the same. The job satisfaction in the aviation industry plays a vital role to improve the business growth. The objective of this investigation is to study analytically on job satisfaction of ground handling female employees in Indigo and Spice jet airlines. The findings of the investigations and analysis provide the valuable insights for the management towards the job satisfaction of their employee and improve the human resource management in their organization. The primary data of research will be collected from Indigo and Spice jet airlines employees. The sample size is 100. The SPSS tool is used for this analysis.

Paper ID: icemma20210303

Perception of Women Consumers Towards Social Media Advertisements

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Abstract. The effect of web-based media on client purchasing choice is extremely high. On account of innovation headway, web-based media empowers admittance to real data at lucky time in any event, when the clients are at home and thus they can improve control from anyplace on the planet. This media is working with individuals to arrive at bathrooms and supermarkets whenever from anyplace through cell phones or PCs or some other gadget. The Objective is to study the perception of social media marketing on buying behaviour of women in cosmetic industry. This research is conducted in Chennai city and a structured questionnaire was used to collect data from 100 respondents. The result showed that the variables of the factor attribute of social media marketing is significantly different and there is positive perception of the women consumers towards social media advertisements.

Paper ID: icemma20210304

Role Of Work Of Work Life Balance On Job Performance Of Law And Enforcement Officers In Chennai City

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Abstract. The most challenging consequences every working professionals is facing in their recent time is the work life balance in which they fail to succeed at times so Just for the researchers to law and enforcement department investigates the necessity of work-life synergy and its impact on job performance. The goal of this study is to see how work-life balance affects female employees' productivity. The factors considered for work life balance which is independent variable are flexible working arrangement and workload, the factors considered for job performance which is dependent variable are effectiveness and efficiency. Therefore, study seeks to look into the role of flexible working arrangements and workload in the integration of work and life. **Research design:** The data was collected from 100 respondents from the working professionals of law and enforcement department in Chennai. The collected data was analyzed through SPSS software with the tools of correlation and regression. **Findings:** The Findings shows that, factors affecting work-life synergy and job performance have a positive association. Regression result shows that work-life synergy predicts job performance. **Practical implications:** This study gives directions to female employees to utilize the work environment and workload effectively and efficiently for contributing towards job performance.

Paper ID: icemma20210305

Need for the hour: Agile Leadership in the era of Industry Revolution 4.0

Chendur Research Foundation

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Abstract. The world has set foot in the era of Globalization and the Fourth Industrial Revolution. People must learn latest literacy skills in order to deal with changing environment. As a basic capital for participating in social life, the new literacy skills are data literacy, technological literacy, and human literacy. The ability to lead in the society is one of the abilities that must be possessed and plays an important role in an individual's competitive advantage. The use of agile leadership models is one way to develop this capability. This leadership model can produce a leader who is calm, adaptable, innovative, always learning from experience and giving feedback, helpful, smart to see opportunities, adaptive, agile, open-minded, and has a high ambiguity acceptance while still maintaining productivity and achieving the company's main goals. (Triandianto, 2019) Agile leadership can be defined as a leadership style that can respond quickly to business opportunities and threats resulting from changes and advancements in information technology. (Olivia et.al, 2020). This will be a conceptual paper highlighting on investigating the role of agile leadership in the era of Industrial Revolution 4.0.

Paper ID: icemma20210306

The study on impact of Green HRM practices on organization sustainability from employee perspective with special reference to automotive industries in Chennai

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Abstract. Organizational Sustainability means, to be sustainable the organization has to maintain the capability and to increase the profitability, performance, improve employees and as well as customer satisfaction. The need of the paper is to study the GHRM (Green Human Resources Management) practice factors like Green HR Planning, Green job Design and Analysis, Green Recruitment and Selection, Green Employee Relations, Green Training practices impact on Organizational Sustainability from employee perspective with special reference to automotive industries in Chennai. The descriptive type research methodology is used for the study. The purposive sampling technique adopted for the study. The sampling size taken for the study is 209. The online questionnaire were used to collect the primary data. The secondary data were collected journal articles, business magazines and web contents and industry report, government reports. The statistical technique used for the study is regression analysis, correlation analysis, percentage analysis and SEM Analysis. The findings reveals that the Green Human Resources Management practices factors Green HR Planning, Green job Design and Analysis, Green Recruitment and Selection, Green Employee Relations, Green Training practices significantly impacts Organizational Sustainability of automotive industries in Chennai. The study helps the HRM policy makers to design effective HRM policies and procedure.

Paper ID: icemma20210307

Consequences of Social Media on Consumer Purchasing Decision Process – A Conceptual Analysis

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Abstract. Social media is the contemporary style of showcasing as it focuses on opening new skylines for marketers to promote a product when compared to traditional media. Consumer buying behavior is otherwise called as consumer purchasing decision-making, it is the procedure by which people look for, select, buy, use, and discard goods and services to fulfill require needs. The majority of the purchasers like to utilize social networking sites like Facebook, WhatsApp, YouTube, and Instagram. Recently most of the women are accessible on social networking media. They invest greater part

of their time on social networking sites so, it's struck to discover the effect of social media on their purchasing behavior, as most of the women buy their requirements via online. Purchasers are bound to have more helpful and excellent involvement in following and connecting with advertisements on social media. This examination attempts to feature the effect of social networking sites advertising in purchasing decision process of consumer among working women.

Paper ID: icemma20210308

Agile Interdisciplinary Practices

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Abstract. Agile project management is an iterative approach to delivering a project through out its life cycle. Iterative approaches are frequently used in software development projects to promote velocity and adaptability . Agile methodology that utilizes iterative development and prototyping are widely used in variety of industry projects which can satisfy to the changes of requirements . Short iterations are used that are required for efficient product delivery. Agile methodology's main priority is customer satisfaction. Despite the benefits that agile can offer, it's not for everyone, it's vital to understand the disadvantages of agile methodology before taking it. Here in this presentation, we will get to know about agile practices , agile methodologies- Main agile methodology -SCRUM , top-1company scaling Agile methodology– CISCO, Agile Methodology in Marketing industry , limitations of Agile methodology.

Paper ID: icemma20210309

Perspectives on audience preferences towards digital media – A detailed study

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Abstract. Digital media marketing, on internet and mobile devices, has overtaken the customary media publicizing and since a decade has created additional advertising expenses than television promotional advertisements. The digital advertising is assumed to be an active technique to better aim at impending customers in the worldwide market. Indication displays that industries have progressively transferred their advertising emphasis from conventional to digital media. This study uses a descriptive investigation which searches the helpfulness of digital advertising alongside numerous mass marketing magnitudes among audiences and how they prefer to get influenced with digital media. The data was collected with the help of a structured questionnaire from 200 respondents of various cities of Tamil Nadu, India. The analysis was done with the help of statistical tools like Chi-square test, Kaiser-Meyer-Olkin (KMO) and Bartlett's Test. The results exposes that although customary media marketing still clutches its ground, digital media advertising provides more efficiency in marketing companies' goods and services. The results also advocates that vendors must utilize more digital advertising to have better focus on their customers, predominantly the young customers.

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Fintech, Insurtech, Digital Banking and the Millennials

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Abstract. The financial system is the backbone of all the economic activities in a country. It connects the seekers of funds and the suppliers of funds; thus, the savings are converted into investments. Banking system plays a key role. It mobilizes the funds and ensures liquidity of funds. Banking in ordinary terms refers to accepting deposit and lending loans. When the banking services are offered to individual customers it is referred as retail banking and then the same is offered to corporate entities it called corporate banking. When the banker provides consultancy service in addition to regular banking services it is termed as merchant banking. When the bank provides all the financial services under one roof is termed as universal banking. When the banking services are provided over the digital channels it is termed as digital banking. The tradition banking or branch banking has the constraints of working hours, holidays and long queue. Digital banking offers the convenience of 24X7 banking services. Millennial also known as Gen Y is the name given to the generation born between the years 1981 and 1996. Financial technology (Fintechs) aims at providing financial services by making use of software and technology. Now-a-days the banks and financial service providing institutions attract client by way of delivering superior customer experience with very short turnaround time. The millennials being tech savvy, they prefer to carry out banking and financial transactions sitting at their convenience place and time.

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An Empirical study on the Impact of Covid 19 on Selective Service Sectors in Madurai District from the Consumer's Perspective

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Abstract. In early 2020, a novel virus was spreading all over the world. The said virus was first detected in the city of Wuhan, the capital of Hubei Province in the People's Republic of China. The virus spread quickly and soon detected in several hundred countries including USA, UK, France, Italy, Japan, Malaysia, New Zealand, India and so on. When reported to the World Health Organization, the virus was named as "SARS-CoV-2" and the disease was named as COVID-19. The virus spread was declared as Pandemic. India reported the primary confirmed case of the novel SARS-CoV-2 infection on thirty Gregorian calendar month of January 2020 in the state of Kerala. On March 22nd, India ascertained a 14-hour voluntary public curfew at the insistence of Prime Minister Narendra Modi. It had been followed by obligatory lockdowns in COVID-19 hotspots and all major cities. Further, on March 24th 2020, the Prime Minister ordered a nationwide lockdown for twenty one days. During the nationwide lockdown almost all the economic activities stopped for a while. Both the manufacturing sector as well as the service sector faced severe challenges in terms of production of tangible goods as well as intangible service. After a slow and steady nationwide unlock the economic activities resumed. However the impact of Covid 19 still taunts several industries and business. This paper discuss the impact of Covid 19 on selective service sectors in Madurai district.

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A Study On Emotional Intelligence And Its Impact On Performance Of Employees In A Petrochemical Industry (With Reference To InDCzech Engineering Pvt Ltd)

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Abstract. Emotional Intelligence (Mayer and Salovey, 1990) improves an individual's social effectiveness which is considered as one of the important elements of the success of a Company and plays a vital role in an economic development for a Country. Higher the emotional intelligence the better social network, which in turns lead to better business relations. The main aim of this research is to shed light on the specialized characteristic related to one's individual's emotional stability and relationships of an individual with others influence employee's performance in a petrochemical industry. Therefore, emotional intelligence is taken into account improving the performance of IndCzech Engineering Pvt Limited. IndCzech is serving in the diversified industry including petrochemical for Engineering, Procurement and Construction support services. Each Employee is an Economic Agent who plays a vital role in a Company and its growth for economical development for the country. They look for opportunities, identify them and seize them mainly for economic gains. An action oriented employee is a highly calculative individual who is always willing to undertake risks in order to achieve their goals based on their management support and Company. The objectives of the proposed study are to reveal the demographic profile of the respondents, to examine the factors influencing the emotional intelligence and its impact on performance of employees in a Petrochemical Industry and to offer suitable suggestions to enhance the emotional intelligence in the company and improve employees performance in a Petrochemical Industry on the basis of the findings of the study. The research methodology shows the methods to be followed in the research activities starting from investigation to presentation of research report. It includes the research design, sampling framework, construct development, data collection, framework of analysis and limitations. The applied research design of the present study is purely descriptive in nature because of the reasons namely it has its own confined objectives and also predetermined methodology. For the research analysis, Frequency analysis, Descriptive statistics, Independent sample T test, One way ANOVA, Correlation analysis, Multiple Regression, and techniques were used.

Paper ID: icemma20210313

People's Perception Of India Moving Towards Cashless Economy

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Abstract. The Government of India is implementing a program called digital India that will transform India into a digitally empowered society. The program is designed to transform a cash-based economy into a cashless economy. This study examines the people's perception of adoption and the process involved in moving towards a cashless economy. Are our citizens willing to accept this change? Both the pros and cons of this cashless economy have been explored from the perspectives of the common man's behavior. The objective of the study is to understand people's perceptions and evaluations of the cashless economy in India by conducting a survey and their thought process towards the adoption and usage of digital payment services. The structured questionnaire and phone call interviews were used in this study for primary data collection. The required hypothesis was framed, and analyses were performed on the collected data to discover the suggestions and findings of the study. The study reveals that the most serious challenge to the digital payment system is security and infrastructure. Still, uneducated people and senior adults find it to be difficult to access digital services and adapt themselves to a cashless economy. Government policies and initiatives have created huge awareness among the people about India's phase in adoption to a cashless economy. Most of the people in the study are satisfied with the existing digital services available in the market. Demonetization and covid -19 pandemic have a positive impact on the cashless economy's growth. Reducing fake currency, corruption and controlling black money was the top perceived benefits of a cashless economy. Less infrastructure, lack of devices, cybercrime are the challenges ahead for the cashless economy in India.

Chendur Research Foundation

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Indian Biotech Unicorns- A Myth or reality post covid 19 pandemic era

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Paper ID: icemma20210315

Association Among Job Security And Affective Commitment On Women Professionals Work Life Balance: An Empirical Study Using Regression With Reference To An Information Technology (IT) Sector

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Abstract. Work life balance is narrated as a person's stability to balance family and work commitments, and many other non-work commitments also other interests. This work life balance is a very big task especially for working women. As women professionals are facing so many issues when balancing their dual roles of Work and family life. This article is about the association among job security and affective commitment on information technology (IT) women professionals work life balance. In this research, descriptive research was conducted using the simple random sampling technique with the sample size 700 of various women professional from the three IT companies located in Chennai. The questionnaire has been created using the demographic variable and with the forced choice questions related to the variable of job security, affective commitment and work life balance. The statistical tool used in this study is regression with the help of SPSS (version 20.0). The research found that, job security and affective commitment are significantly influencing the work life balance of women professionals.

Paper ID: icemma20210316

Business Case study: discovering possible solutions

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Paper ID: icemma20210317

Ability Hunt - Strategies to Adopt and Adapt

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Abstract. Ability remains epitomized in people and as such it can't be arranged, copied, sold, or effectively moved starting with one individual then onto the next. At the end of the day, it is the human in 'Human Resources' that makes it a special, particular, and indispensable asset. The United States of America, a sole 'intelligence level Magnet' for the gifted in the twentieth Century and the most pined for respect in logical research, the Nobel Prize, was granted to 100 specialists in the United States, nearly of these Nobel Prizes were won by outside conceived scientists or original settlers. US emerged as 'Information Based Global Economy' with an uncommon pool of ability, aspiration, and aptitude that are the sine-qua-non

(without which nothing) for keeping up an upper hand. The paper investigates on methodologies received and adjusted to draw from the ability source.

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Determining Effect Of Colours On Gen Z Female For Website Design

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ABSTRACT. A decent website may have a big influence on your e-commerce firm. As a consequence, characteristics that enhance an e-commerce website must be taken into account. The colour of a website is an important component that has a direct influence on people's thinking. Many research have been undertaken to better understand how colour is employed to reap the benefits in many sectors. The primary goal of this study is to investigate important colours and their influence on website design in order to determine how colour impacts generation z females in an e-commerce website. The research looks at primary and secondary colours. A questionnaire has been developed, and an online survey of female Generation Z will be undertaken. The acquired data was analysed to discover impact of colours on website design among females of generation Z, as well as the likability of various colours among females of generation Z. This understanding will help website designers and marketers make better colour selections for Generation Z females.

Paper ID: icemma20210319

A Study on factors influencing investment decisions with special reference to college level teaching fraternities in major cities of Tamilnadu

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Abstract. The study seeks to determine the factors influencing investment decisions of Individual investors such as psychological, sociological, financial and market. The study covers individual investors using snow ball sampling method to obtain information from 237 respondents through a modified questionnaire developed by Al-Tamimi (2005). The results indicate that the have most influencing factors to create intention to decisions making of investors are personal factors, financial factors, ,market environment factors and sociological factors that intention on investment decision leads to investment performance. Analysis of variance (ANOVA) and correlation tests were employed. Whereas the least influencing is psychological factor such as overconfidence, mental accounting, herd behavior, loss aversion, anchoring.

Since the identified most influencing factors are usually classified as wealth maximizing factors, Get recommendations from friends and family, family culture, experience, age, income, information from media, accounting information. Investors hardly act rationally in taking decisions while investing. Investors simply react on the available information possessed by them and react accordingly. Lots of consideration is required to be dealt with before making investment. The study recommends that the investment atmosphere and the market environment to be made friendly and helpful to attract investors by creatively developing techniques and policies that impact on investors' decisions in order to maximize the economic welfare and enhance the wealth of the investors.

Paper ID: icemma20210320

Impact of Training and Development Practices on Organizational Performance of SMEs

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Abstract. Industry is undergoing tremendous change at a never before experience pace. One of the most important drivers of this change is technology accelerated with the arrival of the pandemic. Training and Development, is at the focus as it has become imperative to embrace lifelong learning and continuous up gradation of knowledge and skills. Organizations have realized the need to invest in developing its employees. Employees too value organizations that give them an opportunity to learn and develop as is evident in the results of the organizations that are voted as the good places to work. Studies have linked training and development to improved employee performance and organizational performance. Organizations where the top management believes in human resources being a source of competitive advantage consider employee training and development practices as investment. However, not many studies have explored the link between training and development practices and performance in small and medium organizations. Small and medium organizations contribute a major part of the economy of any country. Among the many challenges they face is also attracting and retaining talent. Coimbatore city is known for its entrepreneurial culture and numerous small and medium enterprises. These organizations need to realize that people are most important for the success of the organization. They need to be equipped to meet the challenges of change and uncertainty. Therefore, investing in the training and development of employees is important. Small organizations have limited resources and majority of them do not spend much in training and developing their employees as compared to large organizations. Small and medium organizations where founders/ owners / partners are key decision maker, their HR values - the extent, to which top management believed in human resources being a source of competitive advantage, will have a direct impact on opportunities of learning and development provided to employees. Training and development practices in organizations are aimed at improving employee performance and thereby organizational performance. The purpose of this study is to explore linkage between HR Values and training and development practices and the effect of training and development practices on organizational performance. It was found that HR values predicted training and development practices. Training and development practices had significant impact on organizational performance.

Paper ID: icemma20210321

The key factors to get Employed - Employability Skills: Substantiating through Review of Literature

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Abstract. In Human Resource Management, one of the wide and perineal research is Employability and its skills. As time passes, the skills that are required to be employed too changes. Employer being employer, and potential employees being employees remains same., but the requirements, expectations in terms of skills and employers demand keep changing. Even though, a lot of research has gone in past, still this topic remains ever green and challenging. The term employability refers to the ability of an individual to be able to cope up with getting a job related to his qualifications and to retain it with best of his performance. Many institutions and organizations emphasis much on this employable skill. One of the very key factor in getting job placements includes possessing additional skills along with academic credentials. Employers like and recruit's candidates with multi skills is seen as a common phenomenon today. employers look out for such candidates started slowly but steadily it rules the top of the list today. The above statement can have accepted even with out a research. Considering this Institutions, colleges and Universities are trying and have also implemented to bring employable skills to the students, by adding courses along with the programme curriculum. This is an important area, so this research tried and brought the research findings done in the past by various authors at different time, in different back grounds, this is purely an exploratory study in to the literature available in the employability skill domain. Hence, there is no Primary data other than research findings which are secondary.

Paper ID: icemma20210322

A Study on Investor's Preference towards Stock Market - Special Reference to Chennai City IT Employees

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Abstract. Stock markets functioning important role in developing countries. It is functioning as intermediate between the investors and the corporates. Investors have differing needs, and for each investor failure to meet those needs poses a risk. Falling short of the nest eggs or amount required for a particular goal is one of the major risks but also returns, failing which he or she could face the risk of outlive his or her investments. The trade-off between risk and returns is the most absorbing and challenging job for most investors. Investor's perspective there are various investment options are available even though stock market is one of the most preferred investment destinations for maximum of the investors because high return as well as high risk as the concept in financial management. The purpose of the study is to identify and evaluate the investor to make right investment decision. The methodology perspective samples have been used purposive sampling techniques and the target audience are IT employees in Chennai. The primary data have been collected through structured questionnaire & secondary data through research papers, journals. The dependent and independent variables used for the study are stock market investor's expectation, objectives, risk perception, influencing factor, preference which influences the decision. The findings of the study identified that financial constituents have direct relationship which influences the stock market investors. The result of the study gives an understanding in a better perspective to how and what are the factors influence an investment drive to be a sustainable decision.

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Enhancing customer experience in human-chatbot engagement by improving dialog management component of chatbot

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Abstract. This paper aims at shedding light on the dialog management component of a chatbot, which is the module in chatbot that triggers the response to customers based on the NLP response. The first key component in chatbot is the machine-learning component – Natural Language Processing (NLP) that is trained to identify the intent of the customer. Then comes the second key component – dialog management component that decides on the response to be provided to the customer based on the input from NLP. The success of a chatbot is defined as its capability to mimic the way a human responds to the customer as much as possible. To bring a chatbot closer to the way a human responds, the following are some of the key tenets that chatbot should handle – ambiguity handling, error handling, context handling and data handling. Dialog management component is responsible for these key tenets as they form the framework for chatbot to decide on the response. So this paper details these key tenets and also suggestions for ambiguity handling tenet and introduce context handling to improve the way chatbot respond to the customer thereby improving the customer experience.

Chendur Research Foundation

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Impact of Factors on Work Life Balance Due to Technology Transformation with Respect to Information Technology Employees

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Abstract. A balanced work and family life leads to a strong work life balance. Due to the increase of employment, longer working hours due to inadequate family income, target driven work culture makes it problematic for a good work life balance. It is also seen that the advancement in the digital technology have made everyone reachable beyond traditional working hours. This study focuses and investigates on the factors which influence the 'Work-Life' balance of employees in the selective IT companies. After various references from articles, a research model was derived. Remote Work (RW),

Increased Communication (SE), Work Extension (WE), Permeability (PER) and Flexibility (FLE) are the independent Variables and Work Life balance (WLB) is the dependent variable taken into consideration for the study. Convenience sampling is adopted for the study. Out of the 266 questionnaires distributed, 213 responded. After neglecting the 9 incomplete or invalid responses, the sample size was determined to be 204. The study shows that remote work has a positive influence on work life balance whereas the permeability and flexibility has a significant influence on the other way.

Paper ID: icemma20210325

Agile Supply Chain Management of AMUL – Unlocked During Lockdown

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Abstract. Amul is an Indian dairy helpful society based out of Anand that lies in Gujarat. It is one of the most well-known organization in the dairy items industry. Let's perceive how the organization has concocted its procedures. This paper investigates separated systems utilized by Amul during the pandemic, which made them supportable. From past such countless years this organization has covered a huge market region and share and furthermore has drawn in its clients in all the ages. During the Covid pandemic time somewhat recently when other dairy item organizations shut their business since they were stressed over how to sell their items in that circumstance Amul came into the market and dealt with it. The organization has done a decent and top to bottom statistical surveying and comprehended the pandemic circumstance and furthermore the attitude of the clients towards the dairy items and made various techniques to grow their creation and business. We will be finding in wide with regards to how the organization has applied its methodologies and what sort of innovation was carried out by them to develop their business in the pandemic time.

Chendur Research Foundation

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Digital Marketing: Challenges and Strategies

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Abstract. During the last decade, the Indian marketing industry has witnessed a radical change. With the advent of new emerging Internet technology, digital marketing is vividly used in the present competitive business environment, which has totally changed the traditional marketing methods and forced the organisations to be connected through digital channels such as search engines, social media, emails and their websites to connect with their potential customers. This paper focuses on the dynamics of the digital marketing, challenges and strategies to overcome.

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Career Growth opportunities through Multi – Skilling of Employees in an Organization

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Abstract. Career Growth is an important aspect considered by Employees in an Organization. In order to impart Career Growth to employees, Multi – Skilling is a preferred choice by Organization as this brings benefits to both employees and employers. Acquiring such skill assume importance in today's modern world. This concept enhances skill of the employees and enable to contribute more to Organization. Such employees not only excel their own job profile but also able to add significant value to related area of job . Therefore, such value-added skills highly bring competency and enable him to perform well in various Departments. Suck multi skilled employees will empower him to consider posting in other functions by Organization thus paving way to gain more knowledge and expertise. Present study elaborates assessment of employee's skills, opportunities to improve their skills in relation to their job profile, education, knowledge and experience and implementation towards Career Growth. Benefits arising to both Employees and Employer are discussed as an added advantage upon moulding this Career path of Multi -Skilling of employees in an Organization

Paper ID: icemma20210328

Sustainable Entrepreneurship Innovation and its challenges in India

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Abstract. Worldwide millions of people live in poverty, characterized by disparities in wealth, opportunity, gender, and unemployment. Global health crisis, severe natural disasters, extremism, and terrorism coupled with natural resource depletion, environmental degradation, and freshwater scarcity are the major challenges faced by humanity. Other climatic impacts affecting coastal areas, least developed countries, and small island developing states include global warming, sea-level rise, and ocean acidification. Climate change and its negative consequences undermine all countries' efforts to achieve sustainable development. Sustainable Entrepreneurship (SE) is a remedy to environmental and social challenges. It aims to create new products, services, manufacturing processes, techniques, and organisational modes that significantly reduce social and environmental impacts while improving quality of life. However, research that combines sustainable development and entrepreneurship is still in infant stage. As there is a lot to explore and to provide insights to the field of entrepreneurship innovation and sustainable business, this paper focuses on identifying sustainable innovative entrepreneurship practices in India and its challenges. It also throws light on measures initiated by the Indian government.

Paper ID: icemma20210329

Impact of Green Human Resource Management (HRM) Practices on Corporate Image as A CSR Initiative – A Conceptual Investigation

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Abstract. Green HRM is an emerging concept in the field of corporate social responsibility initiatives. It explains the integration of environment friendly practices with HR department of the organization in order to achieve long lasting sustainable growth. Unlike the some other great revolutions such as green marketing, green retailing, green finance, the green human resource revolution is growing very rapidly. It is a nascent phenomenon that the corporates are trying to integrate human resource practices with environment. While implementing green HRM practices it will affect employee morale, stronger public image, increased consumer/ customer confidence, employee loyalty and brand recognition, position as an employer of choice, increased workforce productivity, efficiency, and motivation and employee retention. And especially in corporate image. Corporate image was once advertising Jargon but is today a common phrase referring to a company's reputation. It simply means the corporate image of a company is referred to as the reputation of the company in the market place or how others view it outside the company. This research is proposed to study the role of Green HRM practices on corporate image as a corporate social responsibility initiative. To attain this the exploratory research have been conducted in the study. This study could be an eye openness for various stake holders in the area of human resource management for developing green policies and practices and system to stimulate green behavior of the employees to create environment sensitive and socially responsible organization and it enhance corporate image.

Paper ID: icemma20210330

Utilising Heuristics Theories for Designing E-Commerce to Persuade Gen Z

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Abstract. E-commerce industry is booming and using various techniques to reach their customer, with the drastic increase in usage of digital media and internet for day to day purchasing and lifestyle needs. Gen z are those group who are used to social media, High speed internet, Different gadgets and various app for their day to day needs. There is a huge difference in their buying behavior comparing to millennials. As gen z being a major part of the spending category in future, necessity of focusing this group for planning the digital marketing is essential. It influences them psychologically to buy a product is in higher priority. Gen z aren't interested in hard sells, they are sought of group which focuses on effectiveness, usefulness and attraction of product to them personally. This psychology study will greatly help in increasing the conversion of gen

z. The objective of the study is to examine various digital psychological theories. This study uses conceptual research methodology for framing best psychologically influential online marketing model that can be used with gen z, which will positively impact in subconscious persuasion towards brand

Paper ID: icemma20210331

Stochastic Frontier Analysis (SFA) of Production Function of Micro Finance Institutions' in South Asia

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Abstract. This study aims to measure Technical Efficiency and to identify the determinants of technical efficiency of MFIs in South Asia. Technical Efficiency means efficiency of MFIs in utilizing input to generate output. Methodologically, Efficiency of MFIs are measured under Stochastic Frontier Analysis (SFA) of Production Function and the determinants are identified under SFA Production inefficiency model. Five years balanced panel data of MFIs were taken from Mix Market database. Maximum Likelihood Estimates of MFIs in the region of South Asia are obtained under SFA Production function. The researchers have taken two inputs variables, one output variables i.e., Personnel, Cost per Borrower, Gross Loan Portfolio and thirteen explanatory variables. The likely-hood Ratio is significant and positive in Region of South Asia based on the critical value of Kodde and Palm. The five years Annual Mean Technical Efficiency of MFIs in the region of South Asia are 31%, 34%, 37%, 40% & 43%. In the region of South Asia, only seven MFIs are identified as Highly Efficient (TE scores $\geq 70\%$) out of 150 MFIs.

Paper ID: icemma20210332

Online Consumer Behavioural Patterns in Malaysian E-Commerce Industry

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Abstract. The Malaysian Digital Economy has seen incredible growth and expansion, Malaysia first began as a service provider for e-commerce, but has now moved on to being that has e-commerce services of their own. This would be considered a no brainer as Malaysia's export and import industry strives positively, being a producer as well, even more so. Local e-commerce sites known as of today are, Business-to-Consumers, are Lelong.my, Mudah.my, Zalora.my, 11Street.my, and many others. We have expanded so far to being typical service provides to marketplaces and online retailers, approximately 7 million of Malaysia's consumers shop online per month, 8 out of 10 local consumers shops online (EcommerceIQ, 2017). Our digital economy has expanded and developed so rapidly that the Malaysian government sees the initiative to turn this into a foothold as a competitor in the global e-commerce markets, with acquisitions of Aliexpress.com, Malaysia looks to expand even further. With the recent developments, this too spurred the new age of consumers, consumerism is an economic ideology that Malaysian consumers has adopted fairly recently. This is in tandem

with e-commerce, has in the mid 90's, Malaysia pursued globalization, looking to be an economic competitor on a global scale, mainly South East Asia. With consumerism values being implemented, this complicated matters for businesses and government alike as they had to understand and deliver in order to fulfill this needs from consumers. Failure to meet this need could deter electronic consumption, thus resulting in unfavourable outcomes. Though Malaysia has done well in the recent years, tightening, enforcing, introducing, and revamping laws and legislations to protect the consumers, but there is still a need to understand what this all means to the consumer's perspective. This research aims to understand what kind of impact e-commerce and consumerism has on the consumers, what is understood as favourable may not be so favourable.

Paper ID: icemma20210333

Analyzing the Potential of Rural Markets and formulating Competitive Strategies paving the evolution of Urbanization in Rural India by 2025

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Abstract. Rural India is going to become a biggest market of the world in the near future and it is transforming like anything. Rural marketing as an emerging trend is about to explore possibilities in the rural India. It is a process to hunt a Treasure Island, yet to be hunted by the adventurous explorers. It is not simply a marketing to just sell and deliver consumers satisfaction but something else certainly. It is a visit to the 75 crores (which is twice as entire market of USA and would become bigger than total consumer market in countries like South Korea/Canada in another 20 years) people residing in the villages of India where they have hope, aspirations, needs and potential. They too have money and will to spend the same, which is more important. Because of change in the rural market environment, its market profile is changing and people are changing themselves. Ultimately, their needs and requirements are also changing. At this point of juncture companies are rushing with their product portfolio to satisfy the needs of rural consumers. The companies are applying several models and strategies to be a winner in the rural market. It is also a great fallacy that those who have not seen rural India, they are making and shaping rural strategy to win the hearts of rural India.

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Perspectives on audience preferences towards digital media – A detailed study

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Abstract. Digital media marketing, on internet and mobile devices, has overtaken the customary media publicizing and since a decade has created additional advertising expenses than television promotional advertisements. The digital advertising is assumed to be an active technique to better aim at impending customers in the worldwide market. Indication displays that industries have progressively transferred their advertising emphasis from conventional to digital media. This study uses a descriptive investigation which searches the helpfulness of digital advertising alongside numerous mass marketing magnitudes among audiences and how they prefer to get influenced with digital media. The data was collected with the help of a structured questionnaire from 200 respondents of various cities of Tamil Nadu, India. The analysis was

done with the help of statistical tools like Chi-square test, Kaiser-Meyer-Olkin (KMO) and Bartlett's Test. The results exposes that although customary media marketing still clutches its ground, digital media advertising provides more efficiency in marketing companies' goods and services. The results also advocates that vendors must utilize more digital advertising to have better focus on their customers, predominantly the young customers.

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Leveraging Digital Technologies to Remain Relevant And Competitive in Life Insurance Industry

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Abstract. The Life Insurance industry has seen significant changes in the last three decades – Innovation in Products / Propositions, Changes in operation models, emergence of new channels and distribution models, wide ranges of options and investment avenues, more tight and frequent regulatory interventions etc. Similar to any other business that is undergoing changes or disruption, in Insurance also technology has its own share of role in being a catalyst / driver of these disruption wither to manage and overcome the challenges or to lead insurers to emerge successful amidst these challenges. Insurance industry is not decoupled from this evolution of disruption and change to its business model just as in any other industry including Retail, Banking where customer understanding, needs are addressed through multiple touchpoints with the help of technology. This paper relates to the transformational changes that can happen by leveraging new age / cutting edge technology in some of the basic elements of the insurance sales and service equation – PPE Intervention - Products, Process and Experience.

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Content marketing & Social media influence of brands in baby food category

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Abstract. Digital marketing has evolved at a high speed in the past few years and will definitely grow further at a greater speed in coming years. Traditional marketing strategies has started taking a back seat in ads, promotions and to engage customers. The most influenced group through digital marketing is that of the millennials and youth. Many of the purchase decisions made by them are being influenced through digital marketing ads and promotions. One of the most influenced product category through digital marketing among this group is the baby food category. This has become more evident in nuclear family and has seen a stark difference in metros when compared to tier I and tier II cities. Parents with the new 'work from home culture' are adapting to the new way of consuming news and information. A lot of marketing activities for baby food category is now dependent on Social media and digital marketing. New and innovative methods like influencer marketing, paid marketing and marketing on social media platforms are gaining more and more importance. In

this cut throat competition of marketing of baby foods, digital marketing is playing a decisive role and players with a sound digital marketing presence will be benefitted in the future.

Paper ID: icemma20210337

Perception of Women Consumers Towards Social Media Advertisements

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Abstract. The effect of web-based media on client purchasing choice is extremely high. On account of innovation headway, web-based media empowers admittance to real data at lucky time in any event, when the clients are at home and thus they can improve control from anyplace on the planet. This media is working with individuals to arrive at bathrooms and supermarkets whenever from anyplace through cell phones or PCs or some other gadget. The Objective is to study the perception of social media marketing on buying behaviour of women in cosmetic industry. This research is conducted in Chennai city and a structured questionnaire was used to collect data from 100 respondents. The result showed that the variables of the factor attribute of social media marketing is significantly different and there is positive perception of the women consumers towards social media advertisements.

Chendur Research Foundation

Paper ID: icemma20210338

Impact Training and Development Practices on Organizational Performance of SMEs

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Abstract. Industry is undergoing tremendous change at a never before experience pace. One of the most important drivers of this change is technology accelerated with the arrival of the pandemic. Training and Development, is at the focus as it has become imperative to embrace lifelong learning and continuous up gradation of knowledge and skills. Organizations have realized the need to invest in developing its employees. Employees too value organizations that give them an opportunity to learn and develop as is evident in the results of the organizations that are voted as the good places to work. Studies have linked training and development to improved employee performance and organizational performance. Organizations where the top management believes in human resources being a source of competitive advantage consider employee training and development practices as investment. However, not many studies have explored the link between training and development practices and performance in small and medium organizations. Small and medium organizations contribute a major part of the economy of any country. Among the many challenges they face is also attracting and retaining

talent. Coimbatore city is known for its entrepreneurial culture and numerous small and medium enterprises. These organizations need to realize that people are most important for the success of the organization. They need to be equipped to meet the challenges of change and uncertainty. Therefore, investing in the training and development of employees is important. Small organizations have limited resources and majority of them do not spend much in training and developing their employees as compared to large organizations. Small and medium organizations where founders/ owners / partners are key decision maker, their HR values - the extent, to which top management believed in human resources being a source of competitive advantage, will have a direct impact on opportunities of learning and development provided to employees. Training and development practices in organizations are aimed at improving employee performance and thereby organizational performance. The purpose of this study is to explore linkage between HR Values and training and development practices and the effect of training and development practices on organizational performance. It was found that HR values predicted training and development practices. Training and development practices had significant impact on organizational performance.

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The Rise of Artificial Intelligence – An Agile Technology in Big Data for Future Growth of Business Organizations

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Abstract. Like Big Data, AI is about increasing volumes, velocities and variety of data. Under situations of large volumes of data, AI allows delegation of difficult pattern recognition, learning, and other tasks to computer-based approaches. AI has been used in several different ways to facilitate capturing and structuring big data, and AI has been used to analyze big data for key insights. This paper examines how Artificial Intelligence in conjunction with Big Data Technologies, can help organizations to bring about operational and business transformation and also evolve the job of a Data Analyst.

Paper ID: icemma20210340

Occupational Leverage of Women, Empowerment Through Shg: A Case Study

Abstract. In India after liberalization of Economy by LPG, problems on women workers starts aggravated in the unorganized sector from bad to worse which made them to lost heir livelihood by avoiding various self employment activities. After the dominance of SHG concept it started reaching these 'Unreached poor' which brought them self confidence, self reliance and self respect in the present scenario. This paper explore into the two extreme ends of affairs of women before and after joining SHG, and how it empowered them with special reference to Women of Palladam Village , Tirupur Dt, Tamil Nadu. This upliftment is refereed to occupational leverage.

Paper ID: icemma20210341

Attitude to Espouse E-learning System during COVID-19 Paramedic Situation analysis with A Structural Equation Model for Evaluating Students

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Abstract. The pandemic situation across the globe has forced educational institutions to shut down to control the spread of this virus. These incidents made the teaching professionals think of alternative methods of coaching during this lockdown. Thus it paves the way towards web-based learning. This study will help to find out the students' attitudes towards online class and exams during COVID – 19 Pandemic. It was done for the students who are studying in various colleges and contribution of e-learning during this pandemic.

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The Impact of Green Entrepreneurship in The Nation's Development

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Abstract. The only business which will not affect the environment of the business is green entrepreneurship to a wider range of business and economics. Green entrepreneurship paves way for the change. This is claiming more importance as the Indian economy is moving towards sustainable development. Due to the rising concern towards climate change as it has become a global phenomenon, this shift has occurred. The business people are adopting to the new consumer needs as their buying pattern has shifted towards the green products. Due to this business people are finding great results through green practices in business. The green entrepreneurs have to take high risk in order to implement the business. The study aims in identifying the factors influencing green entrepreneurship for sustainable development. The study aims in analysing and identifying the opportunities along with the challenges that the green entrepreneurs will face. The study is exploratory and it focuses on the environmental, social and economic factors of green entrepreneurship which will result in sustainable development. Green entrepreneurs are the major force in shifting the consumer behavior towards the green products. This results in a positive impact on the economic development of the country. Green entrepreneurship plays a major role in job creation which will simultaneously contribute to the nation's development.

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Human Resource Management Practices as Determinants of Organizational Performance

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Abstract. Human resources have been established as a source of competitive advantage to organizations, as they form the human capital of an organization that is unique, valuable and cannot be imitated or duplicated. Effective and well-established human resource management practices help in better retention and utilization of the human resources and affects the overall organizational performance. Most of the literature available that studied the linkage between HRM practices and organizational performance were on large organizations. Not much research has been done on Small and Medium Enterprises. Coimbatore being a city popular for entrepreneurial ventures dominated by small and medium enterprises, a need was felt to explore the extent of adoption of HRM practices among the small and medium enterprises in Coimbatore. The research was therefore undertaken to study the relationship among HR practices and organizational performance. This study assessed the linkage between HRM practices and organizational performance in the SMEs in Coimbatore. In addition, the extent to which the HRM practices influenced SME performance was studied. The research tested a model that depicted the relationship among HRM practices and organizational performance. Data was collected from 200 SMEs that were members of CODISSIA. Data was analyzed using SPSS and warpls. It was found that HRM practices had significant positive relationship with organizational performance.

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Intelligent Weather Prediction scheme to support Agricultural and Disaster Management for a localized field using Modified learning scheme with IoT assisted technology

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Abstract. The logic of Weather Prediction and the associated climate monitoring is the most important concern to every country to handle and avoid disasters from occurring. Also, weather prediction scheme is helpful for farmers to forecast the rainfall details and the associated climatic conditions in time. Many machine learning schemes with Artificial Intelligence (AI) enabled logic are widely used in weather prediction. In previous works, public datasets used for rainfall prediction doesn't give correct predictions. And some existing work utilizes sensor signal data for localized regions

implemented in different types of machine learning algorithms. In this paper, a new logic in Machine learning technique namely, Enhanced Learning Scheme for Weather Prediction (ELSWP) is introduced, which is based on the conventional machine learning Logistic Regression (LR) model. The proposed approach is designed in association with the help of advanced Internet of Things (IoT) technology. The IoT module called NodeMCU is interfaced with the proposed design to communicate the weather details directly to the server end, in which the data once reached the server end is available to global medium for proper communications further. The main purpose of this paper is to initiate a novel approach for predicting the weather and climate conditions by using learning schemes and advanced technologies. This kind of weather prediction scheme is helpful in local crop monitoring and improves the production level by allowing farmers to take necessary precautions and prevent unwanted agricultural losses. In this method, a specific sensor unit which consists of DHT11 and the Rainfall identification sensor provides continuous weather details to the NodeMCU module, which forwards it to the server end for data manipulation. The server end machine learning model ELSWP acquires the details and processes it for any dense case occurrence and alerts farmers to take appropriate actions and avoid disaster scenarios. The result section of this paper provides adequate proof to show that the performance of the proposed approach yields more accurate results.

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Bayesian Trust Prediction and EASI (Energy Accumulation with Swarm Intelligence) Routing Protocol for Securing Wsn

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Abstract. Trust has obtained increased attention in recent years mainly due to the serious impacts of the malicious nodes. Further the leakage of data and the selling of huge data occurs very frequently. The paper proposed a robust method for the prediction of threat prediction by considering the organisational, technical and human factors. The risk prediction for all the authorized users within the WSN were analysed for the identification of threat risk. With increased application, research towards the extension and optimization of network lifetime has been acclaimed. Energy effectiveness is also a critical factor because of the weakness of the energy source in the sensor nodes. The proposed swarm intelligence based routing protocol hence aimed to improve the QoS parameters within network. The method is relying upon the chain-based routing method of the EASI (ENERGY ACCUMULATION WITH SWARM INTELLIGENCE) to achieve a distinguished chain. The key aspect of the initiated system is the combination of gathering technique with EASI for the reduction of data redundancy, transmission delay and neighbor node distance linked with lengthy links and the engagement of cluster head (CH) selection technique. The simulation results depicted that the proposed method is far superior to the existing method in terms of packet delivery ratio, through put, energy consumption, and security analysis and delay time.

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A Study on Optimal Inventory Management for Perishable Items

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Abstract. Objective: The main purpose of this paper is to analyses the deterioration of perishable items in inventory management. Background: Depending on the expiry date, shelf life can be categorized into fixed and random lifetime wherein deterministic and stochastic demand are the two branches of a fixed lifetime. Hence, most of the research article considers shelf life and demand as the key factors in modeling the deteriorating inventory Methods/statistical analysis: In this research article, deterministic demand with various factors like a shortage, replenishment, single & multiple items, discount, and pricing are considered for the study. Shortage with various constraints and conditions are conferred in brief. Inventory models on various factors of deterioration like trade credit, two warehouses, and different payment activities are studied. Application: Blood bank management and queueing model are accomplished as an application in this model.

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Modern Approach On θ -Open Sets In N-Topology

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Abstract. This article elaborates about a novel approach on defining θ -open sets and some of its properties in N-topological space. We establish various continuous maps and discuss the relationship with θ -continuous maps using N-topology. We provide necessary and sufficient condition for θ -irresolute maps in terms of θ -open sets and θ -neighborhood in N-topology. we develop the idea of θ -connectedness properties and some sort of separation axioms in N-topological space.

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Multi-Level Thresholding Partitioning Algorithm for Graph Processing in Cloud Computing

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Abstract. Graphs are an effective way for data representation, and generally, the graph data size is enormous. Graphs are linked with various revenue-generating applications such as social media, online retail, drug discovery, clinical trials, businesses, etc. Partitioning is a mechanism used for processing the vast graph data effectively. Graph partitioning efficiently minimizes the energy consumption and computational complexity caused while processing the extensive interlinked data. In this work, node priority and threshold-based graph partitioning algorithms are proposed for achieving energy-efficient graph processing. Most graph partition algorithms promptly minimize energy consumption, but the node priority-based graph partitioning algorithm also delivers enhanced results in the aspect of execution time. In this research work, the power consumption is measured through Online power estimation tools. To calculate the energy consumption, in this work, five popularly known graph applications are deployed. The power consumption is categorized into static and dynamic power consumption, estimated using four benchmarked graph datasets. The result analysis includes the energy and performance cost according to the processor. The obtained results show that the proposed runtime is enhanced effectively than the existing works. Thus, achieving the motto of this research work in the aspect of minimizing the overall energy percentage

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Scalable And Dynamic Routing Protocol for Efficient Route Discovery in WSN

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Abstract. Target localization, surveillance systems, industrial systems surveillance, healthcare surveilling, and public utility management are just a few of the uses for WSN. A network of sensors is made up of many clusters of sensors and a couple drain hubs that gather information from them. In wireless sensor networks, ensuring effective and stable communication is critical. In commercial wireless sensor networks, communication damage can result in operational or composite reliability being lost or delayed, which is unacceptable. Even in severe environments, expanded consistent routing employing dynamic protocol delivers optimal network throughput in fading channels when compared to conventional responsive routing techniques in commercial processes. This paper provides Scalable and Dynamic Routing Protocol (SDRP) for efficient discovery of route in order to regulate

the delivery of packets in WSN. The goal of SDRP is to find several reversible paths between a sensor and a sink node. To assure proper routing topological development, the sink node starts path formation with a fictitious node as the target. SDRP performs resource provisioning by routing data packets through the path with the least amount of traffic. SDRP is a minimal routing protocol that can be optimized. The suggested SDRP routing protocol surpasses traditional protocol for routing through load flow proportion, packet routing latency, and peer-to-peer queuing delay, as demonstrated by analytical model.

Paper ID: icemma20210350

Analysis of Customer Review and Predicting Future Release of The Product

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Abstract. The customer reviews are in unstructured form and natural language. To make data structured, natural language processing algorithms like sentimental analysis are used. This method is to extract whether the reviews are positive, negative, or neutral in the state. Sentimental analysis is used to capture each product's opinions and feelings about the particular product. The main objective of the proposed work is to predict the future release of the product. For prediction, machine learning algorithms along with sentimental analysis are added that provide better performance. In the proposed work, firstly the data is collected, and then it is preprocessed. Secondly, Vader sentiment analysis is implemented for analyzing the customer reviews followed by extracting the features. Random forest classifiers were carried out for improving the performance pursued by predicting the future release of the product using a decision tree algorithm. The proposed work provides and improves performance results compared to the existing works.

Paper ID: icemma20210351

An Efficient Protection System Against DDOS Attack Over Cloud Computing Environment

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Abstract. Now-a-days, both commercial and non-commercial organizations believe cloud based environment a lot as well as preserve the concern information over the remote cloud based environment. The most important concern need to be taken care with cloud based data maintenance is data confidentiality, data availability, data robustness and data integrity.

These are all the major concerns to deal with cloud based data maintenance. The problem with maintaining the data over the cloud environment is the handling of trustworthiness and attack preventions in server end. These vulnerabilities create an issue to the data confidentiality and integrity, in which it creates an illusion over people's mind as like reputation and economic loss. The major threat of cloud environment presently is Distributed Denial of Service (DDoS) attacks, in which it targets the data maintained into the server and affect that in drastic level. This leads a huge destruction to the concern or individual to revert back the content as well as the confidentiality lacking cannot be resolved. This paper introduced a novel DDoS attack detection methodology called Intelligent Attack Identification Strategy (IAIS), in which it identify the attacks based on the pattern of handling the Internet Protocol (IP) address pattern to access the data on cloud environments. The proposed logic extracts the content from request made from the user end and analyze the request content with respect to the logical parameters acquired from the trained model. The acquired IP address status and sustainability over the network environment is also analyzed in clear manner. Based on these pattern verification with respect to IP address and the content stability, the user and the associated request is considered to be the proper one otherwise it will be immediately notified to the user end to block further precedence.

Paper ID: icemma20210352

A Comprehensive Survey on CNN Models on Assessment of Nitrate Contamination in Groundwater

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Abstract. In many places in the world, groundwater nitrate pollution is a major issue. Close to the livestock waste disposal site (LWDS), coprostanol and nitrate concentrations in the soil were altered by livestock manure. There was a considerable correlation between the nitrate contents in the groundwater and soil. There was evidence that nitrates were carried downstream in both soil and groundwater. It is, however, difficult to identify the main nitrate sources because of the diffuse and widespread spatial overlap of multiple non-point pollution sources. In this paper, we provide the comprehensive survey and evaluation of various convolutional neural network (CNN) models for the assessment of groundwater nitrate contamination. The survey provides the accuracy of various models of CNN method that records the prediction accuracy of groundwater nitrate contamination. The model provides an accuracy evaluation with the proposed method on nitrate concentration and shows how well the proposed method archives better accuracy than other CNN models.

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Multi Level Allocations and Deep Layered Convolutional Neural Network for Developing Image Block Truncation Coding in Cyber Learning Platform

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Abstract. Handling the image database with minimal storage complexity, minimal computational complexity and optimal quality is a significant task. To obtain these solutions, many image processing techniques are evolved. In the domain, image compression and decompression are more needed at any cost for effectively handling the complex image databases. Now days, E-Learning resources are widely used around the internet based knowledge sharing environments. In the E-Learning environment, multiple types of data resources are managed. Particularly, organizing the images is more crucial task where multiple qualities of images are appeared inside the E-Learning network databases. This problem expects solutions from effective image compression techniques. Block Truncation Coding (BTC) and Absolute Moment BTC (AMBTC) are the techniques provide useful and easy implementations of E-Learning based image compression platform. At the same time, they are limited to image dissimilarity rate. To maintain the quality of images in both compression and decompression phases, multilevel image analysis models and training phases are required. In this regard, this proposed system develops a Dual Layered Deep Classification and Truncation (DLDCT) technique. DLDCT comprises the baseline benefits of BTC, multi-layered Support Vector Machine (SVM) units and Deep Layered Convolutional Neural Network (DLCNN) for producing classified range of image pixels and compressing the images under controlled circumstances. This proposed DLDCT makes the image compression and decompression with determined observations. This reduces real time errors occur during image reconstruction phases. This proposed system has been implemented and compared with existing works with respect to significant performance parameters.

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A Study on Profitability of Selected Public Sector Banks in India

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Abstract. A study on profitability of chosen public sector banks in India inspects the variables impacting the monetary performance of leading five Indian public area banks post worldwide monetary emergencies. In this article find out the profitability of the balanced panel data for the period 2016-2020 was performed to decide the effect of the profitability, effectiveness, liquidity and dissolvability of banks dependent on the Fulmer Model – H Score. The bank that impact the productivity of the public sector banks in India are for the most part consequences for controlling the absolute obligation, current liabilities and income while the impact of elements on the banks' benefit were immaterial. This article prescribed the public area banks to decrease the expense for making sustainable benefit.

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Exploring The Perceived Effect and Factor Affecting to Potential Students of Post Graduate Professional Studies

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Abstract. Management education is the most lucrative and carrier-oriented subject and course, which is adopted by the majority of graduate-level students as a career option after their graduation. Management education provides multiple specializations that are the reason behind the great demand for management graduates in the entire sector. At the present number of management institutes in India are more than 3600. For the last couple of years, these B-Schools or M.B.A Colleges are facing difficulty in their enrollment. Only the top 40-60 institutes are enjoying the student pool while remaining institutes either running in losses or facing many difficulties in filling their intake capacity. This has been observed that the basic intention of B-school is to fill their intake by using attractive offers such as free foreign trip, laptop, free hostel and many more. B- Schools are not able to address the right mix of desire expectations of customers (students), that is, placement in good corporate houses, excellent learning through qualified and learned professors. Past study confirms that in the majority of B-Schools facilitator teacher themselves needs the training. Institutes simply appoint M.B.A. fresher's as a teacher to train upcoming students that are not going to solve the purpose and as end result simply generate the crowd of less efficient management graduate. According to A.I.C.T.E., New Delhi, India produces about three lakh management graduates every year against the actual requirement of 35000 to 40000 per year. That is why a low salary or unemployment situation has been created for management graduates. In other words, in any market, if supply is more than demand, then it will affect the pricing of the product. The present study focuses on the key issues that can have a positive effect on students when they select any B-School. Some of the elementary factors which any institute has to take care of in order to invite the students. The research is anticipated to help the professional colleges to overcome the instability in hard times and to withstand the hard rivalry that they are facing from their national as well as international Institutes.

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A Study on Influence of Personality Traits on Learning Behaviour and Academic outcome of Arts & Science College Students with the reference of Tuticorin District

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Abstract. The purpose of the study is to examine the relationship between the big five personality traits, learning behavior and academic outcomes. Most of the researchers using the big five personality trait factors are neuroticism (emotional stability), extroversion (intensity and quality of an individual relationship), and openness to experience (individual's broad mindedness), conscientiousness (Individual's accountability, academic persistence and ability to organize information) and agreeableness (interpersonal relations). The study was undertaken in Tuticorin district, Tamil Nadu with the sample size of 150 college students who are in the discipline of arts and sciences. Data has been collected through questionnaire which was later evaluated using AMOS (Analysis Moment Structure) software to validate the conceptual framework. The outcome of the paper is that personality traits variables all three big five personality trait variables (Openness, Conscientiousness, and Agreeableness) are positively influence on students learning behavior and their beta values are 0.733, 0.012, and 0.125 respectively. And two personality traits variables are have negative influence on learning behavior and their beta values are -0.082, -0.048 respectively. The simulation results obtained from the AMOS software revealed that a greater number of arts and science students reported positive opinions of the personality traits on their learning behavior and academic outcomes.

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A Novel Approach on Risk Assessment of Environment from Man-Made Emergencies at Chemical Hazardous Environment

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Abstract. A systematic study meant for defending workers from a harmful disorder which may be caused by numerous factors. Chemical hazardous are man-made problems that cause damage to the environment and people handling the product or working in chemical work stations. Chemical wastes and products are man-made sources and they may cause damage to the environment to prevent the nature or environment from that hazardous various measures were taken to overcome this risk. To manage the chemical hazardous from affecting the environment dissimilar from the research studies, in this paper, a novel approach on risk assessment of atmosphere from artificial predicaments at the chemical dangerous environment is made. The management of controlling the man-made hazardous in the environment different method was carried out and, in this paper, an overview of a paper is done on the chemical hazardous that damage the environment.

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Detailed Study on The Impact of Human Resource Management on Employee Retention with Special Reference to It Industry in Tamilnadu

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Abstract. Employees have become the core and crux of any and every particular organization. Retaining such important resources has become another very crucial criterion for the firms. When we go even more specific with the IT industry which is the flourishing sector of the country employee retention assumes and occupies a really very important place and prominence. Employees stay connected with the company through the Human resource management team which needs to dug in a lot of efforts in order to maintain the smooth harmony amongst the employees and the organization. HR (Human resources) is the important thing belongings in the corporation. In this era of pretty aggressive competition, HR practitioners had been constantly paving the manner toward earning & keeping loyal employees with the aid of bestowing plethora of blessings and satisfactory paintings existence to maintain them in the enterprise. As retention of employees has come to be a primary challenge for the HR practitioner. The current study tries to understand the association or the effect that HR practices have over employee retention in the IT industry. The study is well supported by expert opinions in the literature review along with analysis and findings.

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A Study About Seafarer's Education in India- An Exigency for Upcoming Mariners

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Abstract. Education plays a chief role in human life. Through this study, we emphasize the importance and enhance the approaches to marine education in India. A niche industry where people gain knowledge about life at sea and earn more money is the marine industry. It comprises accomplished education and training for many learning experts. An integral part of this article is a study on how to make maritime education and training more effective in India (Dr. J. Rengamani, 2015). Newer skills entail knowledge about an extensive period of themes to become an efficacious seafarer. A developing country like India should aim to provide an education system in the up-and-coming field of the Marine Industry. There are almost 49 Marine institutions in India providing accomplished and proficient education to the forthcoming seafarers. As the marine industry continues to evolve, so do its requirements. In light of this, it becomes increasingly crucial for Maritime personnel to continuously improve their services. Hence, maritime education and training are very significant fragments of the maritime industry. By writing this article, the researcher encourages the next generation to make their profession into the marine industry and to grasp the opportunities in India.

Paper ID: icemma20210360

Simulation of a Suspension Control System Using a Semi-Active (MR) Damper Actuator

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Abstract. This article developed response optimization criteria to identify the best response curve in the time domain to meet the design response criteria for comfortable passenger transportation. The method of design response optimization was utilized to optimize the numerical values of magnetorheological (MR) dashpot parameters that are dependent on the Bingham plastic model. The MR damper value settings were enhanced using an aim square error tracing technique, showing a semi-active controller. To meet the design requirements and work inversely to determine the MR damper settings, a responsive design optimization approach was created. The best results were got by employing the semi-active controller's optimal tuning parameters (MR damper). After optimum tuning of the semi-active controller parameters, the response curve reveals a reduction in amplitudes of displacement, velocity, and relative displacement of 46 to 70%.

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The Impact of Covid-19 on Transit Insurance among Banking Industry

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Abstract. This study investigated the transit insurance industry by studying about the SBI Marine Insurance Policies drafted paper for reproducing effect of the transit insurance among State Bank of India Marine Insurance Policies during covid-19. This paper based on informative method to estimate the impact of transit insurance among Public Sector Bank. During covid 19 the trend was reducing profits this leads to recession but more claims. Industries faced losses because no events, travel was very less. Determined normalisation of commercial signal from January 2021. Through online service during

pandemic situation worked from their home, training was given to develop the staff to perform their job by following standard operating procedures and supplement the cybersecurity arrangements and shorten claims/premium handling through online payment services. It is need for association of the Ministry of Health, Banking Sector, Police Department, Customs Excise and Preventive Service, other relevant Ministries and the international community to lay the pandemic to a cease.

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An Analysis of Technology Trends and their Impact on the Globalization of Business

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Abstract. Methodological globalization is zoomed in huge fragment by industrial dispersion, the banquet of knowhow transversely the boundaries. Expertise trend mindfulness as a mindful of the knowledge that is newly attractive prevalent and is gamely acknowledged in the marketplace or trade. Technical tendencies are strong and clear direction of technology change. Technological tendencies in commercial are Artificial intelligence, Machine learning, Internet of things, Virtual reality, Cognitive technology, Software unification, Focus on Cyber Security, Tech- assisted Shopping, Remote on boarding, Greater Prominence on automation. Technology invention is difficult to all types of business around the world and significantly influences our society. We are living in one of the most troublemaking periods of each tech development since the internet first entered the passage decades ago. Technology break thoughts induce business innovativeness to become global by snowballing the finances scale and the market size desirable to break even. The international dissemination of familiarity and expertise produces constructive system properties through cross-pollination, as it empowers technology getting nations to early payment their own explore and expansion.

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Perception of Garment Exporters on Letter of Credit in Tirupur City

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Abstract. Letter of Credit has been a cornerstone of international trade dating back to the early 1900s. They continue to play a critical role in world trade today. For any company entering the international market, Letter of Credit is an important payment mechanism which helps eliminate certain risks. International trade between an Exporter and Importer would entail multiple transactions in terms of documentation exchange, physical cargo movement as well as settlement of payment which have to be clearly defined and setup in order to ensure smooth business transaction. In this study the authors tried analyse the perception of garment exporters over Letter of credit in Tiruppur city. The data has been collected from 100 respondents by using convenient sampling technique with the help of structured questionnaire. Letter of credit makes the exporters a smooth flow of transactions for every dealings. It gives the stable mechanism; especially from the Importer and the Exporter's angle. The Letter of Credit gives more security and confidence among the traders in Tiruppur city.

Paper ID: icemma20210364

Insurance Penetration and Density in India

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Abstract. Insurance is important because both life and non-life business environment are characterized by risk and uncertainty. Its plays a key role in mitigation of risks and it has evolved as a process of safeguarding the interest of people from loss and uncertainty. It may be described as a social device to reduce or remove risk from the loss to life and property.

Insurance plays an important role to the economic growth of the society by providing stability to the functioning of process. By increasing financial resources, the insurance industry develops financial institutions and reduces risk. So based on this back ground this paper focus on the insurance penetration and density in India.

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Transit Insurance in India

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Abstract. Businesses are going global and their goods are being sold in international markets too. This globalization has not only increased the potential of business profits, but it has also led to better marketing opportunities and competitive products. While globalization is driving business expansion, the risks associated with the transportation of goods cannot be ignored. When the goods are being transported through land, air or water, they face the threat of damages due to unforeseen contingencies. In case of any damage, businesses stand to lose a great deal of money. That is why, to protect the financial risks faced by goods being transported, a transit insurance policy is available.

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Assessment Of Employee Loyalty Vis-A Vis Employee Occupational Satisfaction

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Abstract. Coimbatore is one of the major hubs for manufacturing water pumps and is known as Pump Manufacturing Hub of Asia and contributes to the Indian economy to a great extent. The presence of numerous manufacturing industries provides immense employment opportunities for the people in the region. However, the employment situation causes

varying perceptions on the job satisfaction level of the employees. The question of what prompts the employees to continue to work in the organisation for a number of years is a question that is analysed dichotomously in this article. Job dissatisfaction or unhappy employee is not the only cause for attrition. Several others factors contribute to employees' dissatisfaction as well. A dissatisfied employee is not someone who is committed or loyal to his or her organization. The main focus of this research is to study the Positive influence of employee occupational satisfaction on employee loyalty. The statistical tools used for the present study is Structural Equation Modelling (SEM)

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Effects of the Goods and Services Tax on the Car Insurance Sector in India

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Abstract. Car Owners should have car insurance in India to safeguard the financial loss in case of an unfortunate circumstance such as accident, theft, natural calamity, etc. In India, as per the Motor Vehicle Act, 2019, it is illegal to drive without an insurance policy. Hence, to avoid penalties, it is recommended to buy car insurance immediately after buying a car. Also, must do renewal the existing four-wheeler insurance before the expiry date. Failing to do so will amount to penalties. Going by the number of vehicles on the road and the rate of accidents, it is imperative to make the right choice when it comes to purchasing car insurance coverage. The introduction of GST has had significant impact on the insurance industry. Since the insurance sector falls under the higher tax slab, insurance policies have become slightly more expensive from the customer's perspective. During pre-GST times, insurance premium was inclusive of service tax. Now that the service tax has been replaced by GST, it is important that you understand the difference in the cost of insurance. Before GST the cost of insurance includes service tax rate of 15% (breakup of 14% basic service tax levy, 0.5% Krishi Kalyan Cess, 0.5% Swachh Bharat Cess) but, under GST cost of insurance will increase to 300 points i.e., 3% (18%,). With this higher tax limit, vehicle insurance plans and life insurance will have an adverse effect. This new revolutionary reform increases insurance premiums to 3%, which makes a major impact on an insurance policy. This study only focused by the author is the cost of car insurance after GST with reference to Bajaj Alliance, it leads any effects on sales and other issues.

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Analysis Of Schemes and Elements of Supply Chain Process in Garment Export Industry Involved in Marine Trading

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Abstract. Recent times, the logistics and supply chain management industries in India have received more attention than they have in the past. The sector's growth has not kept pace with the expansion of the Indian economy as a whole, and this poses a danger to India's future competitiveness, despite its enormous potential. Keeping this in mind, this specific research was carried out in order to get a better understanding of the supply chain management system used by garment export facilities in the Tirupur area of Tamil Nadu. The study intends to know about the schemes available for garment export through Marine trade, further, the study also identifies the important elements of supply chain competitiveness in garment industry.

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To Study the Persuasive Factors of Customers to Choose Health Insurance Policies in Private Insurance Companies During Covid 19

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Abstract. The purpose of this study is to develop an understanding of the elements that influence consumers' decisions to purchase healthcare insurance from private insurance firms during current COVID 19. It is a valid contract provided by an insurance company to a person or organisation, in which the insurance company commits to pay for health care services needful by the "assured," also known as "policy holder" or "certificate holder," in order to treat disease or damage. Healthy families should consider purchasing health insurance in order to alleviate financial obligations and responsibilities that may arise as a consequence of bad health-related events and crises. COVID-19 is an infectious disease caused by the SARS-CoV-2 virus, which is also known as Coronavirus disease. The information is gathered by the use of questionnaires, and then it is compiled and evaluated with the use of various tests conducted with the help of SPSS, MS Excel, and other appropriate techniques. Primary data has been collected by a survey, and the final analysis will be conducted using a questionnaire technique. The information was gathered from 100 participants. Customers that purchased a health insurance policy following the effect of the corona virus, diverse levels of employees, both men and women, from various age groups, income groups, and job profiles all completed questionnaires after the virus was discovered. In order to examine the data, statistical procedures such as percentage analysis, ANOVA, and chi-square were employed. When the study is completed, it will disclose all of the most important persuasive aspects that influenced clients to pick a health insurance policy with a private insurance company during COVID 19 and beyond.

Paper ID: icemma20210370

An Empirical Study on Performance Management on Absenteeism in Textile Industry

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Abstract. The Indian textile industry has a long and illustrious history that dates back more than 5000 years. While under British administration, the sector gained notoriety and is now the second most important contribution to the Indian economy, just after agricultural production. The textile sector contributes for 14% of industrial production which is 4% of GDP; employs 45 million people and accounts for 11 percent portion of the country's overall exports basket. Able to handle absenteeism is a challenging issue for management, and it may be viewed as both an art and a science in its own right. The application of scientific approaches in the management of absenteeism is critical due to the necessity for predictability and the capacity to successfully repeat a plan. In addition to using scare tactics to regulate absence, developing self-regulation and encouraging employees via the establishment of goals may be the most effective methods of lowering absenteeism. According to the findings of the study, there is a statistically significant difference in respondents' opinions regarding distributive justice, procedural justice, and interactional justice among those who answered the survey questions from different age groups. A significant difference exists between respondents from different age groups when it comes to organisational working conditions, employee withdrawal behaviour, and absenteeism.

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A Study on Financial Position of Selected District Central Cooperative Bank in Tamil Nadu

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Abstract. When the Central Co-operative Bank is established, it brings together primary agricultural co-operative banks and other primary societies located within a certain geographic location, usually a district. According to the recommendations of the rural credit survey committee, there should be only one central co-operative bank per district in order for it to be strong enough. Membership in a central co-operative bank is restricted to primary societies only; this type of organisation is known as a banking union. Generally speaking, central co-operative banks are located at the administrative centre of a district and have on their boards of directors persons with considerable authority and commercial acumen, in addition to representatives from primary societies.

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Customer Perception and Satisfaction towards Bajaj EMI Card – A View

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Abstract. The purpose of this research report is to examine consumer satisfaction with regard to the Bajaj EMI Card - A View. A set payment amount made by a borrower to a lender at a predetermined date each calendar month is referred to as an equalised monthly instalment (EMI). The EMI programmes are quite appealing, and they serve as a wonderful marketing approach for attracting clients. Mortgages on real estate, vehicle loans, school loans, and other types of loans are all examples of debt. It is utilised to assist in the repayment of both interest and principal amounts in each month during the course of the loan's repayment cycle until it is paid off in whole. The latest product and technological development influencing the customers to avail the EMI system. It's also help to increase the insurance market and to develop economy of the country. The study covers the customer awareness and satisfaction of the Bajaj EMI card holders and reason for buying products using particularly Bajaj EMI card and also concentrate on the expectation and perception of the customers.

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A Study Towards the Covid-19 Pandemic on Farmer's Awareness Level on Agricultural Schemes in Coimbatore District

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Abstract. India accounts for 7.68 percent of total global Agricultural output and any disturbance in its production has a multiplier effect on the economy of a country. Since, economic growth and agricultural growth are completely linked to each other, managing risks in agriculture are very big challenge to the policy makers and the researchers. Thus, the economic and social disruption caused by the pandemic is overwhelming; tens of millions of people are at risk of falling into extreme poverty, while the number of starved people, currently estimated at nearly 690 million, could increase by up to 132 million by the end of each year. The risk aversion induces under investment in agriculture which leads to inefficiency. By taking this as background, this research examines the farmer's awareness level on agriculture schemes in Coimbatore district. The researcher collected the data through primary as well as secondary sources. A convenient sampling method was used to collect data from 204 respondents. The study reveals that farmers awareness level on agricultural schemes differ significantly among the year of experience in farming.

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Impact of Social Media Marketing on buying behaviour: Comparison among Gen X, Millennial and Gen Z

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Abstract. Social media is anxious followed by the consumers for various purposes and the marketers follow them to know preferences of the former. Traditional advertising via mass media is on turn down; Due to various technological advancements, people now have many more options than they did in the past, and this has resulted in the creation of a consumer democracy, in which people all over the world constantly use social-media platforms to seek and share information, ranging from discussing consumer products to coordinating political movements. This rapid change over a decade changed the dimensions of buying and selling process in a new perspective. The tendency of information search using internet rather than any traditional mode creates new phenomenon in marketing and as well as in the consumer buying behaviour decisions.

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Consumer Awareness Towards Health Insurance with Special Reference to Tenkasi

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Abstract. Health is the basic right of every human being. They being has to resort to the health sector to maintain his or her health. Due to the growing population of India, it is becoming difficult for the government to provide public health services. Hence, most of the people receive medical care from the private sector. However, with the increase in the cost of medical care, it has become necessary for each citizens to obtain medical or health insurance for protecting their life. The primary goals of this study is to measure the level of consumer knowledge regarding healthcare insurance. Primary and secondary data were both utilised in this study. The chunk sampling approach was used to capture 55 samples, which resulted in 55 total samples. SPSS was used to examine the data. The most significant conclusion of the survey is that the vast majority of respondents believed that they lacked sufficient supervision as well as a paucity of health institutions. Recommendation from this study was the insurance company should create some more additional programme for increasing the awareness level among general public and additionally the health insurance cover some limited disease also which lead the consumer reuse to adopt health insurance easily.

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Exploring The Influence of Work-From-Home (WFH) Method on The Productivity of Employees During the Covid-19 -From the Perspective of Employees

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Abstract. The COVID-19 played havoc with the national economy destructing the business operation and claiming the lives of many people. However, India, by virtue of its decisiveness, surmounted the pandemic by imposing perfectly-timed lockdown, during which, the term “Work-From-Home” remained a common refrain for many of the Indian employees. In view of the unbridled growth of toll rate during the first wave of COVID-19, all the companies resorted to providing WFH Method to their employees. Hardly had the normalcy returned in the country when the number of COVID cases started spiking exponentially. Due to the resurgence of cases being reported in this second wave, companies continue to resort to WFH method worldwide. On one side of the coin, conventional wisdom has it that many of the India-based companies prefer their employees to opt for Work-From-Office method to track and monitor their performances in workplace. On the other side of the coin, as many as 88% of the employees, as per SAP Concur study in 2020, prefer opting for WFH method. Therefore, it becomes imperative to explore the productivity of employees during this WFH method. Does this WFH have really caused a significant impact on the career and individual development of the employees? This research paper attempts to answer the question casting light on the various aspects of employees’ productivity such as target achievement, performance improvement, new skills acquisition, work efficiency, result orientation, active participation in meetings and etc. Furthermore, it intends to explore the psychological perception of employees about WFH method studying their stress and satisfaction level.

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Cloud Task Scheduling using improved metaheuristic BAT Algorithm

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Abstract. On demand resource delivery through virtualization is made possible by Cloud Computing technology. The physical resources can be made available to multiple end-users through virtualization. The traditional way of deploying services by the providers are transformed to an effective method of providing services by employing cloud computing that does not enable users to invest in computing infrastructure. With the appearance and growth of cloud computing techniques, numerous jobs are associated with multiple tasks. Each of these tasks are schedules and executed by different nodes. Resource allocation and task scheduling are the two important aspects to be considered for efficient execution of tasks in cloud computing paradigm. This article proposes a task scheduling (TSA-BAT) algorithm based on echo location behavior of BAT algorithm that enables to make use of available resources effectively and to increase the job processing performance. Simulation outcome proves that proposed methodology is very effective compared to existing techniques in terms of minimizing the work span, minimizing energy consumption maximizing the resource utilization. TSA- BAT proved to be significant by utilizing 77% of resources for 500 tasks and consumes only 13.7 KWH for 500 tasks.

Paper ID: icemma20210378

Hybrid Fish Score Dragon Fly Algorithm for Classifying High Dimensional Cancer Dataset

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Abstract. High dimensional dataset tends to be challenging issue in the real-world scenario. Feature selection is considered as an important task to implement data mining algorithms. Relevant features or feature subsets can be chosen from the high dimensional dataset to attain the goal of classification and clustering. This paper aims to choose the optimal set of features using feature selection techniques. A novel multistage feature selection model named as Fisher Score – dragon Fly Algorithm (FISH-DA) is proposed to extract features from the high dimensional datasets. The first stage uses a filter approach to score the features. Highly scored features are chosen and sent to the second stage where dragonfly algorithm is employed to choose optimal feature sets. The final selected feature set is used for classification process using K-Nearest Neighbor, Support Vector Machine classifiers. The proposed model excels the existing Robust Correlation for Redundancy with Binary Grasshopper Optimization technique (rCBR-BGO) in terms of accuracy, precision and recall. FISH-DA outperformed rCBR-BGO with 98.4% accuracy, 97.98% accuracy and 98.56 % accuracy for Lung cancer, breast cancer and SRBCT datasets respectively.

Paper ID: icemma20210379

Factors Influencing Employee Turnover Intention in Private Higher Education Institutions in Malaysia

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Abstract. Employees' intention to leave a job voluntarily can lead to significant risk and costs for any organisation. Staff turnover can affect the performance and sustainability of organisations. Therefore, it is essential for organisations to reduce risk and cost by retaining employees, especially the talented employees. This explanatory study investigated the impact of working environment, occupational stress, career growth, and labour turnover intention. In this quantitative study, information was gathered from 195 respondents. The target population was bank employees in Klang Valley, Malaysia. The questionnaire was administered using the convenience sampling technique. The results showed that career growth and job stress had a significant direct effect on turnover intention. However, working environment and compensation did not significantly affect turnover intention based on regression analysis. This indicated that it is essential for human resource managers and organisation leaders to focus on career growth and employee wellbeing to reduce their turnover.

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The Effect of Flexible Work Arrangements, Meaningful Work, And Perceived Organisational Support on Contextual Performance Amongst Female Employees in Seychelles

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Abstract. Employees are core assets in any organisation to improve organisational performance and sustainability. More women are joining the workforce, and it is crucial for organisations to develop policies and strategies to improve the contextual performance of women. Researchers have identified several determinants of contextual performance, but there is a dearth of studies on the determinants of contextual performance of women in a developing country like Seychelles. This study aimed to examine the effects of flexible work arrangements, perceived organisational support, and meaningful work on contextual performance amongst female workers in Seychelles. This was a quantitative study, and the target population were female employees in Seychelles. Data was collected from eighty-two respondents using a self-administered questionnaire. The results revealed that perceived organisational support and meaningful work had a significant relationship with contextual performance. However, flexible work arrangements did not have a significant relationship with contextual performance. To the best of the author's knowledge, this study is the first to examine the determinants of contextual performance among female employees in a developing country.

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Paper ID: icemma20210381

Critical Success Factors of Public-Private Partnership (PPP) Projects in The Kingdom of Saudi Arabia

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Abstract. In a world where governments are looking at alternative ways of developing economies, infrastructure development remains a key aspect of these aspirations. For Middle East economies, which have relied on oil proceeds, the growth strategy is not as before as the oil prices have been fluctuating and resulting in low fiscal incomes. Saudi Arabia is one such economy. Thus, in the Kingdom's development strategy outlined in Vision 2030, there has been an emphasis on private players coming into partnering with the government in infrastructure and broader economic development projects. While the concept is easy on paper, running successful Public-Private Partnerships (PPP) projects is a complex endeavor given the conflicting interests of the partners themselves. This research investigated the critical success factors of PPP projects in Saudi Arabia based on the reflections of a quantitative study for infrastructure projects. For descriptive analysis, the entire population of participants (1200 respondents was used), and for the inferential statistics, a sample of 543 respondents was used in a Structured Equation Model tested on Smart PLS was used. The model tested critical success factors mediated by Openness and Communication and a multigroup analysis moderated by job level (representing the level of decision-making classified into strategic formulators - strategic level and above; and strategic implementers-

operational managers). The models had an R^2 of a stratified sample of 54.5% for the strategic level model and 45.9% for the strategic implementers' model. Both models confirmed the importance of Procurement transparency, Risk sharing and allocation, Knowledge management. However, they had differences in the influence of governance, Openness and Communication and efficiency of the financial model. Governance had a significant influence on the success of PPPs only at the operational level while having a fully mediated relationship with Openness and Communication at the operational level. The study then produced two frameworks that are relevant for policymakers and potential private players to understand the relevant factors to be prioritized at each decision-making level to ensure the successful completion of PPPs in Saudi Arabia.

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Impact of Concurrent Annual Dividend and Interim/Special Dividend Announcements on Stock Prices: A study of Indian Stock Market

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Abstract. Corporate announcements are those activities taken by the management of the corporate entity to increase the shareholder value. This paper attempts to find out how market reacts to annual dividend and concurrent annual dividend and interim/special dividend announcements of the stocks listed in S&P CNX 500 index of National Stock Exchange for the period 2014-2019 using Event study Methodology. The results of the study show positive significant returns around annual dividend and interim/special dividend announcements. However, the magnitude of return is found to be high for concurrent annual dividends and interim/special dividends than pure annual dividend announcements.

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Influencing Sources of Audience to Multiplex Cinema with Special Reference to Coimbatore City

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Abstract. As the birth of multiplex cinema happened in metropolitan cities and slowly spread it across tier 1 and tier 2 cities with facilities of international standards. Coimbatore city got the privilege of multiplex cinema a decade before and this study attempts to know the audience mentality and the sources influences towards the multiplex cinema. The study used is descriptive, explorative study with convenient sampling-mall intercept method to collect the data and the total sample is 827. It concludes from the audience opinion that, the movie factors and its technicality inspires them at the most. The individual factors such as age, gender least influences and remaining factors stands in middle. So it out breaks the

mythology, that income and legacy of people decides the destiny of multiplex cinema. But actually it's not, the admiration and passion drives people towards multiplex cinema.

Paper ID: icemma20210384

Brand Activation in Interactive Marketing of MSMEs in Coimbatore

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Abstract. Nowadays internet penetration is seen to be in an inclination path with more growing wherein social media adoption would reach to 666 million users by 2023. It can be strongly asserted that it's the means for the future of both Indian brands and consumers. India, today, is now becoming more matured digitally where the interactive marketers are finding ever- newer ways to engage consumers to build relationships promoting brand loyalty. Also referred as event- based marketing or trigger-based marketing it depends mainly on a two- way dialogue which made a drastic transformation from traditional campaign. In light of these situations, this study focuses on evaluating whether this customer-centric strategy is successful in executing its customer expectations and aims to study the benefits earned by its customers. It has made an attempt to determine the level of satisfaction of customers involved in interactive marketing while purchasing products which leads to a greater customer advocacy.

Chendur Research Foundation

Paper ID: icemma20210385

Effectiveness Of Usage of Credit Cards with Reference to Coimbatore

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Abstract. The credit card market is one of the fastest expanding divisions in the banking industry today, according to the Federal Reserve. In addition to playing an important part in the growth of the economy, Indian banking institutions provide credit facilities to consumers in the form of credit cards to help them attain what they need. Many Indian banks, notably the State Bank of India, have made incursions into the world of plastic cards, which are now widely used throughout the country. However, this has resulted in a significant shift in the way credit is issued, particularly since banks of the new generation have begun to promote the use of credit cards. The primary goal of the study is to learn more about the performance of credit cards and to determine whether or not the product quality of credit cards is capable of meeting all of the needs of the customers. This was accomplished by collecting a sample of 120 respondents from whom data was analyzed using percentage analysis and chi square. The result reached was that credit cards increase an individual's buying power, which has a positive influence on the growth of the economy in the process. It is seen as a status symbol as well as a

platform for consumerist consumption. Credit cards are playing an increasingly important part in people's hectic lives, yet they are most commonly seen among urban residents than among the rest of the population. It is also necessary to promote credit cards in rural areas as well, since this will result in an increase in personal income, the expansion of bank operations, and the overall growth of a country's economy and financial sector.

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Issues On Child Development in India

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Abstract. The development of the child is a big concern for all the economies especially in the context of the COVID 19 pandemic situation. In India, even before the outbreak of COVID 19, the prevalence of issues relating to children such as discrimination, mortality, school dropout and child labour is are important matters of social concern. This paper explores data on children in India for this purpose. COVID 19 like humanitarian crisis would not improve the social, economic and physical conditions of children. Economic growth in terms of increase in national income may not be an indicator of wellbeing of society, especially of children.

Chendur Research Foundation

Paper ID: icemma20210387

Transmission And Distribution Sector of Kerala: A Comparative Study of Pre and Post Electricity Act Period

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Abstract. Electricity act 2003 has brought many changes in transmission and distribution sectors. A quick analysis of the progress taken place in Kerala State has shown that significant changes have taken place in transmission and distribution sectors during this period. It helped the State to overcome the power crisis by importing more electricity from outside and the State has to further strengthen both its inter-state as well as intra state transmission network.

Paper ID: icemma20210388

Socio-Economic Conditions of Inter-State Migrant Workers in Kerala with Special Reference to Iron and Steel Industrial Units in Kanjikode in Palakkad District

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Abstract. The present study has focused on problems of inter-state migrant workers in iron and steel industrial units in Palakkad district. The simple random sampling technique was adopted. About 640 inter-state migrant workers in iron and steel industrial units were selected for the study. The statistical techniques used in the analysis are percentage method and simple linear regression technique.

Paper ID: icemma20210389

Adoption Of E-Banking Among Customers: An Empirical Analysis

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Abstract. Tremendous progress in mechanization and antagonistic amalgamation of information communication technology turn out to be the main cause for renovation of customary banking into digital banking. The current growth in the mechanism has created completely renewed system approach and surroundings. With this background, present study throw lights on the socio-economic profile of the customers and to discuss the factors that determining intension to use e-banking services among the public, private and foreign sector banks in the city Coimbatore. Forty two banks were chosen in and around Coimbatore city and as of these banks, four hundred and fifty customers were selected by adoptive purposive sampling method. The present study revealed that the desire or intention to use e-banking services for easy accessibility, speed of services and operational concern.

Paper ID: icemma20210390

Detailed Study on The Impact of Human Resource Management on Employee Retention with Special Reference to IT Industry in Tamilnadu

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Abstract. Employees have become the core and crux of any and every particular organization. Retaining such important resources has become another very crucial criterion for the firms. When we go even more specific with the IT industry which is the flourishing sector of the country employee retention assumes and occupies a really very important place and prominence. Employees stay connected with the company through the Human resource management team which needs to

dug in a lot of efforts in order to maintain the smooth harmony amongst the employees and the organization. HR (Human resources) is the important thing belongings in the corporation. In this era of pretty aggressive competition, HR practitioners had been constantly paving the manner toward earning & keeping loyal employees with the aid of bestowing plethora of blessings and satisfactory paintings existence to maintain them in the enterprise. As retention of employees has come to be a primary challenge for the HR practitioner. The current study tries to understand the association or the effect that HR practices have over employee retention in the IT industry. The study is well supported by expert opinions in the literature review along with analysis and findings.

Paper ID: icemma20210391

A Novel Approach on Risk Assessment of Environment from Man-Made Emergencies at Chemical Hazardous Environment

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Abstract. A systematic study meant for defending workers from a harmful disorder which may be caused by numerous factors. Chemical hazardous are man-made problems that cause damage to the environment and people handling the product or working in chemical work stations. Chemical wastes and products are man-made sources and they may cause damage to the environment to prevent the nature or environment from that hazardous various measures were taken to overcome this risk. To manage the chemical hazardous from affecting the environment dissimilar from the research studies, in this paper, a novel approach on risk assessment of atmosphere from artificial predicaments at the chemical dangerous environment is made. The management of controlling the man-made hazardous in the environment different method was carried out and, in this paper, an overview of a paper is done on the chemical hazardous that damage the environment.

Paper ID: icemma20210392

Implementing Intelligent Traffic Control System for Congestion Control and Stolen Vehicles

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Abstract. In recent years popularity of private cars is getting urban traffic more and more crowded. As result traffic is becoming one of important problems in big cities all over the world. Some of the traffic concerns are congestions and accidents which have caused a huge waste of time, property damage and environmental pollution. Traffic signals are used

to control the of vehicles. In the recent years, the need of transportation has gain immense importance for logistics as well as for common human. This has given rise to the number of vehicles on the road. The fact is that 80,000 people are killed in accidents every year. However, current Emergency Medical Support (EMS) in the country is functioning sub- optimally and requires up-gradation. This is due to Emergency vehicles being trapped in traffic. This project mainly focuses on the Implementing Intelligent Traffic Control for Congestion and Stolen Vehicle Detection. The core tasks in this system is implemented based on implementing a IR sensor network work which is used to detect the traffic density and also use RFID reader and tags for stolen Vehicle Detection System. Current approaches of Traffic Control System and Stolen Vehicle Detection is very time consuming and hectic. The main motive is to solved by Universal Network for Intelligent Traffic System so that each and every life can be saved. criminal or terrorist vehicles have to be identified. In addition to the green wave path, the system will track a stolen vehicle when it passes through a traffic light.

Paper ID: icemma20210393

Prevalence Of Sulphate Reducing Bacteria in Periodontitis Affected Individuals: A Clinico-Microbiological Study

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Abstract. Background & Aim: Periodontal disease may be caused by sulfate-reducing bacteria (SRB). In order to save energy, these anaerobic bacteria use fermentation products to convert sulphate to sulphide. This poisonous substance may build up in the pockets of the gums and cause cellular damage. Study participants with chronic periodontitis will have their SRB levels measured from their periodontal pockets and the results will be compared to established clinical periodontal parameters. **Materials and methods:** "As a cross-sectional research, it was conducted in the future. A patient's gingival index, pocket probing depth, and clinical attachment degree were all taken into account when determining whether or not SRB was present." The research comprised 50 people with persistent periodontitis-like symptoms. Enrichment culture in an anoxic chamber was used to detect the presence of SRB in samples collected from the deepest periodontal pockets. **Result:** SRB were found in the periodontal pockets in 70% of the patients. Patients between the ages of 28 and 60 were affected, while those above the age of 30 were more likely to be affected. SRB incidence was shown to be higher among individuals with a mean gingival index of 2.060.37, a mean pocket probing depth of 9.360.82, and a clinical attachment level of 11.01.10 (p0.001). Increased pocket depth was shown to be associated with the presence of SRB (p0.001). The patient's age had no meaningful impact on the results. **Conclusion:** Periodontal pockets with a greater depth are connected with periodontal sulfate-reducing bacteria in various clinical categories.

Paper ID: icemma20210394

Oral Hygiene and Covid-19

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Abstract. At the present time, a worldwide health and financial crisis is being created due to the rapid spread of coronavirus illness 2019 (COVID-19). The primary means of virus transmission is by droplet dissemination or direct contact. Actions relating to personal hygiene should not be disregarded, and proper oral hygiene is an important aspect of these activities. While those with comorbidities are at the greatest risk of COVID-19 problems, they also elevate the risk of periodontal disease. Thus, high bacterial load in the mouth may be connected to issues following an H1N1 infection, including those that could occur months later. Thus, improved oral health could potentially minimize the risk of complications from COVID-19.

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Low Voltage Ride Through Improvement Using Power System Stabilizer for DFIG based Wind Energy Conversion System

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Abstract. This paper mainly aims to investigate the FRT capabilities of a wind power plant connected to the grid. The study introduces an overview of different approaches used to increase Ride-Through (FRT) fault capability in transient wind turbines based on doubly fed induction generators (DFIGs). This paper provides a comprehensive review of the various strategies employed to define the competencies of DFIG wind turbine-based systems with low-voltage travel (LVRT) (WT). The main DFIG based type-III WT machine is connected to the grid without a digital power interface as

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the world uses approximately 20-25% of renewable wind energy; consequently, it cannot manage terminal voltage or a reactive electrical output. Unique LVRT approaches were therefore proposed within this document based upon the implementation of other active interface technologies. Today, many techniques to overcome this low-voltage problem by failure are being developed. This paper tries to establish these active methods to reduce the gap in overall adaptive performance, controller operational complexity, and economic efficiency by presenting a complete analysis of LVRT strategies for DFIG-based WECS. This paper highlights the methods to increase the capacity of LVRT by applying a power system stabilizer to configure the relationship in 3 significant areas according to its grid inclusion (PSS). In this paper, FACT device connections are also used in WECS to investigate its efficiency and advantages, including PSS.

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